

ABSTRACT

Hotel industry is one of the industry that supports the tourism sector at Surabaya. The number of hotel increasing definitely have a positive impact towards tourism destination to Surabaya, but on the other hand this event is also causing higher competition among hotels. The high number of hotels may inflict customers decision to easily switch on to the other hotel if the service of a certain hotel not satisfy the customer. Due to the hotels competition, it is crucial to understand the importance to build customer loyalty. The purpose of this research is to identify the variables which impact directly towards customer loyalty.

The type of research is quantitative research with causal design. The reasearch variables are: perceived acquisition value, perceived transaction value, customer engagement, customer satisfaction, dan customer loyalty. The number of samples are 150 of samples. The research object is JW Marriot Surabaya Hotel. The data collection method is using questionnaire and the variables maesurement is with likert scale. Using structural equation model with AMOS program as data analysis technique. And finally the hyphotesis testing with t test.

This research shows that *operant service quality* influences toward *customer engagement* and *customer satisfaction*, *operand service quality* and *customer engagement* influence toward *customer satisfaction*, also the *customer satisfaction* influences toward *customer loyalty*. According to the model test, it is showing that the model is good. The impact of the *operant service quality* toward *customer engagement* equals to 11,9 percent. The impact of operant service quality, operand service quality, and customer engagement toward *customer satisfaction* equals to 42,8 percent. The impact of *customer satisfaction* toward *customer loyalty* equals to 14,4 percent

Keywords: Operant Service Quality, Operand Service Quality, Customer Engagement, Customer Satisfaction, Customer Loyalty, Hotel JW Marriot Surabaya

ABSTRAK

Hotel merupakan salah satu industri yang mendukung sektor pariwisata di Surabaya. Jumlah hotel yang banyak memberikan dampak positif terhadap destinasi wisata ke kota Surabaya, tetapi di sisi lainnya dilihat dari perspektif industri perhotelan maka jumlah hotel yang semakin banyak memberikan dampak terhadap iklim persaingan yang semakin ketat. Jumlah hotel yang semakin banyak menyebabkan pengunjung dengan mudah melakukan switching ke hotel lain jika layanan sebuah hotel dinilai kurang memuaskan. Persaingan yang ketat dalam industri perhotelan menyebabkan semakin pentingnya membangun kesetiaan pengunjung agar pengunjung tidak berpindah ke hotel lainnya. Tujuan penelitian ini adalah menjelaskan variabel yang mempengaruhi kesetiaan pelanggan pada layanan hotel.

Jenis penelitian ini adalah penelitian kausal, variabel penelitian meliputi: *perceived acquisition value*, *perceived transaction value*, *customer engagement*, *customer satisfaction*, dan *customer loyalty*. Jumlah sampel penelitian sebanyak 150 sampel. Obyek penelitian adalah Hotel JW Marriot Surabaya. Metode pengumpulan data menggunakan kuesioner, dan skala pengukuran variabel menggunakan skala likert. Teknik analisis data menggunakan structural equation model dengan program AMOS. Pengujian hipotesis menggunakan uji t.

Temuan penelitian ini menunjukkan bahwa *operant service quality* diidentifikasi memiliki pengaruh langsung terhadap *customer engagement* dan *customer satisfaction*, *operand service quality* dan *customer engagement* berpengaruh secara langsung terhadap *customer satisfaction*, serta *customer satisfaction* memiliki pengaruh secara langsung terhadap *customer loyalty*. Berdasarkan hasil uji model bisa disimpulkan bahwa pengaruh antar variabel tersebut didukung oleh data penelitian yang bersumberkan dari hasil kuesioner penelitian. Pengaruh *operant service quality* terhadap *customer engagement* sebesar 11,9%, pengaruh *operant service quality*, *operand service quality*, dan *customer engagement* terhadap *customer satisfaction* adalah sebesar 42,8%. Pengaruh *customer satisfaction* terhadap *customer loyalty* adalah sebesar 14,4%.

Kata Kunci: Operant Service Quality, Operand Service Quality, Customer Engagement, Customer Satisfaction, Customer Loyalty, Hotel JW Marriot Surabaya