

INTISARI

Penelitian ini memiliki tujuan: (1) menganalisis pengaruh secara parsial antara *tangibles*, *realibility*, *responsiviness*, *assurance*, dan *empathy* terhadap kepuasan konsumen pada Hotel Dewi Rahayu (2) menganalisis pengaruh secara simultan antara *Tangibles*, *realibility*, *responsiviness*, *assurance*, dan *empathy* Terhadap kepuasan konsumen pada Hotel Dewi Rahayu. Metodologi penelitian ini menggunakan analisis regresi linier berganda untuk melihat pengaruh masing-masing variabel independen terhadap variabel dependen. Berdasarkan hasil analisis regresi berganda dengan tingkat signifikansi 5%, maka hasil penelitian ini menyimpulkan secara parsial variabel *tangibles*, *assurance*, dan *empathy* berpengaruh signifikan terhadap kepuasan konsumen sedangkan variabel *realibility* dan *responsiviness* tidak berpengaruh signifikan terhadap kepuasan konsumen. Sedangkan secara simultan variabel *tangibles*, *assurance*, dan *empathy* berpengaruh signifikan terhadap kepuasan konsumen.

Kata Kunci : *tangibles*, *realibility*, *responsiviness*, *assurance*, *empathy* dan kepuasan konsumen

ABSTRACT

This study has the following objectives: (1) to analyze the partial effect of tangibles, reliability, responsiveness, assurance, and empathy on customer satisfaction at Dewi Rahayu Hotel (2) to analyze the simultaneous influence of Tangibles, reliability, responsiveness, assurance, and empathy on satisfaction consumers at the Dewi Rahayu Hotel. This research methodology uses multiple linear regression analysis to see the effect of each independent variable on the dependent variable. Based on the results of multiple regression analysis with a significance level of 5%, the results of this study partially conclude that the tangibles, assurance, and empathy variables have a significant effect on consumer satisfaction while the reliability and responsiveness variables have no significant effect on consumer satisfaction. Meanwhile, the variables of tangibles, assurance, and empathy have a significant effect on consumer satisfaction.

Keywords: Tangibles, reliability, responsiveness, assurance, empathy and customer satisfaction