

ABSTRACT

The city of Bandung has a unique attraction for tourists both in terms of culture and the tourist destinations that are presented to make tourists comfortable living in the city of Bandung. The large number of tourists visiting makes the hotel accommodation sector the main means of tourism, especially in the service sector, this creates tight competition in this industry. Hotel Travello Bandung is located close to tourist attractions which means Travello Bandung must strive for the best quality of service with the aim of providing customer quality and good star ratings to be able to compete with other hotels. This research aims to determine service quality, customer satisfaction and its influence on star ratings.

Service quality is the ability to fulfill the needs expressed by customers implicitly. Star ratings are an indication of the level of sales of products and services. Customer satisfaction is a comparison of the quality of service experienced by customers with what customers expect. This research uses the dimensions of Service Quality in Hotels which consist of 10 dimensions.

The research method used is a quantitative method, with the aim of predictive research, research characteristics based on the time dimension of the cross sectional method, and individual analysis units. The research sample was 385 Travello Bandung hotel customers. The data analysis technique used was PLS-SEM using SmartPLS 4.0 software.

This research found that the quality of accommodation infrastructure, the quality of employee attitudes and behavior, the quality of customer interactions, the quality of employee expertise, the quality of food and beverages, the quality of the front desk, the quality of rooms, the quality of security, the sociability of employees, the waiting time positively influence satisfaction. customer. In addition, star ratings moderate the relationship between service quality dimensions and customer satisfaction.

Based on the research results, the researchers suggest that companies improve further in terms of the star rating aspect because the largest percentage of research results is in the star rating variable for customer satisfaction and service quality.

Keywords: Service quality, customer satisfaction, star rating