

DOES THE *PHYSICAL EVIDENCE INFLUENCE THE DECISION TO STAY AT THE BOUTIQUE HOTEL, PADANG?*

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ABSTRACT

This research is based on the existence of several problems related to physical evidences in Savali The Boutique Hotel in Padang, namely: 1) There is a review of guests who like the physical evidence provided by Savali The Boutique Hotel, 2) There is a guest review complaining physical evidence which are provided by Savali The Boutique Hotel, 3) There is a decrease in the number of guests staying at Savali The Boutique Hotel Padang. The purpose of this study was to analyze the influence of physical evidence consisting of exterior facilities, interior facilities, and physical communication to stay decisions consisting of identification indicators of problems / needs, information search, alternative evaluation, stay decisions, and post-stay behavior.

This research is an associative causal research with quantitative data. Technique of collecting data is done by using questionnaire method or questionnaire arranged with likert scale. The population of this study are all guests who have made a purchase or use the services of Savali The Boutique Hotel with conditional samples that have made purchases or use services more than 1 time and has entered adult age as many as 80 respondents. Technique of data analysis in this research use correlation test of moment product and coefficient of determination and simple linear regression test with program of SPSS 16.00

Based on the results of the study, it was found that physical evidence had a positive and significant effect on the decision of stay with low correlation category, with a large percentage of physical evidence effect on the decision of stay of 14.6% and 85.4% other influenced by other variables not examined in the study this.

KEYWORDS: *physical evidence, decision to stay, boutique hotel*

1. INTRODUCTION

The existence of tourism accommodation such as hotels, motels, guest houses, resorts and restaurants or restaurants is very important in order to increase the quantity of tourist visits to tourist destinations. Hotel as one of the service industry that provides lodging services has developed very rapidly, resulting in a lot of competition in this industry. Market competition in the hotel industry leads to product differentiation and market segmentation, which has resulted in the style and type of hotels growing, one of them hotels with boutique concept.

Boutique Hotel or Boutique Hotel is a new concept in the world of hospitality. Boutique hotels have different uniqueness than other hotels. The Boutique Hotel was first opened in 1981 by The Kimpton Group's Bedford Hotel in San Francisco and The Blakes Hotel in South Kensington, London (Lucienne Anhar, 2001). According to Dr. Jonathan Day and friends in the Boutique and Lifestyle Hotels article: Emerging Definitions, "Boutique hotels are hotels that generally provide satisfactory quality service, hotels that serve authentic local culture or an interesting historical experience to guests, a boutique hotel is a unique hotel.

Boutique Hotel in Indonesia is growing rapidly, especially in big cities, such as: Jakarta, Bali, Medan, Bandung, Malang, Yogyakarta and in the city of Padang. Padang City has at least 2 to 3 hotels with boutique concept, one of them is Savali The Boutique Hotel. Savali The Boutique Hotel located on Jalan Hayam Wuruk is a 3-star hotel (***) with a boutique concept that presents the theme of the Hindu kingdom where the name Savali has a meaning built by the kingdom.

Hotels that have been operating for the past 7 years have experienced a significant decrease in each year, where in 2014 - 2016 there has been a decrease in occupancy rate of 4.56%. It is assumed that the decision to stay at Savali Boutique Hotel has decreased. One of the processes of guest stages at the Savali Boutique Hotel may be influenced by the physical evidence provided by this hotel, as it is a boutique-style hotel with its own design. According to Hurriyati (2008: 64) Physical Evidence (physical evidence) is: "Something that significantly affects consumer decisions to buy and use products offered services."

Seen from some of the comments given by guests on some online accommodation providers website that Savali Boutique Hotel is a comfortable and quiet hotel, it has a strategic location and gives a unique impression of being in Thailand or Bali, but there are also some of the guests who feel that the theme of Thailand or Bali is not so the attraction of this hotel, complained about parking facilities and rooms that feel cramped so less comfortable, the smell of stuffy in the room, and the smell of incense that disturb guests. In addition to the comments on the online site, there are also some comments given directly by the guests at the time of the authors pre-research into Savali Boutique Hotel, such as lay out of the hotel interior is dizzying and inefficient, uniform employees who lack the theme of the hotel as well as the impression and exterior design that looks ordinary.

Based on the above problems, the hypothesis offered:

Ha: The physical evidence influence significantly the decision to stay at Savali Boutique Hotel Padang.

Ho: The physical evidence do not influence significantly the decision to stay at Savali Boutique Hotel Padang.

2. METODHOLOGY

The type of research conducted in this study is the type of associative causal research. Population determinants of this study were all guests who made a purchase or stay at Savali The Boutique Hotel Padang. The sampling technique used in this research is purposive sampling, with total sample in this research is 80 people. The research instrument used in this study is a questionnaire (questionnaire) is arranged according to Likert scale that has been tested for validity and reliability.

3. RESULTS AND DISCUSSION

3.1 Descriptive Analysis

The physical evidence (X) data is collected through a statement consisting of 27 items of statement. Furthermore, disseminated to 80 respondents to describe physical evidence data. Based on the data about the description of data variable Physical Evidence describes 22.50% of respondents including good category, and 77.50% of respondents including enough category, and for 3 other categories do not have respondents.

The Decision to stay (Y) data is collected through a statement consisting of 19 items of statement. Further distributed to 80 respondents to describe the data of the decision to stay. Based on data obtained from research on the variable decision to stay at Savali Boutique Hotel Padang as follows: there are 46.25% of respondents including good category, 53.75% of respondents including enough category, and no respondent for the the very good category, bad category and very bad category.

3.2 Hypothesis Testing

Based on the results of the above linear regression test obtained the value of F arithmetic 13.296 with sig. 0.000 < 0,05 means that variable X can explain variable Y significantly. So the variable of physical evidence influence the variable of decision of stay, then H_a accepted and H_o rejected.

Furthermore, to see how big influence of physical evidence variable (X) to decision of stay (Y), hence can be seen in following table:

Tabel 1. R Square Variabel X toward Variabel Y

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.382 ^a	.146	.135	5.083

a. Predictors: (Constant), PHYSICAL EVIDENCE

Based on the above table obtained value R Square 0.146 means the effect of variable X to variable Y is 14.6%. While 85.4% influenced by other factors. Furthermore, to find out the regression coefficient between physical evidence variable (X) to the decision of stay (Y). Then it can be seen in the following table:

Table 2. Regression Coefficient of Variable X toward Y

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	32.473	8.456		3.840	.000
PHYSICAL EVIDENCE	.362	.099	.382	3.646	.000

a. Dependent Variable: KEPUTUSAN MENGINAP

Refer to the above table, there is a constant value (a) of 32,473, this number has meaning if there is no physical evidence (X) then the consistent value of decision of stay (Y) is 32,473. Then obtained regression coefficient (b) value

of 0.362, this number means that every 1% increase in physical evidence (X), then the decision to stay (Y) will increase by 0.362. Because the value of the regression coefficient is positive (+), then it can be said that physical evidence (X) has a positive effect on the decision of stay (Y).

Based on the above table also can be seen that the value of Sig. equal to 0.000 <less than Sig value. The probability is 0,05, so it can be concluded that Ho is rejected and Ha accepted, which means "There is influence of Physical Evidence (X) on Decision of Stay (Y)."

From the results of this study can be concluded that the influence of physical evidence of the decision to stay at Savali The Boutique Hotel Padang positive and significant influence in accordance with previous research related to the influence of physical evidence on the decision to use tourism services, namely "Effect of Physical Evidence on Consumer Purchase Decision in Happy Cow Palasari Bandung "and" The Influence of Physical Evidence of Ciwalini Hot Water Tourist Objects to Tourist Tourist Decisions ", and the statement of Van Der Merwe (2006: 67) which in his research stated that" Tourism Services is basically intangible, so customers often rely on physical evidence in service environment to evaluate the quality of service. The physical environment can also influence customer choice, expectations, purchasing behavior, and satisfaction with tourism organizations. "

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