

ABSTRAK

Senni Septiani, 1001607, Pengaruh *E-Service Quality* Terhadap Tingkat Kepuasan Tamu Yang Menggunakan Swiss-Belhotel Website (IBE) Arion Swiss-Belhotel Bandung. Dibawah bimbingan Rini Andari, S.Pd.,SE.Par.,MM dan Drs. H. Anthony Barbo.

Latar belakang penelitian ini adalah masih banyaknya calon tamu inap yang melakukan reservasi elektronik melalui layanan elektronik diluar Swiss-Belhotel Website, hal ini menunjukkan kurangnya minat dalam penggunaan layanan elektronik Swiss-Belhotel Website. Penelitian ini bertujuan untuk menganalisis dan memberikan bukti empiris mengenai pengaruh enam variabel dari kualitas pelayanan elektronik yaitu *website usability* (X1), *information quality* (X2), *service reliability* (X3), *responsiveness* (X4), *assurance* (X5), dan *personalization* (X6) terhadap kepuasan tamu pengguna layanan Swiss-Belhotel Website di Arion Swiss-Belhotel Bandung. Populasi dalam penelitian ini adalah calon tamu yang menggunakan layanan Swiss-Belhotel Website. Pengumpulan data dilakukan dengan menggunakan metode kuesioner. Teknik analisis data yang digunakan dalam penelitian ini adalah analisis path. Hasil penelitian menunjukkan bahwa tanggapan tamu mengenai *e-service quality* terhadap kepuasan secara umum dinilai tinggi. Faktor yang mendapat penilaian tinggi yaitu *website usability*, sedangkan *personalization* mendapat nilai terendah. Adapun saran untuk perusahaan adalah mempertahankan *website usability*, *information quality*, *service reliability*, *responsiveness*, *assurance* yang sudah memenuhi kepuasan tamu serta memperbaiki *personalization* sehingga dapat menciptakan kepuasan di mata tamu.

Kata Kunci : *E-service Quality*, Kepuasan Tamu, Arion Swiss-Belhotel Bandung.

ABSTRACT

Senni Septiani, 1001607, *Influence of E-Service Quality to Customer Satisfaction Users Swiss-Belhotel Website (IBE) Arion Swiss-Belhotel Bandung.* Under the guidanced by Rini Andari, S.Pd.,SE.Par.,MM dan Drs. H. Anthony Barbo.

The background of this research is the accumulation of passengers more used Online Travel Agent out of Swiss-Belhotel Website (IBE) for online reservation that indicates a lack of interest in using Swiss-Belhotel Website service. This research aims to analyze and provide empirical evidence about the influence of the six variables of quality electronic services are website usability (X1), information quality (X2), service reliability (X3), responsiveness (X4), assurance (X5) and personalization (X6) to customer satisfaction users online reservation Swiss-Belhotel Website. The population in this study was the customer that uses the online reservation in the Swiss-Belhotel Website. The data was collected using questionnaires. Techniques of data analysis used in this research is path analysis. The result of the research showed that the responses of customers about the electronic service quality towards its customer satisfaction was significantly high. The factors that really influencing were website usability, however personalization got the lowest score. The suggestion for the company is it has to maintain the website usability, information quality, service reliability, responsiveness, assurance and try to redesign personalization in order to be able to creat best customer satisfaction.

Keyword : E-service Quality, Customer Satisfaction, Arion Swiss-Belhotel Bandung.