ABSTRACT

Banjarmasin is the capital city of South Kalimantan Province. One of the supporting sectors in the City/Regency area is the tourism sector. The tourism sector is expected to able to play a role as a driver of the community's economy. The progress of tourism is strongly influenced by the support of the area's infrastructure. One sector that supposed to support the development tourism development is hospitality. Based on ratings on Google and 3 other sites, Best Western Kindai Hotel always ranks #1 out other 4-star hotels in Banjarmasin City. The advantages of Best Western hotels need to be researched to be an example for other hotels.

This study aims to determine how is the service quality, how is the customer satisfaction, and how customer satisfaction at the Best Western Kindai Hotel is influenced by the 5 SERVQUAL dimensions and analyzes the impact or the of each of these dimensions.

This research is a descriptive quantitative study. The setting used is non-contrived setting with cross-sectional method. The population in this study are consumers who use the services of Best Western Kindai Hotel. Sample of 400 respondents were taken using a non-probability sampling technique with purposive sampling approach.

The descriptive analysis concluded that service quality and customer satisfaction of this hotel were categorized as "Very Good". Multiple linear regression analysis resulted $Y = 2.082 + 0.074\,X_1 + 0.416\,X_2 + 0.274\,X_3 + 0.134\,X_4 + 0.230\,X_5$ with t-tests for Reliability, Responsiveness, Assurance, Empathy, and Tangible of 0.2019, 0.000, 0.000, 0.020, and 0.001 which means Reliability has no significant effect to customer satisfaction. The effect of service quality on customer satisfaction is 33,4%.

Best Western Kindai Hotel need to focus more in improving service quality in responsiveness aspect by increasing the employee's ability to provide information to customers related to hotel service time. Further research is recommended to find 66,6% other factor that influenced customer satisfaction, like price, location, and promotion. Further research also can add the IPA method in analyzing the hotel service quality and add a hotel star rating as a moderating variable. It is hoped that the results of this study can be an input for Best Western hotel to maintain and improve customer satisfaction by considering the equation above, and can be a benchmark for other hotels in Banjarmasin City.

Keyword: Hospitality, Tourism, Banjarmasin, Service Quality, SERVQUAL, Customer Satisfaction.