

## 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  $Y = a + b_1.X_1 + b_2.X_2 + b_3.X_3$ .*

*The result of conclusions with SPSS are known that the regression equation is  $Y = 2.832 + 0.248X_1 + 0.533X_2 + 0.175X_3$ . The People regression coefficient ( $X_1$ ) is 0.248, the Process regression coefficient ( $X_2$ ) is 0.533, the Physical Evidence regression coefficient ( $X_3$ ) is 0.175. The coefficient of determination = R square ( $R^2$ ) of 0.706, this figure states that the variables People ( $X_1$ ), Process ( $X_2$ ) and Physical Evidence ( $X_3$ ) 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 ( $X_1$ ), Process ( $X_2$ ), Physical Evidence ( $X_3$ ), simultaneously have a significant effect on service quality ( $Y$ ). The variables People ( $X_1$ ), Process ( $X_2$ ) and Physical Evidence ( $X_3$ ) partially have a positive and significant effect on service quality ( $Y$ ).*

**Keywords: People, Process, Physical Evidence, Service Quality**