

INTISARI

JW Marriott Hotel Surabaya adalah salah satu hotel bintang 5 terbaik di Surabaya. Masuk dalam peringkat 3 besar hotel bintang 5 di Surabaya. Perusahaan yang dikelola oleh PT. Ramasari Surya Persada selaku Owing Company dari JW Marriott memiliki beberapa vendor/pihak yang bekerja sama yang terkait dengan kegiatan bisnis yang dilakukan. Skripsi ini bertujuan untuk mengetahui implementasi dari *Perceived Service Quality* terhadap *Repurchase Intentions* dan *Subjective Well Being* pada hotel JW Marriot Surabaya.

Studi saat ini menyediakan dan menguji model terintegrasi yang meneliti dua kualitas hubungan konstruksi (*Customer Satisfaction*, *Customer-Company Identification*) sebagai variabel mediasi antara *Perceived Service Quality* pelanggan hotel JW Marriot Surabaya dan dua hasil (*Repurchase Intentions*, *Subjective Well Being*). Hasil penelitian dengan tamu hotel JW Marriot Surabaya yang memberikan dukungan untuk model yang diusulkan. Secara khusus, hasil menunjukkan bahwa *Customer Satisfaction* sepenuhnya memediasi hubungan antara *Perceived Service Quality* terhadap *Repurchase Intentions* dan *Subjective Well Being*. *Customer-Company Identification* secara parsial memediasi hubungan antara *Perceived Service Quality* terhadap *Repurchase Intentions* dan *Subjective Well Being*.

Kata Kunci : *Perceived Service Quality*, *Repurchase Intentions*, *Subjective Well Being*, *Customer Satisfaction*, *Customer-Company Identification*.

ABSTRACT

JW Marriott Hotel Surabaya is one of the best 5 star hotels in Surabaya. Entered into the top 3 of 5 star hotels in Surabaya. Company managed by PT. Ramasari Surya Persada as Owing Company of JW Marriott has several vendors / parties who work together related to business activities undertaken. This thesis aims to find out the implementation of Perceived Service Quality on Repurchase Intentions and Subjective Well Being at JW Marriot Surabaya hotel.

The current study provides and examines an integrated model that examines two quality construction relationships (Customer Satisfaction, Customer-Company Identification) as a mediating variable between the Perceived Service Quality of JW Marriot Surabaya hotel customers and two results (Repurchase Intentions, Subjective Well Being). The results of research with JW Marriot Surabaya hotel guests who provide support for the proposed model. Specifically, the results show that Customer Satisfaction fully mediates the relationship between Perceived Service Quality against Repurchase Intentions and Subjective Well Being. Customer-Company Identification partially mediates the relationship between Perceived Service Quality against Repurchase Intentions and Subjective Well Being.

Keywords: Perceived Service Quality, Repurchase Intentions, Subjective Well Being, Customer Satisfaction, Customer-Company Identification.