ABSTRACT

This research purposed to analyze the effect of hotel image toward customer satisfaction, to analyze the effect of service quality toward customer satisfaction, to analyze the hotel image and service quality toward customer satisfaction.

Population of this research are all the customer of Hotel Jayadipa Pekalongan. Sample of this research are 100 sample customer of Hotel Jayadipa Pekalongan. Data source is primary data and used questionaire. Data analysis technique is regression analysis with classic assumption, and validity and reliability.

Based on the analysis and discussion, the conclusion are: (1) There is positive and significant merck image toward customer satisfaction. Higher merck image, so higher customer satisfaction of Hotel Jayadipa Pekalongan. This can be looked from the significant value less than 0,05 and positive coefficient regression, so hypothesis can be accepted. (2) There is positive and significant service quality toward customer satisfaction. Higher service quality, so higher customer satisfaction of Hotel Jayadipa Pekalongan. This can be looked from the significant value less than 0,05 and positive coefficient regression, so hypothesis can be accepted. (3) There is positive and significant merck image and service quality toward customer satisfaction. Higher merck image and service quality, so higher customer satisfaction of Hotel Jayadipa Pekalongan. This can be looked from the significant value less than 0,05 and positive coefficient regression, so hypothesis can be accepted.