

**PENGARUH *RESPONSIVENESS* DAN *TANGIBLE* TERHADAP
CUSTOMER SATISFACTION PADA HOTEL LOVINA BEACH CLUB & RESORT**

Oleh

Ketut Priska Setialina Dewi, NIM 2117041293

Jurusan Manajemen

ABSTRAK

Penelitian ini bertujuan untuk menguji pengaruh *responsiveness* dan *tangible* terhadap *customer satisfaction* tamu di Hotel Lovina Beach Club & Resort. Penelitian ini dimaksudkan untuk menawarkan perspektif baru bagi para manajer hotel untuk mempertahankan pelanggan mereka. Populasi dari penelitian ini adalah tamu Hotel Lovina Beach Club & Resort. Teknik pengambilan sampel yang digunakan adalah *simple random sampling*. Penelitian ini menggunakan kuesioner dari 100 tamu yang menginap di Hotel Lovina Beach Club & Resort. Analisis regresi linear berganda digunakan untuk menganalisis data yang terkumpul dengan bantuan perangkat lunak SPSS versi 25. Hasil penelitian menunjukkan bahwa *responsiveness* dan *tangible* berpengaruh signifikan terhadap *customer satisfaction*. *Responsiveness* berpengaruh positif dan signifikan terhadap *customer satisfaction*. *Tangible* berpengaruh positif dan signifikan terhadap *customer satisfaction*. Hasil penelitian ini memberikan pemahaman kepada manajemen hotel tentang pentingnya menjaga *responsiveness* dan *tangible* untuk meningkatkan *customer satisfaction* hotel mereka.

Kata kunci: *customer satisfaction, responsiveness, tangible,*

***THE EFFECT OF RESPONSIVENESS AND TANGIBLES ON CUSTOMER
SATISFACTION AT HOTEL LOVINA BEACH CLUB & RESORT***

By

Ketut Priska Setialina Dewi, NIM 2117041293

Management Major

ABSTRACT

This study aims to examine the influence of responsiveness and tangibles on guest customer satisfaction at Hotel Lovina Beach Club & Resort. This research aims to offer a new perspective for hotel managers in retaining their customers. The population of this study was guests of Hotel Lovina Beach Club & Resort. The sampling technique used was simple random sampling. This study used questionnaires from 100 guests staying at Hotel Lovina Beach Club & Resort. Multiple linear regression analysis was used to analyze the collected data using SPSS version 25 software. The results showed that responsiveness and tangibles significantly influenced customer satisfaction. Responsiveness had a positive and significant effect on customer satisfaction. Tangibles had a positive and significant effect on customer satisfaction. The results of this study provide hotel management with an understanding of the importance of maintaining responsiveness and tangibles to improve customer satisfaction.

Keywords: customer satisfaction, responsiveness, tangibles