

## **ABSTRACT**

**JENNYFER**

**03013180098**

### **THE INFLUENCE OF SERVICE QUALITY AND FACILITY TOWARDS CUSTOMER SATISFACTION AT GRAHA SOELTAN HOTEL SEI RAMPAH**

(xvii+144 pages; 8 figures; 57 tables; 12 appendices)

The rapid growth of people to travel nowadays has led to an ever-increasing number of hotels. It is no doubt that the competition condition in this hotels industry is getting greater between the company. To be able to compete in this situation, hospitality service providers are required to identify the customer behavior in order to adjust the company's ability in accordance with their needs. This research is done to find out the influence of service quality and facility on customer satisfaction at Graha Soeltan Hotel Sei Rampah

The research design of this research is using a quantitative method. In analyzing the data, the methods used are descriptive statistical analysis, research instrument test, classical assumption test, linear regression analysis, hypothesis test, and determination test.

Based on the result of the hypothesis test, service quality and facility have a significant and positive influence on customer satisfaction at Graha Soeltan Hotel Sei Rampah. The research result indicates that when the service quality and facility that is provided is getting better, the customer satisfaction at Graha Soeltan Hotel Sei Rampah will be greater. The result of this research shows that service quality and facility partially influence customer satisfaction at Graha Soeltan Hotel Sei Rampah. Service quality and facility simultaneously influence customer satisfaction at Graha Soeltan Hotel Sei Rampah.

Moreover, the researcher recommended the hotel to keep trained their staff to increase the staff ability, speed, do the service accurately and always on time. Then, try to conduct further research regarding the facility.

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

References: 41 (2017-2021)

## **ABSTRAK**

**JENNYFER**

**03013180098**

### **PENGARUH KUALITAS PELAYANAN DAN FASILITAS TERHADAP KEPUASAN PELANGGAN DI HOTEL GRAHA SOELTAN SEI RAMPAH**

(xvii+144 halaman; 8 figur; 57 tabel; 12 lampiran)

Pesatnya pertumbuhan orang untuk bepergian saat ini telah menyebabkan peningkatan jumlah hotel. Tidak dapat dipungkiri bahwa kondisi persaingan di industri perhotelan ini semakin ketat antar perusahaan. Untuk dapat bersaing dalam situasi ini, penyedia layanan perhotelan dituntut untuk mengidentifikasi perilaku pelanggan untuk menyesuaikan kemampuan perusahaan sesuai dengan kebutuhan mereka. Penelitian ini dilakukan dengan tujuan untuk mengetahui pengaruh kualitas pelayanan dan fasilitas terhadap kepuasan pelanggan di Hotel Graha Soeltan Sei Rampah.

Desain penelitian dalam penelitian ini menggunakan metode kuantitatif. Dalam menganalisis data, metode yang digunakan antara lain analisis statistik deskriptif, uji instrumen penelitian, uji asumsi klasik, analisis regresi linier, uji hipotesis dan uji determinasi.

Berdasarkan hasil uji hipotesis, kualitas pelayanan dan fasilitas berpengaruh signifikan dan positif terhadap kepuasan pelanggan di Hotel Graha Soeltan Sei Rampah. Hasil penelitian menunjukkan bahwa semakin baik kualitas pelayanan dan fasilitas yang diberikan maka kepuasan pelanggan di Hotel Graha Soeltan Sei Rampah akan semakin besar. Hasil dari penelitian ini menunjukkan bahwa kualitas pelayanan dan fasilitas secara masing-masing berpengaruh terhadap kepuasan pelanggan di Hotel Graha Soeltan Sei Rampah. Kualitas pelayanan dan fasilitas secara bersama-sama berpengaruh terhadap kepuasan pelanggan di Hotel Graha Soeltan Sei Rampah.

Selain itu, peneliti menyarankan pihak hotel untuk terus melatih stafnya untuk meningkatkan kemampuan staf, kecepatan, melakukan pelayanan secara akurat dan selalu tepat waktu. Kemudian, mencoba untuk melakukan penelitian lebih lanjut mengenai fasilitas.

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

Referensi: 41 (2017-2021)