The Influence Of Room Rates And Facilities On Guest Decisions To Stay At The Aveda Boutique Hotel Petitenget Bali

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Abstract
This study aims to determine the partial and simultaneous effects of Room Prices, and Facilities on Guest Stay Decisions at The Aveda Boutique Hotel. This study uses data collection techniques in questionnaires, interviews and documentation. This type of research is a type of quantitative research. The population in this study were guests staying at The Aveda Boutique Hotel using the Accidental Sampling sampling technique with 75 respondents. This study uses a quantitative method with SPSS (Statistical Package For Social Science) version 25.0. This study obtained the results of multiple linear regression analysis Y = 8.962 + 0.431X1 + 0.461X2 which shows that room prices and facilities positively affect guest decisions to stay at The Aveda Boutique Hotel. The t-test results show t-count room price 3.021 and t-count facilities 4.124 > t table 1.666, which means the hypothesis is accepted. Then the F test results show Fcount 29.548 > Ftable 3.123, which means the hypothesis is accepted. From the results of the T test and F test analysis, it can be concluded that room prices and facilities significantly affect both partially and simultaneously guest decisions to stay at The Aveda Boutique Hotel. The coefficient of determination test results shows that the effect of room prices and facilities is 45.1% on guest stay decisions, while other variables outside this study influence the remaining 54.9%. In this study, the most dominant variable influencing guest decisions to stay in facilities with a value of 0.437.

Keywords: Room rates, Facilities, the guest's decision to stay
INTRODUCTION

Business competition in Indonesia is exciting (Indrajit et al., 2021). Globalization in the economic field causes opportunities for entrepreneurs (Japutra & Situmorang, 2021). The competition is increasingly open in capturing local and global consumers (Soegoto & Karamoy, 2020). Several industries experience rapid development, such as banking, telecommunications, transportation and hospitality (Mínguez et al., 2021). The hospitality industry is one of the industries engaged in the service sector and is proliferating because this industry combines products and services (Mínguez et al., 2021).

The products produced by the hospitality industry are various. Products include hotel rooms, restaurants selling food and drinks, and other additional services (Krishnan et al., 2020). According to (Jawabreh et al., 2022) hotel is one type of business that provides rooms, food, drinks and other recreational facilities that are managed commercially. Hotels are always related to the tourism sector because hotels support the success of tourism in an area or city (Wisnawa, 2018).

Bali is one area experiencing rapid development in the hospitality industry (Nuruddin et al., 2020). Bali is one of the most famous tourist destinations both in Indonesia and abroad and is a strategic location for doing business in the field of lodging services (Wisnawa, 2018). The development of tourism in Bali has advanced rapidly and significantly. Therefore every hotel and management that manages it must be able to attract tourists to stay at the hotel and stay longer on holiday in Bali (Wisnawa, 2018). The rapid development of business ventures such as hotels, villas and restaurants are built to meet the needs and desires of tourists (Gallarza et al., 2019). One of the things that cause an increase in opportunities to do business related to tourism activities is the large number of tourists who visit (Kotler et al., 2014).

Seminyak is one of the areas in Bali that is visited by many foreign and domestic tourists (Nuruddin et al., 2020). The Aveda Boutique Hotel is one of the 4-star hotels located in the Seminyak area, precisely on Jalan Petitenget. One of the characteristics owned by The Aveda Boutique Hotel is the view of rice fields that can be seen from the room with a strategic location and around the hotel surrounded by restaurants, clubs, cafes and shopping centres. The Aveda Boutique Hotel has 112 rooms, one restaurant, Mr Wong Restaurant, and 2 bars, namely Asian Street Food and Sanje Bar, Raga Spa, Fitness Centre, The Kayon Meeting and Swimming Pool.
During the pandemic, The Aveda Boutique Hotel was one of the few hotels that did not close in the Seminyak area. However, the number is not as much as before the pandemic occurred. In terms of determining guest decisions to stay at a hotel, guests consider several things before choosing a hotel to stay at (Liu & Fang, 2018). One is the room’s price (Setyaningsih & Alam, 2021). According to (Soegoto & Karamoy, 2020), purchasing decisions are one thing for consumers in making conclusions about a product to be purchased, which is influenced by several things, namely financial economics, technology, politics, culture, product, price, location, promotion, physical evidence, people and process. According to (Kotler et al., 2014), purchasing decisions are "In the evaluation stage, the consumer forms preferences among the brands in the choice and may also form an intention to buy the most preferred brand. According to (Wachyuni et al., 2021), purchasing decisions are a choice in deciding on the product to be purchased, where to buy and how the payment process is carried out purchasing a product.

Price is one of the essential things in selling a product or service. In selling a product or service, price determines how much profit is obtained and is also related to the facilities provided (Pratama & Suprapto, 2017). The number of hotels around The Aveda Boutique Hotel with competitive prices can also influence guests' decisions to stay overnight. According to (Tumuju et al., 2022), price is some of the money used to obtain a good or service. According to (Al-Msallam, 2015), a price is the number of goods or services in currency units used to obtain goods, services and services sold. According to (Kandampully & Suhartanto, 2000), the price can generate revenue from the marketing mix and other things from the marketing mix can generate costs. Prices can also provide information about the value of a company's products or services.

According to (Ani & Vivian Octariana, 2021), facilities are the availability of physical equipment that can provide convenience for guests when carrying out activities and fulfil their needs while staying at the hotel. According to (Wu et al., 2018), facilities are supporting equipment used in carrying out activities for employees, consumers, visitors, patients, and students to create comfort at work. Every hotel must also consider its facilities, including The Aveda Boutique Hotel. However, several complaints remain about the facilities at The Aveda Boutique Hotel.

Research conducted by (Feri, 2018), titled 'The Effect of Price and Service Quality on Guest Stay Decisions at Hotel Karmila Bandung'. The results of this study indicate that price and service quality have 82% of a positive and significant effect on guest decisions to stay. Service quality dominantly influences a decision to stay. The difference from this study is the
place or object of research used, and researchers do not use service quality variables. Research conducted by (Annishia & Prastiyo, 2019) titled 'The Effect of Price and Facilities on Guest Stay Decisions at the Best Western Premier The Hive Jakarta Hotel'. The results showed that the price significantly affects the decision to stay. The difference from this research is the object or place used as a research site. Research conducted by (Mujari, 2020) titled 'The Effect of Room Prices and Facilities on Staying Decisions at Simpang Baru Lahat Hotel'. The results showed that room prices and facilities positively and significantly affect the decision to stay. The similarities of this study are both types of quantitative research, independent variables and dependent variables used, data collection methods and data analysis techniques used. The difference from this study is that the location and object used as a research site are different.

Based on the background of the problem, theoretical studies, empirical studies, and conceptual frameworks, the hypotheses in this study can be formulated as follows:

H1: There is a positive influence between room prices on guest decisions to stay at The Aveda Boutique Hotel Petitenget Bali.

H2: There is a positive influence between facilities on guests’ decisions to stay at The Aveda Boutique Hotel Petitenget Bali.

H3: A simultaneous positive influence exists between room prices and facilities on guest decisions to stay at The Aveda Boutique Hotel Petitenget.

Based on the background of the above problems, the authors are interested in researching whether room prices and facilities affect guest stay decisions through a study entitled "The Effect of Room Prices and Facilities on Guest Stay Decisions at The Aveda Boutique Hotel Petitenget Bali".

This research is expected to develop the theory obtained in tourism science in management, marketing and consumer behaviour. This research can also be a reference for other researchers who want to research factors influencing overnight guest decisions other than price and facilities. This research is expected to provide information that can be used as input and consideration for the management of The Aveda Boutique Hotel Petitenget on the importance of room prices and facilities to Guest decisions so that guests can return to stay again at The Aveda Boutique Hotel Petitenget.
METHOD

This research uses a quantitative approach. The population of this study were all guests who had stayed at the hotel. The sampling technique used is purposive sampling with the criteria that guests stay at the hotel. Determined the number of samples by multiplying the number of indicators in this study (15 indicators) by five (Hair et al., 2019) so that 75 samples were obtained. The instrument used was a questionnaire distributed from January to March 2022 online and offline. Before being distributed, validity and reliability tests were performed. After obtaining BLUE (Best Linear Unbiased Estimator) data, Multiple Regression Analysis, T-test, F-test, and Determination were conducted (J. Hair et al., 2014, 2017).

FINDING AND DISCUSSION

Validity test results above 0.30. The questionnaire’s statement can be considered valid (Hair et al., 2019). The reliability test results show that all variables have a Cronbach's alpha that is bigger than the alpha standard of 0.6, so it can be concluded that all variables used can be declared reliable (Hair et al., 2014). In this classic assumption test, it can be seen that the results of the data normality test using the One-Sample Kolmogorov Smirnov Test, and in this study, the analysis results are normally distributed because the Asymp.Sig value. (2-tailed) value is 0.200 and greater than 0.05 (Waluyo, 2016). Multicollinearity test can be seen from the tolerance value and the Variance Inflation Factor (VIF) value, and in this study, it has a tolerance value of more than 0.1 and a Variance Inflation Factor (VIF) value of more than 10 for each independent variable used so it can be concluded that there are no multiple correlations (multicollinearity) between independent variables, therefore the multicollinearity assumption has been met (Sugiyono, 2019). Heteroscedasticity test using the Glejser test and in this study shows the resulting significance value on all independent variables is greater than 0.05 so it can be concluded that there is no heteroscedasticity in the regression model, therefore the heteroscedasticity assumption has been met (Sugiyono, 2019).

Table 1. Statistical Test Results

<table>
<thead>
<tr>
<th>Coefficients</th>
<th>B</th>
<th>Std B</th>
<th>t</th>
<th>Sig</th>
</tr>
</thead>
<tbody>
<tr>
<td>1(Constant)</td>
<td>8.962</td>
<td>.320</td>
<td>3.995</td>
<td>.000</td>
</tr>
<tr>
<td>X1</td>
<td>.431</td>
<td>.320</td>
<td>3.021</td>
<td>.003</td>
</tr>
<tr>
<td>X2</td>
<td>.461</td>
<td>.437</td>
<td>4.124</td>
<td>.000</td>
</tr>
</tbody>
</table>


The test results above show that the t-value for the Room Price variable is 3.021. This figure indicates that the t value > t table is 1.666 and for the significant Room Price variable is 0.003 <0.05, which means Hypothesis 1 is accepted, so it can be concluded that there is a variable effect Room Price (X1) has a positive and significant effect on Guest Staying Decisions (Y) at The Aveda Boutique Hotel Petitenget Bali.

The test results above obtained the t-value for the Facility variable of 4.124. This figure shows that the value of t count > t table is 1.666 and for the significant Facility variable is 0.000 <0.05, which means Hypothesis 2 is accepted, so it can be concluded that there is an influence of the Facility variable (X2) has a positive and significant effect on Guest Staying Decisions (Y) at The Aveda Boutique Hotel Petitenget Bali.

Table 1 shows the calculated F value is 29.548 > from F table 3.123 with a sig F value = 0.000 <0.05, indicating that Hypothesis 3 is accepted. It can be concluded that there is a simultaneous or joint influence between Room Prices (X1) and Facilities (X2) on Guest Decisions to Stay at The Aveda Boutique Hotel Petitenget Bali.

Based on Table 1, it can be concluded that the contribution of the independent variables can be seen from the R Square value of 0.451, so the results are D = 0.451 x 100 % = 45.1 %. The influence of room prices and facilities on guests’ decisions to stay is 45.1%, while other variables outside of this study influence the remaining 54.9%.

The standardized coefficient beta test results are used to determine the effect of the more dominant independent variable on the dependent variable. In table 1, it is known that the magnitude of the standardized coefficient beta for the Room Price variable (X1) on Guest Stay Decisions (Y) is 0.320, and the magnitude of the standardized beta coefficient for the Facility variable (X2) Guest Stay Decisions (Y) is 0.437. So it can be concluded that the Facility variable (X2) has a more dominant influence than the Room Price variable (X1) on the Guest’s Decision to Stay (Y).
CONCLUSION

The guest's decision to stay is shaped by room rates and facilities, as much as 45.1%. Facilities contribute a lot more compared to the price of the room. Good attention to room rate policies and facilities will enhance the guest's decision to stay. Based on all the discussions and conclusions that have been described, the suggestions that can be given are as follows: 1) Room rates can influence the guest’s decision to stay. Room rates at The Aveda Boutique Hotel are pretty competitive with the nearby hotels. It is hoped that the hotel can provide the facilities that guests get according to the price of the hotel rooms sold so that in the future guests will feel satisfied and will return to stay in the future; 2) Facilities are one of the most dominant variables influencing the guest's decision to stay. The hotel management is always expected to pay attention and provide the best for guests to increase guest satisfaction during their stay. When the hotel provides the best facilities, and according to the guests' needs, guests feel satisfied and will return to the hotel.

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