

ABSTRAK

Penelitian ini bertujuan untuk menganalisis apakah ada pengaruh secara parsial dan simultan antara *reliability*, *responsiveness*, *assurance*, *empathy*, dan *tangibles* terhadap kepuasan tamu menginap di Grand Kuta Hotel and Residence Kuta Bali. Jumlah sampel yang digunakan sebanyak 100 orang menggunakan *non probability sampling*. Pengumpulan data menggunakan kuesioner. Teknik analisis data menggunakan regresi linear berganda. Hasil analisis menyatakan secara parsial *reliability* (X_1) berpengaruh positif dan signifikan terhadap kepuasan pelanggan (Y) di Grand Kuta Hotel and Residence. Hal ini dapat dilihat dari koefisien regresi b_1X_1 yang ditemukan bernilai positif sebesar 0,270. Secara parsial *responsiveness* (X_2) berpengaruh positif dan signifikan terhadap kepuasan pelanggan (Y) di Grand Kuta Hotel and Residence. Hal ini dapat dilihat dari koefisien regresi b_2X_2 yang ditemukan bernilai positif sebesar 0,234. Secara parsial *assurance* (X_3) berpengaruh positif dan signifikan terhadap kepuasan pelanggan (Y) di Grand Kuta Hotel and Residence. Hal ini dapat dilihat dari koefisien regresi b_3X_3 yang ditemukan bernilai positif sebesar 0,199. Secara parsial *empathy* (X_4) berpengaruh positif dan signifikan terhadap kepuasan pelanggan (Y) di Grand Kuta Hotel and Residence. Hal ini dapat dilihat dari koefisien regresi b_4X_4 yang ditemukan bernilai positif sebesar 0,200. Secara parsial *tangibles* (X_5) berpengaruh positif dan signifikan terhadap kepuasan pelanggan (Y) di Grand Kuta Hotel and Residence. Hal ini dapat dilihat dari koefisien regresi b_5X_5 yang ditemukan bernilai positif sebesar 0,360. Secara simultan *reliability* (X_1), *responsiveness* (X_2), *assurance* (X_3), *empathy* (X_4), *tangibles* (X_5), berpengaruh positif dan signifikan terhadap kepuasan pelanggan (Y) Harris Hotel and Residences Riverview Kuta. Hal ini dibuktikan dengan analisis regresi berganda $Y = -1,087 + 0,270 (X_1) + 0,234 (X_2) + 0,199 (X_3) + 0,200 (X_4) + 0,360 (X_5)$. Analisis determinasi berganda *reliability*, *responsiveness*, *assurance*, *empathy*, dan *tangibles* memberikan kontribusi sebesar 53,4% terhadap kepuasan pelanggan Grand Kuta Hotel and Residence.

Kata Kunci : Kualitas Pelayanan, Kepuasan Tamu Menginap, Grand Kuta Hotel and Residence

ABSTRACT

This study aims to analyze whether there is a partial and simultaneous influence between reliability, responsiveness, assurance, empathy, and tangibles on guest satisfaction staying at Grand Kuta Hotel and Residence Kuta Bali. The number of samples used was 100 people using non-probability sampling. Data collection using a questionnaire. Data analysis techniques using multiple linear regression. The analysis results state that partially reliability X_1 has a positive and significant effect on customer satisfaction (Y) at Grand Kuta Hotel and Residence. This can be seen from the regression coefficient b_1X_1 which is found to be positive by 0.270. Partially responsiveness X_2 has a positive and significant effect on customer satisfaction (Y) at Grand Kuta Hotel and Residence. This can be seen from the regression coefficient b_2X_2 which is found to have a positive value of 0.234. Partially assurance X_3 has a positive and significant effect on customer satisfaction (Y) at Grand Kuta Hotel and Residence. This can be seen from the regression coefficient b_3X_3 which is found to have a positive value of 0.199. Partially empathy X_4 has a positive and significant effect on customer satisfaction (Y) at Grand Kuta Hotel and Residence. This can be seen from the regression coefficient b_4X_4 which is found to have a positive value of 0.200. Partially tangibles X_5 have a positive and significant effect on customer satisfaction (Y) at Grand Kuta Hotel and Residence this can be seen from the regression coefficient b_5X_5 which is found to be positive by 0.360. Simultaneously reliability (X_1), responsiveness (X_2), assurance (X_3), empathy (X_4), tangibles (X_5), have a positive and significant effect on customer satisfaction (Y) Harris Hotel and Residences Riverview Kuta. This is evidenced by multiple regression analysis $Y = -1.087 + 0.270 (X_1) + 0.234 (X_2) + 0.199 (X_3) + 0.200 (X_4) + 0.360 (X_5)$. Multiple determination analysis of reliability, responsiveness, assurance, empathy, and tangibles contributed 74.7% to Grand Kuta Hotel and Residence customer satisfaction.

KeyWords : Service Quality, Costumers Behavior, Grand Kuta Hotel and residence