

# **ANALISIS KUALITAS LAYANAN PADA BISNIS PERHOTELAN**

## **ABSTRAK**

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Penelitian ini bertujuan untuk mengetahui dan menganalisis tingkat kepuasan konsumen terhadap aspek kualitas layanan (*Reliability, Assurance, Tangibles, Empathy, dan Responsiveness*) pada bisnis perhotelan. Jenis penelitian ini adalah penelitian deskriptif dengan pendekatan kuantitatif. Populasi yang digunakan sebanyak seratus konsumen. Teknik pengambilan sampel dengan menggunakan non probability sampling, jenis dan sumber data primer dan data sekunder, metode pengumpulan data dengan cara penyebaran kuesioner dengan menggunakan uji validitas dan reliabilitas, teknik analisis data dengan menggunakan metode *Customer Satisfaction Index* (CSI). Berdasarkan hasil penelitian menunjukkan bahwa kepuasan konsumen berpengaruh pada aspek kualitas layanan (*Reliability, Assurance, Tangibles, Empathy, dan Responsiveness*).

**Kata Kunci :** *Reliability, Assurance, Tangibles, Empathy, Responsiveness, CSI*

## **ANALYSIS OF SERVICE QUALITY IN HOSPITAL BUSINESS**

### ***ABSTRACT***

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*This study aims to determine and analyze the level of customer satisfaction on aspects of service quality (Reliability, Assurance, Tangibles, Empathy, and Responsiveness) in the hospitality business. This type of research is descriptive research with a quantitative approach. The population used is one hundred consumers. The sampling technique used was non-probability sampling, the types and sources of primary and secondary data, the data collection method was by distributing questionnaires using validity and reliability tests, and data analysis techniques using the Customer Satisfaction Index (CSI) method. Based on the results of the study indicate that customer satisfaction has an effect on aspects of service quality (Reliability, Assurance, Tangibles, Empathy, and Responsiveness).*

***Keywords: Reliability, Assurance, Tangibles, Empathy, Responsiveness, CSI***