

ABSTRAK

PENGARUH KUALITAS PELAYANAN HOTEL TERHADAP KEPUASAN PELANGGAN

(Studi Pada Hotel Lusy di Bandar Lampung)

Oleh
Evan Tri Juni Martha

Kepuasan Pelanggan dalam menggunakan jasa hotel ditentukan banyak faktor diantaranya adalah kualitas pelayanan. Kualitas pelayanan terdiri dari lima dimensi yaitu *Tangible* (bukti nyata), *Reliability* (kehandalan), *Responsiveness* (ketanggapan), *Assurance* (jaminan), dan *Emphaty* (empati).

Tujuan penelitian ini untuk mengetahui pengaruh kualitas pelayanan dilihat dari *Tangible* (bukti nyata), *Reliability* (kehandalan), *Responsiveness* (ketanggapan), *Assurance* (jaminan), dan *Emphaty* (empati) terhadap Kepuasan Pelanggan Hotel Lusy. Penelitian ini menggunakan tipe *explanatory research*, pengumpulan data menggunakan kuisioner dengan mengambil sampel sebanyak 91 berdasarkan rumus *Slovin*. Teknik pengolahan data dilakukan dengan editing, koding, dan tabulasi. Selanjutnya dianalisis secara kuantitatif menggunakan regresi linier berganda.

Hasil perhitungan dapat disimpulkan dari lima variable yang dianalisis terdapat dua variable yang signifikan yaitu *Tangible* (bukti nyata) dan *Reability* (kehandalan) secara teori H_a diterima, H_0 ditolak, sedangkan tiga variable yang tidak signifikan yaitu *Responsiveness* (ketanggapan), *Assurance* (jaminan), dan *Emphaty* (empati) secara teori H_0 diterima H_a ditolak. Berbagai faktor lain dalam kualitas pelayanan turut menentukan kepuasan pelanggan untuk menggunakan jasa Hotel Lusy, tetapi tidak diteliti dalam penelitian ini seperti Harga dan Lokasi.

Dari hasil penelitian ini dapat disimpulkan bahwa kualitas pelayanan yang terdiri dari *Tangible* (bukti nyata), *Reability* (kehandalan), *Responsiveness* (ketanggapan), *Assurance* (jaminan), dan *Emphaty* (empati) berpengaruh positif terhadap kepuasan pelanggan.

Kata kunci : *Tangible* (bukti nyata), *Reliability* (kehandalan), *Responsiveness* (ketanggapan), *Assurance* (jaminan), dan *Emphaty* (empati), Kepuasan Pelanggan.

Abstract

The Influence of Hotel's Service For Customer's Satisfaction

(Case Study : Lusy Hotel in Bandar Lampung)

By

Evan Tri Juni Martha

Customer satisfaction in using the services of the hotel are many factors determined the quality of service. Quality of service consists of five dimensions that is Tangible, Reliability, Responsiveness, Assurance, and Emphaty.

The purpose of this research was to determine the influence of Tangible service quality, Reliability, Responsiveness, Assurance, and Emphaty toward customer satisfaction Lusy Hotel. This research is explanatory research type, the collection of data using a detailed questionnaire to the sampled as much as 91 based on Slovin formula. Data processing technique is done with the editing, coding, and tabulations. Then analyzed quantitatively using multiple linear regression.

The calculation result can be summed up in five variables were analyzed, there are two significant variables which are Tangible and Reability is theoretically Ha received, Ho is rejected, while the three variables are insignificant i.e. Responsiveness, Assurance, and Emphaty in theory accepted Ha, Ho was rejected. A variety of other factors in the quality of service also determines the satisfaction of customers to use the services of the Hotel, but were not researched Lusy in this study such as the price and the location.

From the results of this research it can be concluded that the quality of service which consists of Tangible, Reability, Responsiveness, Assurance, and Emphaty positive impact on customer satisfaction.

Key Word : Tangible, Reliability, Responsiveness, Assurance, and Emphaty, Customer's Satification