

PENGARUH *CORPORATE IMAGE* DAN KEPUASAN PELANGGAN TERHADAP LOYALITAS PELANGGAN DI HOTEL THE LOVINA BALI

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ABSTRAK

Penelitian ini bertujuan untuk menguji pengaruh dari *corporate image* dan kepuasan pelanggan baik secara simultan maupun parsial terhadap loyalitas pelanggan di Hotel The Lovina Bali. Rancangan penelitian yang digunakan adalah penelitian kuantitatif kausal. Sampel dalam penelitian menggunakan teknik *purposive sampling* dengan pengambilan sampel didasarkan pada kriteria-kriteria tertentu yaitu tamu yang pernah menginap di Hotel The Lovina Bali. Jumlah sampel yaitu 110 responden. Metode pengumpulan data yang digunakan adalah kuesioner, dengan melakukan uji validitas dan uji reliabilitas terlebih dahulu. Teknik analisis data dalam penelitian ini adalah analisis regresi linier berganda. Sebelum melakukan analisis, dilakukan uji asumsi klasik terlebih dahulu seperti uji normalitas, uji multikolinearitas dan uji heteroskedastisitas. Hasil dari penelitian ini menunjukkan bahwa (1) Ada pengaruh signifikan secara simultan dari *corporate image* dan kepuasan pelanggan terhadap loyalitas pelanggan di Hotel The Lovina Bali. (2) Ada pengaruh positif dan signifikan dari *corporate image* terhadap loyalitas pelanggan di Hotel The Lovina Bali. (3) Ada pengaruh positif dan signifikan dari kepuasan pelanggan terhadap loyalitas pelanggan di Hotel The Lovina Bali.

Kata kunci: *corporate image*, hotel, kepuasan pelanggan, loyalitas pelanggan

ABSTRACT

This study aims to verify the effect of corporate image and customer satisfaction either in simultaneously or partially on customer loyalty at The Lovina Bali Hotel. The research used is causal quantitative research design. The sample in this study used a purposive sampling technique with sampling based on certain criteria, which are guests who have stayed at The Lovina Bali Hotel. The number of sample is 110 respondents. Questioner is a method that used for gaining the data, in which it has been tested for its validity and reliability at the beginning before distributed to the participants. The analysis technique use in this study is multiple linear regression. Classic assumption tests are conducted before doing the analysis, such as: normality test, multicollinearity test, and heteroscedasticity test. There are several findings shown through this study which are; (1) There is a significant simultaneous influence of corporate image and customers' satisfaction on customers' loyalty at The Lovina Bali Hotel, (2) There is a positive and significant influence of corporate image on customers' loyalty at The Lovina Bali Hotel, (3) There is a positive and significant influence of customers' satisfaction on customers' loyalty at The Lovina Bali Hotel.

Keywords: corporate image, hotel, customer loyalty, customer satisfaction

