

## ABSTRAK

### PENGARUH PELAYANAN HOTEL DITINJAU DARI FASILITAS HOTEL, PELAYANAN TAMU DAN PELAYANAN KAMAR TERHADAP KEPUASAN WISATAWAN DOMESTIK JASA HOTEL

Studi Kasus pada : Hotel Ibis Malioboro  
Jalan Malioboro No. 52-58 Yogyakarta 55001- Indonesia

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Penelitian ini merupakan studi kasus pada Hotel Ibis Malioboro Jalan Malioboro No.52-58 Yogyakarta. Penelitian ini dilakukan pada Bulan Juni sampai dengan Juli 2004 Penelitian ini bertujuan : 1) untuk mengetahui apakah pelayanan hotel ditinjau dari aspek fasilitas hotel berpengaruh positif terhadap kepuasan wisatawan domestik jasa hotel ibis. 2) untuk mengetahui apakah pelayanan hotel ditinjau dari aspek pelayanan tamu berpengaruh positif terhadap kepuasan wisatawan domestik jasa hotel ibis 3) untuk mengetahui apakah pelayanan hotel ditinjau dari aspek pelayanan kamar berpengaruh positif terhadap kepuasan wisatawan domestik jasa hotel ibis 4) untuk mengetahui apakah fasilitas hotel, pelayanan tamu dan pelayanan kamar secara simultan berpengaruh positif terhadap kepuasan wisatawan domestik jasa hotel ibis.

Teknik pengumpulan data yang digunakan yaitu: observasi, wawancara dan kuesioner.

Sampel penelitian ini berjumlah 100 sampel. Teknik analisis data yang digunakan dalam penelitian ini adalah Metode Statistik Regresi Linier Sederhana dan Regresi Linier Berganda dengan menggunakan program SPSS.10

Dari hasil analisis data terdapat pengaruh positif antara : 1) Pelayanan ditinjau dari aspek fasilitas hotel terhadap kepuasan wisatawan domestik jasa hotel ibis, dilihat dari nilai  $b = 0,188$ , nilai  $r = 0,505$ , dan nilai  $t_{hitung} = 5,785 > t_{\alpha} = 1,661$ . 2). Pelayanan ditinjau dari aspek pelayanan tamu terhadap kepuasan wisatawan domestik jasa hotel ibis, dilihat dari nilai  $b = 0,153$ , nilai  $r = 0,574$ , dan nilai  $t_{hitung} = 6,943 > t_{\alpha} = 1,661$ . 3) Pelayanan ditinjau dari aspek pelayanan kamar terhadap kepuasan wisatawan domestik jasa hotel ibis, dilihat dari nilai  $b = 0,262$ , nilai  $r = 0,512$ , dan nilai  $t_{hitung} = 5,894 > t_{\alpha} = 1,661$ . 4). Pelayanan ditinjau dari aspek fasilitas hotel, pelayanan tamu, dan pelayanan kamar secara simultan berpengaruh terhadap kepuasan wisatawan domestik jasa hotel ibis. Hal ini ditunjukkan dengan nilai  $F_{hitung} = 21,407 > F_{5\%} = 2,70$  dan nilai  $R_{y(1,2,3)} = 0,633$ .

Dengan demikian dapat disimpulkan bahwa pelayanan hotel yang terdiri dari aspek fasilitas hotel, pelayanan tamu dan pelayanan kamar berpengaruh secara positif terhadap kepuasan wisatawan domestik jasa hotel ibis.

## **ABSTRACT**

### **THE INFLUENCE OF HOTEL SERVICES REGARDED FROM THE HOTEL'S FACILITATIONS, GUESTS SERVICE, AND ROOM SERVICE ON THE SATISFACTION OF DOMESTIC TOURISTS**

A Case Study At Ibis Malioboro Hotel  
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This Research is a study case concluded at Ibis Malioboro Hotel on Malioboro. Street 52-58 Yogyakarta. This research is done from June until July 2004. The purpose of the study are : 1) To know the positive influence of the hotel services on the satisfaction of domestic tourists regarded from facilities hotel 2) To know the positive influence of the hotel's services on the satisfaction of the domestic tourists regarded from guest service 3) To know the positive influence of the hotel's services on the satisfaction of the domestic tourists regarded from room service 4) To know the positive influence of the hotel's services on the satisfaction of the domestic tourists regarded from the three aspect above.

Some techniques are used for collecting data in this study were observation, interview, and questionnaire.

There were 100 samples used in this study. The researcher used the statistic method of Simple Regression Linear and Double Regression Linear with SPSS.10 program as the data analysis techniques in this study.

The data analysis shows that : 1) there is positive influence of the hotel's services on the satisfaction of the domestic tourist regarded from the hotels facilities, it was viewed from the b value = 0,188, r value = 0,505, and  $t_{count} = 5,785$  more than  $t_{\alpha} = 1,661$ . 2) there is positive influence of the hotel's services on the satisfaction of the domestic tourist regarded from the guest services, it was viewed from the b value = 0,153, r value = 0,574, and  $t_{count} = 6,943$  more than  $t_{\alpha} = 1,661$ . 3) there is positive influence of the hotel's services on the satisfaction of the domestic tourist regarded from the room services, it was viewed from the b value = 0,262, r value = 0,512, and  $t_{count} = 5,894$  more than  $t_{\alpha} = 1,661$ . 4) there positive influence of the hotel's services on the satisfaction of the domestic tourists regarded from the three aspect simultaneously, it was viewed with  $F_{count} = 21,407$  more than  $F_{5\%} = 2,70$  and  $R_{y(1,2,3)}$  value = 0,633.

The conclusions is that the hotel's services has positive influence on the satisfaction of the domestic tourists at Ibis Malioboro Hotel.