

## **ANALISA *GUEST EXPERIENCE* TERHADAP *GUEST SATISFACTION* PADA HOTEL MAJAPAHIT SURABAYA MANAGED BY ACCORHOTELS**

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### **ABSTRAK**

Penelitian ini dilakukan untuk mengetahui pengaruh komponen-komponen pembentuk *guest experience* terhadap *guest satisfaction* pada Hotel Majapahit Surabaya Managed by AccorHotels. Data diambil dari 105 orang responden yang pernah menginap di Hotel Majapahit Surabaya Managed by AccorHotels dengan menggunakan teknik *purposive sampling*. Teknik analisa data yang digunakan adalah analisis regresi linear berganda. Hasil penelitian menunjukkan bahwa pengalaman yang dibentuk oleh *service product*, *servicescape*, dan *service delivery system* berpengaruh secara positif terhadap *guest satisfaction*. Variabel *servicescape* saja yang berpengaruh signifikan dan dominan.

**Kata Kunci:** *Guest Experience, Service Product, Servicescape, Service Delivery System, Guest Satisfaction.*

### **ABSTRACT**

*This study was conducted to determine influences of each guest experience forming components on guest satisfaction at Hotel Majapahit Surabaya Managed by AccorHotels. Data were collected from 105 respondents who had stayed at Majapahit Hotel Surabaya using a purposive sampling technique. The data analysis technique used in this research is a multiple linear regression. The result show that the experience formed by service product, servicescape, and service delivery system positively influence guest satisfaction. Servicescape variable have a significant and dominant effect.*

**Keywords:** *Guest Experience, Service Product, Servicescape, Service Delivery System, Guest Satisfaction.*

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