

UNIVERSITAS INTERNASIONAL BATAM

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ANALYSIS EFFECT OF SERVICE QUALITY TOWARDS CUSTOMER SATISFACTION IN HOTEL

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Abstract

Competition in this increasingly competitive era poses challenges for companies. The purpose of this study is to determine the effect of service quality towards customer satisfaction in hotel. The variables used in this study are reliability, responsiveness, assurance, empathy, tangible and customer satisfaction.

The population in this study are people who have ever enjoyed the services from a hotel. The sample used in this study are local people who have ever enjoyed services from hotels, especially hotel chains. This study is tested using multiple regression tests. Of the 488 questionnaires distributed, only 301 can be used in the analysis using SPSS version 22.

The results of the study shows that reliability, responsiveness, assurance, empathy and tangible have an influence on customer satisfaction in hotel.

Keywords: *Reliability, Responsiveness, Empathy, Assurance, Tangible, Customer Satisfaction*