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Quality of service and physical facilities are the things that affect customer satisfaction. This research is aimed to find out how the quality of service and physical facilities can give influence to customer satisfaction in The 101 Hotel Bandung Dago. This study also aims to determine the quality of service, physical facilities and customer satisfaction at The Hotel 101 Bandung Dago. This study uses questionnaires as a tool in collecting respondents' perceptions data. For the analysis technique used is descriptive analysis and quantitative analysis. Descriptive analysis is used to know and be able to explain the characteristics of variables studied in a situation. While quantitative analysis is designed to test the hypothesis that has been set.

This research uses multiple linear regression analysis technique with SPSS IBM 20 software. The result of this research is the quality of service and physical facilities at The Hotel 101 Bandung Dago has been good. In addition, customer satisfaction at The Hotel 101 Bandung Dago has been good. The results of multiple linear regression analysis indicate that there is simultaneous influence among service quality variables; Tangible, emphaty, reliablity, responsiveness, assurance and physical facility variables; Partial considerations or planning, space designers, equipment or furniture, lighting, color, messages delivered graphically with customer satisfaction.

Keywords: *Quality of service, Physical facilities, Customer satisfaction.*