Pengaruh *Service Quality* Terhadap *Brand Loyalty* Pada Hotel Berbintang Lima di Jakarta Pusat

Abstrak

Industri perhotelan dan pariwisata telah berkembang pesat dalam beberapa dekade terakhir. Hotel-hotel yang sukses disamping memberikan layanan yang berkualitas juga perlu menciptakan diferensiasi dengan membangun citra merek yang kuat untuk layanan hotel secara keseluruhan. Menarik pelanggan baru tetap menjadi tugas manajemen pemasaran saat ini. Namun, untuk industri hotel yang cukup bertumbuh juga harus fokus untuk mempertahankan pelanggan yang sudah ada serta membangun hubungan jangka panjang dengan mereka, sehingga tercipta *brand loyalty* pada pelanggan tersebut. Penelitian ini bertujuan untuk mengetahui pengaruh pengaruh *service quality* (*assurance, empathy, reliability, responsiveness, dan tangibility*) secara parsial dan simultan terhadap *brand loyalty* pada Hotel Berbintang Lima di Jakarta Pusat. Penelitian ini menggunakan metode penelitian kuantitatif dengan pengujian hipotesis. Demografi mengacu pada wisatawan domestik atau warga negara Indonesia yang pernah menginap di hotel bintang lima di Jakarta Pusat. Pengumpulan data melalui kuesioner menggunakan skala likert. Jumlah sampel yang diambil adalah 235 responden dengan teknik convenience sampling, non-probability sampling. Teknik analisis data adalah analisis deskriptif, pengujian kualitas data, dan pengujian hipotesis dengan menggunakan uji validitas, uji reliabilitas, uji asumsi klasik, analisis koefisien korelasi, analisis koefisien determinasi, dan analisis regresi berganda, dan uji-t. Berdasarkan hasil penelitian yang diperoleh melalui *SPSS* menunjukkan bahwa tidak terdapat pengaruh *assurance* terhadap *brand loyalty* pada Hotel Berbintang 5 di Jakarta Pusat. Terdapat pengaruh *empathy* terhadap *brand loyalty* pada Hotel Berbintang 5 di Jakarta Pusat. Tidak terdapat pengaruh *reliability* terhadap *brand loyalty* pada Hotel Berbintang 5 di Jakarta Pusat. Tidak terdapat pengaruh *responsiveness* terhadap *brand loyalty* pada Hotel Berbintang 5 di Jakarta Pusat. Terdapat pengaruh *tangible* terhadap *brand loyalty* pada Hotel Berbintang 5 di Jakarta Pusat.

Kata kunci: *industry perhotelan, service quality, brand loyalty*

ABSTRACT

Although due to the COVID-19 pandemic, in Indonesia there has been a decline in hotel room occupancy, the growth of the hospitality industry can still be seen from the number of newly built five-star hotels in strategic areas in Jakarta. Central Jakarta recorded the most number of star hotel rooms, compared to other areas in DKI Jakarta, which were 19,219 rooms or 48.68%. This happens because Central Jakarta is a vital area of the DKI Jakarta area, where in Central Jakarta there are many tourist objects and other facilities. Hotels, which are accommodations that provide services to consumers when they are away from home, need to retain customers with the service quality they have. Service quality has become the standard for starred hotels, especially five-star hotels, it could say they definitely have more service quality than lower-star hotels. Likewise, hotels also need to have brand loyalty, which is a deeply held commitment to consistently repurchase a product or service in the future, thereby causing repeated purchases of the same brand. This study aims to determine the effect of service quality partially or simultaneously on brand loyalty in five-star hotels in Central Jakarta. By using convenience sampling method, 235 respondents were obtained which were then analyzed using descriptive analysis and regression analysis. Based on the results of research obtained through SPSS shows that there is no effect of assurance on brand loyalty at 5-Star Hotels in Central Jakarta. There is an empathy influence on brand loyalty at 5-Star Hotels in Central Jakarta. There is no influence of reliability on brand loyalty at 5-Star Hotels in Central Jakarta. There is no influence of responsiveness on brand loyalty at 5-Star Hotels in Central Jakarta. There is a tangible influence on brand loyalty at 5-Star Hotels in Central Jakarta.

Keywords: brand loyalty, hospitality industry, service quality