

Pengaruh Kualitas Pelayanan Jasa terhadap Kepuasan Pelanggan pada Patra Semarang Convention Hotel

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ABSTRAK

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Penelitian ini bertujuan untuk menganalisis pengaruh tangible, reliability, responsiveness, assurance, dan empathy terhadap kepuasan pelanggan pada Patra Semarang Convention Hotel.

Sampel sebanyak 100 responden diambil menggunakan metode non probability sampling, khususnya insidental sampling. Data yang terkumpul selanjutnya dianalisis menggunakan metode regresi linier berganda.

Hasil penelitian menunjukkan ada pengaruh yang positif dan signifikan antara variabel tangible, reliability, responsiveness, assurance, dan empathy terhadap kepuasan pelanggan pada Patra Semarang Convention Hotel, baik secara parsial maupun secara simultan.

Kata Kunci : tangible, reliability, responsiveness, assurance, empathy, kepuasan pelanggan.

Kata Kunci :

The Influence of Service Quality on Customers` Satisfaction at Patra Semarang Convention Hotel

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This study aimed to analyze the effect of tangible, reliability, responsiveness, assurance, and empathy towards customer satisfaction at Patra Semarang Convention Hotel.

Sample of 100 respondents drawn using non-probability sampling methods, especially incidental sampling. The collected data were then analyzed using multiple linear regression methods.

The results showed there was a positive and significant correlation between variables tangible, reliability, responsiveness, assurance, and empathy towards customer satisfaction at Patra Semarang Convention Hotel, either partially or simultaneously.

Keywords: tangible, reliability, responsiveness, assurance, empathy, customer satisfaction.

Keyword :