

Food Quality and Meeting Room Facilities at Pesona Alam Resort & Spa that affect Meeting Participants' Customer Satisfaction

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Abstract

In addition to providing lodging services, many hotels also provide services as meeting locations for consumer needs, usually from companies or government offices. The quality of food products served along with the facilities provided in the meeting room of a hotel is something that can determine customer satisfaction of meeting participants. The independent variable of this study is the quality of food products and meeting room facilities, while the dependent variable is customer satisfaction of meeting participants. The research was conducted at Pesona Alam Resort & Spa with a qualitative method with a descriptive approach designed by submitting a hypothesis. Primary data obtained as many as 150 respondents who were collected from questionnaires to visitors to Pesona Alam Resort & Spa. The sampling technique was carried out by accidental sampling. The data analysis method used is Statistical Product and Service Solution (SPSS) version 21.0. The results showed that the variable quality of food products and meeting room facilities had a positive effect on customer satisfaction of meeting participants. The two variables also have a simultaneous positive effect on customer satisfaction of meeting participants. The benefits of this research become the basis and strategic policy for Pesona Alam Resort & Spa managers in creating variables that create consumer satisfaction in the future.

Keywords: Food Quality, Meeting Room Facilities, Customer Satisfaction

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