

**PENGARUH *ONLINE TRAVEL AGENT* DAN KUALITAS
PELAYANAN TERHADAP KEPUTUSAN MENGINAP
DI HOTEL HARPER MEDAN**

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ABSTRAK

Permasalahan ini di jumpai berkaitan dengan keputusan menginap tamu di Hotel Harper Medan. Teknik dalam mengumpulkan data dalam penelitian ini menggunakan kuesioner (angket). Teknik analisis yang digunakan dalam penelitian ini adalah uji instrumen (uji validitas dan uji realibilitas), uji asumsi klasik, analisis regresi linear berganda, pengujian hipotesis, dan koefisien determinasi menggunakan SPSS 26. Hasil penelitian ini menunjukkan *online travel agent* secara parsial berpengaruh positif terhadap keputusan menginap dengan nilai T_{hitung} dibandingkan nilai T_{tabel} sehingga variabel *online travel agent* (X1) sebesar $4,932 > 1,984$. Kualitas pelayanan berpengaruh secara parsial berpengaruh positif terhadap keputusan menginap di Hotel Harper Medan dengan nilai T_{hitung} dibandingkan dengan nilai T_{tabel} sehingga variabel kualitas pelayanan (X2) sebesar $3,579 > 1,984$. Disimpulkan $F_{hitung}(23,110) > F_{tabel}(2,70)$ dan tingkat signifikannya $0,000 < 0,05$ yang menunjukkan bahwa *online travel agent* dan kualitas pelayanan berpengaruh secara bersama-sama terhadap keputusan menginap.

Kata Kunci : *Online Travel Agent*, Kualitas Pelayanan dan Keputusan Menginap

The Influence of Online Travel Agents and Service Quality Towards the Decision to Stay at Hotel Harper Medan

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ABSTRACT

This issue pertains to the decision-making process of hotel guests staying at Hotel Harper Medan. The research data was collected through the use of a questionnaire (survey). The data analysis techniques employed in this research were instrument tests (validity and reliability tests), classic assumption tests, multiple linear regression analysis, hypothesis testing, and coefficient determination using SPSS 26. The results of this research indicate that online travel agents have a positive partial effect on the decision to stay as shown by the value of $T_{\text{(calculated)}}$, $4.932 > 1.984$. Likewise, the quality of service has a positive partial effect on the decision to stay at Hotel Harper Medan with a measured $T_{\text{(calculated)}}$ of $3.579 > 1.984$. It can be concluded that with an F-value of $23.110 > F\text{-value of table } 2.70$, and a significance level of $0.000 < 0.05$, both online travel agents and service quality have a significant joint impact on the decision to stay.

Keywords: Online Travel Agents, Service Quality, Decision to Stay

