

ABSTRAK

Aprianti Andini Putri (1200098), “Pengaruh *Service Recovery* Terhadap Kepuasan Tamu” (Survei terhadap Tamu Individu yang Melakukan Komplain di De Java Hotel Bandung), di bawah bimbingan Dr. Vanessa Gaffar, SE., Ak. MBA. dan Oce Ridwanudin, SE., MM.

Industri perhotelan merupakan industri yang penting dalam pariwisata karena dapat memberikan kontribusi besar bagi sektor pariwisata. De Java Hotel Bandung selalu berupaya mempertahankan dan meningkatkan segala aspek penting menyangkut tujuan utama hotel salah satunya mendapatkan profitabilitas. Masalah di De Java Hotel adalah tingkat *occupancy* menurun disebabkan oleh tingkat kepuasan tamu yang menurun. Oleh karena itu De Java Hotel harus memiliki strategi untuk mengatasi masalah tersebut. Peneliti memilih *service recovery* sebagai salah satu solusi yang dapat diterapkan untuk meningkatkan kepuasan tamu. Dalam penelitian ini variabel independen (X) yaitu *service recovery* terdiri dari *apology*, *atonement*, *facilitation*, *promptness*, *explanation*, *effort*, *attentiveness* dan *compensation*. Variabel dependen (Y) yaitu kepuasan tamu. Jenis penelitian yang digunakan adalah deskriptif dan verifikatif dengan metode yang digunakan adalah *explanatory survey* dan pendekatan *cross sectional*. Sampel dalam penelitian ini sebanyak 115 responden yaitu tamu individu yang melakukan komplain di De Java dengan teknik penarikan yang digunakan yaitu *systematic random sampling*. Teknik analisis data yang digunakan adalah regresi berganda. Pelaksanaan *service recovery* di De Java berada pada kategori tinggi, dimensi *effort* mendapatkan penilaian tertinggi dan penilaian terendah yaitu *atonement*. Kemudian tanggapan mengenai kepuasan tamu di De Java terdiri dari kepuasan terhadap usaha dari pihak hotel dalam menangani keluhan tamu memiliki indeks tertinggi dan dimensi *facilitation* mendapat penilaian terendah. Hasil penelitian menunjukkan adanya pengaruh antara *service recovery* dan kepuasan tamu.

Kata Kunci : *Service Recovery*, Kepuasan Tamu, De Java Hotel Bandung

ABSTRACT

Aprianti Andini Putri (1200098), “The Influence of Service Recovery toward Customer Satisfaction” (A survey of Individual Guest who Made a Complaint in De Java Hotel Bandung), under the guidance of Dr. Vanessa Gaffar, SE., Ak. MBA. and Oce Ridwanudin, SE., MM.

Hospitality industry is an important industry in tourism as it can provide substantial contribution for tourism sector. De Java Hotel Bandung always strives to maintain and improve all the important aspects related to the main purposes of the hotel, one of which is to obtain profitability. The problem encountered in De Java Hotel is the decline in occupancy rate which is caused by the decline in customer satisfaction. Thus, De Java Hotel must have a strategy to deal with this problem. The researcher has chosen Service Recovery as one of the solutions that can be implemented in order to increase customer satisfaction. In this research, the independent variable (X) is service recovery consisting of apology, atonement, facilitation, promptness, explanation, effort, attentiveness and compensation. The dependent variable (Y) is the customer satisfaction. The types of research employed in this research were description and verification, in which the method used in this research also involved explanatory survey and cross sectional approach. This research involved 115 respondents considered as samples for this research. These respondents were the individual guests who made complaints to De Java Hotel. The data collection technique used in this research was systematic random sampling. The data analysis technique employed in this research was multiple regressions. Based on the result of data analysis, it is found that the implementation of service recovery in De Java is in a high category, in which the dimension of effort obtained the highest rating, while the dimension of atonement got the lowest rating. Moreover, the response toward customer recovery in De Java which consists of the satisfaction toward the effort of the representative of the hotel in handling the complaint from the customer has the highest index, meanwhile the dimension of facilitation got the lowest rating. The results of this research show that there is a relation between service recovery and customer satisfaction

Keywords: *Service Recovery, Customer Satisfaction, De Java Hotel Bandung*