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THE EFFECT OF FACILITIES AND QUALITY OF SERVICE TOWARDS BACKPACKER'S SATISFACTION IN CANGGU, NORTH KUTA, BALI

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Abstract

The developing hotel business has brought out new challenges, such as inequal development which leads to competitions in terms of facilities and quality of service provided to the guests. This study aimed to observe the effect of facilities and quality of service towards the satisfaction level of backpackers in Surfing Nomads Villa, Canggu, Bali. As many as 45 respondents participated in this quantitative analytical study and data was collected by means of questionnaire. Data analysis was carried out by multiple linear regression, T-test, F-test, and analysis of determinants. The results showed that both facilities and quality of service simultaneously affect the satisfaction level of backpackers with determinant value of 65.4%, while the rest (34.6%) were other factors not observed in this study. The R^2 value, as the result of analysis of determinants, was 0.670 or (67,0%). The results implied that facilities and quality of service affected the satisfaction level of backpackers as much as 65.4%. In other words, the variable of backpackers' satisfaction level was affected by the variables of facilities and quality of service as much as 65.4%, while the other 34.6% was affected by other variables not observed in this study.

Keywords: Effect, Facilities, Quality of Service, Backpackers, Bali.
