

## **ABSTRACT**

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### **THE INFLUENCE OF SERVICE QUALITY AND HOTEL BRAND REPUTATION TOWARDS CUSTOMER SATISFACTION AT W HOTEL BALI SEMINYAK**

**(Xv+107 pages; 8 figures; 42 tables; 11 appendixes)**

Hotel developments in Indonesia are getting increasingly diverse. Hotels are trying to become the best in the market. W Bali Seminyak received reviews at TripAdvisor about their Customer Satisfaction. The reviews indicated that the services had not exceeded guest expectations and customers were dissatisfied with the hotel service quality and did not represent a 5 star hotel. In terms of competitors, customers have several times compared W Bali Seminyak with Potato Head and Alila Seminyak as they are prestigious luxury resorts located in Seminyak, Bali, offering upscale accommodations and a premium guest experience and known for their contemporary and sophisticated design elements. The purpose of this research is to ascertain if Service quality and brand reputation influence customer satisfaction at W Bali Seminyak.

The influence of the independent and dependent factors was investigated using a quantitative, descriptive research design. The respondents are the guest of W Bali Seminyak with the population of 111. A lemeshow sampling methodology was used. The data was analysed using SPSS version 27. The data has passed the validity, reliability, normality, multicollinearity, heteroscedasticity tests. According to the findings, Service quality and brand reputation have a simultaneous influence on customer satisfaction in W Bali Seminyak.

To improve customer satisfaction, W Bali should maintain the characteristics that can influence service quality and brand reputation, which can make customers feel more satisfied and entice them to return. The hotel should provide additional training and invest in training and development programs for employee, it can be having the take a quiz or test that must be passed for upgrading their service knowledge about the guest satisfaction. W Bali should upgrading existing amenities by making them more modern and appealing to guests to improve the Hotel characteristics and reputation.

**Keywords: Services quality, Brand reputation, Cutomer satisfaction, W Bali Seminyak**

**References: 27 (2018-2023)**

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### **The Influence Of Service Quality And Hotel Brand Reputation Towards Customer Satisfaction At W Hotel Bali Seminyak**

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Perkembangan hotel di Indonesia semakin beragam. Hotel berusaha menjadi yang terbaik di pasar. W Bali Seminyak menerima ulasan di TripAdvisor tentang Kepuasan Pelanggannya. Ulasan menunjukkan bahwa layanan tidak melebihi harapan tamu dan pelanggan tidak puas dengan kualitas layanan hotel dan tidak mewakili hotel bintang 5. Dari segi kompetitor, pelanggan telah beberapa kali membandingkan W Bali Seminyak dengan Potato Head dan Alila Seminyak karena keduanya merupakan resor mewah bergengsi yang berlokasi di Seminyak, Bali, menawarkan akomodasi kelas atas dan pengalaman tamu premium serta terkenal dengan elemen desain kontemporer dan canggih. Tujuan penelitian ini adalah untuk mengetahui apakah kualitas pelayanan dan reputasi merek berpengaruh terhadap kepuasan pelanggan di W Bali Seminyak.

Pengaruh faktor independen dan dependen diselidiki dengan menggunakan desain penelitian deskriptif kuantitatif. Respondennya adalah tamu W Bali Seminyak dengan jumlah populasi 111 orang. Metodologi yang digunakan adalah lemeshow sampling. Data dianalisis dengan menggunakan SPSS versi 27. Data telah lolos uji validitas, reliabilitas, normalitas, multikolinearitas, heteroskedastisitas. Berdasarkan hasil temuan, Kualitas pelayanan dan reputasi merek mempunyai pengaruh secara simultan terhadap kepuasan pelanggan di W Bali Seminyak.

Untuk meningkatkan kepuasan pelanggan, W Bali harus mempertahankan karakteristik yang dapat mempengaruhi kualitas layanan dan reputasi merek, yang dapat membuat pelanggan merasa lebih puas dan tertarik untuk kembali lagi. Hotel harus memberikan pelatihan tambahan dan berinvestasi dalam program pelatihan dan pengembangan bagi karyawannya, dapat berupa mengikuti kuis atau tes yang harus dilalui untuk meningkatkan pengetahuan layanan mereka tentang kepuasan tamu. W Bali harus meningkatkan fasilitas yang ada dengan menjadikannya lebih modern dan menarik bagi para tamu untuk meningkatkan karakteristik dan reputasi Hotel.