

ABSTRAK

Rima Agustina Dwi Saktiani, Pengaruh Promosi, Kualitas Pelayanan, dan Fasilitas Terhadap Kepuasan Konsumen Pada Hotel Olive Karawaci. (dibimbing oleh Lia Amalia)

Tujuan penelitian ini untuk mengetahui seberapa besar pengaruh Promosi, Kualitas Pelayanan, dan Fasilitas terhadap Kepuasan Konsumen pada Hotel Olive Karawaci. Teknik analisis data menggunakan analisis regresi linier berganda. Sampel yang diambil sebanyak 100 responden yakni konsumen yang menginap dan yang pernah menginap di Hotel Olive Karawaci. Penentuan sampel dengan teknik *Metode Slovin*.

Berdasarkan hasil penelitian ini dapat disimpulkan bahwa (a) Promosi berpengaruh positif terhadap Kepuasan Konsumen pada Hotel Olive Karawaci (b) Kualitas Pelayanan berpengaruh positif terhadap Kepuasan Konsumen pada Hotel Olive Karawaci (c) Fasilitas berpengaruh positif terhadap Kepuasan Konsumen (d) Promosi, Kualitas Pelayanan dan Fasilitas berpengaruh positif secara simultan terhadap Kepuasan Konsumen pada Hotel Olive Karawaci.

Saran dalam penelitian ini adalah Hotel Olive Karawaci sebaiknya lebih meningkatkan lagi promosi, kualitas pelayanan dan fasilitas agar para konsumen merasa puas dan percaya dengan apa yang telah diberikan kepada Hotel Olive Karawaci.

Kata Kunci : Promosi, Kualitas Pelayanan, Fasilitas dan Kepuasan Konsumen

ABSTRACT

Rima Agustina Dwi Saktiani, The Influence Of Promotion , The Quality Of Services , And Facilities To Customer Satisfaction At The Hotel Olive Karawaci. (Supervised by Lia Amalia)

The purpose of this research to know how big the influence of promotion , the quality of service , and facilities for customer satisfaction at the hotel olive karawaci .Analysis techniques data using linear regression multiple analysis .Samples to be taken as many as 100 respondents the consumers who stayed and stayed at the hotel olive karawaci .Sample determination to technique metodeslovin.

Based on the result of this research can be concluded that (a) promotion have had a positive impact on customer satisfaction at the hotel olive karawaci (b) the quality of services have had a positive impact on customer satisfaction at the hotel olive karawaci (c) facilities have had a positive impact on customer satisfaction (d) promotion, the quality of services and facilities have had a positive impact simultaneously to customer satisfaction at the hotel olive karawaci.

The advice in this research was olive karawaci hotel should increase their promotion , the quality of services and facilities so that the consumers feel satisfied and believe in what has been given to olive karawaci hotel .

Keyword : Promotion, Quality Of Service, Facilities and Customer Satisfaction