ABSTRAK

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ANALISIS PENGARUH DIMENSI SERVICE QUALITY TERHADAP CUSTOMER LOYALTY MELALUI PERCEIVED VALUE, IMAGE, CONSUMPTION EMOTION DAN CUSTOMER SATISFACTION PADA PELANGGAN HOTEL SHANGRI-LA DI SURABAYA
(xviii + 269 halaman; 14 gambar; 53 tabel; 5 lampiran)

Pertumbuhan industri perhotelan di Indonesia menunjukan angka yang cukup signifikan. Dalam hal ini menuntut perusahaan untuk dapat memenuhi kebutuhan pelanggan dan menyesuaikan keinginan pelanggan dalam proses menginap sehingga perusahaan harus mampu mendeteksi apa yang menjadi kebutuhan dan keinginan pelanggannya. Oleh karena itu hadirnya Shangri-La Hotel Surabaya sangat berpengaruh dalam perkembangan industri perhotelan, khususnya di Surabaya.

Penelitian ini ditujukan untuk menganalisa pengaruh dimensi *Service Quality* terhadap *Customer Loyalty* melalui *Perceived Value*, *Image*, *Consumption Emotion* dan *Customer Satisfaction* pada pelanggan hotel Shangri-La di Surabaya. Sampel yang digunakan pada penelitian ini yaitu pada pria dan wanita, berusia 18-60 tahun yang tinggal di kota Surabaya sejumlah 250 responden dengan karakteristik responden pria dan wanita berumur 18-60 tahun, berdomisili Surabaya dan pernah mengunjungi dan telah menginap minimal dua kali di Shangri-La Hotel Surabaya dalam dua tahun terakhir. Pengolahan dan penganalisaan data dalam penelitian ini yaitu dengan menggunakan Amos versi 22.0 sebagai *software* untuk mengolah data.

Temuan empiris tersebut mengindikasi bahwa hubungan *Service Quality* berpengaruh terhadap *Perceived Value* dengan koefisien regresi sebesar 0.262, *Service Quality* memiliki pengaruh terhadap *Consumption Emotion* dengan koefisian regresi sebesar 0.524, *Service Quality* memiliki pengaruh terhadap *Image* dengan koefisian regresi sebesar 0.405, *Service Quality* memiliki pengaruh terhadap *Customer Satisfaction* dengan koefisian regresi sebesar 0.295, *Consumption Emotion* memiliki pengaruh terhadap *Customer Satisfaction* dengan koefisian regresi sebesar 0.23, *Consumption Emotion* memiliki pengaruh terhadap *Perceived Value* dengan koefisian regresi sebesar 0.224, *Image* memiliki pengaruh terhadap *Perceived Value* dengan koefisian regresi sebesar 0.225, *Image* memiliki pengaruh terhadap *Customer Satisfaction* dengan koefisian regresi sebesar 0.277, *Image* memiliki pengaruh terhadap *Customer Loyalty* dengan koefisian regresi sebesar 0.226, *Perceived Value* memiliki pengaruh terhadap *Customer Satisfaction* dengan koefisian regresi sebesar 0.189, *Perceived Value* memiliki pengaruh terhadap *Customer Loyalty* dengan koefisian regresi sebesar 0.238 dan *Customer Satisfaction* memiliki pengaruh terhadap *Customer Loyalty* dengan koefisian regresi sebesar 0.42.

Referensi: 120 (1982-2018)

Kata Kunci: *Service Quality, Image, Customer Satisfaction, Perceived Value, Consumption Emotion, Customer Satisfaction, Customer Loyalty.*

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(xviii + 269 pages; 14 figures; 53 tables; 5 attachment)

The growth of the hospitality industry in Indonesia shows a significant number. In this case requires the company to be able to meet customer needs and adjust customer desires in the overnight process so that the company must be able to detect what the needs and desires of its customers are. Therefore, the presence of Shangri-La Hotel Surabaya is very influential in the development of the hotel industry, especially in Surabaya.

This study aims to analyze the effect of Service Quality dimensions on Customer Loyalty through Perceived Value, Image, Consumption Emotion and Customer Satisfaction to the Shangri-La hotel customers in Surabaya. The sample used in this study is male and female, aged 18-60 years who live in the city of Surabaya, a total of 250 respondents with the characteristics of male and female respondents aged 18-60 years, domiciled in Surabaya and have visited and have stayed at least twice at the Shangri-La Hotel Surabaya in the last two years. For processing and analyzing data in this study, namely by using Amos version 22.0 as software for data processing.

These empirical findings indicate that the relationship between Service Quality has an effect on Perceived Value with a regression coefficient of 0.262, Service Quality has an influence on Consumption Emotion with a regression coefficient of 0.524, Service Quality has an influence on Image with a regression coefficient of 0.405, Service Quality has an influence on Customer Satisfaction. with a regression coefficient of 0.295, Consumption Emotion has an influence on Customer Satisfaction with a regression coefficient of 0.23, Consumption Emotion has an influence on Perceived Value with a regression coefficient of 0.224, Image has an influence on Perceived Value with a regression coefficient of 0.225, Image has an influence on Customer Satisfaction with a regression coefficient of 0.277, Image has an influence on Customer Loyalty with a regression coefficient of 0.226, Perceived Value has an influence on Customer Satisfaction with coefficient regression efficiency of 0.189, Perceived Value has an influence on Customer Loyalty with a regression coefficient of 0.238 and Customer Satisfaction has an influence on Customer Loyalty with a regression coefficient of 0.42.

Reference: 120 (1982-2018)

Keywords: Service Quality, Image, Customer Satisfaction, Perceived Value, Consumption Emotion, Customer Satisfaction, Customer Loyalty.