

ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh kualitas pelayanan terhadap kepuasan pelanggan di grandmas plus hotel airport bali dengan menggunakan metode kuantitatif. Pada penelitian ini yang menjadi populasi adalah tamu di Grandmas Plus Hotel Airport Bali dan pengambilan sampel ini menggunakan teknik Accidental Sampling dengan jumlah sampel 135. Analisis data menggunakan analisis Uji Validitas dan Uji Reliabilitas, Analisis Deskriptif, Uji Asumsi Klasik, Analisis Korelasi Parsial, Analisis Korelasi Berganda, Regresi Linier Berganda, Analisis Koefisien Determinasi, Analisis Uji T-test, dan Analisis Uji F-test. Hasil penelitian menunjukkan variabel *Tangibles* berpengaruh positif signifikan terhadap kepuasan pelanggan, diperoleh nilai T-hitung 2,915 > nilai T-tabel 1,979 dan signifikansi 0,004 (< 0,05). Variabel *Reliability* berpengaruh positif signifikan terhadap kepuasan pelanggan, diperoleh nilai T-hitung 3,836 > nilai T-tabel 1,979 dan signifikansi 0,000 (< 0,05). Variabel *Responsiveness* berpengaruh positif signifikan terhadap kepuasan pelanggan, diperoleh nilai T-hitung 3,285 > nilai T-tabel 1,979 dan signifikansi 0,001 (< 0,05). Variabel *Assurance* berpengaruh positif signifikan terhadap kepuasan pelanggan, diperoleh nilai T-hitung 3,199 > nilai T-tabel 1,979 dan signifikansi 0,002 (< 0,05). Variabel *Empathy* berpengaruh positif signifikan terhadap kepuasan pelanggan, diperoleh nilai T-hitung 2,981 > nilai T-tabel 1,979 dan signifikansi 0,003 (< 0,05). secara simultan *Tangibles*, *Reliability*, *Responsiveness*, *Assurance* dan *Empathy* berpengaruh signifikan terhadap kepuasan pelanggan di Grandmas Plus Hotel Airport Bali, diperoleh nilai F-hitung 28,993 > nilai F-tabel 2,284 dan signifikansi 0,000 (< 0,05). Berdasarkan hasil tersebut dapat disimpulkan bahwa kualitas pelayanan yang terdiri dari *Tangibles*, *Reliability*, *Responsiveness*, *Assurance* dan *Empathy* berpengaruh secara parsial dan simultan terhadap kepuasan pelanggan di Grandmas Plus Hotel Airport Bali

Kata Kunci : Kepuasan Pelanggan, Hotel Airport, Kualitas Pelayanan

ABSTRACT

This study aims to analyze the effect of service quality on customer satisfaction at grandmas plus hotel airport bali using quantitative methods. customers at grandmas plus hotel airport bali using quantitative methods. In this study, the population was guests at Grandmas Plus Hotel Airport Bali. and this sampling uses the Accidental Sampling technique with a total sample of 135. sample 135. Data analysis using Validity Test and Reliability Test analysis, Descriptive Analysis, Classical Assumption Test, Classical Assumption Test, Classical Assumption Test, Descriptive Analysis. Descriptive Analysis, Classical Assumption Test, Partial Correlation Analysis, Multiple Correlation Analysis, Multiple Linear Regression, Determination Coefficient Analysis. Multiple Linear, Coefficient of Determination Analysis, T-test Analysis, and F-test Analysis. The results showed that the Tangibles variable had a significant positive effect on customer satisfaction. customer satisfaction, obtained a T-count value of 2.915 > T-table value of 1.979 and a significance of 0.004 (<0.05). Reliability variable has a significant positive effect on customer satisfaction customer satisfaction, obtained T-count value of 3.836 > T-table value of 1.979 and significance of 0.000 (<0.05). Responsiveness variable has a significant positive effect on customer satisfaction, obtained T-count value of 3.285 > T-table value of 1.979 and significance of 0.001 (<0.05). Assurance variable has a significant positive effect on customer satisfaction, obtained T-count value 3.199 > T-table value 1.979 and significance 0.002 (<0.05). Variable Empathy has a significant positive effect on customer satisfaction, obtained T-value value of 1.979 and significance of 0.003 (<0.05). simultaneously Tangibles, Reliability, Responsiveness, Assurance and Empathy have a significant effect on customer satisfaction at Grandmas Plus Hotel Airport. customer satisfaction at Grandmas Plus Hotel Airport Bali, obtained F-count value 28,993 > F-table value 2.284 and significance 0.000 (<0.05). Based on these results, it can be concluded that the quality of service which consists of Tangibles, Reliability, Responsiveness, Assurance and Empathy partially and simultaneously affect customer satisfaction at Grandmas Plus Hotel. on customer satisfaction at Grandmas Plus Hotel Airport Bali.

Keywords: Customer Satisfaction, Airport Hotel, Service Quality