

ABSTRACT

The development of technology and information today, has caused many sectors of the hospitality service industry to increase. This makes the hospitality service industry in indonesia vying with each other to provide the best service for its customers. One of them is the hotel @Hom Kudus, the hotel must pay attention to aspects that are factors that strengthen customer satisfaction, such as the quality of service and facilities. By improving these aspects, it makes customers more satisfied, the creation of customer satisfaction makes hotel @Hom Kudus able to keep its customers willing to make the decision to stay again. In addition, there is an inconsistency of research results on the relationship between service quality and the decision to stay back in previous research. Thus, these phenomena and gaps are the basis for conducting this research.

This study aims to test and prove that service quality affects customer satisfaction. Data collection from this study involved 105 respondents with the main criteria being 17 years of age and over and having made a decision to stay overnight. The data obtained will then be analyzed using the Structural Equation Model (SEM) with the AMOS version 24 program.

Based on this research, it was found that experiential marketing had a negative and insignificant effect on customer satisfaction. In addition, service quality has a positive and significant effect on customer satisfaction. In this study also found facilities have a positive and significant effect on customer satisfaction. Then lastly, customer satisfaction which is the intervening variable has a positive and significant effect on the dependent variable on the decision to stay again. Based on the explanation above, there is 1 rejected hypothesis and 3 accepted hypotheses.

Keywords: *Experiential Marketing, Quality of Service, Facilities, Customer Satisfaction, Decission to stay*