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## AN ANALYSIS OF TOURISM SERVICE QUALITY TOWARD CUSTOMER SATISFACTION (STUDY ON TOURISTS IN INDONESIA TRAVEL DESTINATIONS TO BALI)

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### Abstract

*This study aimed to analyze the influence of the service quality of tourism (attractions, facilities and service, accessibility) to customer satisfaction. Results of previous studies show that the quality of tourism services to the satisfaction of tourists there is a significant positive effect on the result, but there is also a significant negative effect, then the problems that need to be investigated are: Do accessibility, facilities and services, the attraction of tourism has a positive and significant impact on tourist satisfaction at Bali travel destinations in Bandung, Indonesia.*

*The research method using a questionnaire distributed to 81 customers at Bali destination in Bandung, West Java, Indonesia. Technical analysis of the research using descriptive analysis and correlation, while the technique of hypothesis testing using multiple linear regression analysis.*

*The amount of influence the quality of tourism service quality (attraction, facilities and services, accessibility) of 24% on customer satisfaction. These results indicate that the variable quality of tourism service (attraction, facilities and service, accessibility) has a positive and significant impact on customer satisfaction either partially or simultaneously, while the variable partial accessibility by no means and no significant effect on customer satisfaction.*

*Theoretically, this study implies that the attractions, facilities and services, accessibility, partial and simultaneous positive and significant impact on customer satisfaction as proposed by Manikandan (2015)*

### Author Keywords

Service Quality of Tourism, Destination Attraction, Destination Facilities and Service, Accessibility of The Destination, Customer Satisfaction.

### Index Keywords

Travel Bureau, Technical analysis, Corporate management

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