

ABSTRACT

The city of Bandung as a tourist destination that is visited by many domestic and foreign tourists, makes the need for accommodation such as hotels increasing and causing competition. Hotel management, one of which is Hotel Sugarcane, must be able to prepare ways so that consumers continue to use their services with the aim of the success of the company itself or to get satisfaction from consumers. partial or simultaneous.

Service quality is a characteristic of a product or service that has advantages in providing satisfying needs, both tangible and implied. Customer satisfaction is a feeling of pleasure or disappointment that arises after comparing performance with expectations. This study adopts a holistic scale of research Nunkoo et al. (2019) to measure service quality in the hotel sector, namely the Scale of Service Quality in Hotels (SSQH).

The research method used is quantitative while the type of research is causal. The characteristics of the research on the time dimension and are cross sectional method. The sample in this study as many as 96 people distributed to customers of Hotel Sugarcane. The data analysis technique used is multiple linear regression test, coefficient of determination test and hypothesis testing.

The results showed respondents' responses that the quality of service which includes indicators of accommodation infrastructure, room quality, front desk, food and beverage, friendliness, safety and security, employee attitudes and behavior, employee interaction and waiting time is categorized as quite good while the dimensions of employee expertise are included in the category good. The average score for service quality is 66.84% in the fairly good category. Respondents' responses regarding customer satisfaction are said to be good, this can be seen from the average value of 68.06%. The results of the hypothesis test were accepted which indicated that service quality had an effect on customer satisfaction at the Sugarcane Hotel either simultaneously or partially.

The conclusion of the partial study is that accommodation, employee attitudes and behavior, interaction with customers, employee expertise, food and beverage quality, front desk quality, room quality, safety and security Hospitality and waiting time affect customer satisfaction. The test results together or simultaneously show that service quality has an effect on customer satisfaction. Suggestions that can be put forward are that the hotel must always improve the quality of its services to consumers by paying attention to cleanliness, completeness and hotel facilities and accept consumer complaints by providing the right solution.

Keywords: service quality, consumer satisfaction, Tebu Hotel