

**PENGARUH KUALITAS PELAYANAN DAN CITRA MEREK
TERHADAP LOYALITAS PELANGGAN PADA VOUK HOTEL AND
SUITES NUSA DUA BALI**

Oleh

Putu Iwan Wijaya, NIM 1617041109

ABSTRAK

Penelitian ini dilakukan untuk menguji pengaruh kualitas pelayanan dan citra merek terhadap loyalitas pelanggan pada Vouk Hotel and Suites Nusa Dua, Bali. Penelitian ini merupakan penelitian kuantitatif. Pengumpulan data dilakukan dengan metode survey atau angket (kuesioner). Selanjutnya, data yang telah terkumpul dianalisis dengan memakai metode analisis regresi linier berganda. Hasil penelitian menunjukkan bahwa (1) kualitas pelayanan dan citra merek berpengaruh signifikan terhadap loyalitas pelanggan pada Vouk Hotel and Suites Nusa Dua Bali (2) kualitas pelayanan berpengaruh signifikan terhadap loyalitas pelanggan pada Vouk Hotel and Suites Nusa Dua Bali dan (3) citra merek berpengaruh signifikan terhadap loyalitas pelanggan pada Vouk Hotel and Suites Nusa Dua.

Kata kunci: citra merek, kualitas pelayanan, kuantitatif, loyalitas pelanggan

Abstract

This research was conducted to examine the effect of service quality and brand image on customer loyalty at Vouk Hotel and Suites Nusa Dua, Bali. This research is a quantitative research. Data collection was carried out by survey or questionnaire (questionnaire) methods. Respondent in this study were guests who visited the hotel at least twice or more and the number of samples used was fifty people. Then, the data were analyzed using multiple linear regression analysis method. The results showed that (1) service quality and brand image simultaneously had a significant effect on customer loyalty at Vouk Hotel and Suites Nusa Dua, Bali, (2) service quality had a significant effect on customer loyalty at Vouk. Hotel and Suites Nusa Dua, Bali, and (3) brand image have a significant effect on customer loyalty at Vouk Hotel and Suites Nusa Dua.

Keywords: brand image, service quality, kuantitatif, customer loyalty