

**PENGARUH *SERVICE QUALITY* TERHADAP  
*CUSTOMER SATISFACTION* PADA  
HOTEL AYOLA SUNRISE MOJOKERTO**

Antonius

Jurusan Manajemen Pemasaran/Program Studi Sarjana Manajemen

Andhy Setyawan S.Si., M.Sc.

Christina Rahardja S.E., M.M., CPM (Asia)

**ABSTRAK**

Penelitian ini bertujuan untuk mengetahui dan menganalisis pengaruh *service quality* (*tangible, reliability, responsiveness, assurance, empathy*) terhadap *customer satisfaction* Hotel Ayola Sunrise Mojokerto. Uji validitas dan reliabilitas tahap pertama dilakukan dengan bantuan *software SPSS Statistic 26* dan tahap kedua dilakukan dengan bantuan *AMOS 25 for windows*. Metode pengolahan data pada penelitian ini dengan menggunakan *Structural Equation Model (SEM)*. Penelitian ini menggunakan sampel sebanyak 150 responden yang pernah menginap pada Hotel Ayola Sunrise Mojokerto. Hasil penelitian ini menunjukkan bahwa *tangible, reliability, responsiveness, assurance, dan empathy* berpengaruh positif dan signifikan terhadap *customer satisfaction* Hotel Ayola Sunrise Mojokerto.

**Kata kunci:** *service quality, customer satisfaction, hotel*

# **THE EFFECT OF SERVICE QUALITY ON CUSTOMER SATISFACTION IN AYOLA SUNRISE MOJOKERTO HOTEL**

Antonius

Marketing Programme/Faculty of Business and Economics

Andhy Setyawan S.Si., M.Sc.

Christina Rahardja S.E., M.M., CPM (Asia)

## **ABSTRACT**

*The purpose of this study is to find out and analyze the effect of service quality (tangible, reliability, responsiveness, assurance, empathy) on customer satisfaction Hotel Ayola Sunrise Mojokerto. The validity and reliability test of the first stage with the help of SPSS Statistic 26 software and the second stage with the help of AMOS 25 for windows. The data processing methods using Structural Equation Model (SEM). This study uses 150 respondents as a sample who had stayed at Hotel Ayola Sunrise Mojokerto. The results of this study showed that tangible, reliability, responsiveness, assurance, and empathy have a positive and significant effect on customer satisfaction hotel Ayola Sunrise Mojokerto.*

**Keywords:** *service quality, customer satisfaction, hotel*