

## **ABSTRACT**

This study aims to analyze consumer responses regarding consumer satisfaction at Hotel California Bandung, consumer responses regarding the service quality of Hotel California Bandung, physical evidence of Hotel California Bandung, and to find out how much influence the quality of service and physical evidence on satisfaction consumer Hotel California Bandung.

The method used in this study is descriptive and verification analysis method. The object of research in this study is the Hotel California Bandung with a sample of 100 respondents. The sampling technique used to calculate the size of the sample in nonprobability sampling. The analysis data used is the regression assumption test, multiple linear regression, multiple correlation, coefficient of determination and hypothesis testing using SPSS 20.

Based on the analysis of the effect of service quality and physical evidence on customer satisfaction simultaneously at 92.1%. While partially the physical evidence has a greater influence than service quality has an influence of 42.5 while physical evidence has an influence of 49.6%.

**Keywords: Service Quality, Physical Evidence, and Consumer Satisfaction**