

## **ABSTRACT**

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### **THE INFLUENCE OF SERVICE QUALITY AND FACILITIES TOWARDS CUSTOMER SATISFACTION AT PT KAWASAN WISATA PANTAI CERMIN**

(xvi + 125 pages; 8 figures; 31 tables; 8 appendices)

PT Kawasan Wisata Pantai Cermin (PT KWPC), manages the Theme Park and Resort Hotel Pantai featuring a beach, hotel, swimming pool, and restaurant. However, the research discussed the hotel is struggling to compete in terms of customer satisfaction compared to other companies. The study, based on quantitative research with a sample of 96 customers, highlights the crucial role of service quality and facilities in influencing customer satisfaction.

The respondents, Pantai Cermin Hotel customers, were selected using a non-probability sampling method with a purposive sampling method. The questionnaire underwent validity and reliability testing, as well as testing for normality, multicollinearity, heteroscedasticity, and multiple linear regression, all of which passed.

The hypothesis testing all accepted, including the T-Test (service quality  $5.466 > 1.985$ ) and (facilities  $10.809 > 1.985$ ) F-Test ( $250.505 > 3.094$ ), indicates that service quality and facilities partially and simultaneously influence customer satisfaction at Hotel Pantai Cermin.

It can be recommended that the company enhance staff service skills, including communication, etiquette, and problem-solving, to address customer needs professionally. Maintain room quality and standards through rigorous quality control. Additionally, the hotel should focus on promoting its services more effectively for better word-of-mouth recommendations and a positive customer satisfaction image.

**Keywords: Service Quality, Facilities, Customer Satisfaction**

References: 55 (2019-2023)

## **ABSTRAK**

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### ***PENGARUH KUALITAS LAYANAN DAN FASILITAS TERHADAP KEPUASAN PELANGGAN PADA PT KAWASAN WISATA PANTAI CERMIN***

(xvi + 125 halaman; 8 gambar; 31 tabel; 8 lampiran)

*PT Kawasan Wisata Pantai Cermin (PT KWPC), mengelola Theme Park dan Resort Hotel Pantai yang dilengkapi pantai, hotel, kolam renang, dan restoran. Namun, penelitian membahas hotel ini kesulitan bersaing dalam hal kepuasan pelanggan dibandingkan perusahaan lain. Studi yang didasarkan pada penelitian kuantitatif dengan sampel 96 pelanggan ini menyoroti pentingnya peran kualitas layanan dan fasilitas dalam mempengaruhi kepuasan pelanggan.*

*Responden pelanggan Hotel Pantai Cermin dipilih menggunakan metode non-probability sampling dengan metode purposive sampling. Kuesioner tersebut telah melalui uji validitas dan reliabilitas, serta pengujian normalitas, multikolinearitas, heteroskedastisitas, dan regresi linier berganda dinyatakan lulus.*

*Uji hipotesis diterima semua, diantaranya Uji T (kualitas pelayanan  $5,466 > 1,985$ ) dan (fasilitas  $10,809 > 1,985$ ) Uji F ( $250,505 > 3,094$ ), menunjukkan bahwa kualitas pelayanan dan fasilitas berpengaruh secara parsial dan simultan terhadap kepuasan pelanggan di Hotel Pantai Cermin.*

*Dapat direkomendasikan kepada perusahaan untuk meningkatkan keterampilan layanan staf, termasuk komunikasi, etika, dan pemecahan masalah, untuk memenuhi kebutuhan pelanggan secara profesional. Menjaga kualitas dan standar ruangan melalui kontrol kualitas yang ketat. Selain itu, hotel harus fokus dalam mempromosikan layanannya secara lebih efektif untuk mendapatkan rekomendasi dari mulut ke mulut yang lebih baik dan citra kepuasan pelanggan yang positif.*

***Kata Kunci: Kualitas Layanan, Fasilitas, Kepuasan Pelanggan***

***Referensi: 55 (2019-2023)***