

ABSTRACT

Grand Metro Hotel Tasikmalaya is one of the largest hotels in the city of Tasikmalaya. The hotel is under the umbrella of PT. Tunas Baru Surya Perkasa. Grand Metro Hotel Tasikmalaya can be classified as a three-star hotel with a semi-minimalist and modern construction and interior style, which is in line with current trends. According to reviews from visitors on the Traveloka.com website, there are some negative criticisms about the problems complained by customers. These negative criticisms must be addressed in order for the company to survive against competitors in similar business fields.

Overall, the relationship between marketing, services, service characteristics, service quality, service quality dimensions, customer satisfaction, and techniques for measuring customer satisfaction are very close and influence each other. This study aims to determine the quality of service in which there are dimensions of tangible, reliability, responsiveness, assurance and empathy for consumers from the Grand Metro Hotel Tasikmalaya. The results of this research are expected to improve marketing strategies and ensure optimal customer satisfaction.

The method used in this research is a quantitative method with this type of research, namely descriptive and causal research. The technique used in sampling is Non-Probability Sampling with the type of Purposive Sampling using a questionnaire with 400 respondents who have stayed at the Grand Metro Hotel Tasikmalaya. This research uses descriptive analysis method, with data processing using Multiple Linear Regression analysis technique, using SPSS software.

The results of partial hypothesis testing or T-test show that in this study, the independent variables Tangible (X1) and Responsiveness (X3) have no significant effect on Customer Satisfaction (Y). However, partially the variables of Service Quality consisting of Reliability (X2), Assurance (X4), and Empathy (X5) have a significant influence on Customer Satisfaction (Y).

The results of multiple regression analysis show that the Empathy subvariable has the greatest impact on the research variables. Therefore, employees need to undergo special training to improve their empathy skills when interacting with customers. This research focuses on the relationship between service quality and customer satisfaction. Suggestions for further research are to include customer loyalty variables..

Keywords: *Service Quality, Consumer Satisfaction*