

ABSTRAK

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Pengaruh Pengelolaan *Linen* dan Kualitas Kerja Karyawan *Housekeeping* terhadap Kepuasan Tamu melalui Persepsi Kualitas Pelayanan sebagai Variabel *Intervening* pada Hotel Horison Ultima Ratu Serang

xiv + 107 halaman

Penelitian ini bertujuan untuk mengetahui dan menganalisis pengaruh pengelolaan *linen* dan kualitas kerja karyawan *housekeeping* terhadap persepsi kualitas pelayanan, pengaruhnya terhadap kepuasan tamu, serta peran persepsi kualitas pelayanan sebagai variabel *intervening* pada Hotel Horison Ultima Ratu Serang.

Metode penelitian yang digunakan adalah metode kuantitatif dengan pendekatan survei. Sampel penelitian berjumlah 110 responden yang merupakan tamu Hotel Horison Ultima Ratu Serang, ditentukan dengan teknik *simple random sampling* mengacu pada pedoman Hair et al. (2014). Adapun teknik analisis yang dilakukan adalah uji validitas, uji reliabilitas, evaluasi model pengukuran (*outer model*), evaluasi model struktural (*inner model*), uji hipotesis, dan uji mediasi menggunakan *Struktural Equation Modeling-Partial Least Squares (SEM-PLS)* berbantuan *SmartPLS*.

Hasil penelitian ini menunjukkan bahwa variabel pengelolaan *linen* berpengaruh terhadap persepsi kualitas pelayanan dengan nilai *t-statistics* (7,080) > 1,96 dan *p-value* 0,000 < 0,05, variabel kualitas kerja karyawan *housekeeping* berpengaruh terhadap persepsi kualitas pelayanan dengan nilai *t-statistics* (2,849) > 1,96 dan *p-value* 0,004 < 0,05. Variabel pengelolaan *linen* berpengaruh terhadap kepuasan tamu dengan nilai *t-statistics* (3,641) > 1,96, variabel kualitas kerja berpengaruh terhadap kepuasan tamu dengan nilai *t-statistics* (2,995) > 1,96, serta variabel persepsi kualitas pelayanan berpengaruh terhadap kepuasan tamu dengan nilai *t-statistics* (3,185) > 1,96. Selain itu, persepsi kualitas pelayanan terbukti memediasi pengaruh pengelolaan *linen* dan kualitas kerja karyawan *housekeeping* terhadap kepuasan tamu, dengan nilai *t-statistics* masing-masing (2,692) dan (2,118), keduanya > 1,96.

Kata Kunci: Pengelolaan *Linen*, Kualitas Kerja Karyawan *Housekeeping*, Persepsi Kualitas Pelayanan, Kepuasan Tamu

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ABSTRACT

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The Effect of Linen Management and Housekeeping Staff Work Quality on Guest Satisfaction through Perceived Service Quality as an Intervening Variable at Hotel Horison Ultima Ratu Serang

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This study aims to determine and analyze the effect of linen management and housekeeping staff work quality on perceived service quality, their effect on guest satisfaction, as well as the role of perceived service quality as an intervening variable at Hotel Horison Ultima Ratu Serang.

The research method used was a quantitative method with a survey approach. The research sample consisted of 110 respondents who were guests of Hotel Horison Ultima Ratu Serang, determined using simple random sampling based on the guideline of Hair et al. (2014). The analysis techniques carried out included validity testing, reliability testing, measurement model evaluation (outer model), structural model evaluation (inner model), hypothesis testing, and mediation testing using Structural Equation Modeling-Partial Least Squares (SEM-PLS) with the assistance of SmartPLS.

The results showed that the linen management variable had an effect on perceived service quality with a t-statistics value of (7.080) > 1.96 and a p-value of $0.000 < 0.05$, and the housekeeping staff work quality variable had an effect on perceived service quality with a t-statistics value of (2.849) > 1.96 and a p-value of $0.004 < 0.05$. The linen management variable had an effect on guest satisfaction with a t-statistics value of (3.641) > 1.96, the work quality variable had an effect on guest satisfaction with a t-statistics value of (2.995) > 1.96, and the perceived service quality variable had an effect on guest satisfaction with a t-statistics value of (3.185) > 1.96. In addition, perceived service quality was proven to mediate the effect of linen management and housekeeping staff work quality on guest satisfaction, with t-statistics values of (2.692) and (2.118) respectively, both > 1.96.

Keywords : Linen Management, Housekeeping Staff Work Quality, Perceived Service Quality, Guest Satisfaction.

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