

ABSTRAK

Pengaruh Physical Quality, Staff Behavior, Perceived Price And Fairness, Dan Lifestyle Congruence Terhadap Brand Loyalty Melalui Customer Satisfaction Pada Tamu Whiz Prime Hotel Megamas Manado Di Kota Manado

(157 Halaman)

Pesatnya pertumbuhan sektor perhotelan menuntut hotel untuk lebih strategis dalam menarik pelanggan baru dan mempertahankan pelanggan yang sudah ada. Untuk membangun *brand loyalty*, hotel perlu mempertimbangkan beberapa faktor. Penelitian ini bertujuan untuk menguji pengaruh *Physical Quality*, *Staff Behavior*, *Perceived Price and Fairness*, dan *Lifestyle Congruence* terhadap *Brand Loyalty* melalui *Customer Satisfaction* pada tamu Whiz Prime Hotel Megamas Manado di Kota Manado. Penelitian ini menggunakan metode kuantitatif, dengan pengolahan data menggunakan SPSS. Kuesioner disebarikan kepada 90 responden yang tinggal di Kota Manado yang pernah berkunjung dan menggunakan jasa serta fasilitas minimal 2 kali dalam lima tahun terakhir. *Staff Behavior*, *Lifestyle Congruence* serta *Customer Satisfaction* ditemukan sebagai prediktor terkuat dari *brand loyalty*. *Perceived Price and Fairness* juga mempunyai pengaruh yang signifikan terhadap Loyalitas Merek walaupun dengan tingkat yang lebih kecil, sedangkan *Physical Quality* tidak mempunyai pengaruh yang signifikan. Untuk *Customer Satisfaction*, pengaruh terbesar berasal dari *Staff Behavior*, disusul oleh *Lifestyle Congruence* dan *Perceived Price and Fairness*; *Physical Quality* tidak signifikan *Customer Satisfaction* sangat mendorong *Brand Loyalty*, yang menunjukkan bahwa meningkatkan *Customer Satisfaction* dapat meningkatkan loyalitas secara signifikan. Untuk meningkatkan Loyalitas Merek, perusahaan harus fokus pada *Staff Behavior*, disusul oleh *Lifestyle Congruence* dan *Perceived Price and Fairness*.

Kata Kunci: Kualitas Fisik, Perilaku Staf, Persepsi Harga dan Keadilan, Kesesuaian Gaya Hidup, Loyalitas Merek, Kepuasan Pelanggan.

Referensi : 37

ABSTRACT

The Influence of Physical Quality, Staff Behavior, Perceived Price and Fairness, and Lifestyle Congruence on Brand Loyalty through Customer Satisfaction among Whiz Prime Hotel Megamas Manado Guests in Manado City

(157 Pages)

The rapid expansion of the hospitality sector necessitates that hotels adopt more strategic approaches to attract new customers while retaining existing ones. To foster brand loyalty, hotels must consider several critical factors. This study aims to examine the influence of Physical Quality, Staff Behavior, Perceived Price and Fairness, and Lifestyle Congruence on Brand Loyalty, mediated through Customer Satisfaction, among guests of Whiz Prime Hotel Megamas Manado in Manado City. Employing a quantitative methodology, the research utilized SPSS for data analysis. Questionnaires were distributed to 90 respondents residing in Manado City who had visited and utilized the hotel's services and facilities at least twice within the past five years. The findings indicate that Staff Behavior, Lifestyle Congruence, and Customer Satisfaction emerge as the strongest predictors of Brand Loyalty. Perceived Price and Fairness also exert a significant, albeit lesser, influence on Brand Loyalty, whereas Physical Quality demonstrates no significant impact. With respect to Customer Satisfaction, the most substantial influence stems from Staff Behavior, followed by Lifestyle Congruence and Perceived Price and Fairness; Physical Quality, however, does not significantly contribute. Customer Satisfaction markedly enhances Brand Loyalty, suggesting that elevating Customer Satisfaction can substantially bolster loyalty. To enhance Brand Loyalty, hotel management should prioritize Staff Behavior, followed by Lifestyle Congruence and Perceived Price and Fairness.

Keywords: Physical Quality, Staff Behavior, Perceived Price and Fairness, Lifestyle Congruence, Brand Loyalty, Customer Satisfaction.

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