

RINGKASAN

Penelitian ini bertujuan untuk menganalisis pengaruh *Hotel Atmosphere* dan *Service Quality* terhadap Keputusan Menginap Kembali di Hotel Rangkyo Basa Padang. Jenis penelitian ini adalah penelitian kuantitatif dengan teknik pengumpulan data melalui penyebaran kuesioner kepada 138 responden yang telah divalidasi dan dinyatakan reliabel. Analisis data dilakukan menggunakan uji asumsi klasik, analisis regresi linear berganda, uji hipotesis (uji t dan uji F), serta koefisien determinasi melalui perangkat lunak SPSS. Hasil penelitian menunjukkan bahwa karakteristik responden didominasi oleh perempuan sebesar 65,2% , rentang usia 36–45 tahun sebanyak 35,5% , dan memiliki alasan utama menginap untuk keperluan bisnis atau dinas sebesar 42,0%. Berdasarkan hasil analisis deskriptif melalui Tingkat Capaian Responden (TCR), variabel *Hotel Atmosphere*, *Service Quality*, dan Keputusan Menginap Kembali secara umum berada dalam kategori sangat baik. Hasil uji t menunjukkan bahwa secara parsial, *Hotel Atmosphere* berpengaruh positif dan signifikan terhadap keputusan menginap kembali dengan nilai t-hitung $3,503 > t\text{-tabel } 1,977$. Demikian pula dengan *Service Quality* yang berpengaruh positif dan signifikan secara parsial dengan nilai t-hitung $9,518 > t\text{-tabel } 1,977$. Hasil uji F membuktikan bahwa kedua variabel secara simultan berpengaruh signifikan terhadap keputusan menginap kembali dengan nilai signifikansi $0,000 < 0,05$. Nilai *Adjusted R Square* sebesar 0,601 menunjukkan bahwa variabel *Hotel Atmosphere* dan *Service Quality* berkontribusi sebesar 60,1% terhadap keputusan menginap kembali, sementara 39,9% sisanya dipengaruhi oleh faktor lain di luar model penelitian ini.

Kata Kunci: *Hotel Atmosphere*, *Service Quality*, Keputusan Menginap Kembali.

SUMMARY

This study aims to analyze the influence of Hotel Atmosphere and Service Quality on the Revisit Intention at Hotel Rangkayo Basa Padang. This research is a quantitative study with data collection techniques through the distribution of questionnaires to 138 respondents which have been validated and declared reliable. Data analysis was performed using classical assumption tests, multiple linear regression analysis, hypothesis testing (t-test and F-test), and the coefficient of determination using SPSS software. The results showed that respondent characteristics were dominated by females at 65.2%, the age range of 36–45 years at 35.5%, and the main reason for staying was for business or official purposes at 42.0%. Based on the results of the descriptive analysis through the Respondent Achievement Level (TCR), the variables of Hotel Atmosphere, Service Quality, and Revisit Intention were generally in the excellent category. The t-test results showed that partially, Hotel Atmosphere has a positive and significant effect on the revisit intention with a t-count value of 3.503 > t-table 1.977. Similarly, Service Quality has a positive and significant partial effect with a t-count value of 9.518 > t-table 1.977. The F-test results prove that both variables simultaneously have a significant effect on the revisit intention with a significance value of 0.000 < 0.05. The Adjusted R Square value of 0.601 indicates that the Hotel Atmosphere and Service Quality variables contribute 60.1% to the revisit intention, while the remaining 39.9% is influenced by other factors outside this research model.

Keywords: *Hotel Atmosphere, Service Quality, Revisit Intention.*