



ABSTRAK

ANALISIS KEPUASAN KONSUMEN TERHADAP KUALITAS JASA HOTEL DITINJAU DARI TINGKAT PENDIDIKAN, JENIS PEKERJAAN DAN TINGKAT PENDAPATAN

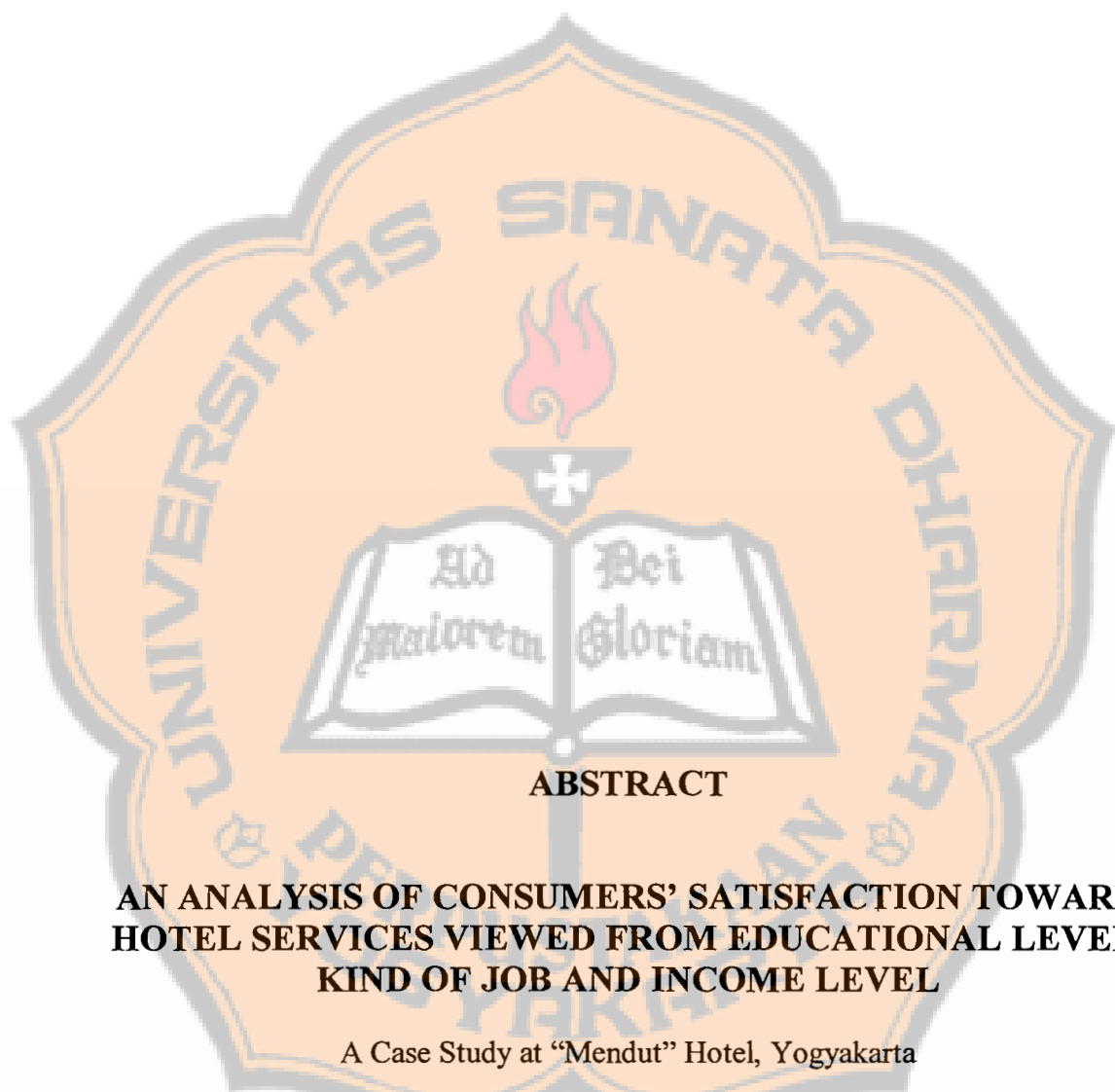
Studi Kasus: Hotel Mendut Yogyakarta

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Penelitian ini bertujuan untuk mengetahui : (1) Apakah ada perbedaan kepuasan konsumen terhadap kualitas pelayanan jasa hotel ditinjau dari tingkat pendidikan, (2) Apakah ada perbedaan tingkat kepuasan konsumen terhadap kualitas pelayanan jasa hotel ditinjau dari jenis pekerjaan, (3) Apakah ada perbedaan kepuasan konsumen terhadap kualitas pelayanan jasa hotel ditinjau dari tingkat pendapatan.

Penelitian studi kasus ini dilaksanakan pada bulan Januari-Februari 2005 di Hotel Mendut Yogyakarta.

Populasi dalam penelitian ini adalah semua konsumen yang menggunakan pelayanan jasa di Hotel Mendut Yogyakarta pada bulan Januari-



ABSTRACT

AN ANALYSIS OF CONSUMERS' SATISFACTION TOWARD HOTEL SERVICES VIEWED FROM EDUCATIONAL LEVEL, KIND OF JOB AND INCOME LEVEL

A Case Study at "Mendut" Hotel, Yogyakarta

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The research aims were to know whether or not: (1) There was any differences on consumers' satisfaction toward hotel's services quality viewed from educational degree. (2) There was any differences on consumers' satisfaction toward hotel's services quality viewed from kind of job. (3) There was any differences on consumers' satisfaction viewed from income level.

The research was a case study conducted at "Mendut" Hotel Yogyakarta from January to February 2005.

The population of this research was "Mendut" Hotel consumers' who used the hotel's services from January to February 2005. The samples were 90