

ABSTRAK

Penelitian ini bertujuan untuk menguji Pengaruh Price dan Place dalam Meningkatkan Occupancy Penjualan Kamar dengan Kepuasan Tamu sebagai Variabel Intervening pada Lima's Hotel Bukittinggi. Teknik pemilihan sampel menggunakan random sampling dan didapatkan sebanyak 94 sampel. Teknik analisis data menggunakan Analisis *Structural Equation Modeling* (SEM) dengan *Partial Least Square* (PLS).

Berdasarkan hasil analisis didapatkan bahwa *Price* berpengaruh signifikan terhadap Kepuasan Tamu karyawan pada Kantor Lima's Hotel Bukittinggi. *Place* berpengaruh signifikan terhadap Kepuasan Tamu karyawan pada Kantor Lima's Hotel Bukittinggi. *Price* berpengaruh signifikan terhadap *Occupancy* Penjualan Kamar pada Kantor Lima's Hotel Bukittinggi. *Place* tidak berpengaruh signifikan terhadap *Occupancy* Penjualan Kamar pada Kantor Lima's Hotel Bukittinggi. Kepuasan Tamu berpengaruh signifikan terhadap *Occupancy* Penjualan Kamar pada Kantor Lima's Hotel Bukittinggi. *Price* tidak berpengaruh signifikan terhadap *Occupancy* Penjualan Kamar melalui Kepuasan Tamu sebagai intervening pada Kantor Lima's Hotel Bukittinggi. *Place* berpengaruh signifikan terhadap *Occupancy* Penjualan Kamar melalui Kepuasan Tamu sebagai intervening pada Kantor Lima's Hotel Bukittinggi.

keywords : Room Sales Occupancy, Price, Place, Guest Satisfaction

ABSTRACT

This study aims to examine the Effect of Price and Place in Increasing Room Sales Occupancy with Guest Satisfaction as Intervening Variables at Lima's Hotel Bukittinggi. The sample selection technique used random sampling and obtained a total of 94 samples. The data analysis technique uses Structural Equation Modeling (SEM) Analysis with Partial Least Square (PLS).

Based on the results of the analysis, it was found that Price had a significant effect on employee Guest Satisfaction at the Lima's Hotel Bukittinggi Office. Place has a significant effect on employee guest satisfaction at the Lima Bukittinggi Office Hotel. Price has a significant effect on Room Sales Occupancy at Lima's Hotel Bukittinggi Office. Place has no significant effect on Room Sales Occupancy at Lima's Hotel Bukittinggi Office. Guest Satisfaction has a significant effect on Room Sales Occupancy at the Lima Office Hotel Bukittinggi. Price has no significant effect on Room Sales Occupancy through Guest Satisfaction as an intervention at the Lima Office Hotel Bukittinggi. Place has a significant effect on Room Sales Occupancy through Guest Satisfaction as an intervention at the Lima Office Hotel Bukittinggi.

keywords: Room Sales, Price, Place, Guest Satisfaction