

ABSTRACT

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THE INFLUENCE OF SERVICE QUALITY TOWARDS THE LEVEL OF CUSTOMER SATISFACTION AT GRAND ASTON HOTEL MEDAN

Nowadays, service industry has become greater economic importance. The elimination of waste due to poor quality and meeting customer expectations are the major challenges facing managers in the service sector. This is the reason why people should measure service quality, customer satisfaction in hotel industry as well as their measures. As time passes by, different researchers have tried to find out the way to measure of service quality and customer satisfaction in hotel industry.

The designs used by the writer in this research are descriptive and correlational study. The data used in this research include primary data and secondary data. Data analysis methods used in this research include descriptive statistic, validity test, reliability test, normality test, determination test, analysis of linear regression equation, and Z-test.

Based on the data analysis, the coefficient of linear regression is 0.416 (positive). This means that service quality (X) has positive influence towards customer satisfaction (Y). The value of Z_{count} is 4.99. It means that alternative hypothesis is accepted because $Z_{\text{count}} (4.99) > Z_{\text{table}} (1.645)$. Therefore, service quality has significant impact on customer satisfaction at Grand Aston Hotel Medan.

Keywords: Service Quality, Customer Satisfaction, Grand Aston Hotel Medan