

## ABSTRAK

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### **“ANALISIS PENGARUH DIMENSI *SELF GRATIFICATION*, *AESTHETICS*, *PRICE*, *PRESTIGE*, *TRANSACTION*, *HEDONIC* DAN *QUALITY* TERHADAP *CUSTOMER LOYALTY* MELALUI *CUSTOMER SATISFACTION* PADA PELANGGAN HOTEL VASA DI SURABAYA”**

(xviii + 150 halaman; 20 gambar; 30 tabel; 4 lampiran)

Hotel adalah akomodasi yang menyediakan fasilitas dan pelayanan penginapan, serta jasa lainnya untuk umum. Penelitian ini bertujuan untuk mengetahui pengaruh *Self Gratification*, *Aesthetics*, *Price*, *Prestige Transaction*, dan *Quality* terhadap *Customer Loyalty* melalui *Customer Satisfaction*. Pengumpulan data dilakukan penyebaran kuesioner kepada 175 responden dengan karakteristik pria dan wanita berumur 18-60 tahun, dan pernah melakukan menginap di Hotel Vasa dalam kurun 2 kali dalam 2 tahun terakhir.

Hasil penelitian menunjukkan bahwa variabel *Hedonic Shopping Motivation* berpengaruh signifikan terhadap variabel *Customer Satisfaction* berpengaruh signifikan terhadap *Customer Loyalty* dengan koefisien regresi sebesar 0.356 dan C.R. sebesar 2.115; variabel *Self Gratification* berpengaruh signifikan terhadap *Customer Satisfaction* dengan koefisien regresi sebesar 0.170 dan C.R. sebesar 2.142; variabel *Aesthetics* berpengaruh signifikan terhadap *Customer Satisfaction* dengan koefisien regresi sebesar 0.275 dan C.R. sebesar 3.241; variabel *Price* berpengaruh signifikan terhadap *Customer Satisfaction* dengan koefisien regresi sebesar 0.225 dan C.R. sebesar 2.637; variabel *Prestige* berpengaruh signifikan terhadap *Customer Satisfaction* dengan koefisien regresi sebesar 0.175 dan C.R. sebesar 2.074; variabel *Transaction* berpengaruh signifikan terhadap *Customer Satisfaction* dengan koefisien regresi sebesar 0.327 dan C.R. sebesar 4.004;

variabel *Hedonic* berpengaruh signifikan terhadap *Customer Satisfaction* dengan koefisien regresi sebesar 0.337 dan C.R. sebesar 3.949; variabel *Quality* berpengaruh signifikan terhadap *Customer Satisfaction* dengan koefisien regresi sebesar 0.297 dan C.R. sebesar 3.687, Variabel *Self Gratification* berpengaruh tidak signifikan terhadap variabel *Price* berpengaruh signifikan terhadap *Customer Loyalty* dengan koefisien regresi sebesar 0.250 dan C.R. sebesar 2.907; variabel *Prestige* berpengaruh signifikan terhadap *Customer Loyalty* dengan koefisien regresi sebesar 0.172 dan C.R. sebesar 2.126; variabel *Transaction* berpengaruh tidak signifikan terhadap *Customer Loyalty* dengan koefisien regresi sebesar 0.107 dan C.R. sebesar 1.179;

**Kata kunci:** *Self Gratification*, *Aesthetics*, *Price*, *Prestige*, *Transaction*, *Hedonic*, *Quality*, *Customer Satisfaction*, *Customer Loyalty*

## ABSTRACT

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### "ANALYSIS OF THE EFFECT OF SELF GRATIFICATION DIMENSIONS, AESTHETICS, PRICE, PRESTIGE, TRANSACTION, HEDONIC AND QUALITY ON CUSTOMER LOYALTY THROUGH CUSTOMER SATISFACTION ON VASA HOTEL CUSTOMERS IN SURABAYA"

(xviii + 150 pages; 20 pictures; 30 tables; 4 attachments)

Hotels are the need for accommodation facilities that provide lodging facilities and services, and other services for the public. This study aims to determine how the influence of Self Gratification, Aesthetics, Price, Prestige Transaction, and Quality on Customer Loyalty through Customer Satisfaction. Data was collected by distributing questionnaires to 175 respondents with the characteristics of male and female respondents aged 18-60 years, know about Vasa Hotel and come from Vasa Hotel at least 2 times in 2 years and live in Surabaya.

The results showed that the Hedonic Shopping Motivation variable has a significant effect on the Customer Satisfaction variable has a significant effect on Customer Loyalty with a regression coefficient of 0.356 and C.R. amounting to 2,115; Self Gratification variable has a significant effect on Customer Satisfaction with a regression coefficient of 0.170 and C.R. amounting to 2,142; Aesthetics variable has a significant effect on Customer Satisfaction with a regression coefficient of 0.275 and C.R. amounting to 3,241; Price variable has a significant effect on Customer Satisfaction with a regression coefficient of 0.225 and C.R. amounting to 2,637; Prestige variable has a significant effect on Customer Satisfaction with a regression coefficient of 0.175 and C.R. amounting to 2,074; Transaction variable has a significant effect on Customer Satisfaction with a regression coefficient of 0.327 and C.R. in the amount of 4,004;

Hedonic variable has a significant effect on Customer Satisfaction with a regression coefficient of 0.337 and C.R. amounting to 3,949; Quality variable has a significant effect on Customer Satisfaction with a regression coefficient of 0.297 and C.R. amounting to 3.687, the Self Gratification variable has no significant effect on Customer Loyalty with a regression coefficient of 0.015 and C.R. equal to 0.213; Aesthetics variable has a significant effect on Customer Loyalty with a regression coefficient of 0.191 and C.R. amounting to 2,093; Price variable has a significant effect on Customer Loyalty with a regression coefficient of 0.250 and C.R. amounting to 2,907; Prestige variable has a significant effect on Customer Loyalty with a regression coefficient of 0.172 and C.R. amounting to 2,126; Transaction variable has no significant effect on Customer Loyalty with a regression coefficient of 0.107 and C.R. in the amount of 1,179;

**Key Words:** *Self Gratification, Aesthetics, Price, Prestige, Transaction, Hedonic, Quality, Customer Satisfaction, Customer Loyalty*