

The Influence of Location on The Decision to Stay at Swiss-Belhotel Harbor Bay

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Abstract

This study investigates the influence of hotel location on guests' decisions to stay at Swiss-Belhotel Harbour Bay, a well-known hotel in Batam, Indonesia. The hotel offers all of the necessary amenities, and its workers provide excellent service. The hotel's position, in a row of commercial shophouses in Harbor Bay and remote from major roads, is thought by hotel management to have an impact on the number of tourist visits, which is less than ideal. The study's goal is to research the relationship between hotel location and guest decision to remain, identify the important factors that influence guest decision to stay, and determine the impact on hotel room sales. The study used a quantitative techniques methodology. The findings indicate that hotel location is critical in deciding hotel location, with elements such as access, visibility, traffic, parking, and environment all influencing guests' decisions to stay. The study also identifies the factors that influence a guest's decision to stay, including product selection, brand selection, dealer selection, purchase timing, purchase quantity, and payment method. The study's findings have major significance for hotel management, emphasizing the necessity to shift hotel locations to boost overall hotel room sales. The alternative hypothesis is proven where hotel location influences guest's decision to stay with the formulation $Y = 45.546 + 0.756X$ with a coefficient of determination of 64.9%. This research suggests that hotels need to consider the location of a hotel before building a hotel so that it is easily accessible to potential guests.

Keywords: Hotel Location, Guest's Decision to Stay, Accessibility

INTRODUCTION

A hotel is an accommodation business that provides public accommodation facilities which are equipped with food, beverage, room service, laundry and all room equipment in accordance with the specified requirements (Chair & Pramudia, 2017). The hotel industry is one industry that continues to grow and has become very important in recent years.

Place or location is a driver of costs and revenues, so location often has the power to create a company's business strategy (Heizer & Render, 2022). These decisions include physical location decisions (e.g., where to build the hotel and how easily it can be reached), convenience of the location, and safety of the area. The bulk of hotel service users are visitors from other areas who have business in the area, either for travel, business, or simply as a temporary stopover on their way to another destination. As a result, consumers will have better access to the hotel due to its strategic placement. The hotel's closeness to various tourist attractions or public facilities will increase the value of the business. Location can make or destroy a company's strategy. As a result, service providers must carefully analyze and select sites that are adaptable to potential future economic, demographic, cultural, competitive, and regulatory shifts.

According to (Moningka & Loindong, 2016), location is an important variable in marketing strategy because it determines consumer purchasing decisions. However, the decision to purchase a room is also influenced by other things such as use of social media Instagram (Asikin et al., 2024). Apart from that, selecting a location requires careful consideration, namely access, visibility, traffic, parking, environment and competition. The better the location or place, the more visitors' decisions will improve. Implementing a good location, comfortable place and safe area will make consumers feel more interested in visiting that place. Marketing locations that are comfortable, safe, clean, busy and easy to reach are some of the location criteria that are of interest to many consumers. However, location can also be a challenge for hotels due to intense competition with other hotels that have the same or better location.

Swiss-Belhotel Harbor Bay is a four-star hotel located in Batam, precisely in the Harbor Bay area. This hotel offers a variety of quality facilities and services, such as comfortable rooms, a restaurant serving international cuisine, a swimming pool, fitness center, spa and meeting rooms. This hotel also has easy access to shopping centers, entertainment venues and ferry ports connecting Batam with Singapore and Malaysia.

Even though it has various advantages, this hotel also faces several problems that can influence guests' decision to stay. One of the main problems that this hotel often faces is tight competition with other hotels located in the same or more strategic areas (Yuli Sutrisno & Adhila, 2021). Several competing hotels that have a reputation and quality that is equal to or better than Swiss-Belhotel Harbor Bay are Harris Resort Waterfront, Radisson Golf and Convention Center, and Nagoya Hill Hotel.

According to (Heizer & Render, 2022), the goal of a location approach is to maximise the advantages of position for the company. The type of business is frequently the determining factor in location decisions. Location analysis is used to minimize expenses in the manufacturing industry and to maximize revenue in the service sector. This is primarily manufacturing firms find that costs vary greatly between sites, whereas service businesses find that location frequently influences income more than expenses. Therefore, for service organizations, unique locations frequently influence income more than costs. This means that the location focus for service companies should be on determining business volume and revenue. Sumarwan in Sulistiono (2010) added entrepreneurs will constantly look for key locations that are obvious and readily available to customers. The best site for an assistance business is one with a strong market potential. Traffic density, population density, and local living standards are all key considerations when selecting a site. A hotel should choose a location based on the availability of roads good, availability of public transportation, close by with the airport, and the availability of public facilities (Zaini et al., 2018).

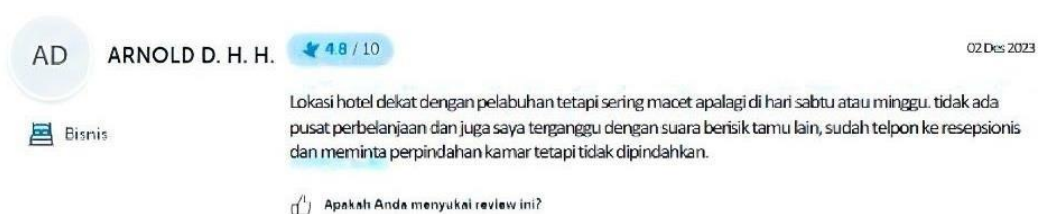


Figure 1. Guest comment #1 Swiss-Belhotel Harbour Bay

Source: Traveloka

Based on guest comments or reviews from visiting guests, namely Mr Ardnold in December 2023, he stated that the location of Swiss-Belhotel Harbor Bay is quite strategic, close to the port, but there are often traffic jams, especially on Saturdays or Sundays, there is no shopping center and it is also disturbed by noise. Customer dissatisfaction with the

facilities offered can cause guests to be reluctant to return to that place (Morysa & Lubis, 2023).

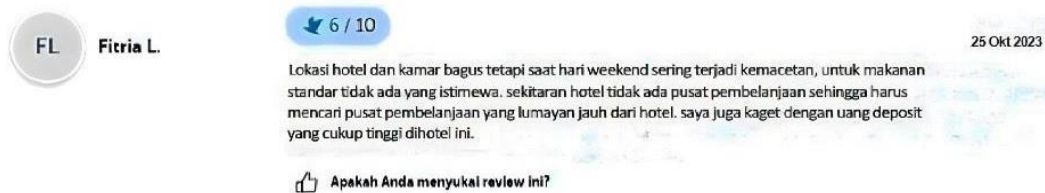


Figure 2. Guest comment #2 Swiss-Belhotel Harbour Bay

Source: Traveloka

Not only that, based on guest comments or reviews from other guests who visited, namely Mrs. Fitria in October 2023 said that the location of Swiss-Belhotel Harbor Bay is quite strategic, but there are often traffic jams, especially on weekends, the shopping center is quite far and she was also surprised by the quite high deposit. Other research states that the rating given by previous tourists plays a role in shaping consumers' decisions to stay overnight (Dewiyanti & Takara Tantarto, 2021).

Based on the information provided above, it is possible to conclude that the problems associated with the title Influence of Location on the Decision to Stay at Swiss-Belhotel Harbor Bay include intense competition with other hotels, changes in consumer preferences and behavior, and ineffective promotions and marketing communications. These issues might sway consumer views of hotel location, which is one of the variables influencing the decision to stay. As a result, this hotel must be able to select the appropriate approach to use location as a competitive advantage and attract consumer interest.

LITERATURE REVIEW

Location is also a situational factor that influences purchasing decisions. Implementing a good location, a comfortable place, and a cloudy area will make consumers feel more interested in visiting that place. According to (Utami, 2010), choosing a strategic location has a positive impact, namely that the location can influence the development and growth of the business in the future. Therefore, the location must be able to develop from an economic perspective so that it can maintain the sustainability of a business at the start and in the future. Apart from that, if the location is strategic, many consumers will make purchases and

this will certainly create satisfaction for consumers because consumers will find it easy to find the location.

According to (Tjiptono & Chandra, 2016) said that selecting a place or location requires consideration of several factors such as: (1) Access, namely describing a location that is easy to pass or reach by any means of transportation; (2) Visibility, that is, it can be seen clearly from normal viewing distance; (3) Traffic, namely the number of people passing by in this environment and congestion, density and crowds in doing business; (4) Parking Lot; (5) Environment, namely the background that supports a product being offered; (6) Expansion, namely the availability of a large enough place for future business expansion; (7) Competition; (8) Government Regulations.

In (Ali & Simdani, 2018) research, indicators of expansion, competition and government regulations were not used to measure location variables because they were not directly related to guests. There are only a few indicators such as access, visibility, traffic, parking and environment that are directly related to guests.

The decision to stay overnight is an action that a person takes consciously when deciding to choose a temporary residence in the form of an inn or hotel (Kristanto & Wahyuni, 2019)). Of obviously, when consumers make decisions, they evaluate a variety of aspects relevant to the product or service they intend to purchase. Several elements influence purchasing decisions, including technology, economics, politics, cultivation, facilities, location, price, promotions, and physical evidence, which develop a mindset in customers to analyze all the data and draw judgments about the product or service to be purchased (Annishia & Prastiyo, 2019).

According to (Kotler & Armstrong, 2016), the decision to stay overnight is a consumer action to choose or use accommodation services that is determined from the start by several factors that influence tourists to decide to stay at that accommodation. There are five steps that influence a person's purchasing decision: awareness of needs, searching for data, assessment of alternatives, purchasing choices, and behavior after the purchase.

METHOD

This research will use quantitative methods. Quantitative research is usually more systematic, planned, structured and clear from start to finish. When using quantitative methods it will definitely relate directly to numbers starting from data collection, data analysis and presentation of data results (Ahyar, 2020). Quantitative research is founded on

the positivist ideology and is used to analyze specified populations or samples in order to evaluate predetermined hypotheses (Sugiyono, 2019).

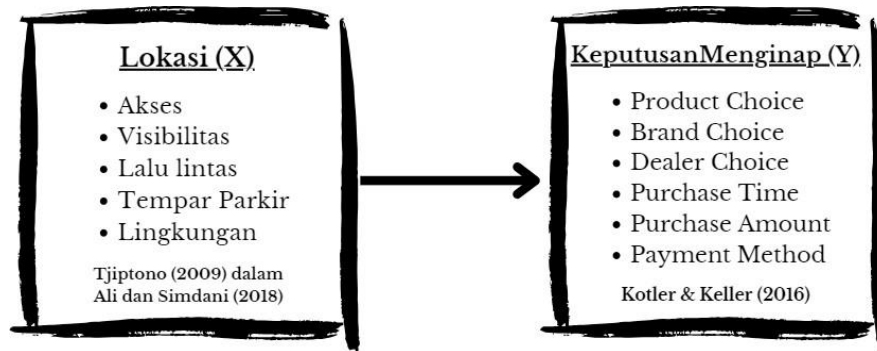


Figure 3. Research Conceptual Framework

Source: Data processed by researchers

Population is derived from English, specifically population, which meaning population, and in research, the term population refers to a collection of items that will serve as the study's findings objective (Siregar, 2017). The objective of maintaining a population is to identify the amount of the member sample selected from members of the general population and restrict the validity of the extrapolation region (Ahyar, 2020). The total population of visitors to the Swiss Hotel – Bel Hotel Harbor Bay during the last six months of this research was 22,752, with the following number of visits.

Table 3. Data Occupancy Hotel Swiss – Bel Hotel Harbour Bay

Country	No. Of Pax
INDONESIA	19.158
SINGAPORE	1.308
MALAYSIA	468
ITALY	342
INDIA	336
UNITED KINGDOM	282
CHINA	228
AUSTRALIA	158
OTHERS	138
JAPAN	66

BRAZIL	60
PHILIPPINES	60
RUSSIA	42
USA	42
MAROCOO	30
GERMANY	24
TAIWAN	18

Source: Data processed by researchers

The sample is part of a population that has characteristics similar to the population itself (Sugiyono, 2019). Therefore, when researchers conduct research, they need to pay attention to several considerations that need to be taken into account so that when searching for information they can produce representative information so that the research conducted can be valid (Ahyar, 2020). In this research, we will use a purposive sampling technique which means we know and understand the related research object best. The technique used to measure the number of samples from the population uses the Slovin formula. The number of samples obtained with a population of 22,752 using a margin of error of 10% is 99.99 which is rounded up to 100 samples.

This study's data collection techniques included questionnaires, interviews, and documentation. Questionnaires were sent directly to respondents in this study. Researchers also conducted structured interviews to obtain opinions and perspectives from various sources.

For data analysis techniques, this research uses descriptive analysis. This technique is used to evaluate data which involves collecting, categorizing, and interpreting data to create an accurate picture of the subject or problem being considered. Following that, validity testing is performed to assess the questionnaire's validity. Following that, a reliability test is performed to assess the validity of a questionnaire that serves as an indicator of variables. A variable is regarded as dependable if the Cronbach's alpha value is greater than 0.60.

The following test is the traditional assumption test. This standard assumption test determines whether the outcome of the regression line of an equation is straight and can be applied to equations. The normality test determines if any residuals in the model of regression are normally distributed or not. (Ghozali, 2009) believes, the study was conducted out in order to figure out whether the data utilized in this research complies with

classical assumptions, which are that the information has been distributed normally, there is no multicollinearity, there is no autocorrelation, and there also is no heteroscedasticity in the data.

FINDING AND DISCUSSION

Swiss-Belhotel Harbor Bay Batam is the ideal place to stay in Batam for both business and pleasure guests. The hotel's location allows guests to readily access different entertainment, tourism activities, and gastronomic alternatives. Swiss-Belhotel Harbour Bay Batam is a four-star hotel that debuted on January 19, 2013. The Swiss-Belhotel logo has four meanings; the first is the word 'Switzerland' which symbolizes the country of Switzeirland, and the word 'Belhotel' which symbolizes a beautiful and beautiful hotel.



Figure 2. Swiss-Belhotel Harbour Bay Batam

Swiss-Belhotel Harbor Bay Batam features 180 rooms, divided into four types: Superior Deluxe, Grand Deluxe, Junior Suite, and Presidential Suites. All rooms at this hotel are outfitted with the highest standard hotel amenities, including an LCD TV with satellite channels, an IDD telephone, high-speed internet access, a personal safe, hot and cold beverage making facilities, individually controlled air conditioning, a mini bar, a bathtub or shower, and WiFi internet access in all areas of the hotel. This hotel has five floors. Floor 1 includes the office, lobby, and kitchen. The second story houses banquets, meeting rooms, and the grand ballroom, Batam's largest ballroom. Guest rooms are located on floors three through five. This hotel has the following amenities: Swiss-Café Restaurant, Chinese Restaurant, Swiss Deli, Lobby Lounge and Bar, 24-hour in-room dining, Business Center, Pool, Fitness Center, Spa and Massage, and Wi-Fi.

In this research, descriptive statistical analysis interprets and formulates research findings in the form of respondent identity and distribution of responses for each variable. The number of questions asked of respondents is based on the factors researched in relation to the questions. Respondents to this study were guests of the Swiss-Belhotel Harbor Bay Batam. Of the 50 total responses, 14 were male (27.5%), while 37 were female (72.5%). We can deduce that more women than men frequent the hotel.

Based on the age of the respondents, it can be determined that the number of respondents aged 18-23 years is 30 people, or 58.8%; the number of respondents aged 24-29 years is 17 people, or 33.3%; and the number of respondents aged 30-35 years is 3 people, or 5.9%. It is 1 person or 2%, the number of respondents between 36-41 years old. It can be concluded that there are more respondents with an age range 18-23 years than the other age ranges that have been determined. Characteristics of respondents based on their occupation, namely 54,9% employees, 57,3% students, 5,9% entrepreneurs and 2% housewives. According to the data, the bulk of responders are from Batam, with a total of 32 persons, or approximately 62.7%. Bandung had 6 responses (11.8%), Kendari had 1 (2.0%), Tanjung Balai Karimun had 3 (5.9%), Cirebon had one (2.0%), and DKI Jakarta had 7 (14.0%). As a result, the vast majority of respondents who stayed at Swiss-Belhotel Harbor Bay Batam were from Batam.

By using the SPSS application software, a validity test can be obtained. Fifty Swiss-Belhotel Harbor Bay Batam visitors underwent validity checks. The table following shows the outcome of the validity test. The overall value of each question is equal to r computed $\geq r$ table (0.270), indicating that all questions are valid.

Table 2. Location variable validity test (X)

Statement	r count	r table	Note
X-1	0,709	0,270	Valid
X-2	0,826	0,270	Valid
X-3	0,759	0,270	Valid
X-4	0,790	0,270	Valid
X-5	0,654	0,270	Valid
X-6	0,712	0,270	Valid
X-7	0,719	0,270	Valid
X-8	0,745	0,270	Valid

X-9	0,783	0,270	Valid
X-10	0,747	0,270	Valid
X-11	0,811	0,270	Valid
X-12	0,746	0,270	Valid
X-13	0,735	0,270	Valid

Source: Data processed by researchers

Table 3. Validity Test of Decision to Stay (Y)

Statement	r count	r table	Note
Y1	0,419	0,270	Valid
Y2	0,522	0,270	Valid
Y3	0,377	0,270	Valid
Y4	0,354	0,270	Valid
Y5	0,502	0,270	Valid
Y6	0,610	0,270	Valid
Y7	0,457	0,270	Valid
Y8	0,591	0,270	Valid
Y9	0,360	0,270	Valid
Y10	0,642	0,270	Valid
Y11	0,547	0,270	Valid
Y12	0,515	0,270	Valid
Y13	0,488	0,270	Valid

Source: Data processed by researchers

Reliability tests determine the extent to which measurements carried out on the same items produce identical findings. The accuracy and consistency of measurement is demonstrated by its reliability. A questionnaire is considered trustworthy if respondents' responses to assertions are consistent over time. Cronbach's Alpha coefficient is the most popular reliability test. According to table 4, Cronbach's alpha (known to be negligent) in the location variable statement (X) was $0.931 > 0.60$, whereas in the Decision to Stay variable statement (Y) it was $0.719 > 0.60$. Based on past assertions, it is possible to conclude that each claim in this study is reliable. The reliability test results can be viewed in the table below.

Table 4. Reliability Test Results

Variable	Cronbach's Alpha	N of Items	Cut Off	Note
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X	0,931	13	0,60	Reliable
Y	0,719	13	0,60	Reliable

Source: Data processed by researchers

The majority of respondents selected by the author responded agree (S) and strongly agree (SS). Where the majority of results are in X3, X4, workplace, where 14 respondents (70.0%). And the smallest results X3, X5, The data identified that respondents at the Swiss-Belhotel Harbour Bay Batam was concerned about the hotel's location. The following is a recap of the questionnaire data which explains the frequency distribution and percentage of location and decision to stay variables.

Table 5. Descriptive Analysis of Mean Location Variables (X)

Questions	Amount	Mean	Note
X1	51	4.33	Very High
X2	51	4.27	Very High
X3	51	4.33	Very High
X4	51	4.45	Very High
X5	51	4.12	High
X6	51	4.35	Very High
X7	51	3.98	High
X8	51	3.84	High
X9	51	4.16	High
X10	51	3.96	High
X11	51	4.31	Very High
X12	51	4.29	Very High
X13	51	4.37	Very High

Source: Data processed by researchers

The mean (average) value for each location variable (X1) is in a fairly high range. Specifically, variables X1 to X12 have a mean above 4, which is categorized as "Very High". This shows that respondents gave a very high assessment of the location aspects measured by each variable. In detail, variable X3 has the highest mean, namely 4.45, followed by variable X5 with a mean of 4.35, and variable X12 with a mean of 4.37. This shows that respondents gave a very high assessment of these variables in the context of location. Meanwhile, variable X6 with a mean of 3.98 has a mean value that is slightly lower than the other variables, but is still classified as "High". This shows that the aspect measured by

variable X6, although slightly lower, still received a positive assessment from respondents. Overall, the results of this descriptive analysis indicate that respondents gave a very high assessment of the location variable (X1), which can be interpreted as satisfaction or a positive perception of the Swiss location – BelHotel Harbor Bay Batam.

Table 6. Descriptive Analysis of Mean Staying Decision Variables (Y)

Questions	Amount	Mean	Note
Y1	51	4,12	Very High
Y2	51	4,28	Very High
Y3	51	4,18	Very High
Y4	51	4,26	Very High
Y5	51	4,32	Very High
Y6	51	4,32	Very High
Y7	51	4,36	Very High
Y8	51	4,38	Very High
Y9	51	4,54	Very High
Y10	51	4,08	Very High
Y11	51	4,18	Very High
Y12	51	4,26	Very High
Y13	51	4,34	Very High

Source: Data processed by researchers

From the results of this analysis, it can be observed that the mean (average) value for each statement (Y1 to Y13) is in a fairly high range. Specifically, variables Y1 to Y13 have a mean above 4, which is categorized as "Very High". This shows that respondents gave a very high assessment of the aspects stated in these statements in the context of the decision to stay overnight. In detail, variable Y9 achieved the highest mean of 4.54, followed by variable Y5 with a mean of 4.32, and variable Y8 with a mean of 4.38. This indicates that respondents gave a very high assessment of these variables in the context of overnight decisions. Meanwhile, variable Y10 with a mean of 4.08 has a mean value that is slightly lower than the other variables, but is still classified in the "Very High" category. This shows that the aspect measured by variable Y10, although slightly lower, still received a positive assessment from respondents. Overall, the results of this descriptive analysis indicate that respondents gave a very high assessment of the stay decision variable (Y1 to Y13), which can be interpreted as

satisfaction or a positive perception of the experience of staying at Swiss-Belhotel Harbor Bay Batam.

Table 7. Normality test with Kolmogorov-Smirnov test

		Unstandardized Residual
N		51
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	4.50295143
Most Extreme Differences	Absolute	.071
	Positive	.071
	Negative	-.063
Test Statistic		.071
Asymp. Sig. (2-tailed)		.200 ^{a,d}

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

The normality test is used to test whether the data distribution follows a normal distribution or not. Normality test results can influence the selection of appropriate statistical analysis. The Kolmogorov-Smirnov test yielded a test statistical value of 0.071 with an asymptotic significance level of 0.200 (two-tailed). According to these results, because the statistically significant value of 0.200 is more than 0.05, we can assume that the findings on the variables that were tested have a normal distribution.

Table 8. Heteroscedasticity Test Results

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	45.546	4.445		10.246	.000
	Lokasi	.144	.080	.249	1.797	.079

a. Dependent Variable: Keputusan Menginap

According to the table above, the significance value of the location variable is 0.079, which is higher than 0.05, implying that there is not any heteroscedasticity for the location variable.

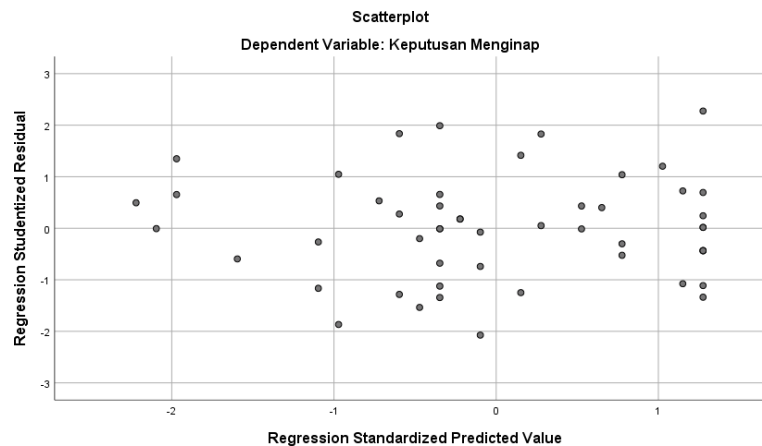


Figure 2. Heteroscedasticity Scatterplot

This is also supported by the scatterplot results in the image table below where it can be seen that the points are not above and below or is at number 0 and spreads without forming a wavy, widening or narrowing pattern.

Table 7. Coefficient of Determination Test (R^2)

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.798 ^a	.693	.649	2.755

a. Predictors: (Constant), Lokasi

b. Dependent Variabel: Keputusan Menginap

The above table shows the outcomes of the R^2 coefficient of testing for determination in a regression model. The coefficient of determination measures how much variability in the dependent variable can be clarified through the model's independent variables. The R value table yielded a result of 0.798, suggesting a strong positive association between the independent and dependent variables in the model. The coefficient of determination (R^2) equals 0.693. In this model, the independent variables explain approximately 69.3% of the variation in the dependent variable. This percentage indicates that there is a substantial

positive link between the independent variable (location) and the dependent variable (decision to stay).

Table 10. Partial Influence Test (t-test)

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	45.546	4.445		10.246	.000
	Lokasi	.756	.080	.249	1.797	.079

a. Dependent Variable: Keputusan Menginap

The above table shows the results of the t test for location variables. The t test is used to determine the statistical significance of the unstandardized regression coefficient (B) and if each variable has a meaningful impact on the dependent variable. The t test findings indicate that the significant value of location is 0.079, which is greater than 0.05. So it was determined that the location variable had no potential influence on the dependent variable. Overall, the findings of this t test show that there is no major impact of the constant and possibility of the independent variable (location) on the dependent variable (decision to stay).

This research aims to evaluate the relationship between location and decision to stay at Swis-Belhotel Harbour Bay Batam. Fifty respondents were surveyed for this research. In the validity and reliability test, the variable statement items are all valid and reliable. All statements regarding location factors are genuine and trustworthy. According to the findings of the basic linear regression equation of this research, $Y = 45,546 + 0.756X$ can be determined, showing that the promotion regression coefficient is 0.756. This value is positive, showing that location influences decision to stay in a hotel. This study's findings are consistent with earlier studies showing that location and facilities have a beneficial and significant impact on people's choices to stay at a hotel (Taan et al., 2020).

The t-test for the impact of location (X) on decision to stay (Y) yields an estimated t value of $1,797 > t_{table} 1,676$, rejecting H_0 and accepting H_a . This suggests that the location has a positive and substantial role in the decision to stay at Swis-Belhotel Harbour Bay Batam. And the result of the test findings, the coefficient of determination (R) is 69.3%, while

the rest, 30.7% is because the factors were not investigated by the author since Swis-Belhotel Harbour Bay Batam focuses more on location alone.

CONCLUSION

Based on the problem formulation in this research, data analysis assisted by the SPSS program regarding the influence of location on decision to stay at the Swis-Belhotel Harbour Bay Batam produces the following conclusions:

1. The resulting t value of 1.797 is higher than the t table value of 1.676, based on the t test results. This shows that H_{a1} is accepted, implying that the location variable (X) has a considerable effect on the overnight decision variable (Y). The location variable (X) has an influence of 0.756 on the overnight decision variable (Y). Furthermore, based on the R Square value of 0.693, it was discovered that the contribution of the social media variable Instagram (X) to the Room Sales variable (Y) was 69.3%, with the remainder being around 30.7%.
2. Based on the results of the mean location variable, very high information was obtained for almost all statements except questions 5,7,8,9,10 which only had high values. Meanwhile, the operational results of the overnight decision variable show a percentage of 100% in the very high category.

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