

BAB V

KESIMPULAN DAN SARAN

A. Kesimpulan

Kesimpulan dari penelitian dan hasil mengenai “Pengaruh Kualitas Pelayanan Terhadap Kepuasan Tamu Study Kasus Housekeeping Departemen Di Hotel Midtown Xpress Yogyakarta” adalah sebagai berikut :

1. Variabel *reliability*, *responsiveness*, *competence*, *credibility* dan *tangibels* hanya mampu mempengaruhi variabel kepuasan tamu sebesar 31,6% sisanya 68,4% dipengaruhi oleh faktor-faktor lainnya seperti *Discount* Harga, Lokasi Hotel, *Room Rate*, Tingkat *Famous* Hotel dan dikarenakan sebagian besar tamu yang menginap adalah kalangan bisnis jadi mereka menggunakan kamar hanya untuk beristirahat dan menganggap roomboy sudah bisa diandalkan dalam pekerjaan.
2. Dari variabel uji simultan atau uji F diketahui bahwa nilai $f_{hitung} 6,846 > f_{tabel} 2,34$ hal tersebut menyatakan bahwa H_0 ditolak yang berarti *reliability*, *responsiveness*, *competence*, *credibility* dan *tangibels* berpengaruh secara signifikan terhadap kepuasan tamu di Hotel Midtown Xpress Yogyakarta.
3. Berdasarkan hasil uji partial / uji T, variabel *tangibel* memiliki nilai $3,304 > 1,992$ maka dapat diartikan bahwa variabel *tangibel* merupakan variabel yang paling dominan dalam mempengaruhi kepuasan tamu, demikian H_0 ditolak.

B. Saran

Berdasarkan hasil kesimpulan diatas, maka saran dari penulis yang dianggap perlu kepada perusahaan, yaitu :

1. Bagi Housekeeping Hotel Midtown Xpress Yogyakarta.

Berdasarkan hasil penelitian diketahui variabel *tangibel* merupakan variabel paling dominan dalam mempengaruhi kepuasan tamu oleh karena itu, pihak housekeeping departemen disarankan untuk menjaga dan meningkatkan kualitas *tangibel*.

2. Peneliti selanjutnya.

Peneliti selanjutnya juga dapat menggunakan metode lain dalam meneliti kepuasan tamu, misalnya melalui wawancara mendalam terhadap responden, selain itu, peneliti selanjutnya juga dapat menambahkan variabel lain yang dapat mempengaruhi kepuasan tamu.

DAFTAR PUSTAKA

- Arklam Dony. 2013. *Tugas Dan Tanggungjawab Housekeeping Departemen*, Tangerang : Blog CJDW.
- Azwar Syarifudin. 2003, *Reabilitas Dan Validitas*, Yogyakarta, Penerbit Pustaka Belajar Offset.
- Fandy Tjiptono. 2001. *Strategi Pemasaran*. Edisi Kedua. Cetakan Kelima. Yogyakarta, Andi Offset.
- . 2007. *Strategi Pemasaran*. Edisi Pertama. Andi Offset. Yogyakarta.
- . 2000. *Total Quality Management*, Yogyakarta. Penerbit Andi Offset. Yogyakarta.
- Kotler, Philip. 2002. *Manajemen Pemasaran, Analisa Perencanaan, Implementasi Dan Control*, Edisi Kesembilan, Jilid 1 Dan Jilid 2, Jakarta, Prehalindo, Alih Bahasa Oleh Hendra Teguh S.E., A.K., Dan Ronny A. Rusli, S.E.
- . *Marketing Management*, Millenium Edition North Wetern University New Jersey, Prentice Hall Inc.
- Nur Indriantoro, 2009. *Metode Penelitian Bisnis Untuk Akuntansi Dan Manajemen*, Penerbit BPFE-Yogyakarta, Cetakan Ketiga.
- Rumekso, 2004. *Housekeeping Hotel*, Penerbit Andi Yogyakarta, Cetakan Pertama.
- Suharsini Arikunto, 2006. *Prosedur Penelitian*. Penerbit PT.Rineka Cipta Jakarta, Cetakan Ketiga Belas.
- Sugiyono, 2001. *Metode Penelitian*, Bandung, CV.Alfabeta.
- Zulian Zamit, 2001. *Manajemen Kualitas Produk Dan Jasa*. Penerbit Ekonisia Yogyakarta, Cetakan Kelima.

LAMPIRAN UJI REABILITAS

Case Processing Summary

		N	%
Cases	Valid	40	93.0
	Excluded ^a	3	7.0
	Total	43	100.0

Reliability Statistics

Cronbach's	
Alpha	N of Items
.728	18

a. Listwise deletion based on all variables in the procedure.

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
rea_1	70.32	12.738	.176	.728
rea_2	70.50	12.872	.281	.721
rea_3	70.67	11.815	.416	.706
res_1	70.55	12.562	.247	.722
res_2	70.52	12.666	.191	.726
res_3	70.42	12.251	.295	.718
com_1	70.45	12.767	.191	.726
com_2	70.40	12.349	.251	.722
com_3	70.80	12.267	.251	.722
cre_1	70.65	11.003	.567	.688
cre_2	70.42	12.712	.156	.730
cre_3	70.37	11.933	.316	.716
tang_1	70.10	12.349	.247	.722
tang_2	70.40	11.272	.671	.685
tang_3	70.70	12.574	.211	.725
kep_1	70.20	12.215	.299	.717
kep_2	70.20	12.113	.331	.714
kep_3	70.07	11.456	.411	.705

LAMPIRAN UJI VALIDITAS

Correlations

		rea_1	rea_2	rea_3	totx1
rea_1	Pearson Correlation	1	.274 [*]	.000	.639 ^{**}
	Sig. (1-tailed)		.044	.500	.000
	Sum of Squares and Cross-products	7.500	1.250	.000	8.750
	Covariance	.192	.032	.000	.224
	N	40	40	40	40
rea_2	Pearson Correlation	.274 [*]	1	.252	.640 ^{**}
	Sig. (1-tailed)	.044		.058	.000
	Sum of Squares and Cross-products	1.250	2.775	1.300	5.325
	Covariance	.032	.071	.033	.137
	N	40	40	40	40
rea_3	Pearson Correlation	.000	.252	1	.704 ^{**}
	Sig. (1-tailed)	.500	.058		.000
	Sum of Squares and Cross-products	.000	1.300	9.600	10.900
	Covariance	.000	.033	.246	.279
	N	40	40	40	40
totx1	Pearson Correlation	.639 ^{**}	.640 ^{**}	.704 ^{**}	1
	Sig. (1-tailed)	.000	.000	.000	
	Sum of Squares and Cross-products	8.750	5.325	10.900	24.975
	Covariance	.224	.137	.279	.640
	N	40	40	40	40

*. Correlation is significant at the 0.05 level (1-tailed).

** . Correlation is significant at the 0.01 level (1-tailed).

Correlations

		res_1	res_2	res_3	totx2
res_1	Pearson Correlation	1	.128	-.019	.547**
	Sig. (1-tailed)		.216	.454	.000
	Sum of Squares and Cross-products	6.975	.950	-.150	7.775
	Covariance	.179	.024	-.004	.199
	N	40	40	40	40
res_2	Pearson Correlation	.128	1	.201	.697**
	Sig. (1-tailed)	.216		.107	.000
	Sum of Squares and Cross-products	.950	7.900	1.700	10.550
	Covariance	.024	.203	.044	.271
	N	40	40	40	40
res_3	Pearson Correlation	-.019	.201	1	.656**
	Sig. (1-tailed)	.454	.107		.000
	Sum of Squares and Cross-products	-.150	1.700	9.100	10.650
	Covariance	-.004	.044	.233	.273
	N	40	40	40	40
totx2	Pearson Correlation	.547**	.697**	.656**	1
	Sig. (1-tailed)	.000	.000	.000	
	Sum of Squares and Cross-products	7.775	10.550	10.650	28.975
	Covariance	.199	.271	.273	.743
	N	40	40	40	40

** . Correlation is significant at the 0.01 level (1-tailed).

Correlations

		com_1	com_2	com_3	totx3
com_1	Pearson Correlation	1	.523**	.015	.676**
	Sig. (1-tailed)		.000	.464	.000
	Sum of Squares and Cross-products	6.375	4.125	.125	10.625
	Covariance	.163	.106	.003	.272
	N	40	40	40	40
com_2	Pearson Correlation	.523**	1	.152	.795**
	Sig. (1-tailed)	.000		.174	.000
	Sum of Squares and Cross-products	4.125	9.775	1.575	15.475
	Covariance	.106	.251	.040	.397
	N	40	40	40	40
com_3	Pearson Correlation	.015	.152	1	.614**
	Sig. (1-tailed)	.464	.174		.000
	Sum of Squares and Cross-products	.125	1.575	10.975	12.675
	Covariance	.003	.040	.281	.325
	N	40	40	40	40
totx3	Pearson Correlation	.676**	.795**	.614**	1
	Sig. (1-tailed)	.000	.000	.000	
	Sum of Squares and Cross-products	10.625	15.475	12.675	38.775
	Covariance	.272	.397	.325	.994
	N	40	40	40	40

** . Correlation is significant at the 0.01 level (1-tailed).

Correlations

		cre_1	cre_2	cre_3	totx4
cre_1	Pearson Correlation	1	.134	.445**	.728**
	Sig. (1-tailed)		.204	.002	.000
	Sum of Squares and Cross-products	12.775	1.450	5.600	19.825
	Covariance	.328	.037	.144	.508
	N	40	40	40	40
cre_2	Pearson Correlation	.134	1	.452**	.668**
	Sig. (1-tailed)	.204		.002	.000
	Sum of Squares and Cross-products	1.450	9.100	4.800	15.350
	Covariance	.037	.233	.123	.394
	N	40	40	40	40
cre_3	Pearson Correlation	.445**	.452**	1	.850**
	Sig. (1-tailed)	.002	.002		.000
	Sum of Squares and Cross-products	5.600	4.800	12.400	22.800
	Covariance	.144	.123	.318	.585
	N	40	40	40	40
totx4	Pearson Correlation	.728**	.668**	.850**	1
	Sig. (1-tailed)	.000	.000	.000	
	Sum of Squares and Cross-products	19.825	15.350	22.800	57.975
	Covariance	.508	.394	.585	1.487
	N	40	40	40	40

** . Correlation is significant at the 0.01 level (1-tailed).

Correlations

		tang_1	tang_2	tang_3	totx5
tang_1	Pearson Correlation	1	.531**	.260	.813**
	Sig. (1-tailed)		.000	.053	.000
	Sum of Squares and Cross-products	9.975	4.675	2.375	17.025
	Covariance	.256	.120	.061	.437
	N	40	40	40	40
tang_2	Pearson Correlation	.531**	1	.232	.775**
	Sig. (1-tailed)	.000		.075	.000
	Sum of Squares and Cross-products	4.675	7.775	1.875	14.325
	Covariance	.120	.199	.048	.367
	N	40	40	40	40
tang_3	Pearson Correlation	.260	.232	1	.658**
	Sig. (1-tailed)	.053	.075		.000
	Sum of Squares and Cross-products	2.375	1.875	8.375	12.625
	Covariance	.061	.048	.215	.324
	N	40	40	40	40
totx5	Pearson Correlation	.813**	.775**	.658**	1
	Sig. (1-tailed)	.000	.000	.000	
	Sum of Squares and Cross-products	17.025	14.325	12.625	43.975
	Covariance	.437	.367	.324	1.128
	N	40	40	40	40

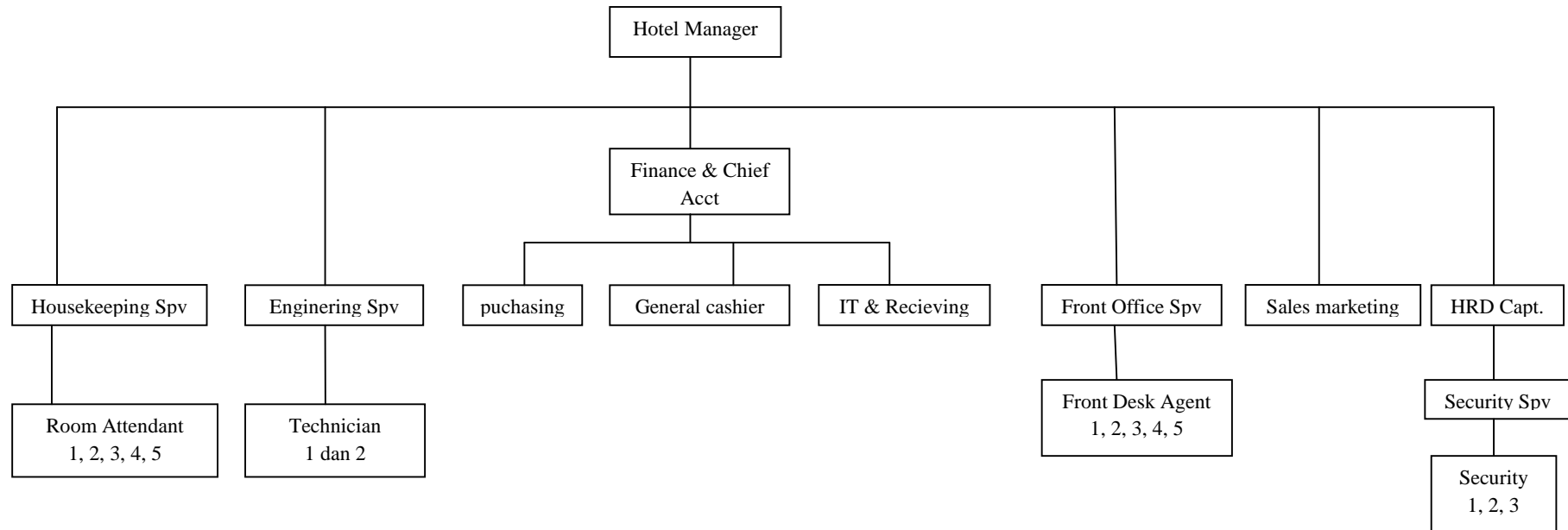
** . Correlation is significant at the 0.01 level (1-tailed).

Correlations

		kep_1	kep_2	kep_3	totaly
kep_1	Pearson Correlation	1	.680**	-.044	.722**
	Sig. (1-tailed)		.000	.395	.000
	Sum of Squares and Cross-products	9.375	6.375	-.500	14.250
	Covariance	.240	.163	-.013	.365
	N	40	40	40	40
kep_2	Pearson Correlation	.680**	1	-.131	.672**
	Sig. (1-tailed)	.000		.210	.000
	Sum of Squares and Cross-products	6.375	9.375	-1.500	13.250
	Covariance	.163	.240	-.038	.340
	N	40	40	40	40
kep_3	Pearson Correlation	-.044	-.131	1	.539**
	Sig. (1-tailed)	.395	.210		.000
	Sum of Squares and Cross-products	-.500	-1.500	14.000	13.000
	Covariance	-.013	-.038	.359	.333
	N	40	40	40	40
totaly	Pearson Correlation	.722**	.672**	.539**	1
	Sig. (1-tailed)	.000	.000	.000	
	Sum of Squares and Cross-products	14.250	13.250	13.000	41.500
	Covariance	.365	.340	.333	1.064
	N	40	40	40	40

** . Correlation is significant at the 0.01 level (1-tailed).

STRUKTUR ORGANISASI
MIDTOWN XPRESS DEMANGAN YOGYAKARTA



Sumber : HRD Hotel Midtown Xpress Yogyakarta

LAMPIRAN HASIL UJI REGRESI LINEAR BERGANDA

Variables Entered/Removed

Model	Variables Entered	Variables Removed	Method
1	total_5, total_x2, total_x4, total_x1, total_x3 ^a		Enter

a. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.562 ^a	.316	.270	1.316

a. Predictors: (Constant), total_5, total_x2, total_x4, total_x1, total_x3

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	59.268	5	11.854	6.846	.000 ^a
	Residual	128.120	74	1.731		
	Total	187.388	79			

a. Predictors: (Constant), total_5, total_x2, total_x4, total_x1, total_x3

b. Dependent Variable: TotalY

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.198	2.158		1.018	.312
	total_x1	-.012	.153	-.009	-.077	.939
	total_x2	.161	.136	.148	1.185	.240
	total_x3	.219	.129	.202	1.696	.094
	total_x4	.080	.146	.061	.548	.585
	total_5	.405	.134	.340	3.034	.003

a. Dependent Variable: TotalY