

INTISARI

Penelitian ini bertujuan untuk menganalisis pengaruh kualitas pelayanan yang terdiri dari *tangible* (bukti fisik), *realibility* (keandalan), *responsiveness* (daya tanggap), *assurance* (jaminan), dan *emphaty* (empati) terhadap kepuasan konsumen di Hotel Indah Palace Yogyakarta.

Pada penelitian ini, penulis mengumpulkan data dengan menggunakan kuesioner. Responden diambil dengan teknik *purposive sampling* dengan pendekatan *accidental sampling*. Jumlah responden yang didapat adalah 70 orang. Data kuisisioner dianalisa menggunakan teknik analisis regresi dengan aplikasi SPSS v21. Hipotesis diuji dengan uji t, uji f, dan uji determinan.

Hasil penelitian menunjukkan bahwa *Tangible*, *Responsiveness*, *Assurance* berpengaruh positif dan signifikan terhadap kepuasan pelanggan dan dimensi variabel yang tidak memiliki pengaruh signifikan adalah *Reability* dan *Emphaty*.

Kata Kunci : Kualitas Pelayanan ,Hotel Indah Palace Yogyakarta

ABSTRACT

This study aims to analyze the influence of service quality dimensions such as tangible (physical evidence), reliability (reliability), responsiveness (assurance), assurance (assurance), and empathy (empathy) to customer satisfaction at the Hotel Indah Palace Yogyakarta.

In this study, the authors collected data using a questionnaire. Respondents were taken by purposive sampling technique with accidental sampling approach. The number of respondents obtained was 70 people. Questionnaire data were analyzed using descriptive analysis techniques with SPSS v21 application. The hypothesis is tested by t test, f test, and determinant test.

The results show that Tangible, Responsiveness, Assurance have positive and significant effect on customer satisfaction is the and the variable dimensions that have no significant effect are Reliability and Empathy.

Keywords: Service Quality, Indah Palace Hotel Yogyakarta