

ABSTRACT

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THE INFLUENCE OF FACILITIES AND SERVICE QUALITY ON CUSTOMER SATISFACTION AT THE RITZ-CARLTON BALI

(xvi+87 pages; 7 figures; 24 tables; 8 appendixes)

The Ritz-Carlton Bali itself has built an excellent reputation for its luxurious accommodations and top-notch service, and it recognizes the importance of prioritizing customer satisfaction. Two critical dimensions that significantly influence customer satisfaction in the hotel industry are facilities and service quality. The Ritz-Carlton Bali has always maintained a level of facilities and service quality. However, under some conditions, it is still hard to achieve customer satisfaction. Through a thorough analysis of these factors and their interrelationships, the study's findings will offer valuable insights for The Ritz-Carlton Bali's management, in order to make informed decisions pertaining to facilities and service optimization strategies. Quantitative research methods will be utilized in this research, focusing on both descriptive and causal research designs to analyze 100 samples. Respondents are guests of The Ritz-Carlton Bali who are taken using non-probability with convenience sampling technique.

The questionnaire distributed has passed the validity and reliability tests. The data obtained has also passed the classical assumption tests and multiple linear regression tests. As a result, it shows that facilities and service quality both partially and simultaneously have significant influence on customer satisfaction, with a coefficient of determination of 81.6%. While the remaining 18.4% may be influenced by other unexplored factors, both facilities and service quality have become the most important variables influencing customer satisfaction. This means that facilities and service quality at The Ritz-Carlton Bali must be maintained and improved.

Keywords: Customer Satisfaction, Facilities, Service Quality

References: 39 (2019-2024)

ABSTRAK

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PENGARUH FASILITAS DAN KUALITAS PELAYANAN TERHADAP KEPUASAN PELANGGAN DI RITZ-CARLTON BALI

(xvi+87 pages; 7 figures; 24 tables; 8 appendixes)

The Ritz-Carlton Bali telah membangun reputasi yang sangat baik atas akomodasi mewah dan layanan terbaiknya, serta menyadari pentingnya mengutamakan kepuasan pelanggan. Dua dimensi penting yang secara signifikan mempengaruhi kepuasan pelanggan di industri perhotelan adalah fasilitas dan kualitas layanan. The Ritz-Carlton Bali selalu menjaga tingkat fasilitas dan kualitas layanan. Namun dalam beberapa kondisi, kepuasan pelanggan masih sulit tercapai. Melalui analisis menyeluruh terhadap faktor-faktor tersebut dan keterkaitannya, temuan penelitian ini akan memberikan wawasan berharga bagi manajemen The Ritz-Carlton Bali, agar dapat mengambil keputusan yang tepat terkait dengan fasilitas dan strategi optimalisasi layanan. Metode penelitian kuantitatif akan digunakan dalam penelitian ini, dengan fokus pada desain penelitian deskriptif dan kausalitas untuk menganalisis 100 sampel. Responden merupakan tamu The Ritz-Carlton Bali yang diambil secara non-probabilitas dengan teknik convenience sampling.

Kuesioner yang disebarkan telah lolos uji validitas dan reliabilitas. Data yang diperoleh juga telah lolos uji asumsi klasik dan uji regresi linier berganda. Hasilnya menunjukkan bahwa fasilitas dan kualitas pelayanan baik secara parsial maupun simultan mempunyai pengaruh yang signifikan terhadap kepuasan pelanggan, dengan koefisien determinasi sebesar 81,6%. Sedangkan 18,4% sisanya mungkin dipengaruhi oleh faktor lain yang belum dieksplorasi, namun baik fasilitas maupun kualitas layanan menjadi variabel terpenting yang mempengaruhi kepuasan pelanggan. Artinya, fasilitas dan kualitas pelayanan The Ritz-Carlton Bali harus terus dijaga dan ditingkatkan.

Kata Kunci: *Fasilitas, Kepuasan Konsumen, Kualiatas Pelayanan*

Referensi: *39 (2019-2024)*