

***The Effect of Services and Facilities on the Occupancy Rate of Homestay
Rooms in Pujon Kidul Tourism Village***

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ABSTRACT

This study aims to find and analyze the effect of services and facilities on the occupancy rate of homestay rooms in Pujon Kidul Tourism Village. The method used in this research is descriptive statistics using questionnaire instruments, observation and documentation. The population in this study amounted to 96 guests with a sample of 14 homestay owners and 20 homestay guests. The results showed that service has a high effect on the occupancy rate of homestay rooms in Pujon Kidul Tourism Village and facilities have a moderate effect on the occupancy rate of homestay rooms in Pujon Kidul Tourism Village.

Keywords: *Services, Facilities, Room Occupancy Rate, Pujon Kidul Tourism Village*