

ABSTRACT

The business of tourism in Indonesia have such a high potential because of the many destinations to choose from. One industry with potential in Indonesia is the Hotel Industry. In the world of business, customer satisfaction is the most crucial factor. As customer satisfaction is fulfilled, the company will be impacted positively. Customer satisfaction can be seen when there is a repeated consumption of either product or service.

Keeping customer satisfaction is important because it will keep the company in competition and grow even larger. The goal of this research is to find out the factors that affects customer satisfaction in order to improve Positive Word of Mouth Study towards Atria Hotel Magelang. The total of respondents collected amounts to 108 respondents which are customers who have stayed in Atria Hotel Magelang for at least 3 (three) times minimum.

Feasibility test result shows that the model achieved the standard criteria for a good feasibility model.

Hypothesis testing shows that Servicescape and Service Quality have a positive and significant effects towards Customer Satisfaction. The Customer Satisfaction variable has a positive and significant effects towards Positive Word of Mouth.

Keywords : *Servicescape, Service Quality, Customer Satisfaction, Word of Mouth.*