

PENGARUH *SERVICE QUALITY* DAN *PERCEIVED VALUE* TERHADAP KEPUASAN PELANGGAN PADA D'SENOPATI MALIOBORO GRAND HOTEL YOGYAKARTA

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Abstrak

Penelitian ini bertujuan untuk mengetahui pengaruh *service quality* dan *perceived value* terhadap kepuasan pelanggan D'Senopati Malioboro Grand Hotel Yogyakarta. *Service quality* merupakan pelayanan, fasilitas, keramahan, dan suasana yang menjadi satu kesatuan dari kualitas perusahaan jasa yang dijual untuk memenuhi kebutuhan dan keinginan setiap konsumennya, akan muncul perasaan senang karena sesuai dengan harapan mereka atau kecewa karena tidak sesuai dengan harapan mereka. Manfaat *perceived value* yang diterima oleh pelanggan harus *balance* antara ekspektasi dan realitanya. Survei dilakukan dengan menggunakan kuesioner yang disebar secara langsung kepada 51 responden yang menginap di D'Senopati Malioboro Grand Hotel Yogyakarta saat melakukan proses *check-out*. Metode analisis yang dipakai adalah regresi linier berganda. Berdasarkan hasil uji statistik diketahui bahwa terdapat pengaruh positif *service quality* terhadap kepuasan pelanggan sebesar 26,5% dan terdapat pengaruh *perceived value* terhadap kepuasan pelanggan sebesar 4,8 %. Secara simultan *service quality* dan *perceived value* berpengaruh terhadap kepuasan pelanggan pada D'Senopati Malioboro Grand Hotel Yogyakarta sebesar 56,0%.

Kata Kunci: *Service Quality, Perceived Value dan Kepuasan Pelanggan.*

THE INFLUENCE OF SERVICE QUALITY AND PERCEIVED VALUE ON CUSTOMERS' SATISFACTION IN D'SENOPATI MALIOBORO GRAND HOTEL YOGYAKARTA

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Abstract

This study aimed to determine the effect of service quality and perceived value on customers' satisfaction at D'senopathy Malioboro Grand Hotel Yogyakarta. Service Quality is a service, facility, friendliness, and atmosphere that are a unity of the quality of service companies that are sold to meet the needs and desires of every customer. It results in happiness of customers because it is in accordance with their expectations or disappointment because it is not in accordance with their expectations. Perceived Value benefits received by customers must be in balance between expectations and reality. The survey was conducted using a questionnaire distributed directly to 51 respondents who had stayed at D'Senopati Malioboro Grand Hotel Yogyakarta during the check-out process. The analytical method used was multiple linear regression. Based on statistical test results, it was known that H1 was accepted which meant there was a positive influence of service quality on customer satisfaction by 26.5%. H2 was accepted, which meant there was an influence of perceived value on customer satisfaction by 4.8%. Simultaneously, service quality and perceived value affected customers' satisfaction in D'Senopathi Malioboro Grand Hotel Yogyakarta by 56.0%.

Keywords: *Service Quality, Perceived Value dan Customer Satisfaction.*