

ABSTRACT

D'primahotel Bandung is a 4-star hotel located in Sukajadi area, Bandung. It has a building of 6000 m² with eight floors. D'primahotel is equipped with guest room facilities, a swimming pool, a playground, a ballroom, and a meeting room. Based on reviews from visitors on the website Traveloka.com there are several negative assessments about the problems complained about by consumers. The negative assessment must certainly be handled so that the company can defend itself against the emergence of competitors in similar business fields.

This study aims to determine the quality of service in dimensions of tangible, reliability, responsiveness, assurance, and empathy to consumers from D'primahotel Bandung. The results of this research are expected to be used as input for companies when formulating strategies for competing.

The method used in this research is quantitative analysis. The technique used in sampling is Non-Probability Sampling with the type of Purposive Sampling with certain screening criteria: individuals who have stayed at D'primahotel Bandung aged 17-50 years with consideration that age respondents could understand the question and provide an objective assessment on the questionnaire. Online questionnaire is distributed to gather information from 384 respondents who have stayed at D'primahotel Bandung. This study used multiple linear regression data analysis techniques, using SPSS software.

Based on the results obtained in this study, a descriptive analysis shows that the service quality variables consisting of tangible, reliability, responsiveness, assurance, empathy, and consumer satisfaction variables are in a good category. The hypothesis shows that the variables tangible, reliability, responsiveness, assurance, and empathy have a positive and significant relationship towards consumer satisfaction variables, both partially and simultaneously.

This research is expected to provide benefits and insights to other researchers and hotels regarding the quality of service to consumer satisfaction at D'primahotel Bandung. The author advises the hotel to increase the friendliness and courtesy of the employees towards guests so that customers will feel more satisfied and want to stay back at D'primahotel Bandung.

Keywords: Service Quality, Customer Satisfaction