

**CUSTOMERS' SATISFACTION TOWARDS SERVICE QUALITY AND
PUBLIC FACILITIES PROVIDED BY WHYNDAM OPI HOTEL
PALEMBANG**



**This Final Report is submitted to fulfill one of
the requirements to complete
the Diploma III Degree of English Department
State Polytechnic of Sriwijaya**

BY

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**STATE POLYTECHNIC OF SRIWIJAYA
PALEMBANG**

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FINAL REPORT APPROVAL SHEET

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PALEMBANG
2022**

MOTTO AND DEDICATION

MOTTO

*“Work hard in silence,
let your success do the noise.”*

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DEDICATION

I dedicated this final report to Allah SWT., myself, my family, all of my beloved friends, my advisors, English Department, and State Polytechnic of Sriwijaya.

PREFACE

First of all, the writer would like to thank Allah SWT for the greatest blessing and mercy given to the writer. The writer also would like to give big thanks to the advisors who helped the writer in finishing this final report with the title “Customers’ Satisfaction Towards Service Quality and Public Facilities Provided by Wyndham OPI Hotel Palembang”. This final report is written to fulfil the requirement of final report project in English Department of Sriwijaya State Polytechnic.

Due to the limitation in experiences, abilities and knowledge, the writer realized that there are still many mistakes in writing this report. Therefore, suggestions and comments are welcome for the improvement of future writing. Finally, the writer sincerely expects that this report could provide advantages and usefulness for the readers, especially for the students of English Department.

Palembang, July 2022

The writer

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12. For myself. Thank you for not giving up, thank you for sticking until this time. I'm very proud of you for choosing to be strong everyday and surviving this far until you finally making this report accomplished. I'm hoping to see your best version from now on.

ABSTRACT

CUSTOMERS' SATISFACTION TOWARDS SERVICE QUALITY AND PUBLIC FACILITIES PROVIDED BY WYNDHAM OPI HOTEL PALEMBANG

(Allyah Febrina Makmun, 2022: 45 pages, 15 tables)

This final report was aimed at obtaining the data of customers' satisfaction towards service quality and public facilities provided by Wyndham OPI Hotel Palembang. The writer used descriptive approach in conducting this study. The problem of this study is the customers' satisfaction towards service quality and public facilities provided by Whyndam OPI Hotel Palembang. The data were collected through questionnaire and the writer distributed the questionnaire to 98 respondents. Then, they were analyzed by using quantitative research method. The result showed that the 9 aspects of customers' satisfaction including speed, suitability, hospitality, competency, staffs' appearance, facility design and aesthetic, safety, accessibility, and availability. It shows the great results for customers' satisfaction towards service quality and public facilities provided by Wyndham OPI Hotel Palembang. The dominant aspect with highest value is facility design and aesthetic aspect while the lowest value is uniform of employees aspect. In conclusion, the results of questionnaire revealed the level of customers' satisfaction towards service quality and public facilities provided by Wyndham OPI Hotel Palembang reaching 90.6%. It is also supported by the percentage of customers' satisfaction level for each variable of 9 aspects in this research reaching "Strongly Agree" criteria based on the Likert Scale and interval score.

Keywords: *Customers' Satisfaction, Service Quality, Public Facilities, Wyndham OPI Hotel Palembang*

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