

## ABSTRACT

*This research is motivated by the high growth rates of Semarang hotels that are imbalanced with the increase in the number of tourist. This certainly will affect the number of visitor who stayed in a hotel. The hotel service provider must prepare the best strategy to attract consumers with the presence of the new hotel, because consumer of hotel become increasingly have many option to choose. Hotel Srondol Indah Semarang is one of the hotels affected by these imbalances. Seen from the data request to the hotel which had been steadily decrease since the year 2005 till 2009. The problem in this research is “ what is the factor that influence a person to staying in Srondol Indah Hotels”. This specifically refers to three variables namely service quality, facilities and location. The purpose of this study was to examine the influence of these three variables in influencing the decision to stay at Hotel Srondol Indah.*

*After doing a literature review and preparation of hypothesis, data were collected through questionnaires to 80 guests of Srondol Indah Hotels obtain using sistematic sampling technique, then analyze the data obtained by using multiple regression analysis, hypothesis testing via t test and F test, and analysis of the coefficient of determination (  $R^2$  ). From this analysis the regression equation :*

$$Y = 0.308 X_1 + 0.284 X_2 + 0.303 X_3$$

*Stay decision variables (Y), service quality, facilities (X<sub>2</sub>) and location (X<sub>3</sub>) testing the hypothesis using the t test showed that the three variables independent variables found to significantly influence the decision to stay as dependent variable. Then through the F test showed that the variable service quality, facilities and location is appropriate to test the dependent variable decision to stay. Figures Adjusted R square of 0.473 shows that 47.3 percent of the variation can be explained by the three independent variables in the equation regression. While the other 52.7 percent is explained by other variables outside of the four variables used in this study*

*Keywords: decision to stay, service quality, facilities, location.*