

ABSTRACT

SALLY

1501020565

The Influence of Service Quality toward Customer Satisfaction in Front Office Emerald Garden International Hotel Medan

(xvi + 62pages; 5 figures; 35 tables; 13 appendicies)

Emerald Garden International Hotel, Medan a four star hotel was established on 15th November 1995. It is located at Jalan Kolonel Yos Sudarso Number 1 Medan. Its accessibility from the business and commercial centers makes it the logical choice for business and travelers.

Service quality in the hospitality industry becomes one of the most important factors for gaining a sustainable competitive advantage and customers' confidence. In the hospitality business, the first impression creator is the officers who work in the front office department. Front office is known as the first and last impression for guests.

The data in this study were collected through distributing questionnaires to 60 respondents who stayed at Emerald Garden International Hotel, Medan. The research sample is chosen by using simple random sampling techniques. The data analysis method are quantitative analysis, validity test, reliability test, descriptive test, normality test, correlation test, linear regression test, determination test and hypothesis test (t test).

The results showed that service quality had a positive and significant effect on customer satisfaction at the front office department. That can see from coefficient of correlation and determinations. The result of coefficient of correlation is 0.773 and for determination is 59.8%. Moreover, it also can be seen from hypothesis test (t test) which the result is $9.271 > 1.671$ that means there have a relationship between service quality and customer satisfaction.

The conclusion is, the variable X (service quality) have influence with the variable Y (customer satisfaction). For the recommendation, the Emerald Garden International Hotel is they need to keep maintain their service quality and imporving their service quality.

Keywords: Service Quality, Customer Satisfaction, Relationship Between Service Quality and Customer Satisfaction.

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ABSTRAK

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Pengaruh Kualitas Pelayanan terhadap Kepuasan Tamu di Front Office Emerald Garden International Hotel Medan

(xvi + 62halaman; 5 figur; 35 tabel; 13 lampiran)

Emerald Garden International Hotel, Medan adalah hotel bintang empat yang terletak di Kota Medan yang didirikan pada 15 November 1995 dan berlokasi di Jalan Kolonel Yos Sudarso nomor 1 Medan. Aksesibilitasnya dari pusat bisnis dan komersial menjadikannya pilihan yang logis untuk bisnis dan rekreasi.

Kualitas pelayanan dalam industri perhotelan menjadi salah satu faktor terpenting untuk mendapatkan keunggulan kompetitif yang berkelanjutan dan kepercayaan pelanggan. Dalam bisnis perhotelan, pencipta kesan pertama adalah bagian front office.

Data penelitian dikumpulkan melalui penyebaran kuesioner kepada 60 responden yang menginap di Emerald Garden International Hotel, Medan. Sampel dipilih dengan menggunakan teknik simple random sampling. Metode analisis data adalah analisis kuantitatif, uji validitas, uji reliabilitas, uji deskriptif, uji normalitas, uji korelasi, uji regresi linier, uji determinasi, dan uji hipotesis (uji t).

Hasil penelitian menunjukkan bahwa kualitas layanan berpengaruh positif dan signifikan terhadap kepuasan pelanggan di front office Hotel Emerald Garden International, Medan yang dapat dilihat dari koefisien korelasi dan determinasi. Hasil koefisien korelasi adalah 0,773 dan untuk determinasi adalah 59,8%. Selain itu, juga dapat dilihat dari uji hipotesis (uji t) yang hasilnya adalah $9,271 > 1,671$ yang berarti ada hubungan antara kualitas layanan dan kepuasan pelanggan.

Kesimpulannya adalah, variabel X (kualitas layanan) memiliki pengaruh dengan variabel Y (kepuasan pelanggan). Untuk rekomendasinya, Emerald Garden International Hotel adalah mereka perlu menjaga kualitas layanan mereka dan meningkatkan kualitas layanan mereka.

Kata kunci: Kualitas Pelayanan, Kepuasan Pelanggan, Hubungan antara Kualitas Pelayanan dan Kepuasan Pelanggan

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