

ABSTRACT

This study aims to determine the extent to which service quality and hotel facilities influence guest satisfaction at Hotel Como Uma Canggü. The main problem in this study is whether these two factors have a partial or simultaneous influence on guest satisfaction. The study was conducted at Hotel Como Uma Canggü, involving 130 respondents, who were hotel guests. Data collection techniques used a questionnaire, and were analyzed using several statistical methods, such as validity and reliability tests, classical assumption tests, multiple linear regression, partial and multiple correlations, determination tests, and F and t tests. The analysis results indicate that service quality, hotel facilities, and the hotel environment have a positive and significant influence on guest satisfaction, both partially and simultaneously. The conclusion of this study is that to maintain and enhance guest satisfaction, Hotel Como Uma Canggü must continuously improve service quality and regularly update hotel facilities. Recommendations can be given: hotel management needs to focus more on sustainable hotel facilities and provide regular training to staff to maintain consistent service quality.

Keywords: Service Quality, Hotel Facilities, Guest Satisfaction, Como Uma Canggü

ABSTRAK

Penelitian ini bertujuan untuk mengetahui sejauh mana kualitas layanan, fasilitas hotel, berpengaruh terhadap kepuasan tamu di Hotel Como Uma Cangu. Permasalahan utama dalam penelitian ini adalah apakah kedua faktor tersebut memberikan pengaruh secara parsial maupun simultan terhadap kepuasan tamu. Penelitian dilakukan di Hotel Como Uma Cangu dengan melibatkan 130 responden yang merupakan tamu hotel. Teknik pengumpulan data menggunakan kuesioner, dan dianalisis dengan beberapa metode statistik, seperti uji validitas, reliabilitas, uji asumsi klasik, regresi linier berganda, korelasi parsial dan berganda, uji determinasi, serta uji F dan uji t. Hasil analisis menunjukkan bahwa kualitas layanan, fasilitas hotel, dan lingkungan hotel memiliki pengaruh positif dan signifikan terhadap kepuasan tamu, baik secara parsial maupun simultan. Kesimpulan dari penelitian ini adalah menjaga dan meningkatkan kepuasan tamu, Hotel Como Uma Cangu harus terus memperbaiki kualitas layanan, dan memperbarui fasilitas hotel secara berkala,. Saran yang dapat diberikan yaitu manajemen hotel perlu lebih fokus pada fasilitas hotel yang berkelanjutan dan memberikan pelatihan berkala kepada staf agar kualitas layanan tetap konsisten.

Kata Kunci: Kualitas Layanan, Fasilitas Hotel, Kepuasan Tamu, Como Uma Cangu