ABSTRACT

The hotel industry is experiencing rapid growth, with one of the main factors being the quality of service and customer satisfaction. There have been some unsatisfactory reviews regarding service quality from various guests who stayed at Upscale hotels in Bandung City. This research aims to examine the influence of service quality on guest satisfaction in Upscale hotels in Bandung City. The research method used is quantitative, employing the simple linear regression data analysis technique. The sample size used in this study is 150 respondents. Data were obtained from questionnaires distributed to respondents/guests of Upscale hotels in Bandung City. Based on the descriptive analysis results, it is stated that overall Upscale hotels in Bandung City have excellent service quality. Similarly, the descriptive analysis results for the guest satisfaction variable indicate that guests of Upscale hotels in Bandung City are highly satisfied with their stay. The partial hypothesis test results show that service quality has a positive effect on guest satisfaction. For future researchers, it is suggested to focus on hotels with a broader sample scope, including additional variables that influence customer satisfaction to enhance the reference sources.

Keywords: Tourism, Upscale Hotel, Hospitality, Service Quality, Guest Satisfaction.