

ABSTRAK

Nama : Albert
Program Studi : Bisnis Perhotelan
Judul : Analisis Kepuasan Pelanggan dan Kondisi Lingkungan di Ruang Rapat Sheraton Bali Kuta Resort

Fokus dari penelitian ini adalah menganalisis kepuasan pelanggan dan kondisi lingkungan di Sheraton Bali Kuta Resort. Penelitian ini menggunakan metode penelitian deskriptif dengan *mix method* dimana penelitian ini menggunakan pendekatan kuantitatif berupa penggunaan teknik sampling berupa kuesioner yang dibagikan kepada pelanggan dan pendekatan kualitatif berupa penjelasan berdasarkan hasil kuesioner yang telah di isi oleh pelanggan. Berdasarkan penelitian yang sudah dilakukan, dapat dilihat bahwa pelanggan di Sheraton Bali Kuta Resort merasa puas dan memberikan nilai baik terhadap kondisi lingkungan selama mereka mengadakan acara

Keyword: **Kepuasan, Kondisi lingkungan,Ruang rapat, Sheraton Bali Kuta Resort**

ABSTRACT

Name : Albert

Study Program : Hotel Business Program

Title : Analysis of Customer Satisfaction and Environmental Conditions at Sheraton Bali Kuta Resort Meeting Room

The focus of this research is to analyze customer satisfaction and environmental conditions in servicescape at Sheraton Bali Kuta Resort. This study uses a descriptive method with mixed method where this study uses a quantitative approach in the form of the use of sampling techniques in the form of questionnaires distributed to customers and qualitative approaches in the form of explanations based on the results of questionnaires that have been filled in by customers. Based on the research that has been done, it can be seen that customers at the Sheraton Bali Kuta Resort feel satisfied and give good value to environmental conditions as long as they hold an event

Keyword: Satisfaction, Environmental condition, Meeting room, Sheraton Bali Kuta Resort