

ABSTRACT

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ANALYSIS OF THE EFFECT OF GUEST EXPERIENCE, PERCEIVED VALUE, AND SATISFACTION ON GUEST LOYALTY AT MIKIE HOLIDAY RESORT & HOTEL

(xiv+, 85 pages; 10 figures; 48 tables; 10 appendixes)

At Mikie Holiday Resort & Hotel indications suggest that guest loyalty is not optimal, as reflected in guest complaints and occupancy rate. This research has the objectives to Examine the contribution effect of Guest Experience, Perceived Value, and Satisfaction on Guest Loyalty at Mikie Holiday Resort & Hotel.

Guest Experience, Perceived Value, and Satisfaction have a vital role in supporting increased Guest loyalty. For this reason, it needs attention and supervision so that the occupancy rate increases and ultimately supports the development of the hotel.

In this research, the writer used quantitative, descriptive, causal research design. The sampling technique used was convenience sampling. The sample size of 120 respondents. Data collection techniques used using questionnaires, interviews and documentation studies. Data analysis techniques using multiple linear regression analysis.

The results of hypothesis test showed that guest experience, perceived value, and satisfaction have a significant partial simultaneous effect on guest loyalty at Mikie Holiday Resort & Hotel. and the determination obtained is 51.7%.

Recommendations for Mikie Holiday Resort & Hotel can increase guest enjoyment for necessary to make improvements to the delivery of personalized, responsive and high-quality services. Mikie Holiday Resort & Hotel can design attractive pricing for hotel guests, such as combining room rates with additional amenities or attractive special discounts. Mikie Holiday Resort & Hotel can improve hotel security through access control, visual monitoring, staff training, and modern security technology.

Keywords: Guest Experience, Perceived Value, Satisfaction, Loyalty, Mikie Holiday Resort & Hotel

References: 32 (2020-2025)

ABSTRAK

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(xiv+, 85 halaman; 10 gambar; 48 tabel; 10 lampiran)

Pada Mikie Holiday Resort & Hotel terindikasi bahwa loyalitas tamu belum optimal, yang tercermin dari komplain tamu dan tingkat hunian. Penelitian ini bertujuan untuk menguji pengaruh kontribusi Guest Experience, Perceived Value, dan Satisfaction terhadap Loyalitas Tamu di Mikie Holiday Resort & Hotel.

Guest Experience, Perceived Value, dan Satisfaction memiliki peran yang vital dalam mendukung peningkatan loyalitas Tamu. Untuk itu perlu adanya perhatian dan pengawasan agar tingkat hunian meningkat dan pada akhirnya mendukung perkembangan hotel.

Dalam penelitian ini, penulis menggunakan desain penelitian kuantitatif, deskriptif, kausal. Teknik pengambilan sampel yang digunakan adalah convenience sampling. Jumlah sampel sebanyak 120 responden. Teknik pengumpulan data yang digunakan menggunakan kuesioner, wawancara dan studi dokumentasi. Teknik analisis data menggunakan analisis regresi linier berganda.

Hasil uji hipotesis menunjukkan bahwa guest experience, perceived value, dan satisfaction berpengaruh signifikan secara simultan parsial terhadap loyalitas tamu di Mikie Holiday Resort & Hotel. dan determinasi yang diperoleh sebesar 51,7%.

Rekomendasi untuk Mikie Holiday Resort & Hotel dapat meningkatkan kenikmatan tamu untuk perlu melakukan perbaikan pada penyampaian layanan yang personal, responsif dan berkualitas tinggi. Mikie Holiday Resort & Hotel dapat merancang penetapan harga yang menarik bagi tamu hotel, seperti mengkombinasikan harga kamar dengan fasilitas tambahan atau diskon khusus yang menarik. Mikie Holiday Resort & Hotel dapat meningkatkan keamanan hotel melalui kontrol akses, pemantauan visual, pelatihan staf, dan teknologi keamanan modern.

Kata kunci: *Pengalaman Tamu, Nilai yang Dipersepsikan, Kepuasan, Loyalitas, Mikie Holiday Resort & Hotel*

Referensi: 32 (2020-2025)