

Letter of Acceptance (LoA)

Dear Authors,

Congratulations on receiving your paper! And thank you for your interest in the International Journal of Comparative Accounting and Management Science. Based on the results of a review conducted by the Editorial Team, it is hereby stated:

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Paper Title : **The Effect Of Service Quality, Facilities, And Location
On Customer Satisfaction On PT. Grand Mutiara Hotel
Berastagi**

On behalf of the Editor, I would like to officially notify you that your paper has been accepted in the International Journal of Comparative Accounting and Management Science. This article will be published in Vol: 1/2, 2022, June. Thank you for your attention.

Medan, 30 Mei 2022

Editorial Board

Raudhatul Jannah.

ABSTRAK

Kepuasan konsumen memiliki peran penting yang dapat mendorong kemajuan perusahaan. Penelitian ini bertujuan untuk mengetahui pengaruh kualitas pelayanan, fasilitas, lokasi terhadap kepuasan pelanggan pada pelayanan PT. Grand Mutiara Hotel Berastagi. Metode yang digunakan dalam penelitian ini adalah pendekatan kuantitatif dengan sifat penelitian Explanatory Research, untuk pengambilan sampel dengan teknik random sampling. Populasi penelitian sebanyak 11.466 konsumen dengan jumlah sampel sebanyak 100 konsumen. Data primer diperoleh dari wawancara dengan responden serta data sekunder diperoleh dari data perusahaan. Hasil penelitian menunjukkan Kualitas Pelayanan secara parsial berpengaruh signifikan terhadap kepuasan pelanggan. Fasilitas secara parsial berpengaruh signifikan terhadap kepuasan pelanggan. Lokasi secara parsial berpengaruh signifikan terhadap kepuasan pelanggan pada PT. Grand Mutiara Hotel Berastagi.

Kata kunci : Kualitas Pelayanan, Fasilitas, Lokasi, Kepuasan Pelanggan.

ABSTRACT

Customer satisfaction has an important role that can encourage the progress of the company. This Research aims to determine the effect of service quality, facilities, location on customer satisfaction at the service of PT. Grand Mutiara Hotel Berastagi. The method used in this study is a quantitative approach with the nature of Explanatory Research, the sample was taken using a random sampling technique. The research population was 11.466 consumers with the samples were of 100 consumers. Primary data obtained from questionnaire interviews and secondary data obtained from company data. The results of this research showed that the service quality partially have a significant effect on customer satisfaction. Facilities partially have a significant effect on customer satisfaction. Location partially have a significant effect on customer satisfaction of PT. Grand Mutiara Hotel Berastagi.

Keywords: Service Quality , Facilities, Location, Customer satisfaction.