

ABSTRAK

Perkembangan pelayanan terhadap pelanggan merupakan suatu hal penting untuk mencapai suatu kepuasan. Restoran Veranda di Hotel The Grove Jakarta memiliki standar pelayanan terhadap pelanggan yang sangat baik, namun dalam pelaksanaannya masih mendapat komplain dari pelanggan, Penelitian ini bertujuan untuk menganalisis pengaruh Kualitas Pelayanan terhadap Kepuasan Pelanggan menggunakan jenis penelitian Kuantitatif dengan metode analisis linear berganda melalui Uji T dan F terhadap 100 Responden atau Pelanggan Hotel yang telah menginap minimal sebanyak 1X melalui Random Sampling, Kualitas pelayanan di indikasikan melalui dimensi *Tangible*, *Responsiveness*, *Relibility*, *Empathy*, dan *Assurance*. Hasil Penelitian menunjukkan bahwa seluruh dimensi *Tangible*, *Responsiveness*, *Relibility*, *Empathy*, dan *Assurance* memiliki pengaruh secara parsial dan simultan terhadap Kepuasan Pelanggan di Restoran Veranda Hotel The Grove Jakarta. Kata Kunci : Kualitas Pelayanan, Kepuasan Pelanggan, Restoran Veranda, Hotel The Grove Jakarta

ABSTRACT

The development of service to customers is an important thing to achieve a satisfaction. The Veranda Restaurant at The Grove Hotel Jakarta has very good customer service standards, but in practice it still receives complaints from customer.

This study aims to analyze the effect of service quality on customer satisfaction using a type of quantitative research with multiple linear analysis methods through T and F tests on 100 respondents or hotel customers who have stayed at least once through random sampling. Service quality is indicated through the *Tangible*, *Responsiveness*, *Reliability*, *Empathy*, and *Assurance* dimensions. The results of the study show that all dimensions of *Tangible*, *Responsiveness*, *Reliability*, *Empathy*, and *Assurance* have a partial and simultaneous influence on Customer Satisfaction at the Veranda Restaurant at The Grove Hotel Jakarta.

Keywords: Service Quality, Customer Satisfaction, Veranda Restaurant, The Grove Hotel Jakarta.