

ABSTRACT

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THE EFFECT OF SERVICESCAPE, DIGITAL MARKETING AND WORD OF MOUTH ON CUSTOMER REPURCHASE INTENTION AT ARYADUTA HOTEL MEDAN

(xvi+90 pages; 6 figures; 25 tables; 6 appendices)

The Aryaduta Hotel has established itself as a well-known accommodation option among the residents of Medan. Most people in Medan are generally familiar with the Aryaduta Hotel, and various information, both positive and negative, circulates about it. According to preliminary observations made by the researcher, it has been noted that the number of customer visits to the Aryaduta Hotel has been declining annually. The phenomenon is known cause by some factors such as servicescape, digital marketing and word of mouth.

The research population that will be used in this research is all consumers who stay at Aryaduta Hotel Medan which total is unknown. Because of the unknown population, Lemeshow formula is being used to determine the number of samples in the research which is 96 sample. The sampling method that will be used is non-probability sampling which is the accidental/convenience sampling method where the sample will be the respondents who are met by chance or accidentally met as first respondent. Data is measured by validity and reliability test. The data is analyzed using SPSS 26.00, the research model is being tested using normality, heteroscedasticity, multicollinearity, and linearity test. The data also tested with linear regression, multiple linear regression, and coefficient of determination test, then hypothesis test are done with F-Test and t-Test.

The study has indicated that servicescape variable has a positive and significant effect on repurchase intention at Hotel Aryaduta Medan. Digital marketing variable has a positive and significant effect on repurchase intention at Hotel Aryaduta Medan. Word of mouth variable has a positive and significant effect on repurchase intention at Hotel Aryaduta Medan. Servicescape, digital marketing, and word of mouth has a significant effect on repurchase intention at Hotel Aryaduta Medan.

Keywords: Servicescape, Digital Marketing, Word of Mouth, Repurchase intention

ABSTRAK

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PENGARUH SERVICESCAPE, DIGITAL MARKETING DAN WORD OF MOUTH TERHADAP NIAT MEMBELI ULANG PELANGGAN DI ARYADUTA HOTEL MEDAN

(xvi+90 halaman; 6 gambar; 25 tabel; 6 lampiran)

Hotel Aryaduta telah memantapkan dirinya sebagai pilihan akomodasi yang dikenal baik di kalangan warga Medan. Sebagian besar masyarakat Medan pada umumnya sudah mengenal Hotel Aryaduta, dan berbagai informasi, baik positif maupun negatif, beredar mengenai hotel tersebut. Berdasarkan pengamatan awal yang dilakukan oleh peneliti, diketahui bahwa jumlah kunjungan pelanggan ke Hotel Aryaduta setiap tahunnya mengalami penurunan. Fenomena tersebut diketahui disebabkan oleh beberapa faktor seperti servicescape, digital marketing dan word of mouth.

Populasi penelitian yang akan digunakan dalam penelitian ini adalah seluruh konsumen yang menginap di Hotel Aryaduta Medan yang jumlahnya tidak diketahui. Karena jumlah populasi tidak diketahui, rumus Lemeshow digunakan untuk menentukan jumlah sampel dalam penelitian ini yaitu sebanyak 96 sampel. Metode pengambilan sampel yang akan digunakan adalah non-probability sampling yaitu metode accidental/convenience sampling dimana sampelnya adalah responden yang secara kebetulan atau tidak sengaja ditemui sebagai responden pertama. Data diukur dengan uji validitas dan reliabilitas. Data dianalisis dengan menggunakan SPSS 26.00, model penelitian diuji dengan menggunakan uji normalitas, heteroskedastisitas, multikolinearitas, dan linearitas. Data juga diuji dengan regresi linier, regresi linier berganda, dan uji koefisien determinasi, kemudian dilakukan uji hipotesis dengan Uji-F dan Uji-t.

Hasil penelitian menunjukkan bahwa variabel servicescape berpengaruh positif dan signifikan terhadap repurchase intention pada Hotel Aryaduta Medan. Variabel digital marketing berpengaruh positif dan signifikan terhadap repurchase intention pada Hotel Aryaduta Medan. Variabel word of mouth berpengaruh positif dan signifikan terhadap repurchase intention pada Hotel Aryaduta Medan. Servicescape, pemasaran digital, dan word of mouth memiliki pengaruh yang signifikan terhadap minat pembelian ulang di Hotel Aryaduta Medan.

Kata Kunci: Servicescape, Pemasaran Digital, Word of Mouth, Minat Pembelian Ulang