ABSTRACT

(KEMAS AHMAD FITRIYADI / 1900861201214 / 2023 / *THE INFLUENCE OF PEOPLE, PROCESS, AND PHYSICAL EVIDENCE ON THE SERVICE QUALITY OF THE AR-RIYADH HOTEL IN* KUALA TUNGKAL, TANJUNG JABUNG BARAT *DISTRICT,* JAMBI *PROVINCE* / *LECTURER* I PUPU SOPINI, SE, MM. / *LECTURER* II RIKO MAPPADECENG, SE, MM.)

People, Process and Physical Evidence play a very important role in service quality. Therefore, the aim of this research is to describe People, Process and Physical Evidence and the service quality of the Ar-Riyadh Hotel in Kuala Tungkal Tanjung Jabung Barat, Jambi Province, and analyze the influence of People, Process and Physical Evidence on the service quality of the Ar-Riyadh Hotel in Kuala Tungkal Tanjung Jabung Barat Jambi Province simultaneously and partially.

The research method in this research is descriptive and quantitative. The distribution of questionnaires with the total population in this study is all guests of the Ar-Riyadh Hotel in Kuala Tungkal, West Tanjung Jabung Regency, Jambi Province in 2022, amounting to 1,796 people, so the formula used to find the sample is according to Sarwono (2012: 24) so that the sample in this study totaling 95 respondents. Data analysis uses SPSS Ver 22 and uses a multiple linear regression model with the calculated results Y = a+b1.X1+b2X2+b3X3.

Tbe result of conclutions with SPSS are known that the regression equantion is Y = 2.832+0.248X1+0.533X2+0.175X3. The People regression coefficient (X1) is 0.248, the Process regression coefficient (X2) is 0.533, the Physical Evidence regression coefficient (X3) is 0.175. The coefficient of determination = R square (R2) of 0.706, this figure states that the variables People (X1), Process (X2) and Physical Evidence (X3) are able to influence Service Quality (Y) by 70.6%, whereas 29.4% is caused by variables other factors outside the variables studied such as: price, promotion, location, etc.

The variables People (X1), Process (X2), Physical Evidence (X3), simultaneously have a significant effect on service quality (Y). The variables People (X1), Process (X2) and Physical Evidence (X3) partially have a positive and significant effect on service quality (Y).

Keywords: People, Process, Physical Evidence, Service Quality