

## ABSTRACT

A hotel must have an innovative difference with other hotels that makes stronger competitiveness. Customers are not only as buyers of the company's products, but also as business partners. To increase competitiveness, companies need an appropriate strategy, for the example is servicescape. Therefore, this study is intended to provide an overview of the effect of Servicescape on Consumer Behavior Response and Emotional Response as an intervening variable at Arsela Hotel Pangkalan Bun.

The type of research used is descriptive research with quantitative methods. The data collection method was carried out by distributing questionnaires to 149 visitors of Arsela Hotel Pangkalan Bun who had at least stayed two nights or more than once. This type of research is a quantitative study with the Partial Least Square Modeling (SEM-PLS) analysis method because the use of this method aims to test a relationship or influence between constructs.

The results of this study indicate that the dimensions of Aesthetic Quality, Atmosphere, Functionality, Physiological Condition have a significant effect on the dimension of Favorable Behavior, while the dimension of Spaciousness is not. Then the dimensions of Atmosphere, Functionality, Spaciousness, have a significant effect on Propensity to Spend, while the dimensions of Aesthetic Quality and Physiological Condition are not. Furthermore, the dimensions of Aesthetic Quality, Functionality, Spaciousness, Physiological Condition have a significant effect on Pleasure, while the dimensions of Atmosphere are not. Furthermore, the dimensions of Aesthetic Quality, Functionality, Atmosphere, Spaciousness have a significant effect on Arousal. While the Physiological Condition is not. Pleasure has a significant effect on Favorable Behavior while Arousal is not. Pleasure and Arousal insignificant towards Propensity to Spend. Aesthetic Quality, Functionality, Spaciousness, have a significant effect on Favorable Behavior through Pleasure. While the atmosphere and physiological conditions are not. Then Aesthetic Quality, Functionality, Atmosphere, Spaciousness, Physiological Condition have no significant effect on Favorable Behavior through Arousal. Furthermore, Aesthetic Quality, Functionality, Atmosphere, Spaciousness, Physiological Condition is insignificant on Propensity to Spend through Pleasure and Arousal.

Keywords : Servicescape, Consumer Behaviour Responses, Emotional Responses, Structural Equation Model (SEM)