

## INTISARI

Dewasa ini sebagai badan usaha yang bergerak di industri perhotelan layanan merupakan faktor yang memegang peranan penting. Tuntutan konsumen dan persaingan yang semakin ketat maka mendorong pelaku bisnis untuk semakin memperhatikan Kualitas Layanan dengan memperhatikan dan memberikan kualitas layanan yang baik kepada pelangganya. Menurut Parasuraman, konsep Kualitas Layanan ini dapat dikelompokkan menjadi 5 dimensi yaitu *Tangibles*, *Reliability*, *Responsiveness*, *Assurance*, dan *Empathy*. Penelitian ini dilakukan di Hotel T-more Kupang dengan jumlah Responden sebanyak 100 orang dengan cara pengambilan sampel *non-probability sampling*. Identitas responden dan deskripsi jawaban responden diuji dan diolah menggunakan program IBM *SPSS Statistic Version 18.0*. Secara keseluruhan, bahwa hotel T-more Kupang sudah dipersepsikan baik kualitas layanannya menurut responden karena Hotel T-more menyediakan layanan sesuai yang dijanjikan.

Kata Kunci : Kualitas Layanan, Kualitas Layanan Perhotelan, Hotel

## ABSTRACT

*Today as a business entity engaged in the hospitality industry, service is a factor that plays an important role. Customer demands and increasing competition encourage businesses to increasingly pay attention to Quality of Service with attention and provide a good quality service to the consumer. According to Parasuraman, the concept of Quality of Service can be grouped into five dimensions: Tangibles, Reliability, Responsiveness, Assurance, and Empathy. This study was done at T-Kupang with the number of respondents as many as 100 people as a way of sampling a non-probability sampling. The identity of respondents and description of respondents tested and processed using the program IBM SPSS Statistics Version 18.0. Overall, that the T-more Kupang hotel has a good quality of service perceived by the respondents as the T-more hotel provide services as promised.*

*Keyword : Service Quality, Hotel Service Quality, Hotel*