

ABSTRACT

Cabin and low budget concept hotels are currently in great demand, both in urban areas and in tourist areas. Even though it is in great demand, until now there has been no research that measures how the experience of staying in urban areas and tourist areas compares. This research aims to analyze guests' stay experience at cabin hotels by comparing experiences to be used as an evaluation for cabin hotel management to further improve the quality of service in providing a good staying experience. The approach used in this research is descriptive quantitative with Cross Tabulation data analysis (Crosstab) assisted by SPSS software version 25.0. Stay experience is measured based on customer experience indicators consisting of sensor experience, emotional experience and social experience. The results of the research show that the experience of staying at cabin hotels in urban areas is more dominant in the sensor experience indicator, which means that the expectations experienced by consumers are appropriate, while in cabin hotels in tourist areas the emotional experience indicator is more dominant, which means that in cabin hotels in tourist areas A conducive environment is proven to relieve stress and fatigue. For future researchers, the researcher suggests adding other variables and taking samples with a wider scope to maximize the quality of service provided for a better and more memorable stay experience. And provide training to staff in terms of superior service such as improving interpersonal skills and being responsive to guest needs.

Keywords: Customer Experience; Service Quality; Cabin Hotels; Bandung City