

PENGARUH KUALITAS PELAYANAN DAN FASILITAS TERHADAP KEPUASAAN PELANGGAN PADA HOTEL SENTRAL DI BULELENG

Oleh

Ni Komang Fibra Abelía, NIM 2217041226

Program Studi Manajemen

ABSTRAK

Penelitian ini bertujuan untuk menguji pengaruh kualitas pelayanan dan fasilitas terhadap kepuasan pelanggan pada Hotel Sentral di Buleleng, baik secara simultan maupun parsial. Penelitian ini dilatarbelakangi oleh meningkatnya persaingan industri perhotelan di Kabupaten Buleleng yang menuntut setiap hotel untuk mampu memberikan pelayanan yang berkualitas serta menyediakan fasilitas yang memadai guna memenuhi harapan pelanggan. Meskipun Hotel Sentral memiliki tingkat kunjungan yang relatif tinggi, ulasan pelanggan menunjukkan bahwa tingkat kepuasan pelanggan masih belum optimal. Selain itu, terdapat *research gap* yang ditunjukkan oleh perbedaan hasil penelitian terdahulu terkait pengaruh kualitas pelayanan dan fasilitas terhadap kepuasan pelanggan. Oleh karena itu, penelitian ini dilakukan untuk memperoleh bukti empiris mengenai pengaruh kedua variabel tersebut terhadap kepuasan pelanggan pada Hotel Sentral di Buleleng. Penelitian ini menggunakan rancangan penelitian kuantitatif kausal. Populasi penelitian adalah seluruh pelanggan yang pernah menginap di Hotel Sentral di Buleleng. Teknik pengambilan sampel menggunakan *purposive sampling* dengan jumlah sampel sebanyak 120 responden. Data dikumpulkan melalui penyebaran kuesioner dan dianalisis menggunakan analisis regresi linier berganda dengan bantuan program *Statistical Package for Social Science* (SPSS) versi 27.0 *for Windows*. Hasil penelitian menunjukkan bahwa kualitas pelayanan dan fasilitas secara simultan berpengaruh positif dan signifikan terhadap kepuasan pelanggan. Secara parsial, kualitas pelayanan berpengaruh positif dan signifikan terhadap kepuasan pelanggan, demikian pula fasilitas yang juga berpengaruh positif dan signifikan terhadap kepuasan pelanggan. Temuan ini menunjukkan bahwa peningkatan kualitas pelayanan dan penyediaan fasilitas yang lebih baik dapat meningkatkan tingkat kepuasan pelanggan. Hasil penelitian ini diharapkan dapat menjadi bahan evaluasi dan pertimbangan bagi manajemen Hotel Sentral dalam merumuskan strategi peningkatan kualitas pelayanan dan fasilitas guna meningkatkan kepuasan pelanggan, mempertahankan loyalitas pelanggan, serta memperkuat daya saing hotel di tengah persaingan industri perhotelan yang semakin kompetitif.

Kata Kunci: Kualitas Pelayanan, Fasilitas, Kepuasan Pelanggan, Hotel Sentra

THE EFFECT OF SERVICE QUALITY AND FACILITIES ON CUSTOMER SATISFACTION AT HOTEL SENTRAL IN BULELENG

By

Ni Komang Fibra Abelia, Student ID 2217041226

Manajemen Study Program

ABSTRACT

This study aims to examine the effect of service quality and facilities on customer satisfaction at Sentral Hotel in Buleleng, both simultaneously and partially. This research is motivated by the increasing competition in the hotel industry in Buleleng Regency, which requires hotels to provide high-quality services and adequate facilities to meet customer expectations. Although Sentral Hotel has a relatively high level of customer visits, customer reviews indicate that customer satisfaction has not yet reached an optimal level. In addition, a research gap is identified from the inconsistent findings of previous studies regarding the effects of service quality and facilities on customer satisfaction. Therefore, this study was conducted to provide empirical evidence regarding the effects of these two variables on customer satisfaction at Sentral Hotel in Buleleng. This study employed a quantitative causal research design. The population consisted of all customers who had stayed at Sentral Hotel in Buleleng. The sampling technique used was purposive sampling, with a total sample of 120 respondents. Data were collected through questionnaires and analyzed using multiple linear regression analysis with the assistance of the Statistical Package for Social Science (SPSS) version 27.0 for Windows. The results indicate that service quality and facilities simultaneously have a positive and significant effect on customer satisfaction. Partially, service quality has a positive and significant effect on customer satisfaction, while facilities also have a positive and significant effect on customer satisfaction. These findings indicate that improving service quality and providing better facilities can enhance customer satisfaction. The results of this study are expected to serve as an evaluation and consideration for the management of Sentral Hotel in formulating strategies to improve service quality and facilities, thereby enhancing customer satisfaction, maintaining customer loyalty, and strengthening the hotel's competitiveness amid increasingly competitive competition in the hospitality industry.

Keywords: Service Quality, Facilities, Customer Satisfaction, Hotel Sentral