

ABSTRACT

This research was conducted to find out the influence of the quality of service to customer satisfaction on Hotel Kusuma Sahid Prince Solo. Purpose of doing research is to find out and analyze the influence of the quality of service to customer satisfaction on Hotel Kusuma Sahid Prince Solo and analyze the magnitude of the influence of the quality of service to customer satisfaction on Hotel Kusuma Sahid Prince Solo

Service quality is a measure of how good a given service level capable in accordance with ekspektasi customers. While customer satisfaction is customer response towards the evaluation of perceptions over the difference between the initial expectations prior to purchase (or other performance standards) and the actual performance of the product as perceived after wearing or consuming the products concerned.

Based on the results of normality test using Kolmogorov-Smirnov method shows that the data has Asymp value. Sig 0,510 > 0,05 so it can be explained normal distributed data. From the Multicollinearity Test it is explained that the tolerance values show results over 0.10 and the VIF value is less than 10, meaning that there is no multicolonierity. From the results of heteroscedasticity test can be seen that there is no significant correlation. This is seen from the value of Sig 0.259 which is greater than 0.05. So it can be concluded there is no heteroskedastisitas on regression model.

Results of simple linear regression analysis, the regression coefficient of positive service quality is 1,344, meaning that every addition of 1 point of service quality which includes Tangibles, reliability, responsiveness, assurance and empathy will increase customer's satisfaction by 1.344 assuming other variable is fixed.

Calculation results obtained value of coefficient of determination (R^2) of 0.306, this means that the variable of consumer satisfaction 30.6% influenced by Variable quality of service the rest 69.4% influenced by other variables outside the study.

Based on the research results obtained t_{hitung} (13.252) with the value of sig (0,000) < 0.05 H_0 : rejected so that it can mean there is influence which means the quality of service to customer satisfaction.

Conclusion there is the influence of the quality of service of consumer satisfaction in the Hotel Sahid Kusuma Solo show at the Prince with a great influence of Sig value quality of service towards consumer satisfaction Hotel Kusuma Sahid Prince Solo of 30,6%

Keyword: Customer Satisfaction, Quality Of Service, Kusuma Sahid Prince Hotel Solo