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**PENGARUH ATRIBUT HOTEL TERHADAP *OVERALL SATISFACTION*
PADA *UPSCALE HOTEL* DI KOTA JAKARTA**

SKRIPSI

*Diajukan untuk memenuhi sebagian dari syarat untuk memperoleh gelar
Sarjana Pariwisata
Program Studi Manajemen Resort dan Leisure*



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**PROGRAM STUDI MANAJEMEN RESORT DAN LEISURE
FAKULTAS PENDIDIKAN ILMU PENGETAHUAN SOSIAL
UNIVERSITAS PENDIDIKAN INDONESIA**

2019

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Sebuah skripsi yang diajukan untuk memenuhi salah satu syarat memperoleh gelar
Sarjana Pariwisata pada Fakultas Pendidikan Ilmu Pengetahuan Sosial

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ABSTRAK

Banyak penelitian telah dilakukan tentang atribut hotel terkait dengan keputusan pilihan hotel sebagai bagian dari perilaku pra-pembelian. Penelitian ini bertujuan untuk mengukur pengaruh dari kepuasan pada atribut hotel terhadap *overall satisfaction* pada *upscale hotel* di Kota Jakarta. Penelitian ini menggunakan pendekatan kuantitatif, dengan teknik pengambilan sampel yaitu *convenience sampling*. Analisis regresi linier berganda digunakan untuk menguji pengaruh kepuasan pada atribut hotel terhadap *overall satisfaction*. Dalam penelitian ini, diperoleh 200 responden yang pernah menginap di *upscale hotel* di Kota Jakarta. Berdasarkan hasil penelitian, dapat diketahui bahwa presentase pengaruh kepuasan pada atribut hotel berdasarkan masing-masing variabel, yaitu kepuasan pada keramahan staf, kepuasan pada fasilitas dan amenities hotel, kepuasan pada lokasi hotel, kepuasan pada kualitas pelayanan yang cepat dan sopan, kepuasan pada kualitas makanan, kepuasan pada kebersihan dan kenyamanan kamar, dan kepuasan pada nilai uang, masing-masing memiliki pengaruh rendah terhadap *overall satisfaction*. Secara keseluruhan, dapat diketahui bahwa pengaruh kepuasan pada atribut hotel terhadap *overall satisfaction* memiliki pengaruh yang sedang. Di tengah maraknya pembangunan hotel-hotel baru yang berkembang pesat di Jakarta, penting untuk mempertahankan kepuasan tamu. Oleh karena itu, penting bagi pengelola untuk mengenal betul kebutuhan tamu serta mengembangkan cara untuk meningkatkan produk dan layanan mereka agar tamu merasa puas.

Kata kunci: atribut hotel, *overall satisfaction*, *upscale hotel*

**THE INFLUENCE OF HOTEL ATTRIBUTE TO OVERALL
SATISFACTION AT THE UPSCALE HOTEL IN JAKARTA**

By:

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ABSTRACT

Many studies have been conducted about hotel attributes related to the hotel choice decision as a part of pre-purchase behaviour. The purpose of this study is to measure the influence of satisfaction on hotel attribute to customer's overall satisfaction at the upscale hotel in Jakarta. This study applied quantitative approach using convenience sampling of sampling methods. In collecting the data, obtained as much as 200 respondents who had stayed at the upscale hotel in Jakarta. Multiple linear regression analysis was used to test the influence of satisfaction on hotel attribute to customer's overall satisfaction. Based on the results of this study, the percentage of the influence of satisfaction on hotel attribute based on each variable, i.e., satisfaction on friendliness of staff, satisfaction on hotel facilities and amenities, satisfaction on hotel location, satisfaction on prompt and corteous service quality, satisfaction on quality of food, satisfaction on room cleanliness and comfort, and satisfaction on value for money, each of them has a weak influence to overall customer's satisfaction. Overall, satisfaction on hotel attribute influences about average to customer's overall satisfaction, neither weak nor strong. As for the upscale hotel existence nowadays with its rapid growth in Jakarta, keeping customer's satisfaction is highly important. Accordingly, it is important for managers to develop ways to improve their products and services in order to increase guest satisfaction.

Keywords: *hotel attribute satisfaction, overall satisfaction, upscale hotel*

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