

ABSTRAK

**KONTRIBUSI KINERJA, FITUR, KESESUAIAN, JAMINAN, DAN
RELIABILITAS TERHADAP KEPUASAN KONSUMEN
DI HOTEL DHYANA PURA DENPASAR TAHUN 2012**

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Penelitian ini bertujuan untuk mengetahui kontribusi kinerja, fitur, kesesuaian, jaminan, dan reliabilitas terhadap kepuasan konsumen di Hotel Dhyana Pura Denpasar Tahun 2012.

Penelitian ini merupakan jenis penelitian survey yang dilaksanakan di Hotel Dhyana Pura Denpasar pada bulan September – Desember 2012. Populasi dalam penelitian ini adalah konsumen yang memakai jasa Hotel Dhyana Pura yang jumlahnya tidak diketahui secara pasti dalam kurun waktu 1 tahun. Sampel dalam penelitian ini berjumlah 100 responden Teknik pengambilan sampel yang digunakan adalah *accidental sampling*. Data dikumpulkan menggunakan kuesioner yang telah diuji validitas dan reliabilitasnya. Data dianalisis dengan analisis regresi linier berganda.

Hasil penelitian ini menunjukkan bahwa: (1) kinerja tidak berkontribusi secara signifikan terhadap kepuasan konsumen (nilai Sig Probabilitas $0,812 >$ taraf signifikan $0,05$); (2) fitur tidak berkontribusi secara signifikan terhadap kepuasan konsumen (nilai Sig Probabilitas $0,455 >$ taraf signifikan $0,05$); (3) kesesuaian berkontribusi secara signifikan terhadap kepuasan konsumen sebesar $32,90\%$ (nilai Sig Probabilitas $0,000 <$ taraf signifikan $0,05$); (4) jaminan berkontribusi secara signifikan terhadap kepuasan konsumen sebesar $65,33\%$ (nilai Sig Probabilitas $0,000 <$ $0,05$); (5) reliabilitas tidak berkontribusi secara signifikan terhadap kepuasan konsumen (nilai Sig Probabilitas $0,329 >$ $0,05$); (6) kinerja, fitur, kesesuaian, jaminan, dan reliabilitas secara bersama-sama dapat menjelaskan kepuasan konsumen sebesar $89,0\%$ ($R_{\text{square}} = 0,890$).

ABSTRACT
**THE CONTRIBUTION OF WORKING PERFORMANCE, FEATURES,
COMPATIBILITY, ASSURANCE, AND RELIABILITY
TOWARDS CUSTOMER SATISFACTION
AT DHYANA PURA HOTEL DENPASAR IN 2012**

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This study aims to determine the contribution of working performance, features, compatibility, assurance, and reliability towards consumer satisfaction at Dhyana Pura Hotel Denpasar in 2012.

This research is survey research conducted at Dhyana Pura Hotel Denpasar from September to December 2012. Population in this research were consumers who enjoyed the services of Hotel Dhyana Pura which numbers were not known for certain in 1 year. The samples in this research were 100 respondents taken by accidental sampling. Data were collected by using a questionnaire that had been tested for their validity and reliability. Data were analyzed by multiple linear regression analysis.

These results indicate that: (1) the performance does not contribute significantly to customer satisfaction (Sig probability value $0.812 > 0.05$ significance level); (2) the features do not contribute significantly to customer satisfaction (0.455 Sig Probability $>$ significant level $0,05$); (3) compatibility contributes significantly to customer satisfaction by 32.90% (Sig probability value $0.000 < 0.05$ significance level); (4) assurance contributes significantly to guarantee customer satisfaction by 65.33% (the Sig probability $0.000 < 0.05$); (5) reliability does not contribute significantly to customer satisfaction (the Sig probability $0.329 > 0.05$); (6) the performance, features, compatibility, assurance, and reliability simultaneously can explain consumers satisfaction by 89.0% (R square = 0.890).