

A. PENGARUH LOKASI DAN PELAYANAN TERHADAP KEPUASAN
PELANGGAN DI HOTEL GRASIA SEMARANG

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C. THE INFLUENCE OF LOCATION AND SERVICE TO THE CUSTOMER
SATISFACTION IN GRASIA HOTEL SEMARANG

ABSTRACT

The hotel role play as a remanent staying is very important caused of high people mobility, that's caused by by many importance among people in social, economic, etc. This, need people of staying to be more and more, so it will be a hard live, especial for starring hotel.

Gracia hotel in Semarang is a service company which is in a strategic location, that always give a good service to every guest above the satisfaction of the guest and customers. But the density of room in a last year decrease so the income to be decrease too from that condition to be given a research that's the influence of location and customer satisfaction in Grasia hotel Semarang.

The aim of this research to know the influence of location an service to the customer satisfaction of Grasia hotel Semarang. The pointed hypothesis that's a positive influence between the location and the customer satisfaction. This research type is the explanatory research with a questioner and data collecting method, the respondent sample to be taken with stratified random sampling technique that's taking the sample to be done by random in a population of stratified group the admining data to be analyzed qualitative and quantitative by simple linier regression analyz tool and double function of hypothesis test by t-test and F-test with a tool SPSS.

The result analys with SPSS count t-test and F-test can be explained that there's a positive influence of location (X) to the customer satisfaction (Y) can be proved by count $t(5,757) > \text{table } T(1,98)$ the real influence the location variable has a point p-value $0,00 < 0,05$ is significant. There's a positive influence between service (X2) to the customer satisfaction (Y) can be proved directly $t(2,383) > \text{table } T(1,98)$ is a real influence. The service variable has point p-value $0,019 < 0,05$ is significant. The result with F test, the influence between location and service to the customer satisfaction point to $F(17,306) > (3,09)$ so it can be concluded that the location and service to be one real influence to the customer satisfaction.

The advices can be given to Grasia hotel Semarang is to improve service especially the employee in serving for front office persons to improve speech of service and all of customer complain it founded.

Second advises is the above advice can be a serious attention to the Grasia hotel Semarang so the quality of service can be achieved and the staying grade to higher and higher move and more.

Keywords : Service, Customer Satisfaction, strategic location

Semarang, January 2007
First Lecture

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