

ABSTRAK

Innside by Melia Yogyakarta memiliki layanan *meeting room* antara lain *lunch, dinner, coffebreak, mini garden, florist*. Layanan *meeting room* tersebut tidak membuat tamu merasakan kualitas layanan yang baik juga. Hal ini diketahui dari penurunan *revenue banquet* bulan Januari ke bulan Februari. Berdasarkan penurunan *revenue banquet* maka perlu diketahui pengaruh kualitas layanan *meeting room* terhadap citra perusahaan. Penelitian ini diharapkan memberikan wawasan dalam memberikan kualitas pelayanan yang baik dalam menyediakan *meeting room*. Tujuan penelitian ini adalah untuk mengetahui kualitas layanan *meeting room* terhadap citra perusahaan.

Jenis penelitian yang digunakan adalah metode penelitian kualitatif deskriptif. Teknik pengumpulan data yang digunakan adalah teknik wawancara semistruktur, observasi partisipan, dan dokumentasi. Jenis data yang digunakan adalah data primer dan sekunder. Data primer dikumpulkan melalui wawancara semistruktur dan observasi langsung di Hotel Innside by Melia Yogyakarta, sedangkan data sekunder diperoleh dari dokumentasi pribadi dan media internet.

Berdasarkan hasil penelitian menunjukkan bahwa kualitas layanan *meeting room* Hotel Innside by Melia Yogyakarta sudah baik, namun masih memiliki beberapa kendala yaitu tidak tersedianya lift untuk disabilitas di *basement*, ruang *meeting* yang belum kedap suara, dan kesalahan penyampaian informasi dari tamu ketika konfirmasi. Kualitas layanan *meeting room* juga memberikan pengaruh terhadap citra perusahaan yaitu *tangible* mempengaruhi *store layout, assurance* mempengaruhi *store prestige*, semua unsur kualitas layanan mempengaruhi *service quality of store, responsiveness* mempengaruhi *products,tangible* mempengaruhi *in – store promotion* dan *emphaty* mempengaruhi *support service equipment*.

Kata kunci : Kualitas Layanan, Meeting Room, Citra Perusahaan, Hotel, Yogyakarta

ABSTRACT

Innside by Melia Yogyakarta has meeting room services including lunch, dinner, coffee break, mini garden, florist. The meeting room service does not make guests feel good service quality, it is known from the decrease in revenue banquet in January to February. Based on the decrease in banquet revenue, it is necessary to know the effect of meeting room service quality on corporate image. This research is expected to provide insight in providing good quality service in providing meeting rooms. The purpose of this research is to determine the quality of meeting room services for corporate image.

The type of research used is descriptive qualitative research method. Data collection techniques used were semi-structured interview techniques, participant observation, and documentation. The type of data used is primary and secondary data. Primary data was collected through semi-structured interviews and direct observation at the Innside Hotel by Melia Yogyakarta, while secondary data was obtained from personal documentation and internet sources.

Based on the results of the study showed that the service quality of the Innside by Melia Yogyakarta Hotel meeting room was good, but still had several obstacles, namely the unavailability of disability elevators in the basement, meeting rooms that had not been soundproofed, and misinformation from guests when confirmation. The quality of meeting room services also influences corporate image, namely Tangible influences Store Layout, Assurance affects Store Prestige, All elements of service quality affect Service Quality of Store, Responsiveness affects Products, Tangible affects In-Store Promotion and Emphaty affects Support Service Equipment.

Keywords: *Service Quality, Meeting Room, Corporate Image, Hotel, Yogyakarta*