



## The Influence of Meeting Room Facilities on Meeting Package Purchase Decisions at Pullman Bali Legian Beach

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### ABSTRACT

Motivation of the study: The landscape of the MICE industry, in such cut-throat competition, has made meeting facilities quality and their completeness a matter of concern for the decision of purchasing. The study aims to analyze the effect of meeting room facilities on purchasing decisions for meeting packages at Pullman Bali Legian Beach. A quantitative approach was taken by adopting a survey method where questionnaires were administered to 85 respondents from meeting industry companies. The data was analyzed using simple linear regression to determine the relationship between meeting room facilities as an independent variable and purchasing decisions as a dependent variable. The results of the study show that meeting room facilities have a positive and significant effect on the decision to purchase meeting packages. Facility dimensions such as spatial planning, lighting, furnishings, and supporting elements have an important role in improving customer comfort and experience.

## **INTRODUCTION**

Purchasing decisions are an important indicator of the success of a marketing strategy. Consumers carry out the process of selecting, purchasing, using, and evaluating products or services to meet their needs and desires. The process of making buying decision can be analyzed by the following five stages: problem recognition, information search, alternative evaluation, purchase decision, and post purchase evaluation (Memah et al., Schiffman & Kanuk, 2010). Erratna B & Tjahjaningsih (2022) stated that when making purchasing decisions, consumers generally consider various aspects, including the quality of facilities. According to (Kotler, 2016), facilities represent one of the key elements in the marketing mix that can shape consumer perceptions and influence purchasing decisions. High-quality facilities contribute to a better customer experience and foster a positive image of the service (Memah et al., 105M).

In the modern era, the tourism sector has become a flagship because of its resilience in facing crises and its stability that is maintained. Global trends are pointing to the MICE (Meeting, Incentive, Conference, and Exhibition) industry as a promising segment (Adolph, 2016). MICE has a significant economic impact, especially for the hospitality industry. Among all MICE activities, meetings are one of the most in demand by companies and organizations (Hendria, 2013). This makes meeting facilities an important aspect that can influence consumers' purchasing decisions in choosing a hotel.

The high number of problems related to the decision to purchase meeting packages makes this topic often the object of research. (Lestari et al., 2020) noted that the facility aspect is often studied because it is considered important in influencing consumer decisions. Previous research results show mixed findings. (Ungusari, 2015) found a positive relationship between meeting room facilities and the decision to purchase banquet services. However, (Erratna B & Tjahjaningsih, 2022) and (Harefa, 2024) state that facilities do not have a significant effect on purchasing decisions partially, even though simultaneously promotions, facilities, and locations have a significant influence on purchasing decisions.

Hotels are the primary choice for hosting meetings due to their complete facilities and professional services. They typically offer meeting rooms in various sizes, modern audio-visual equipment, internet access, and catering services. Additionally, the strategic location provides easy access for meeting participants from inside and outside the city. As a result, many companies prefer hotels as venues for their meeting activities (Hendria, 2013). High-quality facilities are a key attraction in the meeting package, such as representative rooms, stable internet connections, quality catering services, and technical assistance during the event (Lestari et al., 2020).

Pullman Bali Legian Beach is an international hotel operated under the Accor Group. This hotel has six meeting rooms with capacities ranging from 25 to 300 people. Based on meeting room occupancy data in 2023 and 2024, there was a decrease in the number of meeting activities from 375 activities to 373 activities, as well as a decrease in the number of participants from 16,799 people

to 15,225 people. This indicates a decrease in the decision to purchase meeting packages at Pullman Bali Legian Beach, which has the potential to be related to the quality of facilities provided to customers.

To evaluate facility quality, the hotel uses *Guest Comments* from the PIC of the meeting organizing company. In 2023, the Light & Sound aspect received 4.8% bad reviews, 8.8% Audio Visual, 7.7% Meeting Function, and 10.9% Co-Meeting Arrangement. The average *bad review* of 8.05% still exceeds the maximum management target of 5% per year. The main problem stems from the limited audio visual facilities. The hotel has not used an adequate sound chart so the microphone and the use of Zoom are not optimal. In addition, in early 2024, the hotel also updated the sound chart as an effort to improve. However, Guest Comment data in 2024 shows that bad audio-visual reviews actually increased to 13.3%, and Co-Meeting Arrangement 9.3%. The average bad review of 7.975% still above the target. Several guests reported that poor sound and visual quality, along with microphone channel interference between rooms, disrupted the flow of meetings. These issues may negatively impact customer satisfaction and influence purchasing decisions.

Based on this background, the present study aims to examine how meeting room facilities affect the decision to purchase meeting packages at Pullman Bali Legian Beach. This research also seeks to contribute to the body of knowledge in tourism service marketing and provide practical insights for hotel managers to improve the quality of their meeting services.

## LITERATURE REVIEW

### *Meeting Room Facilities*

Facilities are one of the important elements in the world of services, particularly in supporting customer satisfaction. According to Pustaka et al. (2014), facilities refer to physical resources that must be available before a service can be offered to consumers. (Arifin et al., 2023) states that the facility includes all physical resources that function to facilitate the consumer in achieving the desired goals. Meanwhile, Sma & Tauro (2020) defines facilities as any form of physical equipment provided by service providers to support customer comfort. Based on these definitions, meeting room facilities can be interpreted as any form of physical facilities or infrastructure provided by service companies (in this case hotels) to support the smooth operation, comfort, and efficiency of meeting activities carried out by consumers.

In this study, meeting room facilities are based on the dimensions proposed by Saputra (2024), which include the following six aspects, such as:

1. Spatial Consideration/Planning, Refers to layout design that supports the functionality of meetings.
2. Space Planning, involves the interior arrangement and functional efficiency of the room
3. Fixtures/Furniture, includes items such as projectors, chairs, and other supporting equipment
4. Lighting Arrangements, lighting settings to create ambience

5. Color, refers to interior color schemes chosen to support focus and productivity
6. Graphic messages, such as symbols or visual signs in the meeting room.

### ***Purchase Decision***

Purchasing decisions are the consumer's process in choosing and buying the desired product. According to (Amelisa et al., 2023), purchasing decisions include a series of activities undertaken to acquire as well as use products available in the market. Meanwhile (Werdiasih et al., 2022) emphasized that this process includes stages before and after purchase. Similarly, (Marlius, 2017) defines purchasing decisions are a pattern that describes consumer confidence in a certain product or brand. There are several factors that influence the purchase decision. Novita (2023) notes that these factors include economic conditions, finances, technological developments, culture, and marketing elements such as products, prices, venues, and promotions. Additionally, Mandey et al. (2013) argue that external influences and situational factors can also affect a consumer's final decision, even if they initially intended to make a purchase.

In this study, the dimension of purchasing decisions refers to the dimensions proposed by Arie Astuti (2022), which consists of: (1) Product Selection Process; (2) Brand Selection; (3) Selection of Purchasing Channels; (4) Determination of Purchase Time; and (5) Determining the Purchase Amount. These dimensions reflect consumer decisions starting from the stage of identifying needs to the final evaluation and actual purchase.

### ***MICE Industry***

MICE (Meeting, Incentive, Conference, and Exhibition) is an important part of business tourism that involves activities such as meetings, incentive trips, conferences, and exhibitions (Fahlevi, 2012). One form of MICE activity is meetings, which are meetings organized by organizations or associations to achieve certain goals, such as conveying information, improving professionalism, or strengthening cooperation (Suryaningtyas et al., 2022). Meanwhile, conferences are a form of large-scale meetings that discuss important issues and are generally managed by professional organizers called Professional Conference Organizers.

MICE activities make a great contribution to the hotel industry, especially through the organization of meetings that require complete and representative facilities. Hotels are the main choice because they are able to provide meeting rooms, assistive technology, and integrated accommodation services. Therefore, the success of MICE implementation is greatly influenced by the quality of facilities offered by hotels.

### ***Meeting Package***

Meeting packages are integrated services provided by hotels to support the needs of MICE activities practically and efficiently. According to Kesrul (2009), a meeting package typically includes facilities such as meeting rooms, supporting equipment, catering services, and accommodation, all bundled into

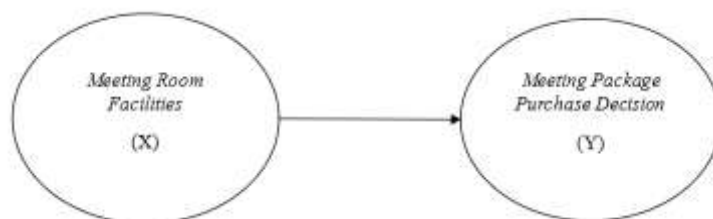
a single offering. These packages are specifically designed to cater to business clients, making event organization more structured and manageable.

For hotels, meeting packages are one of the main strategies in attracting the corporate market. Consumers are not required to book each facility separately, as all essential components are included in one comprehensive package. This not only offers convenience for companies but also ensures a consistent level of quality and comfort throughout the event.

### *Conceptual Framework*

Based on the theoretical explanation above, it can be concluded that meeting room facilities play a strategic role in influencing the purchase decision of meeting packages. The quality of facilities, especially from spatial dimensions, lighting, and equipment, is an aspect that consumers assess before making a choice. The purchase decision is ultimately determined by the assessment of the facilities offered in the meeting package, so the relationship between the two is relevant to be examined in the context of a business hotel such as Pullman Bali Legian Beach. Therefore, the hypothesis proposed in this study is:

H1: There is a positive and significant influence of meeting room facilities on the decision to purchase a meeting package at Pullman Bali Legian Beach.



**Figure 1. Conceptual Framework**

## **METHODOLOGY**

This study uses a descriptive quantitative approach to measure the perception of *Person In Charge* (PICs) regarding meeting room facilities and their decisions to purchase meeting packages.

The research was conducted at Pullman Bali Legian Beach, located on Jalan Melasti No.1, Kuta, Bali, during the period January to June 2025. The population in this study is all PICs from groups or companies that held meetings at Pullman Bali Legian Beach from January to December 2024, totaling 550 individuals. Sampling was conducted using a random sampling technique, resulting in 85 respondents, calculated using the Slovin formula with a 10% margin of error. Data were collected through a closed-ended questionnaire using a five-point Likert scale (1 = Strongly Disagree to 5 = Strongly Agree). The questionnaire instrument was compiled based on indicators from Saputra (2024) for the meeting room facility variable and from Arie Astuti (2022) for the purchase decision variable. In addition, secondary data is obtained from

internal hotel documents such as meeting room occupancy reports and guest comments.

Before the main data collection is carried out, the instrument is tested through validity and reliability tests to ensure the feasibility of the measuring instrument. The data analysis process began with classical assumption testing, including a normality test using the Kolmogorov-Smirnov method, a heteroscedasticity test using the Glejser method, and a linearity test. Furthermore, a simple linear regression analysis was performed to examine the influence of meeting room facilities on purchasing decisions. This analysis was supported by a t-test and a coefficient of determination ( $R^2$ ) to determine the level of significance and strength of the relationship between the variables.

## RESEARCH RESULTS

### *Instrument Quality Test*

#### *Validity Test*

Table 1. Validity Test Results

Variable	Item	$r_{hitung}$	Validity Status
Meeting Room Facilities (X)	X1	0,522	Valid
	X2	0,565	Valid
	X3	0,542	Valid
	X4	0,447	Valid
	X5	0,518	Valid
	X6	0,467	Valid
	X7	0,512	Valid
	X8	0,521	Valid
	X9	0,328	Valid
	X10	0,424	Valid
	X11	0,468	Valid
	X12	0,630	Valid
Meeting Package Purchase Decision (Y)	Y1	0,649	Valid
	Y2	0,781	Valid
	Y3	0,584	Valid
	Y4	0,590	Valid
	Y5	0,820	Valid
	Y6	0,623	Valid
	Y7	0,557	Valid
	Y8	0,622	Valid
	Y9	0,741	Valid
	Y10	0,505	Valid
	Y11	0,714	Valid
	Y12	0,778	Valid

Based on Table 1, the results of the validity test show that all indicators in the research instrument are in the range of correlation values of 0.328 to 0.820. The entire statement item, which consists of 24 items of independent and

dependent variables, is declared valid because the correlation value exceeds the minimum validity limit of 0.1796 as stated by (Arikunto, 2010). This valid nature indicates that the instrument used has been able to represent the measured concept precisely, so that each item truly reflects the indicators of the variables being studied.

**Reliability Test**

Table 2. Reliability Test Results

Variable	Total Items	Cronbach's Alpha	Reliability Status
Meeting Room Facilities (X)	12	0,718	Reliable
Meeting Package Purchase Decision (Y)	12	0,884	Reliable

Based on Table 2, it is known that all statement items representing the Meeting Room Facility and Meeting Package Purchase Decision variables have an average cronbach's alpha value which reflects an adequate level of reliability. As for the variable Meeting Room Facility (X), Cronbach's alpha value was 0.718, while the Meeting Package Purchase Decision variable obtained a value of 0.884. Because both values exceed the minimum limit of 0.60, it can be concluded that all instruments in this study have a good level of reliability. So it can be concluded that the measuring instrument used can be considered stable and consistent in measuring the variable in question, even if the measurement is carried out repeatedly under similar conditions.

**Descriptive Analysis Results**  
**Characteristics of Respondents by Gender**

Table 3. Respondent Gender

No.	Gender	Respondents	
		Number(People)	Percentage(%)
1	Male	52	61,18
2	Female	33	38,82
	Total	85	100

Table 3 shows that the majority of respondents were men (61.18%), while women amounted to 33 people (38.82%). This shows that respondents are dominated by men. Gender influences the tendency in purchasing decision-making. According to (Chen et al., 2022), women tend to be cautious, prioritize safety and comfort, and are more sensitive to risks in choosing services, including meeting bookings. Meanwhile, men are typically more receptive to practical alternatives and more willing to decide independently.

**Characteristics of Respondents by Age**

Table 4. Respondent Age

No.	Usia	Respondent	
		Number(People)	Percentage(%)
1	21 - 30 Years	29	34,12
2	31 - 40 Years	48	56,47
3	41 - 50 Years	8	9,41
	Total	85	100

Table 4 shows that the majority of respondents were in the age range of 31–40 years as many as 48 people (56.47%), followed by 29 people aged 21–30 years (34.12%), and the remaining 41–50 years as many as 8 people (9.41%). This indicates that the respondents are dominated by the early to middle age group. According to (Duarte et al., 2023), age is an important factor in influencing hotel purchase decisions. Individuals under the age of 45 are generally more attracted to novel and innovative experiences, whereas older adults tend to value comfort and service quality more highly. (Kim et al., 2023) added that older age groups are more sensitive to hygiene and safety factors, and make decisions more rationally and conservatively.

**Characteristics of Respondents based on Meeting Room Use Experience**

Table 5. Use of Meeting Rooms

No.	Meeting User Experience	Respondents	
		Number(People)	Percentage(%)
1	1 - 5 Kali	56	65,88
2	> 5 Kali	29	34,12
	Total	85	100

Table 5 shows that most of the respondents have experience using meeting services 1–5 times, namely 56 people (65.88%), while the rest, 29 people (34.12%), have experience more than 5 times. This means that the majority of respondents are relatively new users in using hotel meeting facilities. (Guan et al., 2021) states that customer experience influences satisfaction, trust, and emotional attachment to hotel brands, which ultimately drives loyalty. In the case of meetings, satisfied customers tend to come back and recommend the hotel. This is supported by findings (Setianingsih & Nursaidah, 2023), which confirm that positive experiences, such as room comfort, staff friendliness, and adequate facilities, play an important role in shaping purchasing decisions.

**Characteristics of Respondents by Business Field**

Table 6. Respondents' Business Fields that use meeting rooms

No.	Company Name by Business Field	Respondents	
		Number(People)	Percentage(%)

No.	Company Name by Business Field	Respondents	
		Number(People)	Percentage(%)
1	<i>Oil, Gas &amp; Mining</i>	12	14,12
2	<i>Government</i>	19	22,35
3	<i>Medical &amp; Pharmaceutical</i>	8	9,41
4	<i>Education &amp; Training</i>	5	5,88
5	<i>Manufacturing &amp; Industry</i>	3	3,53
6	<i>Automotive &amp; Transportation</i>	4	4,71
7	<i>Construction &amp; Engineering</i>	6	7,06
8	<i>FMCG (Fast Moving Consumer Goods)</i>	5	5,88
9	<i>Technology &amp; IT Services</i>	2	2,35
10	<i>Media &amp; Advertising</i>	2	2,35
11	<i>Logistics &amp; Supply Chain</i>	1	1,18
12	<i>Telecommunication</i>	5	5,88
13	<i>Agriculture &amp; Plantation</i>	1	1,18
14	<i>Fashion &amp; Lifestyle Brands</i>	1	1,18
15	<i>NGO</i>	9	10,59
16	<i>Association</i>	2	2,35
	<b>Total</b>	<b>85</b>	<b>100</b>

Table 6 above shows that respondents come from 16 business fields, with the dominance of the government sector as many as 19 people (22.35%). This is followed by the oil, gas & mining sector (14.12%), NGOs (10.59%), and medical & pharmaceutical (9.41%). The rest are spread across the construction, education, FMCG, telecommunications, automotive, manufacturing, technology, media, associations, logistics, agriculture, and fashion sectors. Differences in business sectors affect consumer preferences and attitudes towards hotel services, especially for meeting activities. Customers from the formal sector such as government or education tend to be rational, demanding high efficiency and quality of service (Ugwuanyi et al., 2021). (Makanyeza et al., 2021) also emphasized that customer expectations of hotels are heavily influenced by their industry background. Given the dominance of the government sector, it can be concluded that hotels targeting the professional corporate market need to implement a service strategy that emphasizes professionalism, transparency, and high quality to build satisfaction and positive purchasing decisions.

### **Questionnaire Results Recapitulation**

Descriptive analysis was carried out to describe the condition of each research variable by calculating the mean of the respondents' assessment score for each statement item. The average results were then categorized into five criteria based on class intervals according to (Husein, 2011), namely:

- a. 1.00 - 1.80 = strongly disagree
- b. 1.81 - 2.60 = Disagree
- c. 2.61 - 3.40 = Agree Enough

- d. 3.41 – 4.20 = Agree  
 e. 4.21 – 5.00 = Strongly Agree

Table 7. Respondents' Answers based on Meeting Room Facility Statement

Indicator Item Code	Average Score	Category
X.1	2.75	Simply Agree
X.2	2.51	Disagree
X.3	2.52	Disagree
X.4	2.91	Disagree
X.5	2.38	Disagree
X.6	2.34	Disagree
X.7	2.71	Simply Agree
X.8	2.45	Disagree
X.9	2.85	Simply Agree
X.10	2.71	Simply Agree
X.11	2.95	Simply Agree
X.12	2.94	Simply Agree
<b>Mean</b>	<b>2.67</b>	<b>Simply Agree</b>

Table 7 shows that the highest perception of meeting room facilities (X) is found in the statement of toilet cleanliness (average 2.95) and the condition of the coffee break area (2.94). This reflects Pullman Bali Legian Beach's attention to comfort and cleanliness as an important part of the meeting experience. Clean toilets and comfortable rest areas increase participant satisfaction and reflect the professionalism of the service.

In contrast, the lowest scores appeared in the completeness (2.38) and functions of meeting equipment (2.34), such as sound systems, projectors, and amenities. Technical complaints such as unclear sound and projector interference indicate that the equipment is not optimal. This is also reflected in the increase in negative reviews of audio-visual facilities from 8.8% (2023) to 13.3% (early 2024), despite device updates. Overall, the Meeting Room Facility variable had an average of 2.67 and was categorized as "quite agreed". This indicates that there is a gap between the facilities provided and the expectations of users. Therefore, improving technical quality, equipment maintenance, and training of technical staff is crucial to improve the overall meeting experience.

Table 8. Respondents' Answers based on Meeting Package Purchase Statements

Indicator Item Code	Average Score	Category
Y.1	3.00	Simply Agree
Y.2	3.20	Simply Agree
Y.3	2.59	Disagree
Y.4	3.06	Simply Agree

Y.5	3.15	Simply Agree
Y.6	2.62	Simply Agree
Y.7	2.66	Simply Agree
Y.8	3.24	Simply Agree
Y.9	3.22	Simply Agree
Y.10	3.47	Agree
Y.11	3.19	Simply Agree
Y.12	3.19	Simply Agree
<b>Mean</b>	<b>3.05</b>	<b>Simply Agree</b>

Table 8 shows that the lowest score in the Meeting Package Purchase Decision variable (Y) is found in the package facility statement (2.59) and space capacity (2.62). This reflects the perception that although Pullman Bali Legian Beach excels in location and image, meeting facilities are considered not optimal, especially in the completeness of equipment and flexibility of space. The decrease in the number of activities and meeting participants in 2024 also supports these findings, as well as complaints related to audio-visual distribution when the room is full. In contrast, the highest scores appeared in statements related to location (3.47) and brand image (3.24). This indicates that the selection of hotels is driven more by its strategic location in the tourist area as well as Pullman's reputation as part of an international hotel chain. This factor provides confidence for companies in choosing a professional and reliable venue.

Overall, the average variable of the Meeting Package Purchase Decision was 3.05 and was in the category of "quite agreed". This means that purchase decisions are more influenced by external factors such as location and brand image, rather than by the value of the technical facilities in the package. Therefore, improvements in the completeness of facilities, space capacity, and flexibility in organizing events are priorities so that the value of meeting packages is more in line with the expectations of five-star hotel consumers.

**Classical Assumption Test**

**Normality Test**

Table 9. Normality Test Results  
*One-Sample Kolmogorov-Smirnov Test*

		<i>Unstandardized Residual</i>
<i>N</i>		85
<i>Normal Parameters<sup>a,b</sup></i>	<i>Mean</i>	.0000000
	<i>Std. Deviation</i>	3.46923711
<i>Most Extreme Differences</i>	<i>Absolute</i>	.063
	<i>Positive</i>	.058
	<i>Negative</i>	-.063
<i>Test Statistic</i>		.063
<i>Asymp. Sig. (2-tailed)</i>		.200 <sup>c,d</sup>

a. Test distribution is Normal.

- b. Calculated from data.
- c. Lilliefors Significance Correction.
- d. This is a lower bound of the true significance.

The results in Table 9 indicate that the Asymp. Sig (2-tailed) value is 0.200, which exceeds the 0.05 threshold. According to the decision criteria for the Kolmogorov–Smirnov normality test, this suggests that the data in this study are normally distributed. In other words, the distribution of each variable is relatively balanced, with no significant deviations from normality. Therefore, it can be concluded that the assumption of normality is met, allowing the analysis to proceed to the next stage of statistical testing.

### Heteroscedasticity Test

Table 10. Heteroscedasticity Test Result

Model	Coefficients <sup>a</sup>		Standardized Coefficients Beta	t	Sig.
	Unstandardized Coefficients				
	B	Std. Error			
1 (Constant)	1.659	1.508		1.100	.274
Fasilitas Ruang Meeting	.034	.047	.081	.737	.463

a. Dependent Variable: ABS\_RES

Based on the results shown in Table 10, the significance value (Sig.) for Meeting Room Facilities is 0.463, which is above the threshold of 0.05. This indicates that the data meet the requirements of the heteroscedasticity test, suggesting that the model is free from heteroscedasticity.

### Linearity Test

Tabel 11. Linearity Test Result

		ANOVA Table					
			Sum of Squares	df	Mean Square	F	Sig.
Keputusan Pembelian Paket Meeting * Fasilitas Ruang Meeting	Between Groups	(Combined)	1559.971	16	97.498	8.626	.000
		Linearity	1317.597	1	1317.597	116.569	.000
		Deviation from Linearity	242.373	15	16.158	1.430	.159
		Within Groups	768.617	68	11.303		
		Total	2328.588	84			

Based on the results in Table 11, the significance value (Sig.) for Deviation from Linearity is 0.159, which is greater than 0.05. This indicates that there is no significant deviation from linearity, and therefore, a linear relationship exists between the Meeting Room Facilities variable and the Meeting Package Purchase Decision variable.

**Simple Linear Regression Analysis**

Table 12. Regression Analysis Results

Model	Coefficients <sup>a</sup>		Standardized Coefficients Beta	t	Sig.
	Unstandardized Coefficients B	Std. Error			
1 (Constant)	10.705	2.517		4.253	.000
Fasilitas Ruang Meeting	.809	.078	.752	10.401	.000

a. Dependent Variable: Keputusan Pembelian Paket Meeting

Based on Table 12, the following simple linear regression equation is obtained:

$$Y = 10.705 + 0.809 X \dots\dots (1)$$

With the following interpretation:

1. Constant (a) = 10.705

The constant value is 10.705 indicates that if the independent variable Meeting Room Facilities (X) is held at zero, the Meeting Package Purchase Decision (Y) would be 10.705. This means that in the absence of meeting room facilities, the baseline value of the purchase decision is 10.705. A positive relationship is implied, such that any increase in the independent variable will lead to an increase in the dependent variable.

2. Regression Coefficient for Meeting Room Facilities (b) = 0.809

The regression coefficient of 0.809 implies that for every one-unit increase in the Meeting Room Facilities variable, the Meeting Package Purchase Decision increases by 0.809 units, assuming other factors remain constant. Since the coefficient is positive, this indicates a direct (positive) relationship between meeting room facilities and purchase decisions. In other words, improvements in meeting room facilities are likely to lead to higher purchase decisions for meeting packages.

**Hypothesis Test (t-test)**

Table 13. T-Test Results

Variable	t-value	Sig	Description
Meeting Room Facilities (X)	10,401	0,000	Positive and Significant

Alpha ( $\alpha$ ) 0,05

Based on Table 13, the calculated t-value for the Meeting Room Facilities variable is 10.401, with a significance value of 0.000. This result is compared to the critical t-value at  $\alpha = 0.05$  and degrees of freedom (df) = 84, which is 1.663 (Arikunto, 2010). Since  $t_x (10.401) > t\text{-table} (1.663)$  and the significance value is less than 0.05 ( $0.000 < 0.05$ ),  $H_0$  is rejected and  $H_a$  is accepted. Therefore, it can be concluded that Meeting Room Facilities (X) have a positive and significant

effect on the Decision to Purchase Meeting Packages (Y) at Pullman Bali Legian Beach, at a 5% significance level.

**Coefficient Determination Test**

Table 14. Determination Coefficient Test Results

<b>Model Summary<sup>b</sup></b>				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.752 <sup>a</sup>	.566	.561	3.49007

a. Predictors: (Constant), Fasilitas Ruang Meeting

b. Dependent Variable: Keputusan Pembelian Paket Meeting

Table 14 shows an R<sup>2</sup> value of 0.566, which means that 56.6% of the Meeting Package Purchase Decision variables can be explained by the Meeting Room Facility variable, while the rest (43.4%) is influenced by other factors outside the model. Based on the classification of Anugrah, Purwanto & Suyoto (2022), this value is included in the medium category. This means that Meeting Room Facilities have a moderate influence on purchase decisions, with a significant contribution in shaping customer perception of service quality. Although not a dominant factor, the existence of adequate facilities plays a role in increasing customer comfort and loyalty. Therefore, improving the quality of facilities, both in terms of completeness, maintenance, and technical readiness can be an important strategy in encouraging purchase decisions at Pullman Bali Legian Beach.

**DISCUSSION**

***Discussion of Variable Results of Meeting Room Facilities (X)***

The overall average of Meeting Room Facility variables of 2.67 is in the category of quite agreeable. The highest ii was found in the indicators of toilet cleanliness (2.95) and coffee break areas (2.94), which showed that supporting facilities such as sanitation and rest rooms received appreciation from respondents. However, the lowest scores were found in technical equipment such as sound systems, projectors, and meeting amenities (2.34 and 2.38), indicating a mismatch between participants' expectations and actual conditions in the field. Technical problems that still occur, such as unclear sound and projector interference, are the cause of the increase in customer complaints and bad reviews recorded. This shows that although the hygiene aspect has been well managed, improvements to technical facilities remain a top priority. Management needs to improve the quality of devices, periodic maintenance, and technician readiness to ensure the smooth running of meeting events and customer satisfaction.

***Discussion of Variable Results of Meeting Package Purchase Decisions (Y)***

The average variable of Meeting Package Purchase Decision of 3.05 is in the category of quite agree. The main driving factors for purchases can be seen from

the location indicator (3.47) and brand image (3.24), which indicate that Pullman Bali Legian Beach was chosen because of its strategic location and international reputation. Meanwhile, the indicators with the lowest scores, namely the facilities provided (2.59) and the capacity of the meeting room (2.62), indicate customer dissatisfaction with the quality of the packages offered. This is supported by actual data showing a decrease in the number of activities and meeting participants, as well as complaints related to limited space and audio visual distribution. These findings confirm that purchasing decisions are influenced more by external forces such as location and brand image, rather than just the quality of package contents. Therefore, management needs to re-evaluate the packages offered to be in line with customer expectations and five-star hotel standards.

### *The Influence of Meeting Room Facilities on Meeting Package Purchase Decisions*

The results of the study showed that the Meeting Room Facility (X) had a positive and significant effect on the Decision to Purchase Meeting Package (Y) at Pullman Bali Legian Beach. This is proven by the t-test which produces a tcal value of 10.401 greater than the ttable of 1.663 with a significance value of  $0.000 < 0.05$ . This means that the better the facilities available, the greater the tendency of consumers to buy the meeting packages offered. Facilities such as sound systems, projectors, and other equipment play an important role in influencing consumer satisfaction and purchasing decisions. These results are in line with the hypothesis proposed and support that meeting room facilities are one of the determining factors in decision-making.

The results of the analysis also showed an R square value of 0.566 which showed that 56.6% of the decision to purchase meeting packages could be explained by the variable of meeting room facilities, while the remaining 43.4% were influenced by other factors that were not studied in this study. Based on the classification from (Anugrah & Suyoto, 2022) these values are included in the category of moderate influence. These findings indicate that while amenities are not the only major factor, they contribute significantly in shaping consumers' perceptions of hotel services. Good facilities increase comfort during the event and build customer confidence to use hotel services again in the future. Therefore, the facility aspect remains a priority that needs to be improved.

This research is also strengthened by previous studies from (Arifiyani et al., 2022), (Lestari et al., 2020), and (Ungusari, 2015) showing that meeting room facilities have a significant influence on purchasing decisions. The results of this study confirm that consumers not only consider the location or brand image, but also assess the quality of the facilities directly. If technical facilities are inadequate, such as unclear sound or presentation equipment that does not function optimally, this can reduce satisfaction and have an impact on decreased buying interest. Therefore, the completeness and performance of facilities are important factors that must be maintained consistently. The hotel needs to guarantee that all devices are in good working order during the activity.

Based on these results, it can be concluded that Pullman Bali Legian Beach needs to make comprehensive improvements to the meeting room facilities, both in terms of the availability of tools and technical maintenance. Improvements can also be made by ensuring the readiness of technicians and providing periodic training to avoid interruptions during the event. Strengthening this aspect will help strengthen customers' perception that the hotel provides professional and reliable service. In addition, optimal facilities will add more value to hotels, especially in the face of market competition in the MICE segment. Thus, improving the quality of meeting room facilities is a strategic step to encourage purchase decisions and maintain customer loyalty.

## **CONCLUSIONS AND RECOMMENDATIONS**

Based on the results of the data analysis, it can be concluded that the Meeting Room Facilities (X) variable has a positive and significant influence on the Decision to Purchase Meeting Packages (Y) at Pullman Bali Legian Beach. The t-test results show a calculated t-value of 10.401, which exceeds the critical t-table value of 1.663, with a significance level of  $0.000 < 0.05$ . The regression coefficient ( $\beta$ ) of 0.809 indicates that any enhancement in the quality of meeting room facilities directly contributes to an increase in purchasing decisions. Additionally, the coefficient of determination ( $R^2$ ) value of 56.6% suggests that more than half of the variation in purchase decisions can be explained by the quality of meeting room facilities. The remaining 43.4% is influenced by other factors not examined in this study, such as price, promotion, brand image, and service flexibility.

These findings suggest that hotel management should prioritize improvements in technical equipment such as sound systems and projectors, as well as increase the flexibility of meeting room arrangements. Adding supporting features to the meeting package is also essential to enhance its market value and improve customer satisfaction.

## **ADVANCED RESEARCH**

This study has limitations in the scope of independent variables that only focus on Meeting Room Facilities, even though the purchase decision is influenced by various other factors. For this reason, it is suggested that further research can expand the scope by including other variables such as price, service quality, space flexibility, promotion, and brand reputation. In addition, advanced research can use a quantitative approach combined with a qualitative one to delve deeper into customers' perceptions of the services received.

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