

ABSTRACT

The development of the hotel industry at the moment is rapidly increasing due to the large number of local and foreign tourists who came. In addition, the number of meetings (meetings) in hotel conducted by intansi will increase. With these developments, the hotel company should be able to apply servicescape program or the physical environment that can assist bussines to effort in the field of services . These aspects can affect the comfort level of the hotel or other service fields. The aim in this study were (a) to determine servicescape at Garden Permata Hotel Bandung, (b) to determine the toward intention repurchase at Garden Permata Bandung, (c) to determine the influence toward intention repurchase servicescape at Garden Permata Hotel Bandung.

Dimensions of this research is Servicescape (variable X) of which has dimensions Ambient Condition. Spatial Layout and funtionality, Sign Symbols and Artefa and toward intention repurchase (variable Y) .

The aim of this study was to determine the influence toward intention repurchase servicescape at Garden Permata Hotel Bandung. The research method used Descriptive method is a method of data collection for testing hypotheses or answer questions about the current status of the study subjects using the data collection tool questionnaire distributed to respondents . The sampling technique respondents used in this study is a non -probability sampling where all the tourists who stay to the hotel is responden.

Based on the overall results of hypothesis testing the influence toward intention repurchase servicescape at Garden Permata Hotel Bandung. This can be evidenced by t score $6,845 > t \text{ tabel} 1,984 > t \text{ tabel}$. Based on the results of the coefficient of determination can be that influence influence toward intention repurchase servicescape at Garden Permata Hotel Bandung amounted to 32,2 % from 67,7 % influenced by other factors not observed in this study .

Based on the results of research and discussion, the authors conclude that the effect of servicescape is effective that impact toward intention repurchase at Garden Permata Hotel Bandung

Keywords :Servicescape, Toward Intention Repurchase, Services Care, Hotel