

## **ABSTRAK**

### **ANALISA KEPUASAN *SENIOR MARKET* TERHADAP KUALITAS LAYANAN JASA DI HOTEL BINTANG LIMA DI YOGYAKARTA**

**Studi Kasus Pada Tamu Hotel Grand Quality Dan Hotel Sheraton Mustika di  
Yogyakarta**

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*Senior market* merupakan salah satu pasar yang cukup menjanjikan bagi bisnis jasa, termasuk bagi bisnis jasa hotel di Indonesia. Penelitian ini bertujuan mengukur kepuasan tamu lanjut usia yang menginap di hotel bintang lima di Yogyakarta. Kepuasan diukur menggunakan metode *derived satisfaction* dengan cara membandingkan harapan dan persepsi *senior market* terhadap kualitas layanan. Kualitas layanan didasarkan pada lima variabel, yaitu keterandalan, kecepatangapan, jaminan, empati, dan fasilitas fisik. Hasil penelitian menunjukkan bahwa terdapat *gap* antara harapan dan persepsi, dimana persepsi lebih besar daripada harapan, sehingga dapat disimpulkan bahwa responden puas dengan layanan yang disediakan.

**Kata kunci** : harapan, persepsi, kepuasan, *senior market*, kualitas layanan, hotel, Yogyakarta.

## **ABSTRACT**

# **SENIOR STATISFACTION MARKET ANALYSIS OF SERVICE QUALITY IN FIVE STAR IN YOGYAKARTA**

**Case Study on The Senior Market had stayed in Grand Quality Hotel and  
Sheraton Mustika Hotel in Yogyakarta**

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Senior market is one of the most prospective segments to be targeted for hospitality industry, including hotel business in Indonesia. This research aims to examine senior guest satisfaction toward service quality of five star hotels in Yogyakarta. Employing derived satisfaction method, guest satisfaction was measured by comparing guests' expectation with the perception. Five variables of service quality were used to measure the service provided, namely reliability, responsiveness, assurance, empathy and tangibles. The result shows that there was a gap between senior market's expectation and perception, in which the perception was above the expectation. Thus, it can be concluded that respondents have satisfied with the quality of service delivered.

**Keywords:** expectation, perception, guest satisfaction, senior market, service quality, hotel, Yogyakarta.