

LIST OF TABLES

Table 1. 1 Number of Foreign and Domestic Tourists in Bandung	17
Table 1. 2 Number of Hotel based on Classification in Bandung, 2021	18
Table 2. 1 Previous Research	35
Table 3. 1 Operational Variable	44
Table 3. 2 Likert Scale	46
Table 4. 1 Validity Test	63
Table 4. 2 Reliability Test	65
Table 4. 3 Descriptive Analysis of Tangible	66
Table 4. 4 Descriptive Analysis of Reliability	67
Table 4. 5 Descriptive Analysis of Responsiveness	68
Table 4. 6 Descriptive Analysis of Assurance	70
Table 4. 7 Descriptive Analysis of Empathy	71
Table 4. 8 Descriptive Analysis of Customer Satisfaction	73
Table 4. 9 Normality Test	75
Table 4. 10 Multicholnearity Test	76
Table 4. 11 Multiple Linear Regression Analysis	78
Table 4. 12 Coefficient of Determination	79
Table 4. 13 Partial Test (t Test)	80
Table 4. 14 Summarization of T-Test Result	82
Table 4. 15 Simultaneous Test (F Test)	82