

THE INFLUENCE OF SERVICE QUALITY, TRUST, AND FACILITIES ON THE DECISION TO CHOOSE SP HOTEL BATAM

Mohamad Aras^{1*}, Indra Nara Persada², Septa Diana Nabella³

^{1,2,3}Universitas Ibnu Sina, Indonesia

Corresponding Author:

mohamad.aras@uis.ac.id

Abstract

This study aims to determine the effect of service quality, trust, and facilities on the decision to choose SP Hotel Batam. The type of research in this study is causality research, namely research that is structured to examine the possibility of a causal relationship between variables with a survey method. The data analysis method uses quantitative analysis. The location of this research is SP Hotel Batuaji, Batam City, Riau Islands, Indonesia. The population of this study were local hotel guests staying at SP Hotel Batam in 2022, totaling 520 people and a sample of 84 respondents. The instruments used in this study were observation, interview, and questionnaire. The data analysis technique uses validity and reliability tests before testing the hypothesis, first testing for deviations from classical assumptions will be carried out. In classical assumptions there are several tests that must be carried out, namely Normality Test, Multicollinearity Test and Heterosdasticity Test using SPSS version 23. Then do a hypothesis test using the t test, F test, and analysis of the coefficient of determination (R²). Partial research results Service quality has a positive and significant effect on the decision to choose SP Hotel Batam, where the t count for service quality is $7.505 > 1.664$ t table and significance $0.000 < 0.05$. Trust has a positive and significant effect on the decision to choose SP Hotel Batam, where the t count for trust is $2.195 > 1.664$ t table and significance $0.031 < 0.05$. Facilities have a positive and significant effect on the decision to choose SP Hotel Batam, where the t count for facilities is $3.985 > 1.664$ t table and significance $0.000 < 0.05$. simultaneously Service quality, trust and facilities simultaneously have a positive and significant effect on the decision to choose SP Hotel Batam, with F count of $75.252 > 2.72$ F count with a significant level of 0.000. because the probability (0.000) is smaller than 0.05, thus the formulation of the problem and the fourth hypothesis can be accepted, it simultaneously affects the selection decision.

Keywords: Service Quality, Trust, Facilities, Purchasing Decisions

1. Introduction

Service quality is the superiority felt by consumers for a product or service from the comparison between the desires and performance felt by consumers after purchasing a product or service (Abdul Gofur, 2019). In today's business competition, service is the most important thing for companies for differentiation strategies when they sell the same product. Good service will save bad food.

Conversely, a delicious main dish does not guarantee and can save bad service. This proves that service quality is a very important aspect that companies must pay attention to. With the quality of service that has been provided, consumer satisfaction will be realized indirectly.

The polite and friendly attitude of SP Hotel Batam service is a form of service that consumers expect. So that good service quality can affect the intensity of customer visits

on the next occasion. Customers in determining service quality are not only based on the results of a service but also pay attention to the process of providing the service. This means that service quality is strongly influenced by customer perceptions, therefore companies must strive to provide the best service in order to meet or even be able to exceed customer needs in order to achieve consumer choice.

Another factor that influences hotel selection decisions is the trust factor. The satisfaction created will lead to consumer trust in the company. Trust as a condition when one of the parties involved in the exchange process is confident in the reliability and integrity of the other party (Anggraeni & Madiawati, 2016).

SP Hotel Batam still has bad behavior from the receptionist to hotel guests, especially to foreign guests where the employee cannot communicate fluently in their language. There is still an attitude of discriminating against hotel guests in serving and in stark contrast to the different cultures of the employees who serve these guests. This of course can have a bad impact on the continuity of SP Hotel Batam. facilities also play a role in attracting hotel guests.

Facilities are a form of physical side that is highlighted in the management model (Gama et al., 2016). Consumers today are critical consumers who are very careful in spending money. The facilities at SP Hotel Batam are very suitable for activities for local and foreign guests, for example, there is a place of worship according to each belief, starting from comfortable rooms, free pick-up from Batam Hang Nadim airport, laundry services, and large parking lots. Not only that, SP Hotel Batam will also provide a commission for those who take visitors to the hotel, the hotel is also equipped with free wifi, booking vehicles such as taxis. However, in the field, researchers found that there was no special service for those of the majority religion, such as sahur services outside the month of Ramadan, there was no spiritual program for each religion, and there was no special bodyguard for VVIP guests.

Based on the description above, the researchers are interested in conducting research with the title "The Effect of Service Quality, Trust, and Facilities on the Selection Decision of SP Hotel Batam".

Identification Research

1. Instability in the number of guests staying.
2. the existence of poor behavior from the receptionist to hotel guests, especially to foreign guests where the employee cannot communicate fluently in their language.
3. There is still an attitude of discriminating against hotel guests in serving and in stark contrast to employees who serve guests.

There is no special service for the majority religion, such as sahur services outside the month of Ramadan, there is no spiritual program for each religion, and there is no special bodyguard for VVIP guests and does not have a place to store important items or documents.

2. Theoretical Background

Service Quality

Service quality is the superiority felt by consumers for a product or service from the comparison between the desires and performance felt by consumers after purchasing a product or service (Abdul Gofur, 2019). Service quality is a measure of how well the level of service provided is able to match customer expectations (Moha & Loindong, 2016). According to (Nurhayati & Arifin Utha, 2016) service quality is a consumer assessment

of the overall reliability and superiority of service. Consumers will make comparisons between what they give and what they get. According to (Fandy Tjiptono, 2017) service quality is the level of excellence expected and control over that level of excellence to fulfill customer desires.

Service Quality Indicators

There are dimensions of service quality, namely tangible, reliability, responsiveness, assurance and empathy (Tjiptono, 2014)

1. Tangibles
2. Reliability
3. Responsiveness
4. Assurance
5. Emphaty

Trust

According to (Jayanti, 2015) trust is the willingness to sensitize himself to actions taken by people he trusts based on a sense of trust and responsibility. According to (Arifin, 2011) trust is a willingness to believe in exchange partners who have confidence. According to (Rahmawati, 2018) consumer trust is the perception of reliability from the consumer's point of view based on experience or more on a sequence of transactions or interactions characterized by meeting expectations for product performance and satisfaction.

Trust Indicators

According to (Latiep, 2020) that there are three elements that build trusting beliefs, namely:

1. Benevolence
2. Integrity
3. Competence

Facility

Facilities are physical equipment provided by service providers to be used by consumers in carrying out their activities (Kiswanto, 2011). According to (Arifin, 2011) facilities are everything both objects and services that accompany the services provided by companies, both service companies and industrial companies. According to (Fandy Tjiptono, 2017) facilities are physical resources that must exist before services are offered to consumers. Facilities are something that is very important in a service business, therefore existing facilities, namely the condition of the facilities, the completeness of the interior and exterior design and the cleanliness of the facilities must be considered, especially those that are closely related to what consumers feel directly.

Facility Indicator

According to (Kiswanto, 2011) several things that need to be considered in the provision of facilities, among others:

1. Completeness, cleanliness, and tidiness of the facilities offered is the state of the company's facilities which are equipped with accompanying attributes and supported by cleanliness and tidiness when consumers use these facilities.

2. The condition and function of the facilities to be offered are facilities that function properly and are not damaged.
3. The ease of using the facilities offered is that the facilities offered to consumers are facilities that are familiar to consumers so that consumers can use them easily.
4. The completeness of the tools used is the tools used by consumers according to their specifications.

Purchase Decision

Selection decisions according to (Kotler, 2013) are decisions made by consumers to select a product through the stages that consumers go through before making a purchase which includes perceived needs, activities before buying, behavior when using and feelings after buying. According to (Amalia, 2022) selection decisions are individual activities that are directly involved in making decisions to make purchases of products offered by sellers.

According to (Fandy Tjiptono, 2017) explaining the selection decision, namely consumer selection decisions are individual actions that are directly or indirectly involved in obtaining and using a product or service that is needed. In the purchasing decision-making process, there are five processes in making decisions, namely as follows:



Menurut Kotler (2013) tahap-tahap pengambilan keputusan pemilihan

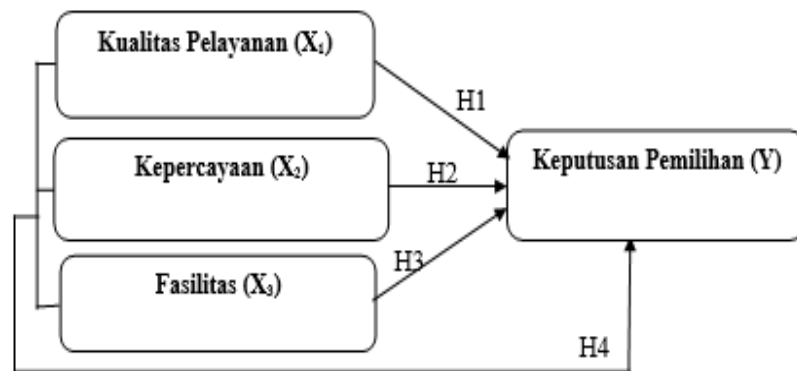
Purchase Decision Indicators

According to (Kotler, 2013) there are several indicators of selection decisions that can be used, namely:

1. Product selection: Consumers determine which products to buy, consumers buy products that are considered profitable for them.
2. Selection of purchase channels: Consumers must make decisions about which distributor to visit.
3. Purchase amount: consumers can decide how many products to take and buy
4. Timing: Consumer decisions on the timing of purchases may vary.
5. Payment method: Consumers can make decisions about the payment method that will be made.

Conceptual Research

The framework is a conceptual model of how theory relates to various factors that have been identified as important problems (Sugiyono, 2017). The variables observed in this study include leadership, motivation and incentives affecting the performance of employees of PT Karya Teknik Utama.



Picture 1: Conceptual Research

Hypothesis

The hypothesis is an answer that has a temporary nature and its truth is continued in empirical evidence. The following is the hypothesis in this study:

- It is suspected that service quality affects the decision to choose SP Hotel Batam
- It is suspected that trust affects the decision to choose SP Hotel Batam.
- It is suspected that the facility affects customer loyalty in the decision to choose SP Hotel Batam.

It is suspected that service quality, trust and facilities together have an effect on the decision to choose SP Hotel Batam.

3. Methods

The type of research in this study is causality research, namely research that is structured to examine the possibility of a causal relationship between variables (Sanusi, 2020) with a survey method that aims to determine the effect of service quality, trust and facilities on selection decisions. Furthermore, the measurement of these variables is in a questionnaire or list of statements using a Likert scale. The data analysis method uses quantitative analysis. The location of this research is SP Batuaji Hotel, Batam City, Riau Islands, Indonesia. The population of this study were local hotel guests staying at SP Hotel Batam in 2022, totaling 520 people.

If the population is known, then the basis for determining the number of samples in order to provide accurate results according to Slovin uses the following formula:

$$n = \frac{N}{N \cdot d^2 + 1}$$

The population size is known to be 520 people so the sample size used is:

$$n = \frac{520}{520 (0.10)^2 + 1}$$

$$n = 83,87 \text{ (Then the respondents of this study amounted to 84 response)}$$

The instruments used in this research are observation, interview, and questionnaire. The data analysis technique uses validity and reliability tests then before testing the hypothesis, it will first test for deviations from classical assumptions. In classical assumptions there are several tests that must be carried out, namely Normality Test,

Multicollinearity Test and Heterosdasticity Test using SPSS version 23. Then do a hypothesis test using the t test, F test, and analysis of the coefficient of determination (R²), explained as follows:

t Test

According to (Ghozali, 2020) the t statistical test basically shows how far the influence of one independent variable individually in explaining the dependent variable. To test the significance of the author using the correlation significance test formula as follows:

$$t = \frac{r\sqrt{n-2}}{\sqrt{1-r^2}}$$

Description:

T = t distribution
r = correlation coefficient
n = number of research respondents

Hypothesis formulation as follows:

H₀ = there is no significant influence
H_a = there is a significant influence

After obtaining the t value through the formula above, then to interpret the results, the following provisions apply:

- If t-count > t-table then H₀ is rejected and H_a is accepted, meaning that there is an effect and significance between the independent variable and the dependent variable.
- If t-count < t-table then H₀ is accepted and H_a is rejected, meaning that there is no effect and significance between the independent variable and the dependent variable.

F Test

According to (Ghozali, 2020) the F statistical test basically shows jointly on the dependent variable. Whether all the independent variables included in the model have a joint (simultaneous) influence on changes in the value of the dependent variable, is done through testing the amount of change in the value of the dependent variable which can be explained by changes in the value of all independent variables, for this reason it is necessary to do the F test. The F or ANOVA test is carried out by comparing the significance level set for the study with the probability value of the research results.

$$F = \frac{R^2(n-K-1)}{K(1-R^2)}$$

Notes:

F = f-count which is then compared to the f-table
R² = Multiple correlation coefficient
K = Number of independent variables
n = Number of research samples

Hypothesis formulation as follows:

H₀ = there is no significant effect simultaneously
H_a = there is a significant effect simultaneously

To interpret the results of the significance test calculation, the following criteria are used:

- a. If $\text{Sig} < \alpha$ then H_0 is rejected and H_a is accepted, meaning that there is a simultaneous and significant effect between the independent variable and the dependent variable
- b. If $\text{Sig} > \alpha$ then H_0 is accepted and H_a is rejected, meaning that there is a simultaneous and significant effect between the independent variables on the dependent variable.

Coefficient of Determination Analysis (R^2)

According to (Ghozali, 2020) the coefficient of determination essentially measures how far the model's ability to explain the variation in the dependent variable. The coefficient of determination is between zero and one. A small value means that the ability of the independent variable to explain the variation in the dependent variable is very limited. A value close to one independent variable provides almost all the information needed to predict the variation in the dependent variable. The size of the number determines the strength or weakness of the variable relationship, the criteria are as follows:

- a. 0 - 0,25 : low correlation
- b. 0,26 - 0,50 : Moderate correlation
- c. 0,51 - 0,75 : strong correlation
- d. 0,76 - 1,00 : very strong correlation

4. Results and Discussion

SP Hotel Batu Aji, located 4 km from Bidadari Waterfall, features an ATM machine, parking and a newspaper stand. The hotel is also 1.5 km from Indonesian Methodist Church. Located in Batu Aji, the hotel is a 10-minute drive to Nagoya. Lagoi is 47 km from the hotel. The property is just steps away from Top 100 Tembesi Mall.

Validity test

Table 1. Service Quality Variable Validity Test (X_i)

No	Statement	R Calculate	R Table	Information
1	X1.1	0.605	0.215	Valid
2	X1.2	0.533	0.215	Valid
3	X1.3	0.327	0.215	Valid
4	X1.4	0.517	0.215	Valid
5	X1.5	0.578	0.215	Valid
6	X1.6	0.494	0.215	Valid
7	X1.7	0.642	0.215	Valid
8	X1.8	0.642	0.215	Valid
9	X1.9	0.557	0.215	Valid
10	X1.10	0.702	0.215	Valid
11	X1.11	0.837	0.215	Valid
12	X1.12	0.337	0.215	Valid

Source: Primary data processed, 2023.

Table 2. Results of the Trust Variable Validity Test (X_2)

No	Pernyataan	R Hitung	R Tabel	Keterangan
1	X2.1	0.757	0.215	Valid
2	X2.2	0.394	0.215	Valid
3	X2.3	0.554	0.215	Valid
4	X2.4	0.764	0.215	Valid

5	X2.5	0.663	0.215	Valid
6	X2.6	0.578	0.215	Valid
7	X2.7	0.481	0.215	Valid
8	X2.8	0.394	0.215	Valid
9	X2.9	0.554	0.215	Valid
10	X2.10	0.764	0.215	Valid
11	X2.11	0.663	0.215	Valid
12	X2.12	0.719	0.215	Valid

Source: Primary data processed, 2023

Table 3. Facility Variable Validity Test (X3)

No	Pernyataan	R Hitung	R Tabel	Keterangan
1	X3.1	0.583	0.215	Valid
2	X3.2	0.535	0.215	Valid
3	X3.3	0.292	0.215	Valid
4	X3.4	0.428	0.215	Valid
5	X3.5	0.604	0.215	Valid
6	X3.6	0.524	0.215	Valid
7	X3.7	0.434	0.215	Valid
8	X3.8	0.596	0.215	Valid
9	X3.9	0.554	0.215	Valid
10	X3.10	0.288	0.215	Valid
11	X3.11	0.422	0.215	Valid
12	X3.12	0.604	0.215	Valid

Source: Primary data processed, 2023.

Table 4. Results of the Validity Test of the Puschasing Decision (Y)

No	Pernyataan	R Hitung	R Tabel	Keterangan
1	Y.1	0.600	0.215	Valid
2	Y.2	0.722	0.215	Valid
3	Y.3	0.586	0.215	Valid
4	Y.4	0.549	0.215	Valid
5	Y.5	0.690	0.215	Valid
6	Y.6	0.828	0.215	Valid
7	Y.7	0.597	0.215	Valid
8	Y.8	0.600	0.215	Valid
9	Y.9	0.731	0.215	Valid
10	Y.10	0.581	0.215	Valid
11	Y.11	0.725	0.215	Valid
12	Y.12	0.631	0.215	Valid

Source: Primary data processed, 2023.

Reliability test

Table 5: Reliability test result

No	Variabel	<i>Cronbach Alpha</i>	N of item
1	Service quality	0.913	12
2	Trust	0.923	12
3	Facility	0.882	12
4	Purchasing Decision	0.922	12

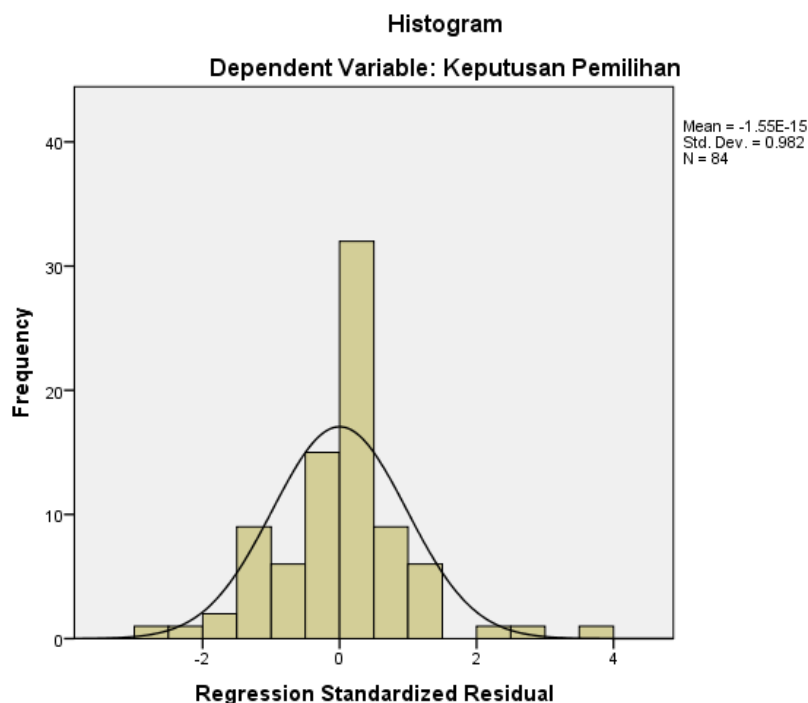
Source: Primary data processed, 2023.

Based on this value, it can be concluded that the statement items for each research variable are realizable. This means that there is consistency in the answers of respondents to the variable statements of service quality, trust, facilities and selection decisions.

Normality Test

In this study, a normality test was carried out to determine whether the data was normally distributed or not. This normality test is carried out with a statistical tool, namely SPSS software. In Figure 2, the P-P Plot normality graph shows that the points spread around the diagonal line and the distribution follows the direction of the diagonal line. This graph concludes that the regression capital line fulfills the assumption of normality.

Picture 2. Graph Normalitas (*P-P Plot*)



Source: Primary data processed, 2023.

b. Multicollinearity Test

Multicollinearity testing is done to ensure that there is no correlation between the independent variables. Symptoms of multicollinearity can be known through a test that can detect whether the equation formed occurs multicollinearity. To detect symptoms of multicollinearity is the variable inflation factor (VIF).

Tabel 6: Multicollinearity Test result

Model		Collinearity Statistics	
		Tolerance	VIF
	Service quality	.616	1.624
	Trust	.481	2.080
	Facility	.624	1.603

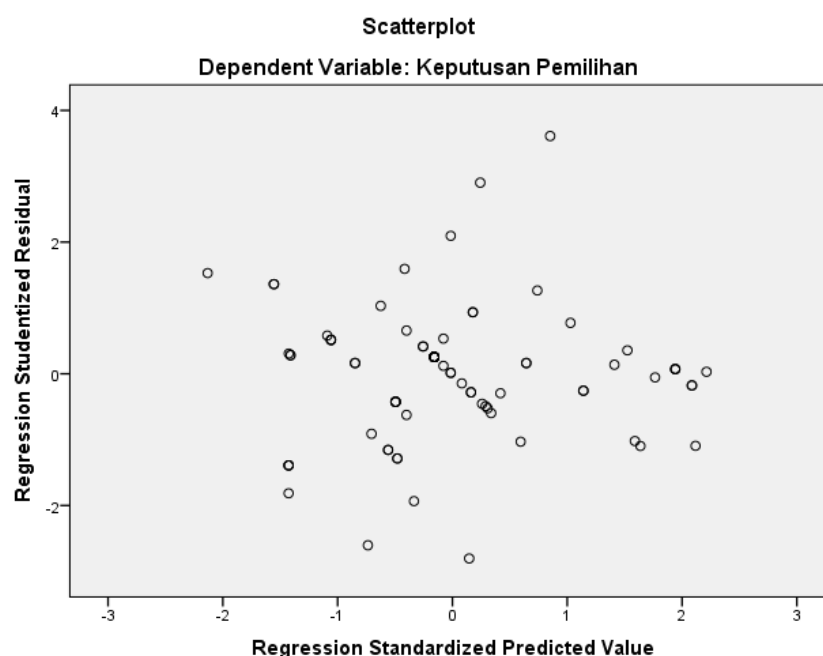
Source: Primary data processed, 2023.

The VIF value for each independent variable is less than 10. The VIF value of the service quality variable is 1.624, the trust variable is 2.080 and the facility variable is 1.603. The tolerance value for each independent variable is greater than 0.10. The service quality variable is 0.616, the trust variable is 0.481 and the facility variable is 0.624. So that in this study it can be concluded that there is no multicollinearity between the independent variables.

Heteroscedasticity Test

In picture bellow, the Partial Regression Plot graph shows that the points on the scatter plot spread and do not form a pattern and the distribution is above and below the number 0, this indicates that the model is normally distributed.

Picture 3. Graph *Partial Regression Plot*



Source: Primary data processed, 2023.

In the Partial Regression Plot graph, it can be seen that the points on the scatter plot spread and do not form a pattern and the distribution is above and below the number 0, this indicates that the model does not have heteroscedasticity symptoms.

Multiple Regression Analysis

The multiple linear regression equation in this study can be seen in the following table:

Table 7: Multiple Regression Analysis Result

Coefficients ^a				
Model	Unstandardized Coefficients		Standardized Coefficients	
	B	Std. Error	Beta	
(Constant)	11.469	3.996		
1 Service quality	.709	.095	.547	
Trust	.194	.088	.181	
Facility	.323	.081	.289	

a. Dependent Variable: Purchasing Decision

Based on the results of data processing in the table above, the regression equation can be obtained as follows. $Y = 11.469 + 0.709X_1 + 0.194X_2 + 0.323X_3 + e$

This means:

1. This shows that if the service quality, trust and value facilities are zero, then the selection decision has a value of 11,469.
2. The service quality variable has a regression coefficient value of 0.709, this means that if the other independent variables are fixed or unchanged, then every 1 point or 1% increase in the service quality variable will increase the selection decision by 0.709.
3. The trust variable has a regression coefficient value of 0.184, this means that if the other independent variables are fixed or unchanged, then every 1 point or 1% increase in the trust variable will increase the selection decision by 0.184.
4. The facility variable has a regression coefficient value of 0.323, this means that if the other independent variables are fixed or unchanged, then each 1 point or 1% increase in the facility variable will increase the selection decision by 0.323.

t Test (Partial)

Table 8: Partial Test Result

Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	11.469	3.996		2.871	.005
1 Service quality	.709	.095	.547	7.505	.000
Trust	.194	.088	.181	2.195	.031
Facility	.323	.081	.289	3.985	.000

a. Dependent Variable: Purchasing Decision

Source: Primary data processed, 2023.

Based on the table above, it can be seen as follows:

- a. The t value for the service quality variable is $7.505 > 1.664$ t table and the sig value is $0.000 < 0.05$. Based on the results obtained, H_0 is rejected and H_1 is accepted for the service quality variable, thus partially the service quality variable has a significant effect on selection decisions.

- b. The t value for the trust variable is $2.195 > 1.664$ t table and the sig value is $0.031 < 0.05$. Based on the results obtained, H_0 is rejected and H_2 is accepted for the trust variable, thus the trust variable partially has a significant effect on the selection decision.
- c. The t value for the facility variable is $3.985 > 1.664$ t table and the sig value is $0.000 < 0.05$. Based on the results obtained, H_0 is rejected and H_3 is accepted for the facility variable, thus the facility variable partially has a significant effect on the selection decision.

F Test (Simultaneous)

Simultaneous test is used to determine the effect of independent variables simultaneously affecting the dependent variable. Hypothesis testing is done by comparing the F-count value with the F-table at a significance level of 0.05%.

Tabel 9. F Test Result

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1343.767	3	447.922	75.252	.000 ^b
	Residual	476.185	80	5.952		
	Total	1819.952	83			
a. Dependent Variable: Purchasing Decision						
b. Predictors: (Constant), Facility, Service Quality, Trust						
Source: Primary data processed, 2023.						

The results of data processing in table above show the calculated F value of $75,252 > 2.72$ F table and a significance of $0.000 < 0.05$, so the decision taken is H_0 rejected and H_4 accepted. The conclusion is that simultaneously the service quality variable (X_1), the trust variable (X_2) and the facility variable (X_3) have a significant effect on the selection decision variable (Y), meaning that service quality, trust and facilities can explain the decision to choose SP Hotel Batam.

Determination Analysis (R^2)

This analysis is used in conjunction to determine the amount or percentage of the contribution of the influence of the independent variables in the regression model to influence the dependent variable.

Table 10. Determination Test Result

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.859 ^a	.738	.729	2.43974
a. Predictors: (Constant), Facility, Service Quality, Trust				
b. Dependent Variable: Purchasing Decision				

Source: Primary data processed, 2023

The value of the R number is 0.859, meaning that the correlation between the variables of service quality, trust and facilities on the selection decision is 85.9%. The determination value (R^2) obtained is 0.738, this means that the percentage of the contribution of the variables of service quality, trust and facilities in the regression model

is 73.8% and the relationship that occurs is strong, while the remaining 26.2% is explained by other variables not examined or not included in this study. Based on the results of the analysis, it can be concluded that service quality, trust and facilities together are able to make a large or strong contribution to the decision to choose SP Hotel Batam.

Discussion

The Effect of Service Quality on Selection Decisions

The results in this study indicate that the service quality variable has a t value of $7.505 > 1.664$ t table and a significance of $0.000 < 0.05$, the decision H_0 is rejected and H_1 is accepted, the conclusion is that service quality partially has a positive effect on the decision to choose SP Hotel Batam. These results are obtained because hotel guests get excellent service from the hotel, the services provided make guests feel comfortable and there is a consistent attitude from the hotel in serving guests who stay overnight, so this has an influence on selection decisions. This research is in line with research (Suryawardana & Yani, 2017)(D. M. S. Y. L. Nasib, 2022)(Martin, 2021) with the title of analyzing the effect of reputation, service quality and trust on purchasing decisions at Public Fuel Filling Stations (SPBU) in Semarang City.

The Effect of Trust on Selection Decisions

The results in this study indicate that the trust variable has a t value of $2.195 > 1.664$ t table and a significance of $0.031 < 0.05$, which means that H_0 is rejected and H_2 is accepted, the conclusion is that trust partially has a positive effect on the decision to choose SP Hotel Batam. This result is obtained because guests have a sense of trust that SP Hotel Batam is able to provide what the guests who stay overnight want and is able to resolve various complaints from guests during their stay, so that this can have an influence on hotel selection decisions. This research is in line with research (Susilo et al., 2018)(E. H. S. S. C. Nasib, 2019)(Herwan Nafil, 2019)(S. Nasib, 2021)(Daulay, 2021) with the title analysis of the effect of price, service quality, promotion, and trust on customer satisfaction with visiting decisions as an intervening variable at Amanda Hills Bandungan Hotel.

The Effect of Facilities on Selection Decisions

The results in this study indicate that the facility variable has a t value of $3.985 > 1.664$ t table and a significance of $0.000 < 0.05$, the decision is H_0 rejected and H_3 is accepted, the conclusion is that the facility partially has a positive effect on the decision to choose SP Hotel Batam. These results are obtained because guests can use the various facilities available at SP Hotel Batam, the facilities provided are in accordance with the hospitality standards of the man fund used, so this can have an influence on hotel selection decisions. This research is in line with research (Gama et al., 2016)(Fadli, 2020)(Fadila, 2021) with the title of the influence of location, facilities, and services on purchasing decisions (Study at the Guwang Sukawati Art Market).

The Effect of Service Quality, Trust and Facilities on Selection Decisions

The results in this study and based on the results of processed data, it is obtained that the calculated F value is $75.252 > 2.72$ F table and significance $0.000 < 0.05$, which means that H_0 is rejected and H_4 is accepted. The conclusion is that service quality, trust and facilities simultaneously have a positive effect on the decision to choose SP Hotel Batam. In this study, the presence of quality service, maintained trust and adequate facilities are

able to influence the selection decision. This research is in line with Sulistiono's research (2013), Suryawardana's research (2015), (Gama et al., 2016)'research, Lisa's research (2018) and Susilo's research (2018).

5. Conclusion

Based on the results and discussion above, it can be concluded as follows.

- a. Service quality has a positive and significant effect on the decision to choose SP Hotel Batam, where the t count for service quality is $7.505 > 1.664$ t table and significance $0.000 < 0.05$, thus the formulation of the problem and the first hypothesis for service quality can be accepted with the results of t count greater than t table and significance smaller than 0.05.
- b. Trust has a positive and significant effect on the decision to choose SP Hotel Batam, where the t count for trust is $2.195 > 1.664$ t table and significance $0.031 < 0.05$, thus the formulation of the problem and the second hypothesis for trust can be accepted with the results of t count greater than t table and significance smaller than 0.05.
- c. Facilities have a positive and significant effect on the decision to choose SP Hotel Batam, where the t count for facilities is $3.985 > 1.664$ t table and significance $0.000 < 0.05$, thus the formulation of problems and the third hypothesis for facilities can be accepted with the results of t count greater than t table and significance smaller than 0.05.
- d. Service quality, trust and facilities simultaneously have a positive and significant effect on the decision to choose SP Hotel Batam, with F count of $75,252 > 2.72$ F count with a significant level of 0.000. because the probability (0.000) is smaller than 0.05, thus the formulation of the problem and the fourth hypothesis can be accepted, then simultaneously affect the selection decision.

References

- Abdul Gofur. (2019). Pengaruh Kualitas Pelayanan Dan Harga Terhadap. *Jurnal Riset Manajemen Dan Bisnis (Jrmb) Fakultas Ekonomi Uniat*, 4(1), 37–44.
- Amalia, W. H. H. E. H. S. R. A. D. P. A. F. (2022). *Memahami Keputusan Pembelian Sikap Konsumen Dalam Melakukan Trading Forex*. Global Aksara Pres.
- Anggraeni, P., & Madiawati, P. N. (2016). Pengaruh kepercayaan dan kualitas informasi terhadap keputusan Pembelian secara online pada situs www.Traveloka.Com. *E-Proceeding Of Management*.
- Arifin, S. (2011). Pengaruh Kepercayaan, Fasilitas Dan Kualitas Pelayanan Terhadap Kepuasan Konsumen Pada Hotel Jepara Indah. *E-Journal Unisnu*, 8(1).
- Daulay, N. S. M. Z. R. (2021). *Konsep Kualitas Pelayanan, Harga Dan Citra Kampus Dan Loyalitas Mahasiswa Sebuah Kajian Teoritis Dan Analisis*. Global Aksara Pres.
- Fadila, A. F. D. T. R. J. W. Z. (2021). Upaya Membangun Kepuasan Pelanggan Dengan Layanan, Lokasi Dan Fasilitas. *Ekuivalensi*, 7(2), 58–71.
- Fadli, A. (2020). Pengaruh Lokasi Dan Fasilitas Pendidikan Terhadap Keputusan Memilih Sekolah Pada Smk Swasta Teladan Sumut 1. *Prosiding Seminar Nasional Multidisiplin Ilmu Universitas Asahan Ke-4, September*, 628–636.
- Fandy Tjiptono. (2017). *Pelayanan Kualitas Produk Dan Jasa*. 15(2), 1–23.
- Gama, A., Rustiarni, W., & Nita, P. (2016). (*Studi Pada Pasar Seni Guwang Sukawati*). 11(1), 22–30.
- Ghozali, I. (2020). *Aplikasi Analisis Multivariate*. Universitas Diponegoro.
- Herwan Nafil, N. (2019). Optimalisasi Kepuasan Pelayanan Dan Komunikasi Pada

- Supermarket Mr. Ben Medan. *Jurnal Ekonomi Dan Kebijakan Publik*, 4(2), 111–118.
- Jayanti, R. D. (2015). Pengaruh Harga Dan Kepercayaan Terhadap Keputusan Pembelian Secara Online (Studi Kasus Pada Harapan Maulina Hijab Jombang). *Eksis: Jurnal Riset Ekonomi Dan Bisnis*, 10(1). <https://doi.org/10.26533/Eksis.V10i1.51>
- Kiswanto, Anjar Hari. (2011). *Pengaruh Harga, Lokasi Dan Fasilitas Terhadap Keputusan Berkunjung Wisata Dampo Awang Beach Rembang*.
- Kotler, P. (2013). *Manajemen Pemasaran Edisi Ke Tiga Belas*. : Pt. Gelora Aksara Pratama.
- Latiep, I. F. (2020). *Analisis Pengaruh Harga Dan Promosi Terhadap Loyalitas Calon Jamaah Umroh Di Kota Makassar Dengan Kepercayaan Sebagai Variabel Intervening*. Universitas Hasanuddin.
- Martin, I. L. N. R. K. C. H. (2021). The Role Of Costumer Satisfaction In Mediating The Relationship Between Service Quality And Price On Costumer Loyalty. *Enrichment: Journal Of Management*, 12(1), 400–411.
- Moha, S., & Loindong, S. Dalam P. (2016). Analisis Kualitas Pelayanan Dan Fasilitas Terhadap Kepuasan Konsumen Pada Hotel Yuta Di Kota Manado The Analysis Of Service Quality On Customer Satisfaction And Facilities In Hotel Yuta Manado. *Moha., Sj. Loindong. Analisis Kualitas Pelayanan... Jurnal Emba*, 575(1), 575–584.
- Nasib, D. M. S. Y. L. (2022). The Role Of Student Trust In Mediating Service Quality And Student Reputation Against E-Wom. *Journal Of Educational Science And Technology (Est)*, 8(2), 95–104. <https://ojs.unm.ac.id/jest/article/view/36669>
- Nasib, E. H. S. S. C. (2019). Increase Taxpayer Compliance Through Quality Of Service, Tax Sanctions , Knowledge And Socialization Of Taxation. *Journal Of Business And Management (Iosr-Jbm)*, 21(11), 17–23. <https://doi.org/10.9790/487x-2111031723>
- Nasib, S. (2021). Maksimalisasi Peningkatan Kepuasan Pelanggan Pada Pt. Lautan Abadi Pratama Melalui Promosi Dan Kualitas Pelayanan Pada Pt. Lautan Abadi Pratama. *Ekonomi Bisnis*, 27(1), 550–561.
- Nurhayati, & Arifin Utha. (2016). Pengaruh Kualitas Pelayanan Dan Lokasi Terhadap Keputusan Menginap Konsumen Pada Hotel Zahra Syariah Kendari. *Jurnal Administrasi Bisnis*, 11(10).
- Rahmawati, P. (2018). The Effect Of Service Quality And Trust On Purchase. *Jurnal Ilmu Manajemen*, 15(1), 60–68.
- Sanusi, A. (2020). *Metode Penelitian Bisnis*. Salemba Empat.
- Sugiyono. (2017). *Metode Penelitian Bisnis*. Alfabeta.
- Suryawardana, E., & Yani, T. E. (2017). Analisis Pengaruh Reputasi, Kualitas Pelayanan Dan Kepercayaan Terhadap Keputusan Pembelian Pada Stasiun Pengisian Bahan Bakar Umum (Spbu) Di Kota Semarang. *Jurnal Dinamika Sosial Budaya*, 17(2), 258. <https://doi.org/10.26623/Jdsb.V17i2.490>
- Susilo, H., Haryono, A. T., & Mukery, M. (2018). Analisis Pengaruh Harga, Kualitas Pelayanan, Promosi, Dan Kepercayaan Terhadap Kepuasan Konsumen Dengan Keputusan Berkunjung Sebagai Variabel Intervening Di Hotel Amanda Hills Bandung. *Jurnal Manajemen Unpad*, 4(4), 1–20.
- Tjiptono, F. (2014). *Service, Quality & Satisfaction* (3rd Ed). Andi Offset.