

ABSTRACT

“ANALYSIS OF SERVICE EXCELLENCE ON CUSTOMER SATISFACTION IN HOTEL ANUGERAH EXPRESS LAMPUNG”

By

Sahrul Sidik

1412110019

The objective of this research was analyzing the customer satisfaction on the service quality provided by Hotel Anugerah Express Lampung. The type of this research was the descriptive quantitative used to describe the level of customer satisfaction on the service quality in Hotel Anugerah Express Lampung and to describe several initiatives to improve the service quality. The data collecting technique used in this research was the survey method using questionnaire. The sample of this research was 100 respondents. The analytical tool used in this research was Importance Performance Analysis (IPA) and the Customer Satisfaction Index (CSI). The result of CSI showed that the service quality value was 71.2%. It meant that the customers were satisfied with the provided service quality. The result of IPA showed that the service needed to pay attention to the cleanliness of the hotel rooms, the fast internet access, the waiters serving the customers, the provided services based on SOP, the waiters' competence in serving the customer interest, and the waiter responding to customer needs and complaints.

Keywords: Customer Satisfaction, Importance Performance Analysis, Customer Satisfaction