

## ABSTRAK

Penelitian ini bertujuan untuk mengetahui seberapa besar pengaruh kualitas pelayanan dan fasilitas terhadap kepuasan pelanggan dengan keputusan menginap sebagai variabel intervening pada hotel Mongonsidi Padang. Metode yang digunakan adalah *Structural Equation Model Partial Least (SEM-PLS)*, dengan menggunakan *software SMART PLS 3.0*. Dengan mengedarkan kuesioner sebanyak 76 responden.

Hasil analisis data menyimpulkan, terdapat pengaruh positif dan signifikan antara kualitas pelayanan dan fasilitas terhadap keputusan menginap. Terdapat pengaruh positif dan signifikan antara kualitas pelayanan terhadap kepuasan pelanggan. Terdapat pengaruh positif dan tidak signifikan antara fasilitas terhadap kepuasan pelanggan. Terdapat pengaruh positif dan signifikan antara keputusan menginap terhadap kepuasan pelanggan. Terdapat pengaruh positif dan tidak signifikan antara kualitas pelayanan terhadap kepuasan pelanggan melalui keputusan menginap. Terdapat pengaruh positif dan signifikan antara fasilitas terhadap kepuasan pelanggan melalui keputusan menginap.

**Kata Kunci : Kualitas Pelayanan, Fasilitas. Kepuasan Pelanggan, dan Keputusan Menginap**

## ABSTRACT

*This study aims to determine how much influence the quality of service and facilities has on customer satisfaction with the decision to stay as an intervening variable at the Mongonsidi Padang hotel. The method used is Partial Least Structural Equation Model (SEM-PLS), using SMART PLS 3.0 software. By circulating the questionnaire as many as 76 respondents.*

*The results of the data analysis concluded that there was a positive and significant influence between the quality of service and facilities on the decision to stay. There is a positive and significant influence between service quality on customer satisfaction. There is a positive and not significant effect between facilities on customer satisfaction. There is a positive and significant influence between the decision to stay on customer satisfaction. There is a positive and not significant influence between service quality and customer satisfaction through the decision to stay. There is a positive and significant influence between facilities on customer satisfaction through the decision to stay.*

*Keywords: Service Quality, Facilities. Customer Satisfaction, and Decision to Stay*