

## **ABSTRACT**

*J-Ruby Guesthouse is an inn with a low budget concept located in the South Ring Road area of Yogyakarta, which provides good and quality service to in-house guests. Business hotels with a similar concept in Yogyakarta also have a high level of competition, so J-Ruby needs a way to get loyalty from visiting guests. One way to guarantee loyal guests or guests who will return to visit is to improve the quality of service provided. The satisfaction survey is one of the parameters to see the quality of service provided by J-Ruby. J-Ruby gets the quality of service results from the results ranking made by the online hotel reservation service, while guests ordering directly, are unable to respond. In general, the ranking results have shown that the services provided by J-Ruby have met expectations, but the problem that arises by J-Ruby is that from this data the owner of J-Ruby does not understand the data obtained from guests in depth and there are data difficulties from guests who order online and direct effectively. The purpose of this study is a management information system application to assist in realtime data processing which includes all types of guests that can assist J-Ruby Guesthouse in an effort to improve service quality on an ongoing basis and increase guest loyalty.*

*With the application of the science of service quality maintenance SERVQUAL which consists of five dimensions, namely quality tangibles, reliability, responsiveness, assurance, and empathy are used for the design of the questionnaire in the survey application created. The management information system in improving guest service satisfaction is made using the Waterfall method which starts from determining user needs, then designing a system design which will later be converted into a management information system, which is then tested to suit the needs of J-Ruby Guesthouse.*

*The results of this study are a tool or system (information system management application) that can record or record the total respondent data from guests who order applications online or directly. This data recording functions as a raw data collection tool that can be used to convert the actual data obtained into information that can be analyzed in a complete manner which is useful for J-Ruby Guesthouse stakeholders in an effort to improve service quality on an ongoing basis so as to increase the loyalty of guests who come.*

*Keywords: Management Information Systems, Service Satisfaction Survey, SERVQUAL*