



UNIVERSITAS
PRASETIYA MULYA

TUGAS AKHIR

**PENGARUH *SERVICE QUALITY GAP* TERHADAP KEPUASAN
KONSUMEN DI U STAY HOTEL**

Putu Ananda Kusuma Putra 01341171019

1982

PROGRAM STUDI S1 PARIWISATA

UNIVERSITAS PRASETIYA MULYA

JAKARTA, 2023



**UNIVERSITAS
PRASETIYA MULYA**

FINAL PROJECT

PROJECT IMPROVEMENT

**THE EFFECT OF SERVICE QUALITY GAP ON
CUSTOMER SATISFACTION AT U STAY HOTEL**

Putu Ananda Kusuma Putra

01341171019

UNDERGRADUATE OF TOURISM PROGRAM

HOSPITALITY BUSINESS CONCENTRATION

UNIVERSITAS PRASETIYA MULYA

JAKARTA, 2023