

ABSTRACT

Mandeh Tourism Area is in great demand by tourists to go on vacation with family. The number of tourists and attractions found in the Mandeh Tourism Area makes the need for accommodation to stay overnight and spend time comfortably. Tourists visit a lot but the level of guest complaints against the Accommodation is still high. This study aims to determine the effect of Service Quality on Guest Satisfaction in Accommodation in the Mandeh Tourism Area of the South Coast of West Sumatra. This study used quantitative methods with data collection techniques using questionnaires, data analysis using simple linear regression analysis techniques using SPSS Version 23. The population in this study is tourists who have stayed at Accommodation in the Mandeh Tourism Area and the sampling technique uses Judgmental Sampling using the Lemeshow formula. The sample in this study amounted to 100 respondents. Based on the results of descriptive analysis, it is stated that overall Accommodation in Mandeh Tourism Area has Good Service Quality, dominated by dimensions of Reliability and Guest Satisfaction which is quite good, dominated by conformity of expectations. The results of the hypothesis test partially state that the quality of service has a positive effect on guest satisfaction.

Kata Kunci: Service Quality, Guest Satisfaction