

ABSTRACT

Bandung Giri Gahana Golf & Resort is a 3-star hotel that has lodging with sports activities located at the Jatinangor KM 20. It has an international standard golf course, outdoor swimming pool and restaurant. Based on the assessment of visitors on the booking.com website, there are several negative assessments regarding the problems complained by consumers. Of course, this must be reduced, so that the company can survive in an era of intense competition.

The purpose of this study was to determine the quality of services including tangible, reliability, responsiveness, assurance and empathy to customer satisfaction at Bandung Giri Gahana Golf and Resort. The results of this study can be used as input for the company when formulating its competitive strategy.

This research uses quantitative methods, the research type used in this research is descriptive and causal research. The sampling technique uses Non Probability Sampling with the type of Purposive Sampling with a total of 400 respondents. This research uses multiple linear regression data analysis techniques which will later be processed using Statistical Product and Service Solutions (SPSS).

Service quality variables consisting of tangible, reliability, responsiveness, assurance simultaneously have an influence on customer satisfaction Bandung Giri Gahana Golf and Resort. Meanwhile, empathy has no effect on customer satisfaction at Bandung Giri Gahana Golf and Resort. Variable consumer satisfaction on the acquisition of the percentage of 74.40%, the service provided with the expectations of previous consumers. Suggestions from this research Giri Gahana Golf & Resort can maintain and be consistent in providing the best quality service for consumers, so that consumers feel satisfied and make repurchases.

Keywords: *Service Quality, Consumer Satisfaction*