

PENGARUH KUALITAS PELAYANAN DAN KEPUASAN PELANGGAN TERHADAP LOYALITAS PELANGGAN VILLA AMERTHA

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ABSTRAK

Penelitian ini bertujuan untuk menguji pengaruh kualitas pelayanan dan kepuasan pelanggan terhadap loyalitas pelanggan pada Villa Amertha Bali. Subjek dalam penelitian ini adalah konsumen yang pernah menginap di Villa Amertha Bali, dan objek dalam penelitian ini adalah tamu yang menginap. Kualitas pelayanan (X1), kepuasan pelanggan (X2), dan loyalitas pelanggan (Y). Sampel dalam penelitian ini berjumlah 30 responden. Teknik penentuan sampel dalam penelitian ini adalah sampling incidental. Penelitian ini termasuk kedalam penelitian kuantitatif kausal. Hasil penelitian menunjukkan bahwa: (1) Kualitas pelayanan berpengaruh secara positif dan signifikan terhadap kepuasan pelanggan di Villa Amertha, (2) Nilai pelanggan berpengaruh secara positif dan signifikan terhadap kepuasan pelanggan di Villa Amertha, (3) Kualitas pelayanan berpengaruh secara positif dan signifikan terhadap loyalitas pelanggan di Villa Amertha dan (4) loyalitas pelanggan memediasi parsial pengaruh kualitas pelayanan terhadap kepuasan pelanggan di Villa Amertha.

Kata kunci: kualitas pelayanan, kepuasan pelanggan, loyalitas.

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ABSTRACT

This study aims to: (1) describe the causes of low job satisfaction, (2) describe the impact of low job satisfaction, and (3) describe efforts to increase job satisfaction. The subjects of this research were all contract teachers at SMK Negeri 3 Singaraja, and the object of research was the low job satisfaction. The population in this study were all informants who would provide information about the low job satisfaction felt by contract teachers, consisting of the contract teachers themselves, the principal and students at SMK Negeri 3 Singaraja. This research is a qualitative descriptive study. This study uses purposive sampling and uses the Snowball technique which is useful for covering a wider sample as supporting data. The findings from the results of this study indicate that the causes of low job satisfaction experienced by contract teachers are due to several factors such as the lack of teaching hours for JTM contract teachers, delays in giving salaries, and teaching that is not in accordance with the competence of their skills.

Keywords: *customer satisfaction, service quality, loyalty*

