ABSTRACT

Hotel is one of the accommodation facilities used by everyone, both for business people and tourists. Good service quality will affect the occupancy rate of hotel rooms, because the hotel's largest revenue comes from room rentals. Front One Ratu Hotel is a three-star hotel located in Nganjuk city, East Java.

The research method used by the researcher is a quantitative survey method. The target population is the guests of Front One Ratu Hotel Nganjuk, by taking a sample of 100 people, the data collection technique is Purposive Sampling, meaning that the subject or respondent is chosen intentionally based on certain characteristics that are representative of the research population, the data obtained is processed using a scale Likert, then do the calculation of the theoretical weight of the level of importance (expectations) and performance or customer satisfaction and then presented with a diagram.

From the results of this study using the Simultaneous Significant Test (Test F) the results which means that the variables of physical evidence (tangible), reliability (reliability), responsiveness (responsiveness), assurance (assurance), and empathy (empathy) simultaneously has a significant effect on guest satisfaction.

The conclusion of this study is that the dimensions of service quality which consist of indicators of physical evidence (tangible), reliability (reliability), responsiveness (responsiveness), assurance (assurance), and empathy (emphaty) have a strong influence and relationship on customer satisfaction at Front One Ratu Hotel Nganjuk seen from the results of the F test and the service quality variable has the validity and reliability tested from the validity table, all variables have a correlation value above 0.6 then declared valid.

Keywords : Tangible, Realibility, Responsiveness, Assurance, Empathy and Guest Satisfaction.