

ANALISIS KUALITAS PELAYANAN PADA HOTEL NIRWANA SARANGAN MAGETAN

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Abstrak

Dalam penyediaan jasa untuk menunjang kepuasan konsumen tidak selalu mendapatkan hasil yang positif, karena setiap konsumen mempunyai standar kepuasan yang beragam. Analisis kualitas pelayanan disampaikan baik berupa saran atau komplain yang sangat diterima oleh penyedia jasa. Penilaian dari penyampaian jasa konsumen tersebut menjadikan analisis kualitas pelayanan pada hotel Nirwana Sarangan. Penelitian ini menggunakan 5 dimensi : *Tangibles*, *Reability*, *Responsiveness*, *Assurance*, serta *Empathy* dengan 50 responden. Pengumpulan data primer dilakukan dengan metode kuesioner yang telah di uji validitas, uji realibilitas, serta *arithmetic mean*. Hasil *arithmetic mean* menunjukkan hasil rata-rata keseluruhan sebesar 4,30 yang berarti responden sangat setuju dengan pernyataan-pernyataan seluruh dimensi.

Kata Kunci: *Kualitas Pelayanan*

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AN ANALYSIS OF SERVICE QUALITY AT THE NIRWANA SARANGAN MAGETAN HOTEL

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Abstract

In providing services to support consumer satisfaction, positive results are not always obtained, because each consumer has various satisfaction standards. Analysis of service quality is conveyed either in the form of suggestions or complaints which are highly accepted by service providers. The assessment of the delivery of consumer services makes an analysis of service quality at the Nirwana Sarangan hotel. This study uses 5 dimensions: Tangibles, Reability, Responsiveness, Assurance, and Empathy with 50 respondents. Primary data collection was carried out using the questionnaire method which has been tested for validity, reliability test, and arithmetic mean. The results of the data analysis show that the quality of service at the Nirwana Sarangan Magetan hotel is very positive. The arithmetic mean results show an overall average result of 4.30, which means that the respondents strongly agree with the statements of all dimensions.

Keyword: Quality of Service