PENGARUH *SERVICE QUALITY* TERHADAP *CUSTOMER SATISFACTION* BERDASARKAN PERSEPSI GENERASI Y PADA HOTEL MESRA *BUSINESS* DAN *RESORT* SAMARINDA.

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ABSTRAK

Penelitian ini bertujuan untuk menguji pengaruh *service quality* terhadap *customer satisfaction* berdasarkan persepsi generasi Y pada Hotel Mesra *Business* dan *Resort* Samarinda. Jenis penelitian yang digunakan adalah penelitian *basic research* dengan pendekatan kuantitatif yang menggunakan 6 variabel yaitu *tangibility*, *reliability*, *responsiveness*, *assurance*, *empathy* dan *customer satisfaction*. Penelitian ini menggunakan pendekatan *purposive sampling* dengan pengumpulan data melalui kuesioner yang disebarkan secara online, di mana sampel berupa responden generasi Y yang pernah menginap dan berkunjung di Hotel Mesra *Business* dan *Resort* Samarinda dalam kurung waktu 1 tahun terakhir. Terdapat 180 kuesioner yang digunakan sebagai sampel dalam penelitian ini. Data penelitian ini dianalisa menggunakan SEM (*Structural Equation Modeling*) dengan *software* SPSS (*Statistical Package for Social Sciences*) versi 25 dan *Software* Amos 22. Hasil penelitian ini menunjukkan adanya pengaruh positif dan signifikan antara *tangibility*, *assurance* dan *empathy* terhadap *customer satisfaction*. Sedangkan *reliability* dan *responsiveness* tidak berpengaruh terhadap *customer satisfaction*.

Kata Kunci: *service quality*, *customer satisfaction*, *hospitality*.

THE INFLUENCE OF SERVICE QUALITY TOWARDS CUSTOMER SATISFACTION BASED ON GEN Y'S PERCEPTION AT HOTEL MESRA BUSINESS AND RESORT SAMARINDA.

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ABSTRACT

This study aims to examine the effect of service quality on customer satisfaction based on the perceptions of generation Y at Mesra Business and Resort Samarinda. The type of research used is basic research with a quantitative approach using 6 variables, namely tangibility, reliability, responsiveness, assurance, empathy and customer satisfaction. This study used a purposive sampling approach by collecting data through questionnaires distributed online, in which the sample was Y generation respondents who had stayed and visited the Mesra Business Hotel and Samarinda Resort within the last 1 year. There are 180 questionnaires used as samples in this study. The research data was analyzed using SEM (Structural Equation Modeling) with SPSS (Statistical Package for Social Sciences) software version 25 and Amos 22 software. The results of this study indicate that there is a positive and significant influence between tangibility, assurance and empathy on customer satisfaction. Meanwhile, reliability and responsiveness have no effect on customer satisfaction.

Keywords: service quality, customer satisfaction, hospitality.