

**PENGARUH KUALITAS PELAYANAN *FRONT OFFICE*
TERHADAP KEPUASAN PELANGGAN DI *RENAISSANCE BALI ULUWATU*
*RESORT & SPA***

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ABSTRAK

Industri perhotelan yang berkembang pesat menuntut setiap hotel memberikan pelayanan terbaik. Kepuasan pelanggan menjadi faktor krusial penentu keberhasilan bisnis. Departemen *Front Office* memiliki peran vital dalam menciptakan kesan pertama tamu, sehingga kualitas pelayanan unggul sangat dibutuhkan. Penelitian ini bertujuan menguji dan menganalisis pengaruh kualitas pelayanan yang terdiri dari bukti fisik (*tangible*), keandalan (*reliability*), daya tanggap (*responsiveness*), jaminan (*assurance*), dan empati (*empathy*) terhadap kepuasan pelanggan pada pelayanan *Front Office* di Renaissance Bali Uluwatu Resort & Spa, baik secara simultan maupun parsial. Metode yang digunakan adalah desain penelitian kuantitatif kausal. Subjek penelitian merupakan pelanggan yang pernah menggunakan layanan *Front Office* di hotel tersebut. Sampel ditentukan menggunakan teknik *purposive sampling*. Pengumpulan data dilakukan melalui penyebaran kuesioner, sedangkan analisis data menggunakan metode regresi linier berganda. Hasil penelitian menunjukkan bahwa secara parsial, variabel *tangible*, *responsiveness*, dan *assurance* tidak berpengaruh signifikan terhadap kepuasan pelanggan. Sementara itu, *reliability* dan *empathy* secara empiris berpengaruh positif dan signifikan terhadap kepuasan pelanggan. Pengujian secara simultan membuktikan bahwa *tangible*, *reliability*, *responsiveness*, *assurance*, dan *empathy* secara bersama-sama berpengaruh signifikan terhadap kepuasan pelanggan pada pelayanan *Front Office* di Renaissance Bali Uluwatu Resort & Spa. Kesimpulannya, aspek keandalan layanan dan empati staf menjadi penentu utama kepuasan tamu, sehingga pihak manajemen perlu memprioritaskan peningkatan pada kedua dimensi tersebut.

Kata kunci: *assurance, empathy, front office, kepuasan pelanggan, reliability, responsiveness, tangible*

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ABSTRACT

The rapid growth of the hospitality industry requires hotels to consistently deliver high-quality services. Customer satisfaction has become a crucial factor in determining business success. The Front Office department plays a vital role in creating guests' first impressions; therefore, excellent service quality is essential. This study aims to examine and analyze the effect of service quality dimensions, namely tangible, reliability, responsiveness, assurance, and empathy, on customer satisfaction with the Front Office services at Renaissance Bali Uluwatu Resort & Spa, both simultaneously and partially. This study employed a causal quantitative research design. The research subjects were customers who had previously used the Front Office services at the hotel. The sample was selected using a purposive sampling technique. Data were collected through questionnaires and analyzed using multiple linear regression analysis. The results indicate that, partially, the tangible, responsiveness, and assurance dimensions do not have a significant effect on customer satisfaction. Meanwhile, reliability and empathy have a positive and significant effect on customer satisfaction. Simultaneous testing demonstrates that tangible, reliability, responsiveness, assurance, and empathy collectively have a significant effect on customer satisfaction with the Front Office services at Renaissance Bali Uluwatu Resort & Spa. In conclusion, service reliability and staff empathy are the primary determinants of guest satisfaction. Therefore, hotel management should prioritize improvements in these two dimensions to enhance customer satisfaction.

Keywords: *assurance, customer satisfaction, empathy, front office, reliability, responsiveness, tangible*