ABSTRACT

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THE INFLUENCE OF SERVICE QUALITY ON CUSTOMER SATISFACTION AND CUSTOMER LOYALTY AT GRAND CITY HALL HOTEL, MEDAN

(xvii+75 pages;3 figure 52 tables; 12 appendix)

A hotel is a company that mostly provides tangibles products. Service quality often becomes strong indicator towards customer satisfaction and loyalty. The objective of this research is to prove whether service quality influence customer satisfaction and customer loyalty at Grand City Hall Hotel, Medan.

Service quality is considered to be good if the company meets the customer expectation. Customer satisfaction important for company to ensure the loyalty of customer. By providing good service quality, it impacts the satisfaction of customer and customer become loyal.

Quantitative research and IBM SPSS Statistics V.26 application is used in this research. the writer use descriptive statistics and accidental sampling technique to gather the data. The total sample for this research is 39.

This research has passed validity test, reliability test, normality test, multi linear regression, multicollinear test, and heteroscedasticity test. The hypothesis is considered to be accepted if the significance value is higher than 0.05 and if the T value > t table.

The recommendation for the hotel is facilities, more employees training, employee performance, and promotion. So the customer will feel better when stay in the hotel and satisfied.

Keywords: Service Quality, Customer Satisfaction, Customer Loyalty

Reference: 22 (2017-2021)

ABSTRAK

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PENGARUH KUALITAS PELAYANAN DAN KEPUASAN PELANGGAN TERHADAP LOYALITAS PELANGGAN PADA HOTEL GRAND CITY HALL, MEDAN

(xvii+75 halaman;3 figur 52 tabel; 12 appendix)

Hotel merupakan perusahaan yang sebagian besar menyediakan produk berwujud. Kualitas pelayanan seringkali menjadi indikator yang kuat terhadap kepuasan dan loyalitas pelanggan.

Penelitian ini bertujuan untuk membuktikan apakah kualitas pelayanan berpengaruh terhadap kepuasan pelanggan dan loyalitas pelanggan pada Hotel Grand City Hall Medan.

Penelitian kuantitatif dan aplikasi IBM SPSS Statistics V.26 digunakan dalam penelitian ini. penulis menggunakan statistik deskriptif dan teknik accidental sampling untuk mengumpulkan data. Jumlah sampel untuk penelitian ini adalah 39.

Penelitian ini telah lulus uji validitas, uji reliabilitas, uji normalitas, uji regresi linier berganda, uji multikolinear, dan uji heteroskedastisitas. Hipotesis dianggap diterima jika nilai signifikansi lebih besar dari 0,05 dan jika nilai T value

Rekomendasi untuk hotel adalah fasilitas, pelatihan karyawan lebih banyak, kinerja karyawan, dan promosi. Sehingga pelanggan akan merasa lebih baik saat menginap di hotel dan puas.

Keywords: Kualitas Pelayanan, Kepuasan Pelanggan, Loyalitas Pelanggan

Reference: 22 (2017-2021)