

## The Relationship Between Service Quality and Price with Hotel Guest Decisions at Fave Hotel Padjajaran Bogor

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### Abstract

The increasing number of hotels creates intense competition among fellow tourism industry players, especially hotel accommodations. Competition between hotels has become commonplace in an area or city, especially for cities that are tourist destinations and event activities. Bogor City is one of the cities that is a tourist destination both on weekdays, especially on holidays. It is important for hotel managers to understand the decision of hotel guests in determining the choice of the hotel they are staying in. Parameters of Service Quality and Price as independent variables are considered as parameters that should be studied because some literature shows that these two parameters are determinants. The analytical method used in this research is descriptive method, causal associative, data collection techniques obtained from primary data in the form of interviews, observations, and questionnaires, while secondary data obtained from literature study and document review. This study uses quantitative methods by distributing 100 questionnaires to consumers who have stayed overnight, which are then analyzed by linear regression, product moment correlation, and coefficient of determination with the help of SPSS 22. simultaneous overall by 85.7%. The output of the research becomes the basis for policy makers of Fave Hotel Padjajaran Bogor in determining future promotion policies.

**Keywords:** Service Quality, Price, Hotel Guest Decisions

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