

## **ABSTRACT**

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### **RELATIONSHIP ON SERVICE QUALITY, CUSTOMER SATISFACTION, AND BEHAVIOR IN 5 STAR HOTELS IN BALI**

This study aims to improve customer satisfaction and behavioral intentions in staying at five-star hotels in Bali related to service quality and employee behavior, room facilities, and hotel food quality. The type of quantitative research chosen is descriptive research method with a survey approach, which is a method that aims to collect as much information as possible through distributing structured questionnaires to respondents. Sample at the five star hotel in Bali. The results of this study indicate that Employee behavior has a positive relationship with customer satisfaction. Room amenities have a positive relationship with customer satisfaction. Physical evidence has a positive effect on customer satisfaction. Food quality will increase customer satisfaction. Customer satisfaction has a positive influence on behavioral intention.

Keywords: Employee behavior , Room amenities , Physical evidence , customer satisfaction, behavioral intention

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### **HUBUNGAN KUALITAS LAYANAN, KEPUASAN PELANGGAN, DAN NIAT PERILAKU PADA HOTEL BINTANG 5 DI BALI**

(xv + 120 pages + references + appendix)

Penelitian ini bertujuan untuk meningkatkan kepuasan pelanggan dan niat perilaku dalam menginap di hotel bintang lima di Bali terkait dengan kualitas layanan dan perilaku karyawan, fasilitas kamar, serta kualitas makanan. Jenis penelitian kuantitatif yang dipilih adalah metode penelitian deskriptif dengan pendekatan survei, yaitu suatu metode yang bertujuan untuk mengumpulkan informasi sebanyak-banyaknya melalui penyebaran kuesioner yang terstruktur kepada responden. Sampel pada hotel bintang lima di Bali. Hasil penelitian ini menunjukkan bahwa *Employee behaviour* memiliki hubungan positif dengan *customer satisfaction*. *Room amenities* memiliki hubungan positif terhadap kepuasan pelanggan. *Physical evidence* berpengaruh positif terhadap kepuasan konsumen. *Food quality* akan meningkatkan kepuasan konsumen. *Customer satisfaction* memiliki pengaruh positif terhadap *behavioural intention*.

Kata Kunci: Employee behavior, Room amenities , Physical evidence , customer satisfaction, behavioral intention