

Abstract

Service quality is a thing which influences customer satisfaction. This research is aimed to find out how the service quality is able to influence the customer satisfaction in Aston Primera Pasteur Hotel Bandung. This research also aims to convey the service quality and the customer satisfaction in Aston Primera Hotel Pasteur Bandung.

This research uses a questionnaire as an instrument in collecting the data of respondents' perception. The technique of data analysis uses descriptive and causal analysis. The descriptive analysis is used to find out and become capable to explain the characteristics of observed variables in a situation. Meanwhile, the causal research is designed to test whether a phenomenon can cause another phenomenon. This research uses double linear analysis technique with SPSS IBM 20 software.

The research result is that the service quality in Aston Primera Pasteur Hotel Bandung has been good. Besides, the customer satisfaction in Aston Primera Pasteur Hotel Bandung has been good. The result from the double linear regression shows that there is a simultaneous influence between tangible, reliability, responsiveness, assurance, and empathy variable against the customer satisfaction. Partially, the influence of service quality against the customer satisfaction in Aston Primera Pasteur Hotel Bandung shows that the tangible, assurance, and empathy variable have a significant influence. Meanwhile, the reliability and responsiveness variable do not significantly influence against the customer satisfaction.

Keywords: Service quality, Customer Satisfaction.