

ABSTRACT

The development of the tourism sector provides considerable influence for hospitality business. Graha Wisata TMII Jakarta engaged in the hospitality industry under the supervision of the provincial government of Jakarta, Graha Wisata TMII Jakarta subsidized by provincial government of Jakarta, so lodging costs is cheap because only attractive retribution room rental. Therefore Graha Wisata TMII Jakarta must demonstrate good services that create customer satisfaction. Based on interviews of 20 respondents on 14 April 2015 in Graha Wisata TMII Jakarta, to determine the quality of service to the customer satisfaction on the results of the interview to mention a few things that are lacking, such as the condition of the building, SOP his employees do not fully live, and facilities available is limited.

The purpose of this study was to determine the influence of service quality on guest satisfaction UP Graha Wisata TMII Jakarta. The independent variable (X) of the study was the quality of service among them tangible, empathy, responsiveness, reliability, and assurance while the dependent variable (Y) is the consumer satisfaction. Research method used is quantitative method with descriptive and multiple linear regression analysis method. Using Non-Probability Sampling techniques, sampling technique used is incidental sampling distributed to 100 respondents with a population of 43785.

From the results prove that the influence coefficient of quality of service is 55.8% of guest satisfaction UP Graha Wisata TMII Jakarta while the remaining 44.2% is influenced by other factors not examined in this study. Could be argued that the quality of service has significant influence on guest satisfaction.

Can be concluded that the quality of service at Ancol Jakarta Graha Wisata by 84, 8%. It shows the quality of service at UP Graha Wisata TMII Jakarta included in both categories. Customer satisfaction at UP Graha Wisata TMII Jakarta reach a value of 83.25%. It shows customer satisfaction included in either category. Based on the calculation that the only variable assurance with indicators of the employees are always courteous in serving the guests, employees are always friendly in serving the guests, patience employees in providing services, giving employees a sense of security (free from danger) were influential in providing services.

Keywords: customer satisfaction, service quality, UP Graha Wisata TMII Jakarta.