



**CUSTOMER SATISFACTION
ANALYSIS BASED ON
SERVICE QUALITY
A CASE OF PULLMAN
HOTEL JAKARTA**

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**JI YI
SURESH KUMAR**

Customer Satisfaction Analysis Based on Service Quality A Case of
Pullman Hotel Jakarta



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BASED ON SERVICE QUALITY
A CASE OF PULLMAN HOTEL JAKARTA**

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This monograph is conducted to confirm types of services given by five-star hotels that exceed their customer expectation that will lead to satisfaction and recommending their hotel to family, friends, and social media. There are two main factors that affect the quality of services, namely: expected service and perceived service. If the service is received as expected then the service quality is good or satisfactory, but if the services received exceed the expectations will be very satisfied customer and perceived service quality is very good or ideal. Conversely, if the service received is lower than expected then the perceived poor quality of services. Quality of service will depend on how much the service provider's ability to consistently meet the needs and desires of consumers. Every interaction between companies and consumers have the potential to shape consumer perception regarding the quality of services produced by the company. It is therefore important to provide a good service that service excellence to every visitor. Thus, the benefits of implementing a good service that will end at achieving customer satisfaction. Customer satisfaction will be able to determine that the consumer will continue to use the products or service of a company in the future. The results of this study are hoped to enrich the body of knowledge in regards to satisfaction based on service.

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