

ABSTRACT

The hospitality industry in Indonesia has experienced a significant increase in line with the economic and tourism progress in the country. To make improvements to Educational Hotels, several supporting points are needed such as improving the services provided to consumers. Service is a very important point because it can influence the decision to purchase a product or service at a company, therefore the growth of the hospitality industry in Indonesia must be balanced with high service quality. The purpose of this study is to analyze the quality of full service services at several Educational Hotels Bandung, including Lingian Hotel, Enhaii Hotel, and UTC Dago Hotel Bandung. This research data was collected by using the triangulation method, with this method the researcher collected data by conducting interviews with relevant informants, direct observation of the research object, and also collected some documentation. The research method used is descriptive qualitative research method, which is carried out by interviewing in detail with several informants. The results of the research conducted by researchers are the Comparison of Critical Success Factors Related to Service Quality (Study on Three Educational Hotels in Bandung in 2024).

Keywords: Educational Hotel, Service Marketing, Service Quality, Critical Success Factor.