

ABSTRAK

Ardi Wibowo Soenardjo (90120110015)

PENGARUH *MARKETING MIX* TERHADAP *CUSTOMER LOYALTY* MELALUI *CUSTOMER SATISFACTION* PADA HOTEL ELMI DI SURABAYA

(xiv + 113 halaman: 12 gambar; 29 tabel; 13 lampiran)

Bauran pemasaran, kepuasan pelanggan dan loyalitas pelanggan merupakan satu hubungan linear yang dapat memengaruhi satu dengan lainnya dengan memberikan pengalaman yang hangat bagi pelanggannya operator hotel dapat membina emosi dan menciptakan kepuasan pelanggan yang nantinya berujung pada loyalitas pelanggan. Industri perhotelan masuk pada kategori bauran layanan yakni *major service with accompanying minor goods and service* dimana terdapat layanan dengan selipan produk. Hotel Elmi memenuhi harapan pelanggannya dan memberikan kepuasan tersendiri sebagai pengalaman pribadi (*customer experience*) dengan bantuan bauran pemasaran yang sesuai. Studi ini dilakukan untuk mengetahui hubungan antara *marketing mix*, yang meliputi *product, price, place, promotion, people, process* dan *physical evidence*, terhadap *customer loyalty* melalui *customer satisfaction*.

Penyebaran kuesioner pada 120 responden yang merupakan pelanggan yang menginap di Hotel Elmi dan memiliki karakteristik sampel tertentu dilakukan untuk mendukung penelitian sebagai data primer. Tinjauan literatur dan jurnal serta data lainnya dilakukan sebagai proses pengumpulan data sekunder. Kemudian hasil pengumpulan data dianalisis dengan menggunakan *Struktural Equation Modeling* (SEM) dan menggunakan AMOS.

Dari hasil penelitian dapat disimpulkan bahwa *product, price, place, promotion, people, process* dan *physical evidence* terbukti dapat secara positif mempengaruhi *customer satisfaction* dan *customer satisfaction* terbukti dapat secara positif mempengaruhi *customer loyalty*. Dari ketujuh *marketing mix* tersebut yang memberikan pengaruh tidak langsung positif terbesar terhadap *customer loyalty* adalah *place* (24,1%) dan *people* (20,1%) dimana *customer satisfaction* memiliki pengaruh langsung positif sebesar 61,8% terhadap *customer loyalty*.

Referensi : 19 (1996-2012)

Kata Kunci : *Marketing mix, customer satisfaction, customer loyalty, product, price, place, promotion, people, process, physical evidence*.

ABSTRACT

Ardi Wibowo Soenardjo (90120110015)

THE EFFECT OF MARKETING MIX ON CUSTOMER LOYALTY THROUGH CUSTOMER SATISFACTION AT HOTEL ELMI IN SURABAYA

(xiv + 113 pages: 12 figures; 29 tables; 13 appendices)

Marketing mix, customer satisfaction and customer loyalty represent a linear relationship among variables, by giving customer memorable experiences hotel operators can build emotional feelings toward their customers and thus create customer satisfaction that will eventually lead to customer loyalty. The hotel industry falls into major service with accompanying minor goods and service in the service mix category, where there are services together with product. Elmi Hotel meets its customers' expectation and gives them individual satisfaction in the form of personalized customer experience with the help of the suitable marketing mix. The objective of this study is to investigate the relationship between marketing mix, that consists of product, price, place, promotion, people, process and physical evidence, on customer loyalty through customer satisfaction.

*Questionnaires were distributed to 120 respondents that represent staying customers of Elmi Hotel meeting certain sample characteristics, this was done as primary data collecting procedure to support this study. Literature and journal review as well as other data was also done as secondary data collecting procedure. The results were then analyzed using *Struktural Equation Modeling (SEM)* and using AMOS.*

Based on the results of the study it is proven that product, price, place, promotion, people, process and physical evidence can positively affect customer satisfaction and that customer satisfaction can positively affect customer loyalty. Out of the seven marketing mix observed, place and people are the ones that give the biggest effect on customer loyalty with the positive indirect effect of 24,1% and 20,1%, respectively. Customer satisfaction also has positive direct effect of 61,8% to customer loyalty.

References : 19 (1996-2012)

Keywords : Marketing mix, customer satisfaction, customer loyalty, product, price, place, promotion, people, process, physical evidence.