

ABSTRAK

Arini Fauziah Mustofa, 1303740, “Pengaruh *Service Guarantee* Terhadap *Behavioral Intention* di Hotel Ibis Bandung Trans studio (Survei Terhadap Tamu yang Mendapatkan *Service Guarantee* di Hotel Ibis Bandung Trans Studio)”, di bawah bimbingan Bagja Waluya, M.Pd dan Oce Ridwanudin, SE.,MM.

Hotel Ibis Bandung Trans Studio merupakan salah satu hotel bintang 3 di kota Bandung yang dihadapkan dengan permasalahan rendahnya niat berkunjung kembali ke Hotel Ibis Bandung Trans Studio. Hotel memiliki masalah dalam membuat tamu berkeinginan untuk berkunjung kembali dan berkeinginan merekomendasikan hal positif kepada orang lain, sementara itu membuat tamu melakukan kunjungan kembali dan membuat tamu merekomendasikan hal positif kepada orang lain sangat sulit. Hotel Ibis Bandung Trans Studio berupaya melakukan berbagai banyak cara berupa program atau acara-acara yang menarik agar dapat menarik tamu untuk berkunjung kembali dan merekomendasikan hal positif kepada orang lain. Dalam penelitian ini, variabel bebas (X) yang digunakan yaitu *service guarantee*. Variabel terikat (Y) dalam penelitian ini yaitu *behavioral intention*. Jenis penelitian yang digunakan adalah deskriptif verifikatif dan metode yang digunakan adalah survei menggunakan teknik *random sampling* maka diperoleh sampel dengan jumlah 106 responden merupakan tamu yang mendapatkan *service guarantee* di Hotel Ibis Bandung Trans Studio. Teknik analisis data dan uji hipotesis yang digunakan yaitu regresi berganda. Hasil penelitian menunjukkan bahwa *customer expectation* dan *ease of claiming the compensation* memiliki pengaruh yang signifikan terhadap *behavioral intention* di Hotel Ibis Bandung Trans Studio, sedangkan *level of service guarantee*, *value to the customer*, dan *value of the compensation* memiliki pengaruh yang tidak signifikan terhadap *behavioral intention* di Hotel Ibis Bandung Trans Studio. Diharapkan pihak Hotel Ibis Bandung Trans Studio dapat terus memperhatikan serta meningkatkan pelayanan yang tersedia khususnya pada layanan *service guarantee* guna meningkatkan *behavioral intention* di Hotel Ibis Bandung Trans Studio.

Kata Kunci : *Service Guarantee, Behavioral Intention, Satisfaction*

ABSTRACT

Arini Fauziah, 1300220, " The Effect Of Service Guarantee On Behavioral Intention In Hotel Ibis Bandung Trans Studio(Survey To Guest Who Gets Service Guarantee at Hotel Ibis Bandung Trans Studio)", under the guidance of Bagja Waluya, S.Pd., M.Pd and Oce Ridwanudin, SE., MM.

Ibis Bandung Trans Studio Hotel is one of the 3 star hotel in Bandung which faces the problem of low intention to revisiting Ibis Bandung Trans Studio Hotel. The hotel has problems in making guests intend to come back and intend to recommend something positive to others, meanwhile, making guests re-visit and make guests recommend it to others very difficult. Hotel Ibis Bandung Trans Studio strives to do many different ways such as creating interesting programs or events to attract guests to revisit and recommend something positive to others. In this study, the independent variable (X) is service guarantee. The dependent variable (Y) in this research is behavioral intention. The type of research that used in this research is descriptive verifikatif and the method used is suvei using random sampling then obtained a sample with a total of 106 respondents which are guests who get service guarantee at Hotel Ibis Bandung Trans Studio. Data analysis technique and hypothesis test used is multiple regression. The results showed that customer expectation and ease of claiming compensation had a significant influence on the behavioral intention at Hotel Ibis Bandung Trans Studio, while the level of service guarantee, value to the customer, and value of the compensation had no significant effect on behavioral intention at Hotel Ibis Bandung Trans Studio. It is expected that the Hotel Ibis Bandung Trans Studio can continue to pay attention and improve the services available especially on the service guarantee service in order to improve the behavioral intention at Hotel Ibis Bandung Trans Studio.

Key word : Service Guarantee, Behavioral Intention, Satisfaction