

ABSTRACT

The purpose of this research is to analyse the influence and factor tangibility, reliability, responsiveness, assurance, empathy on satisfaction of customer in Oasis Amir Hotel Jakarta, and to know most dominant factor of its influence to satisfaction of customer in Oasis Amir Hotel Jakarta.

Data analysis method used at this research is multiple linear regressions, Test accuracy model regresi used to assess regresi model in this research is measured with with F test and t test.

In this research of writer take location at Oasis Amir Hotel Jakarta. This Research is conducted in April - June 2006, with total sampel reached 100 responder was taken.

Hypothesis was tested simultaneously and partially. Both tests showed that all the five quality variables responsiveness, assurance, tangibles, empathy and reliability. Showed significant positive influences on customers' satisfaction.

And test the coefficient of determination to result of multiple linear regression analysis obtained that independent variable consisting of tangibles, reliability, responsiveness, assurance, and empathy have, positive association to and signifikan to satisfaction of consumer. From to five the free variable in the reability variable represent most dominant factor, this matter is proved from beta coefficient value equal to 0,380, which actually is bigger than other variable.

Determination coefficient (R^2) of the independent variables was 0,788 wich means that service quality is able discribe 78,80 % of the costumers' satisfaction, where as the remaining 21,20 % is influenced by other independent variables beyond the study. It is concluded that the service quality at the oasis was significant positive influence on customers' satisfaction.