

ABSTRACT

Hotel is the kind of industries that produce and provide something in the form of goods and services. Thus the hotel does not only sell intangible products such as forms of services, entertainments, the comfortable, clean and easy atmosphere or environment. In order to maintain its existence, the hotel requires a good management and changes in consumer demand so as to survive and compete with other hotels. Environmental influences, individual influences and factors inherent in the hotel are intimately associated with the consumer in taking consumer interests to stay, especially those related to quality of service factors, price perception, location and facilities.

The purpose of this study was to analyze the influence of quality of service, price perception, location and facilities. on the consumers' buying interest in the Grasia Hotel Semarang. The population in this study is everyone who has ever visited in Grasia Hotel Semarang, while sample was 100 respondents, using accidental sampling technique of sampling, type of data used are primary data using questionnaire data collection methods to consumers who visit in Grasia Hotel Semarang. Analysis tool used in this study was multiple regressions.

Based on the research that has been done, it is known that the most influence factors upon the buying interest is the location, this is evidenced by the value of the largest standardized coefficient, namely 0.337. This condition occurs because the location is a destination, whether a hotel near the places of other activities. The location has a positive and significant impact on purchase interest for choosing Grasia hotel services with a value of $0.001 < 0.05$. The facility has a positive and significant impact on consumer buying interest in select Grasia hotels service with a value of $0.008 < 0.05$. Price has a positive and significant impact on consumer buying interest in select Grasia hotels service with a value of $0.017 < 0.05$. Service quality has a positive and significant impact on consumer's buying interest in select Grasia hotels service with a value of $0.041 < 0.05$.

Keywords: Price perception, Facilities, Location, Quality of Service and Buying Interest