

ABSTRACT

Hotel Jayadipa Pekalongan is one of the iconic hotels in Pekalongan City. Hotel Jayadipa Pekalongan is vulnerable to competition and competition in the world of hospitality business is now getting tighter. Not only private and local business, but government owned companies also have to face this competition. One effort that needs to be done by Hotel Jayadipa Pekalongan in addressing this competition is to optimize and motivate all employees to provide excellent service quality that could potentially increase customer satisfaction. The purpose of this study is to determine the level of customer satisfaction on front offices service Hotel Jayadipa Pekalongan and whether the quality of service (reliability, responsiveness, assurance, empathy, tangible) the most influential on customer satisfaction Hotel Jayadipa Pekalongan. Technique of collecting data in this research is done through spreading of questionnaire. The data were then analyzed by using quantitative descriptive method. Based on the results of the research the level of customer satisfaction of service front offices Hotel Jayadipa Pekalongan is on the level of satisfaction both from the aspect. reliability, responsiveness, assurance, empathy, and tangible. This result is obtained from the average overall value of all respondents included in the category of satisfaction. There are five factors of service quality that can affect the level of customer satisfaction of Hotel Jayadipa Pekalongan that is, reliability, responsiveness, assurance, empathy, and tangible. The most influential factor of service quality to customer satisfaction rate of Hotel Jayadipa Pekalongan is responsiveness.

Keywords: Hotel Jayadipa, satisfaction, quality of service

INTISARI

Hotel Jayadipa Pekalongan merupakan salah satu ikon hotel di Kota Pekalongan. Hotel Jayadipa Pekalongan rentan terhadap persaingan dan persaingan dalam dunia bisnis perhotelan sekarang makin ketat. Tidak hanya usaha swasta dan pribadi saja, tetapi perusahaan pemerintah pun juga harus menghadapi persaingan ini. Salah satu upaya yang perlu dilakukan oleh Hotel Jayadipa Pekalongan dalam menyikapi persaingan ini adalah dengan mengoptimalkan dan memotivasi seluruh karyawan untuk memberikan kualitas pelayanan yang prima yang dapat berpotensi meningkatnya kepuasan pelanggan. Tujuan dari penelitian ini adalah untuk mengetahui tingkat kepuasan wisatawan terhadap pelayanan *front offices* Hotel Jayadipa Pekalongan serta apakah dari kualitas pelayanan (*reliability, responsiveness, assurance, empathy, tangible*) yang paling berpengaruh terhadap kepuasan pelanggan Hotel Jayadipa Pekalongan. Teknik pengumpulan data dalam penelitian ini dilakukan melalui penyebaran kuesioner. Data kemudian dianalisis dengan menggunakan metode deskriptif kuantitatif. Berdasarkan hasil penelitian dapat diketahui tingkat kepuasan wisatawan terhadap pelayanan *front offices* Hotel Jayadipa Pekalongan berada pada tingkat puas baik dari aspek. *reliability, responsiveness, assurance, empathy, dan tangible*. Hasil ini didapat dari rata-rata keseluruhan nilai dari semua responden termasuk dalam kategori puas. Terdapat lima faktor kualitas pelayanan yang dapat mempengaruhi tingkat kepuasan wisatawan pelanggan Hotel Jayadipa Pekalongan yaitu, *reliability, responsiveness, assurance, empathy, dan tangible*. Faktor kualitas pelayanan yang paling berpengaruh terhadap tingkat kepuasan wisatawan pelanggan Hotel Jayadipa Pekalongan adalah *responsiveness*.

Kata Kunci: Hotel Jayadipa, kepuasan, kualitas pelayanan