

ABSTRACT

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The Influence of Food and Beverage Service, Hotel Atmosphere, and Comfort Customers on Guest Satisfaction at Aryaduta Hotel Medan
(xxix+129 pages; 4 figure; 68 tables; 6 appendixes)

The purpose of this study was to determine the impact of food and beverage service (X1), hotel atmosphere (X2), and customer comfort (X3) on guest satisfaction (Y) at Aryaduta Hotel Medan, which is a problem that must be addressed in order to enhance sales.

This study was carried out by providing Google forms to Aryaduta Hotel Medan customers via internet applications, with a design based on quantitative data and SPSS as the analysis method. An initial pre-test of 30 respondents was undertaken to assess the research instrument's reliability and validity. Data was then obtained from 97 respondents for the primary analysis.

Aryaduta Hotel Medan is encouraged to improve client happiness by enhancing relationships in the hotel environment, boosting comfort through professional personnel appearance, and providing a comfortable and appealing store atmosphere. These efforts, when combined with rewards programs & new product development, are likely to increase customer repurchase intentions.

Keywords: food and beverage service, hotel atmosphere, comfort customer, and guest satisfaction

References: 46 (2020-2024)

ABSTRAK

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Pengaruh Pelayanan Makanan dan Minuman, Suasana Hotel, dan Kenyamanan Pelanggan terhadap Kepuasan Tamu di Hotel Aryaduta Medan

(xxix+129 pages; 4 figure; 68 tables; 6 appendices)

Tujuan penelitian ini adalah untuk mengetahui pengaruh pelayanan makanan dan minuman (X1), suasana hotel (X2), dan kenyamanan pelanggan (X3) terhadap kepuasan tamu (Y) di Hotel Aryaduta Medan yang merupakan permasalahan yang harus diatasi dalam rangka meningkatkan penjualan.

Penelitian ini dilakukan dengan memberikan Google Forms kepada pelanggan Hotel Aryaduta Medan melalui aplikasi internet, dengan desain berbasis data kuantitatif dan SPSS sebagai metode analisis. Pra-tes awal dilakukan terhadap 30 responden untuk menilai reliabilitas dan validitas instrumen penelitian. Data kemudian diperoleh dari 97 responden untuk analisis primer.

Hotel Aryaduta Medan didorong untuk meningkatkan kebahagiaan klien dengan meningkatkan hubungan di lingkungan hotel, meningkatkan kenyamanan melalui penampilan personel yang profesional, dan menyediakan suasana toko yang nyaman dan menarik. Upaya-upaya ini, jika dikombinasikan dengan program penghargaan & pengembangan produk baru, kemungkinan akan meningkatkan niat pembelian ulang pelanggan.

**Kata kunci: pelayanan makanan dan minuman, suasana hotel, kenyamanan
pelanggan, dan kepuasan tamu**

References: 46 (2020-2024)