

ABSTRACT

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Service is a way to provide the needs and desires of their customers. Service quality can be assessed from. The aim of this study was to find out the effect of service quality to the guest satisfaction, the quality of service that assessed from 5 dimensions that are TERRA (Tangibles, Empathy, Responsiveness, Reliability & Assurance) and strategy to increase the service quality. This research was conducted at Executive Lounge JW Marriott Jakarta. The study period began in January until July 2019. Data and information were collected by using interview and observation, the data were analysed by descriptive qualitative and SWOT analysis. The results showed that service quality is an important factor that will affect the guest satisfaction. The quality of service from the Executive Lounge JW Marriott Jakarta is quite good and strategies that might be used to improve service quality are obtained from swot analysis.

Keywords: SWOT Analysis, Service Quality, Guest Satisfaction