

AGUNG WIBOWO, 07311035, **Pengaruh Kualitas Layanan Terhadap Kepuasan Pengunjung Tentang Jasa di Hotel Purnama Tuban**, Manajemen, Fakultas, Ekonomi, Manajemen, Universitas Muhammadiyah Gresik, Maret 2012/2013.

### **Abstraksi :**

Penelitian ini bertujuan melakukan pengujian Pengaruh Kualitas Layanan Terhadap Kepuasan Pengunjung Tentang Jasa Perhotelan di Hotel Purnama Tuban terhadap kinerja keuangan perusahaan perhotelan di Hotel Purnama Tuban. Dengan menggunakan hasil jawaban responden penyebaran kuisioner penelitian kepada 60 orang laporan keuangan untuk menganalisis hasil responden berdasarkan dari umur : (31-40 tahun) sebanyak 19 orang, (41-50 tahun) sebanyak 17 orang, dan (21-30 tahun) sebanyak 11 orang. Hasil responden berdasarkan jenis kelamin : Laki-laki sebanyak 55 orang dan Perempuan sebanyak 5 orang. Hasil responden berdasarkan profesi : Pegawai swasta sebanyak 34 orang, Pegawai Negeri sebanyak 7 orang, Wiraswasta sebanyak 10 orang, dan lain-lainnya sebanyak 9 orang. Hasil Analisis Uji t : berpengaruh terhadap *Tangibles* (X1.1), *Responsiveness* (X1.2), *Knowledge* (X1.3), *Recovery* (X1.4), *Reliability* (X1.5), dan *Accessibility and Flexibility* (X1.6).

Kata kunci : Tobin's q, Kepuasan Pengunjung, Board of directors.

AGUNG WIBOWO, 07311035, **Influence Quality Of Service Guest Satisfaction About Services at Hotel Purnama Tuban**, Management, Faculty of Economics, Management, Universitas Muhammadiyah Gresik, March 2012/2013.

**Abstraction :**

*This study aims to test Influence Quality Of Service Guest Satisfaction About Hospitality Services at Hotel Purnama Tuban on the financial performance of corporate hospitality at Hotel Purnama Tuban. Using the results of the study respondents distributing questionnaires to 60 people the financial statements to analyze the results of the respondents by age: (31-40 years) as many as 19 people (41-50 years) as many as 17 people, and (21-30 years) as many as 11 people. The results of the respondents by gender: Male Female total of 55 people and as many as 5 people. Results respondents by profession: Private Employees as many as 34 people, as many as 7 people Servant, Self Employed as many as 10 people, and others by 9 people. The results of t-test analysis: effect on Tangibles (X1.1), Responsiveness (X1.2), Knowledge (X1.3), Recovery (X1.4), Reliability (x1.5), and Accessibility and Flexsibility (X1.6).*

Key words : Tobin's q, Kepuasan Pengunjung, Board of directors.