ABSTRACT

ANGEL
03013200001

THE IMPACT OF BRAND IMAGE, SERVICE QUALITY, AND FOOD QUALITY TOWARDS CUSTOMER SATISFACTION IN W HOTEL BALI

(xiii+107 pages; 10 figures; 57 tables; 11 appendixes)

Hotel developments in Indonesia are getting increasingly diverse, with places trying to become the best in the market. The purpose of this research is to ascertain the impact of Brand Image, Service Quality, and Food Quality towards customer satisfaction in W hotel Bali. This research examines the impact of brand image, service quality, and food quality on customer satisfaction at W hotel Bali. A positive brand image boosts satisfaction, while effective service quality keeps customers happy and retains them. High food quality enhances customer satisfaction.

The impact of independent and dependent factors was investigated using a quantitative, descriptive, and causal study design. The questionnaire was distributed in Medan to a sample of 98 respondents for this study. A convenience sampling methodology was used in conjunction with a non-probability sampling method. Respondents in Bali who are W hotel Bali customer, have experience with W hotel Bali, and have ever stay at W hotel Bali. The data was analysed using SPSS version 29 for validity, reliability, normality, multicollinearity, heteroscedasticity, and multiple linear regression.

According to the findings of the data analysis and hypothesis testing, Brand Image, Service Quality and Food Quality had a partial and simultaneous impact on customer satisfaction in W hotel Bali, Seminyak.

The recommendation for W hotel Bali W should enhance its brand image by prioritizing guest experience, staying updated with trends, and resolving complaints effectively. Staff should be trained to be sensitive, attentive, and knowledgeable, and food quality should be prioritized. Regular guest feedback is also crucial to increase the satisfaction of customer.

Keywords: Brand Image, Service Quality, Food Quality, and Customer Satisfaction
References: 22 (2018-2023)

ABSTRAK

ANGEL
03013200001

PENGARUH CITRA MEREK, KUALITAS PELAYANAN, KUALITIAS MAKANAN TERHADAP KEPUASAAN PELANGGAN DI W HOTEL BALI

(xiii+107 Halaman; 10 Gambar; 57 tabel; 11 lampiran)

Perkembangan hotel di Indonesia semakin beragam, dengan berbagai tempat berusaha menjadi yang terbaik di pasarnya. Tujuan penelitian ini adalah untuk mengetahui pengaruh Citra Merek, Kualitas Pelayanan, dan Kualitas Makanan terhadap kepuasan pelanggan di W hotel Bali. Penelitian ini menguji pengaruh citra merek, kualitas layanan, dan kualitas makanan terhadap kepuasan pelanggan di W hotel Bali. Citra merek yang positif meningkatkan kepuasan, sementara kualitas layanan yang efektif membuat pelanggan senang dan mempertahankan mereka. Kualitas makanan yang tinggi meningkatkan kepuasan pelanggan.

Pengaruh faktor independen dan dependen diselidiki dengan menggunakan desain penelitian kuantitatif, deskriptif, dan kausal. Kuesioner disebar di Medan kepada sampel sebanyak 98 responden untuk penelitian ini. Metodologi convenience sampling digunakan bersama dengan metode non-probability sampling. Responden di Bali merupakan pelanggan W hotel Bali, mempunyai pengalaman dengan W hotel Bali, dan pernah menginap di W hotel Bali. Data dianalisis menggunakan SPSS versi 29 untuk validitas, reliabilitas, normalitas, multikolinearitas, heteroskedastisitas, dan regresi linier berganda.

Berdasarkan hasil analisis data dan pengujian hipotesis, Citra Merek, Kualitas Pelayanan dan Kualitas Makanan mempunyai pengaruh secara parsial dan simultan terhadap kepuasan pelanggan di W hotel Bali Seminyak.

Rekomendasi untuk W hotel Bali W harus meningkatkan citra mereknya dengan memprioritaskan pengalaman tamu, selalu mengikuti tren, dan menyelesaikan keluhan secara efektif. Staf harus dilatih untuk menjadi sensitif, penuh perhatian, dan berpengetahuan luas, dan kualitas makanan harus diprioritaskan. Umpan balik tamu secara teratur juga penting untuk meningkatkan kepuasan pelanggan.

Kata Kunci: Citra Merek, Kualitas Perlayanan, Kualitas Makanan, Kepuasaan Pelanggan
Referensi: 22 (2018-2023)