DIMENSION QUALITY OF SERVICE INFLUENCE CUSTOMER SATISFACTION IN THE HOTEL
(A Case study an examination of the transaction model in service industry)

J.E. Sutanto
Faculty of Economic of Universitas Ciputra Surabaya
je.sutanto@ciputra.ac.id

ABSTRACT

Design/ methodology – The paper used survey and choice data collection by interviews which used to built the model of customer satisfaction. A structured questionnaire was employed to gather data and tested of validity and also reliability first.

Findings – Regarding the regression model customer satisfaction was influenced most by dimension quality of service (e.g. technical or outcome dimension, functional or process related dimension, corporate image)

Practical implication – Full service hotels should focus on five dimensions and if customer satisfaction is to be treated as a strategic variable.

Originality/ value – The all of data for study tests the transaction model and some the literature of service marketing.

Keywords Hotel industry, Customer satisfaction, Dimension quality of service, Customer service