

ABSTRACT

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THE INFLUENCE OF SERVICES QUALITY TOWARD CUSTOMER SATISFACTIONS AT KALANG ULU HOTEL BERASTAGI, MEDAN, NORTH SUMATERA

(xv+64 pages; 12 figures; 36 tables; 6 appendixes)

This research is about the influence of services quality toward customer satisfaction at Kalang Ulu hotel Berastagi. There is a problem about the service quality at Kalang Ulu hotel that need to be find out and improve in order to keep their customer satisfied.

There is five previous research that support this study. This study used quantitative research method with service quality as the independent variable and customer satisfaction as the dependant variable. H_0 is service quality have no influence toward customer satisfaction at Kalang Ulu hotel Berastagi. As for H_1 is service quality have influence toward customer satisfaction at Kalang Ulu hotel Berastagi.

The population of the research is all customer of Kalang Ulu Berastagi at 1st march 2019 until 31 march 2019. This research used simple random sampling technique by distributed questionnaires to 93 customer of Kalang Ulu hotel as the sample of this study.

That the value coefficient determination test, which shown by R square is 0.525, means that service quality has an effect on 52.5% of customer satisfaction and the other 47.5% is the effect from others. From the result of simple linear regression test, $Y = 6.575 + 0.351X$ shows the increase of service quality will bring the increase to customer satisfaction. The final results of the analysis are services quality has influence toward customer satisfaction which can be seen in the result of hypothesis test $Z_{count} > Z_{table}$ ($6.95 > 1.96$). Which mean H_0 is rejected and H_1 is accepted. The result of this analysis has showed that service quality has influence toward customer satisfaction at Kalang Ulu hotel.

There are several recommendations that have been included by the author such as providing quick service to requests and questions and rarely making customers wait for service.

Keyword: service quality, customer satisfaction, hotel

Reference: 39