

## **ABSTRACT**

*The study aimed to determine quality of services, price, and location affected decision to stay at Permata Guest House Semarang and analyzed the most dominant factor in influencing the decision to stay. The population of the study are the guests of Permata Guest House Semarang. Samples were taken among 80 respondents using Non-Probability Sampling technique with Accidental sampling approach, whose accidentally meet and considered to be the samples.*

*The results indicated that the quality of services, price, and location had a significant positive influence on the decision to stay. In the classical assumption test, regression models, free multicollinearity, heteroscedasticity were not occurred, and normally distributed.*

*The most influential variable was the quality of services. Then the location variable, while the lowest influential variable was the price variable. This equation model had F value of 34.295 with a significance level of 0.000. Where the F value was greater than 4 with a significance level of less than 0.05. It showed that the independent variables in this study affected the dependent variable that was the decision to stay.*

*Permata Guest House needed to maintain the elements that had been considered done well (quality of service and location) and needed to consider the suitability of price and service quality in order to compete with the other Guest Houses.*

*Keywords: quality of service, price, location, decision to stay*