

**Analisis Tingkat Kepuasan Pelanggan Hotel Terhadap Kualitas Pelayanan
Menggunakan Metode Fuzzy Mamdani dan Servqual Berbasis Web
(Studi Kasus Hotel Odaita Pamekasan)**

*Analysis of Hotel Customer Satisfaction Levels on Service Quality Using The
Fuzzy Mamdani Method and Web-Based Servqual
(Case Study of Hotel Odaita Pamekasan)*

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ABSTRACT

The tourism sector is a sector that plays an important role in contributing to state revenue. The hotel occupancy rate plays a very important role in increasing income in the tourism sector. As a hotel classified in the star category, the Odaita Pamekasan hotel is a fairly adequate hotel with such a strategic location, which is in the middle of the city, with an attractive building design and several complete facilities. Achieving customer satisfaction is some of the most important strategies used for the success of a company to get the attention of consumers, while efforts are made to meet customer satisfaction by providing quality services. For this research, I will use the Fuzzy Mamdani method with a Service Quality Approach. From the calculation of the value of one respondent with a satisfaction level of 3.83 defuzzification results which can be concluded that the value is included in the category of moderate level of satisfaction. According to data that has been processed with 30 respondents, the total value of the low satisfaction level is 0, Medium is 26 while High is 4, then the accuracy rate is 93%. As for the things that must be evaluated on the Service Quality dimension to further improve its services, namely the Reliability dimension with a value of 3.7311 and Tangible with a value of 3.7462.

Key words: *Tourism Sector, Service Satisfaction, Fuzzy Mamdani, Servqual.*