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

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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 kuisioner sebanyak 165. Analisa regresi linear bergantung 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.

DAFTAR REFERENSI


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