

ABSTRACT

This study aims to determine whether corporate image, promotion, and service quality have a partial and simultaneous effect on guest satisfaction. This research was conducted at Indigo Bali Seminyak Beach. The population consisted of Indigo Bali Seminyak Beach consumers and a sample size of 68 respondents. The data analysis technique employs various tests such as validity tests, reliability tests, classical assumption tests, multiple linear regression tests, partial correlation tests, multiple correlation tests, determination coefficient tests, F tests, and T tests. From the results of the study, it can be seen that the company's image has a positive and significant effect on guest satisfaction, promotion has a significant positive effect on guest satisfaction, service quality has a positive and significant effect on guest satisfaction, and simultaneously the company's image, promotion, and service quality have a significant effect on guest satisfaction. Researchers can suggest that Indigo Bali Seminyak Beach should always provide services and facilities in accordance with what has been promised to guests, periodically make promotions by offering discounts, and provide adequate and complete facilities.

Keywords: company image, promotion, service quality, guest satisfaction

ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh citra perusahaan, promosi dan kualitas pelayanan secara parsial dan simultan terhadap kepuasan tamu. Penelitian ini dilakukan di *Indigo Bali Seminyak Beach*. Populasi menggunakan konsumen *Indigo Bali Seminyak Beach* dan sampel sebanyak 68 responden. Teknik analisis data menggunakan Uji Validitas, Uji Reabilitas, Uji Asumsi Klasik, Analisis Regresi Linier Berganda, Analisis Korelasi Parsial, Analisis Korelasi Berganda, Uji Koefisien Determinasi, Uji F dan Uji t. Dari hasil penelitian dapat dilihat bahwa citra perusahaan berpengaruh positif dan signifikan terhadap kepuasan tamu, promosi berpengaruh positif signifikan terhadap kepuasan tamu, kualitas pelayanan berpengaruh positif dan signifikan terhadap kepuasan tamu dan secara simultan citra perusahaan, promosi dan kualitas pelayanan berpengaruh signifikan terhadap kepuasan tamu. Saran yang dapat diberikan peneliti adalah *Indigo Bali Seminyak Beach* diharapkan selalu memberikan pelayanan serta fasilitas sesuai dengan apa yang telah dijanjikan kepada tamu, secara berkala membuat promosi dengan memberikan potongan harga dan menyediakan fasilitas yang memadai dan lengkap.

Kata Kunci: *Citra Perusahaan, Promosi, Kualitas Pelayanan, Kepuasan Tamu*