

INTISARI

Penelitian ini bertujuan untuk mengidentifikasi aset Hotel Numbay Jayapura milik Pemerintah Provinsi Papua agar dapat dioptimalkan secara baik, sehingga memberikan manfaat kepada daerah baik Provinsi Papua maupun Kota Jayapura. Metode analisis dalam penelitian ini menggunakan pendekatan *service quality*.

Hasil penelitian menunjukkan bahwa berdasarkan hasil perhitungan *servqual*, sebagian besar dimensi bernilai negatif dimana dari kualitas layanan gap terkecil yaitu gap empathy (0,125), responsiveness (0,411), assurance (0,717), reliability (1,647), tangible (1,699), dan gap rata-rata yang diperoleh sebesar (0,920), ini menunjukkan bahwa kualitas pelayanan di Hotel Numbay Jayapura, Provinsi Papua belum memuaskan pelanggan atau kualitas pelayanan belum memenuhi harapan pelanggan. Kontribusi dari penelitian ini yaitu menunjukkan bahwa Hotel Numbay Jayapura, Provinsi Papua harus memperbaiki kinerja atribut kualitas pelayanan, yaitu memperbaiki fasilitas di Hotel Numbay sehingga pelanggan tidak merasa kecewa dan mau kembali menggunakan Hotel Numbay ketika di Jayapura.

Kata Kunci: Hotel Numbay Jayapura, Pemerintah Provinsi Papua, *Service Quality*, Kualitas Pelayanan.

ABSTRACT

This study aimed to identify the assets of Hotel Numbay Jayapura which is owned by Papua Provincial Government to optimize them, thus benefiting the region, both Papua Province and Jayapura. The analysis method in the present study was service quality approach.

The research result showed that based on *servqual* calculation, most dimensions were negative. In terms of service quality, the smallest to biggest gaps were empathy (0.125), responsiveness (0.411), assurance (0.717), reliability (1.647), and tangible (1.699), and the average gap is 0.920. It showed that the service quality in Hotel Numbay Jayapura, Papua Province hasn't satisfied the customers or fulfill the customers' expectations. The contribution of this study was showing that the service quality attributes Hotel Numbay Jayapura, Papua Province must be improved by improving the facilities of Hotel Numbay to not disappoint the customers and make them want to visit Hotel Numbay again when they're in Jayapura.

Keywords: Hotel Numbay Jayapura, Papua Provincial Government, Service Quality.