

ABSTRACT

The tourism development in Indonesia was happened too fast. The amount of individualism desire who want to do relaxation by go to some area. This development was accompanied by the hotel's growth was fast which has cause of the intense of competition. The worth hotles is an effort which use a building or a half building which reserved exclusively, and everyone can stay,eat and get the other services and facilities by paid.The consumer's influence was very important to influence the other costume. There are 5 important points in Traveloka app which be the big influence for costumer to buy and use some product, this 5 points was the main on this research. Those are service, cleanliness, food, location and amenities. The purpose of this research is to know 5 variables that influence hotel's customer satisfication that was in traveloka which must get more attention to increase the revenue.

In this research, the method to be usd is quantitative method. The kind of this research used was descriptive and causal. Based on the cross-sectional due season was. The scale of this research is likert scale. Data collection method based on the review was done through traveloka consumers who was staying at the worth hotel (5 stars hotel) and have an assessment. In this research there are primary data and secondary data. The data can be processed use a multiple linear regression analysis technique. The determination and the hypothesis coefficients. Zikmund stated that regression analysis is a technique which used to measure the relation between dependent variable and independent variabl, linearly and coefficient determined used to know the size of the variant Y influenced by variable X.

Based on the result of data processing to 750 respondets, obtained that the amenities variable (x5), service (x1), cleanliness (x2), and location (x4)is the variable that influence the customer satisfication. In prove with the amenities(x5) hypothesis test is sig = 0.000. the value of a sig smaller of the value of the probability 0.05 percentage point, or value 0.000 & it is 0.05 percentage point. Service (x1) is a sig = 0.000. The sig was smaller than probability, 0.05 or value 0.000 < 0.05, cleanliness (x2) is a sig = 0.000. The sig was smaller than probability, 0.05 or value 0.000 < 0.05 and location (x4) is sig 0.000. The sig was smaller than the probability 0.05 or value 0.000 < 0.05. And the most dominant variable in this research was an service with the value $\beta=0.316$. But those 5 variables is influential simultaneously against satisfication (Y), by value 76.5% based on the coefficient determination value. According from the research , to increase costumer satisfication at the worth hotel (star hotel) must increase the hotel amenities.

Keywords : Star Hotel, Service Quality, Amenities, Cleanliness, Food, Location