

ABSTRAK

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ANALISIS PENGARUH *PEACE OF MIND*, *MOMENTS OF TRUTH*, *OUTCOME FOCUS*, *PRODUCT EXPERIENCE* TERHADAP *CUSTOMER SATISFACTION* , *BRAND LOYALTY* DAN PADA AKHIRNYA *WORD OF MOUTH* PADA PELANGGAN HOTEL CAMBRIDGE DI MEDAN

(xvi+180 halaman, 25 gambar, 43 tabel, 4 lampiran)

Pertumbuhan serta perkembangan Industri perhotelan di Kota Medan terus mengalami peningkatan setiap tahunnya. Dalam hal ini menyebabkan timbulnya persaingan dalam dunia perhotelan yang semakin ketat. Dengan meningkatnya persaingan ini maka perusahaan yang bergerak di industri perhotelan khususnya Hotel Cambridge yakni salah satu hotel berbintang di Kota Medan yang diharuskan berupaya untuk mempertahankan serta menjaga perilaku pelanggan baik para pelanggan baru ataupun pelanggan lama.

Penelitian ini ditujukan untuk menganalisa pengaruh dimensi *customer experience (peace of mind, moments of truth, outcome focus, product experience)*, *customer satisfaction*, dan *brand loyalty* terhadap *word of mouth* pada pelanggan Hotel Cambridge di Medan. Sampel yang digunakan pada penelitian ini yaitu berdasarkan data dari 105 responden yang berjenis kelamin pria dan wanita, berdomisili di Kota Medan dengan batasan usia 18-60 tahun. Kuesioner diberikan kepada responden pelanggan Hotel Cambridge di Medan yang pernah menginap sebanyak dua kali dalam dua tahun terakhir dengan menggunakan dana pribadi dan mengetahui tentang promosi dari Hotel Cambridge di Medan. Penelitian ini merupakan penelitian yang bersifat kausal dengan menggunakan metode kuantitatif dan diolah dengan bantuan program statistik yaitu *Statistical Product and Service Solutions (SPSS)* versi 26.0.

Dalam penelitian ini terdapat 7 hipotesis dan seluruhnya diterima. Hipotesis yang diterima adalah *Peace of Mind* berpengaruh signifikan terhadap *Customer Satisfaction*, *Moments of Truth* berpengaruh signifikan terhadap *Customer Satisfaction*, *Outcome Focus* berpengaruh signifikan terhadap *Customer Satisfaction*, *Product Experience* berpengaruh signifikan terhadap *Customer Satisfaction*, *Customer Satisfaction* berpengaruh signifikan terhadap *Brand Loyalty*, *Customer Satisfaction* berpengaruh signifikan terhadap *Word of Mouth*, dan *Brand Loyalty* berpengaruh signifikan terhadap *Word of Mouth*.

Kata Kunci: *Peace of Mind*, *Moments of Truth*, *Outcome Focus*, *Product Experience*, *Customer Satisfaction*, *Brand Loyalty*, *Word of Mouth*.

ABSTRACT

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ANALYSIS OF THE EFFECT OF PEACE OF MIND, MOMENTS OF TRUTH, OUTCOME FOCUS, PRODUCT EXPERIENCE ON CUSTOMER SATISFACTION, BRAND LOYALTY AND ULTIMATELY WORD OF MOUTH ON CAMBRIDGE HOTEL CUSTOMERS IN MEDAN

(xvi+180 pages: 25 images, 43 tables, 4 appendix)

The growth and development of the hospitality industry in the city of Medan continues to increase every year. In this case, it causes the emergence of competition in the world of hospitality increasingly tight. With this increased competition, companies engaged in the hospitality industry, especially Cambridge Hotel, which is one of the star hotels in Medan, are required to strive to maintain and maintain customer behavior both new customers and old customers.

This study aimed to analyze the effect of customer experience dimensions (peace of mind, moments of truth, outcome focus, product experience), customer satisfaction, and brand loyalty on word of mouth at Cambridge Hotel customers in Medan. The sample used in this study is based on data from 105 respondents who are male and female, domiciled in Medan city with an age limit of 18-60 years. The questionnaire was given to respondents who had stayed at Cambridge hotel in Medan twice in the last two years using personal funds and knew about promotions from Cambridge hotel in Medan. This study is a causal research using quantitative methods and processed with the help of statistical program that is Statistical Product and Service Solutions (SPSS) version 26.0.

In this study there are 7 hypotheses and all of them are accepted. The accepted hypothesis is that Peace of Mind has a significant effect on Customer Satisfaction, Moments of Truth have a significant effect on Customer Satisfaction, Outcome Focus has a significant effect on Customer Satisfaction, Product Experience has a significant effect on customer Satisfaction, Customer Satisfaction has a significant effect on Brand Loyalty, Customer Satisfaction has a significant effect on Word of Mouth, and Brand Loyalty has a significant effect on Word of Mouth.

Keywords: *Peace of Mind, Moments of Truth, Outcome Focus, Product Experience, Customer Satisfaction, Brand Loyalty, Word of Mouth.*