

## **ABSTRACT**

*This research aims to study of service quality variables which consist of tangibles , reliability, responsiveness, assurance, and empathy at the Grand Candi Hotels Semarang . Service quality is an abstract concept and difficult to understand, because the quality of service characteristics are intangible, variable, not durable, as well as production and consumption of services occur simultaneously (Tjiptono Fandy, 2002).*

*The population in this study were guests staying at Grand Candi Hotels, while the samples in this study amounted to 100 respondents. The research data was obtained by questionnaire. Techniques used in this study was purposive sampling. The data used are primary and secondary data. The data were analyzed with Importance Performance Analysis.*

*The results showed that the variables that have the highest level of importance is the variable that are in quadrant B are: the use of modern technological equipment, adequate and safe parking place, understand the needs and expectations of customers and employees the ability to communicate. While the variables that have the priority to be improved are the variables that are in quadrant D are: the appearance of employees who are neat, quick and appropriate staff in providing services, service procedures easy to understand, resolve employee grievances with good, fast and responsive employees, employees are willing to assist the difficulties faced by customers, employees provide information clearly and easily, the accuracy in service, patient and friendly attitude, and truly in the interests of customers.*

*Keywords: Service Quality, Tangibles, Reliability, Responsiveness, Assurance, Empathy.*