

# ANALISIS KUALITAS PELAYANAN MENURUT KONSUMEN PADA THE GRAND CABIN HOTEL YOGYAKARTA

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## Abstrak

Penelitian ini bertujuan untuk menganalisis Kualitas Pelayanan Menurut Konsumen Pada The Grand Cabin Hotel Yogyakarta. Penelitian ini menggunakan metode deskriptif kuantitatif. Data primer dalam penelitian ini bersumber dari hasil kuesioner kualitas pelayanan menurut konsumen the Grand Cabin Hotel Yogyakarta. Teknik pengambilan sampel yang digunakan dalam penelitian ini adalah *probability sampling* dengan metode *simple random sampling*. Sampel dalam penelitian ini berjumlah 93 responden. Metode analisis data yang digunakan yaitu analisis rata-rata hitung (*arithmetic mean*) yang diolah dengan SPSS 22. Berdasarkan hasil penelitian yang telah dilakukan menunjukkan variabel kualitas pelayanan memperoleh nilai rata-rata sebesar 4,12 masuk dalam kategori setuju. Hasil tersebut menunjukkan bahwa kualitas pelayanan menurut konsumen pada The Grand Cabin Hotel Yogyakarta sudah cukup baik, namun masih perlu ditingkatkan agar mencapai kategori sangat setuju. Berdasarkan indikator kehandalan memperoleh nilai rata-rata sebesar 3,98 masuk dalam kategori setuju. Berdasarkan indikator daya tanggap memperoleh nilai rata-rata sebesar 4,24 masuk dalam kategori sangat setuju. Berdasarkan indikator jaminan memperoleh nilai rata-rata sebesar 4,1 masuk dalam kategori setuju. Berdasarkan indikator empati memperoleh nilai rata-rata sebesar 4,15 masuk dalam kategori setuju. Berdasarkan indikator bukti fisik memperoleh nilai rata-rata sebesar 4,12 masuk dalam kategori setuju.

**Kata Kunci:** *Kualitas Pelayanan*

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## **SERVICE QUALITY ANALYSIS ACCORDING TO CONSUMERS AT THE GRAND CABIN HOTEL YOGYAKARTA**

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### **Abstract**

*This study aims to analyze the quality of service as perceived by consumers at the Grand Cabin Hotel Yogyakarta. A quantitative descriptive method is employed in this research. The primary data are derived from a questionnaire that assesses the quality of service as experienced by consumers of the Grand Cabin Hotel Yogyakarta. The sampling technique utilized in this study is probability sampling, specifically employing a simple random sampling method. The sample consists of 93 respondents. The data analysis method employed is the arithmetic mean analysis, which was processed using SPSS version 22. Based on the research results, the service quality variable obtained an average value of 4.12, which falls within the agree category. These results indicate that the quality of service, as perceived by consumers at The Grand Cabin Hotel Yogyakarta, is quite good. However, it still needs to be improved to reach the category of 'strongly agree'. Based on the reliability indicator, the average value obtained was 3.98, which falls within the agree category. Based on the responsiveness indicator, the average value obtained was 4.24, which is in the strongly agree category. Based on the assurance indicator, the average value obtained was 4.1, falling within the 'agree' category. Based on the empathy indicator, the average value obtained was 4.15, falling into the agree category. Based on the physical evidence indicator, the average value obtained was 4.12, which is in the agree category.*

**Keywords:** *Quality of Service*