

**ANALISA PENGARUH FAKTOR *SATISFACTION*, *PERCEIVED QUALITY*,
PERCEIVED VALUE, DAN *TRUST* TERHADAP LOYALITAS
PELANGGAN HOTEL BINTANG LIMA DI SURABAYA**

Claudia Martin, Danette Febriana, Fransisca Andreani
Program Manajemen Perhotelan, Program Studi Manajemen, Universitas Kristen Petra,
Jl. Siwalankerto 121 – 131, Surabaya
E – mail : claudiamartiinn95@gmail.com ; febrianadanette@outlook.com

Abstrak: Penelitian ini dilakukan untuk menganalisa pengaruh faktor *satisfaction*, *perceived quality*, *perceived value*, dan *trust* terhadap loyalitas pelanggan hotel bintang lima di Surabaya dengan menggunakan metode kuantitatif melalui penyebaran kuisisioner sebanyak 165. Analisa regresi linear berganda digunakan sebagai alat analisis. Hasilnya hanya variabel *satisfaction* dan *trust* saja yang memiliki hubungan yang positif dan signifikan terhadap loyalitas pelanggan hotel bintang lima di Surabaya.

Kata kunci: Loyalitas, *satisfaction*, *perceived quality*, *perceived value*, *trust*.

Abstract: The purpose of this research is to analyze the effects of *satisfaction*, *perceived quality*, *perceived value*, and *trust* on customer loyalty of five-star hotels in Surabaya by using a quantitative method and distributing 165 questionnaires. Linear regression analysis is used. The results show that only *satisfaction* and *trust* have positive and significant influences on customer loyalty.

Keywords: Loyalty, *satisfaction*, *perceived quality*, *perceived value*, *trust*.

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