

ANALYZING GUEST SATISFACTION IN
PACIFIC PALACE HOTEL BATAM

By
Nicholas Andrew
12103017

BACHELOR DEGREE
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HOTEL AND TOURISM MANAGEMENT
FACULTY OF BUSINESS COMMUNICATION



Swiss Germany University
The Prominence Tower
Jalan Jalur Sutera Barat No. 15, Alam Sutera
Tangerang, Banten 15143 - Indonesia

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STATEMENT BY THE AUTHOR

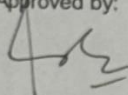
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Nicholas Andrew
Student

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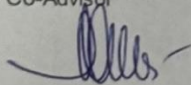
Approved by:



Imelda Suardi, S.E., M.A.
Thesis Advisor

Date: 14 July 2025

Prof. Dr. Thomas Platzeck
Thesis Co-Advisor



Nila Krisnawati Hidayat, S.E., M.H.
Dean

Date

ABSTRACT

ANALYZING GUEST SATISFACTION IN PACIFIC PALACE HOTEL BATAM

BY

Nicholas Andrew

Dr. Imelda Suardi, SE., M.Acc, Advisor

Prof. Dr. Thomas Platzek, Co-Advisor

SWISS GERMAN UNIVERSITY

This research aims to analyze the relations of Service Quality, Hotel Facilities, and Hotel Pricing on Customer satisfaction in the Pacific Palace Hotel Batam. The purpose of this research is to identify which variables have a significant relation to customer satisfaction and give suggestions for the hotel management. Using a quantitative method through a distribution questionnaire to 152 respondents. These variables are scored based on the descriptive and cross-tabulation analysis with SPSS software. Identifying across gender, age, nationality, duration, and purpose of stay. Findings show that Service Quality, especially with Tangibles dimensions, has the most significant relation with Service Quality. Hotel Facilities, Comfort also plays an important role, followed by Transparency. However, Responsiveness has scored lower among these Service Quality dimensions. Overall, compared to the three variables, Hotel Facilities is the best variable for Customer Satisfaction. The study also reveals different guests' perceptions from the demographic. In conclusion, maintaining strong Tangibles and Transparent pricing while Improving Responsiveness can enhance Customer Satisfaction and competitiveness. This study contributes to the hotel management literature and offers practical knowledge for hotel practical in enhancing service strategy

Keywords: Customer Satisfaction, Service Quality, Hotel Facilities, Hotel Pricing, Hospitality Management.



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DEDICATION

I dedicate this thesis to my family who always support me with their strength and to my country (Indonesia), hopefully, this research will be useful in the future for our people.



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