

## **ABSTRACT**

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### **THE INFLUENCE OF SERVICE QUALITY AND FACILITY TOWARD CUSTOMER SATISFACTION AT LABERSA TOBA HOTEL & CONVENTION CENTRE BALIGE**

(xviii + 102 pages; 9 figures; 26 tables; 9 appendices)

The purpose of this study is to test the influence of service quality and facilities towards customer satisfaction at Labersa Toba Hotel & Convention Centre. Decreased customer satisfaction as a result of concerns that are still visible and communicated to management by customers because the service is still not right in serving.

When the quality of services and facilities offered is far from guest expectations, guests will feel disappointed. Therefore, it can be said that the service quality and facility are one of several aspects as a measure of customer satisfaction. Samples of 30 respondents were analyzed using quantitative and descriptive research with causal studies. Respondents consisted of 97 people from the Labersa Toba Hotel & Convention Centre chosen using the criteria for nonprobability samples and incidental sampling.

The distribution of the questionnaire passed the validity and reliability test. The data passed the normality, multicollinearity, and heteroscedasticity tests. The coefficient of determination of 5.90% shows that the quality of service and facilities affects customer satisfaction.

It is recommended to Labersa Toba Hotel & Convention Centre, that it is necessary to pay attention to complaints from consumers who have not been handled properly and the need for regular staff training so that the quality of service is maintained. In addition, regular facility inspection is held so that the facilities provided to guests remain in good condition.

**Keywords: service quality, facility, customer satisfaction**

**References: (2018-2022)**

## **ABSTRAK**

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### **PENGARUH KUALITAS PELAYANAN DAN FASILITAS TERHADAP KEPUASAN PELANGGAN DI LABERSA TOBA HOTEL & CONVENTION CENTRE**

*(xviii + 102 halaman; 9 gambar; 26 tabel; 9 lampiran)*

*Tujuan dari penelitian ini adalah untuk menguji pengaruh kualitas pelayanan dan fasilitas terhadap kepuasan pelanggan di Labersa Toba Hotel & Convention Centre. Menurunnya kepuasan pelanggan sebagai akibat dari kekhawatiran yang masih tampak dan dikomunikasikan kepada manajemen oleh pelanggan karena pelayanan masih kurang tepat dalam melayani.*

*Ketika kualitas layanan dan fasilitas yang ditawarkan jauh dari harapan tamu, maka tamu akan kecewa. Oleh karena itu, dapat dikatakan bahwa kualitas layanan dan fasilitas menjadi salah satu aspek sebagai tolak ukur kepuasan pelanggan. Sampel sebanyak 30 responden dianalisis menggunakan penelitian kuantitatif dan deskriptif dengan studi kausal. Responden terdiri dari 97 orang dari Labersa Toba Hotel & Convention Centre yang dipilih dengan menggunakan kriteria nonprobability sample dan incidental sampling.*

*Penyebaran angket tersebut lolos uji validitas dan reliabilitas. Data tersebut lolos uji normalitas, multikolinearitas, dan heteroskedastisitas. Nilai koefisien determinasi sebesar 5.90% menunjukkan bahwa kualitas pelayanan dan fasilitas berpengaruh terhadap kepuasan pelanggan.*

*Disarankan kepada pihak Labersa Toba Hotel & Convention Centre, perlu memberikan perhatian khusus terhadap keluhan dari konsumen yang belum tertangani dengan baik dan perlunya pelatihan staf secara berkala agar kualitas pelayanan tetap terjaga. Selain itu, pemeriksaan fasilitas secara berkala diadakan agar fasilitas yang diberikan kepada tamu tetap dalam kondisi baik.*

***Kata Kunci: kualitas pelayanan, fasilitas, kepuasan pelanggan***

***Referensi: (2018-2022)***