

**PENGARUH KUALITAS PELAYANAN, KEBERSIHAN
DAN KEAMANAN TERHADAP KEPUASAN TAMU
HOTEL NON BINTANG KAB. SAMOSIR PADA MASA
PANDEMI COVID-19**

*THE INFLUENCE OF SERVICE QUALITY, HYGIENE, AND
SAFETY ON CUSTOMER SATISFACTION OF NON-STAR
HOTELS IN SAMOSIR ISLAND DURING PANDEMIC COVID-19*

TESIS

Diajukan Untuk Memenuhi Salah Satu Syarat Memperoleh Gelar
Magister Manajemen Pariwisata



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Kata Pengantar

Dengan memanjatkan Puji dan Syukur kehadiran Tuhan Yang Maha Esa atas rahmat dan berkah-Nya penulis saat ini dapat menyelesaikan penyusunan tesis ini yang berjudul **“Pengaruh Kualitas Pelayanan, Kebersihan Dan Keamanan Terhadap Kepuasan Tamu Hotel Non Bintang Kab. Samosir Pada Masa Pandemi Covid-19”**. Penulisan tesis ini dilakukan untuk memenuhi persyaratan untuk memperoleh gelar Magister Manajemen Pariwisata di Politeknik Pariwisata NHI Bandung.

Penulis juga menyadari bahwa tesis ini dapat diselesaikan dengan dukungan dan bimbingan berbagai pihak. Oleh karena itu penulis mengucapkan terimakasih kepada:

1. Bapak Andar Danova L. Goeltom, S.Sos., M.Sc selaku Ketua Politeknik Pariwisata NHI Bandung.
2. Bapak Dr. Haryadi Darmawan, MM., selaku Direktur Pascasarjana Politeknik Pariwisata NHI Bandung.
3. Ibu Dr. Violetta Simatupang, Dipl. Hot.AHMA., CHA., SE., MH., selaku Pembimbing I yang telah mengarahkan dan membimbing penulis selama penyusunan tesis ini.
4. Bapak Dr. Herlan Suherlan, MM., selaku pembimbing II yang telah mengarahkan dan memberikan masukan teknis selama penyusunan tesis ini.
5. Seluruh dosen dan staff pada Politeknik Pariwisata NHI Bandung yang memberi bantuan baik langsung atau tidak langsung kepada penulis dalam menyelesaikan penulisan tesis ini
6. Seluruh Manajemen Hotel Kabupaten Samosir yang sudah memberikan izin dan membantu dalam pengerjaan penelitian ini.
7. Teristimewa kepada kedua orang tua dan keluarga yang telah memberikan doa, motivasi dan dukungan penuh dalam penyelesaian tesis ini
8. Seluruh rekan mahasiswa Pascasarjana Angkatan 2019 yang telah saling mendukung memberikan sumbangan pemikiran dalam penyusunan tesis ini.

Penulis menyadari sepenuhnya dalam penelitian ini masih banyak terdapat kekurangan. Untuk itu saran dan kritik yang membangun dari semua pihak sangat diharapkan oleh penulis. Semoga tesis ini dapat bermanfaat sebagai pengembangan ilmu pengetahuan dalam bidang Pariwisata khususnya Perhotelan bagi para pembaca.

Bandung, Maret 2021
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ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh kualitas pelayanan, kebersihan keamanan terhadap kepuasan tamu hotel non bintang Kab. Samosir pada masa pandemi covid-19 Populasi dalam penelitian ini adalah tamu yang menginap pada hotel non bintang Kab. Samosir. Teknik pengambilan sampel menggunakan *non probability sampling*, Data dalam penelitian ini dikumpulkan dari 443 orang responden. Data yang terkumpul dianalisis menggunakan SPSS 21, meliputi uji instrumen penelitian, uji asumsi klasik dan uji hipotesis dan analisis regresi linear berganda. Hasil Penelitian ini menunjukkan bahwa: Kualitas pelayanan memiliki pengaruh positif signifikan terhadap kepuasan tamu dengan nilai koefisien regresi sebesar 0.113. Selanjutnya, kebersihan (*hygiene*) berpengaruh positif signifikan terhadap kepuasan tamu karena memiliki nilai koefisien regresi sebesar 0.050 Kemudian keamanan menginap (*Safety*) juga memberikan pengaruh positif terhadap kepuasan tamu dengan nilai koefisien regresi sebesar 0.307. Dan kualitas pelayanan, kebersihan dan keamanan secara simultan mempengaruhi kepuasan tamu dalam model regresi ini sebesar 80.4%. Berdasarkan hasil penelitian dapat diketahui bahwa kepuasan tamu pada masa pandemi covid-19 akan dapat tercipta apabila manajemen hotel mampu memberikan jaminan akan kualitas pelayanan, kebersihan area hotel, dan rasa aman bagi tamu yang menginap di hotel non bintang Kabupaten Samosir.

Kata Kunci: Kualitas pelayanan, Kebersihan, Keamanan dan Kepuasan tamu

ABSTRACT

This study aims to analyze the effect of service quality, Hygiene and safety of on guest satisfaction of non-star hotels during the Covid-19 Pandemic in Samosir Island. The population of this research was guests who stayed at non star hotels in Samosir regency. The sampling technique used was nonprobability sampling and the convenience method. Data for this research was collected from 443 respondents. The data collected was analyzed with Statistical Package for the Social Sciences 21 (SPSS) including research instrument test, the classic assumption test, the hypothesis test, and multiple linear regression test. According to the research results, Service quality has a positive and significant effect on guest satisfaction with coefficient regression value of 0.113. Next, hygiene has a positive and significant effect on guest satisfaction with coefficient regression value of 0.050. Safety also has a positive and significant effect on guest satisfaction with a coefficient regression value of 307. And the quality of service, hygiene, and safety simultaneously affect guest satisfaction in this regression model by 80.4%. The result shows that guest satisfaction during covid-19 pandemic will be created if hotel management is able to guarantee the quality of f service, Hygiene of hotel area and perceived safety for guest staying at non-star hotels in samosir island.

Keywords : Quality of service, Hygiene, Safety and Guest Satisfaction

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