ABSTRACT

Today's developments require various institutions to be more creative and innovative and take advantage of existing opportunities. Various institutional sectors are expected to develop and keep up with the times so as to improve the performance quality of members within the institution. To realize this, several institutions keep up with the times and adapt to the needs of the university, therefore Telkom University has established a hotel within the university area, namely the Lingian Hotel & Convention.

The purpose of this study is to find out what kind of service quality is expected by consumers, to determine the level of customer satisfaction with the services provided. Because there are complaints about the services provided to visitors who are not very satisfying so that visitors are a little disappointed with the service.

This research method uses descriptive quantitative. The sampling technique was that they had visited Lingian Hotel & Convention by distributing questionnaires to 100 respondents. This study uses the importance performance analysis (IPA) and Customer Satisfaction Index (CSI) methods with 5 dimensions (quality of service), namely tangible, reliability, responsiveness, assurance and empathy.

Results Calculation of the average descriptive analysis in reality is 82.10%, which means good. While the average result of descriptive analysis on expectations is 86.76%, which means very good. Then the results of the Customer Satisfaction Index (CSI) score of 82.12% indicate that it is in a position between 81.25% -100% which means good.

Keywords: Service quality, tangible, reliability, responsiveness, assurance, IPA and CSI Empathy Methods.