

PENGARUH CORPORATE SOCIAL RESPONSIBILITY,CUSTOMER IDENTIFICATION WITH THE COMPANY,DAN CUSTOMER SATISFACTION TERHADAP CUSTOMER LOYALTY PADA HOTEL SANTIKA PREMIERE GUBENG SURABAYA

Alvinessa Felicia

3122750

Fakultas Bisnis dan Ekonomika Program Studi Manajemen Pemasaran

Dr. Dudi Anandya, S.T.,M.SI.

Dra.ec. Indarini, M.M., CPM (Asia).

ABSTRAK

Skripsi ini bertujuan untuk menganalisis pengaruh *corporate social responsibility*, *customer identification with Company*, dan *Customer Satisfaction* terhadap loyalitas pelanggan hotel Santika Premiere Gubeng Surabaya. Penelitian ini menggunakan pendekatan kuantitatif dengan metode SEM (*Structural Equation Modeling*), yang diolah dengan *software* AMOS 22.0. Penelitian ini menggunakan sampel sebanyak 200 responden yang merupakan pelanggan untuk menggunakan dan menikmati jasa di hotel Santika Premiere Gubeng Surabaya dengan pendidikan minimal SMA/SMK, dan berusia 18 tahun. Teknik pengambilan sampel yang digunakan adalah *non probability sampling* dan jenisnya adalah *purposive sampling*. Skala pengukuran menggunakan *numerical scale* dalam 7 skala jenjang. Dalam penelitian ini juga dilakukan uji validitas dan uji reliabilitas alat ukur, selanjutnya dilakukan uji pada *measurement model* dan *structural model*, serta uji *goodness of fit* dari model penelitian. Hasil penelitian ini menyarankan hotel Santika Premiere Gubeng Surabaya dapat meningkatkan tanggung jawab sosial perusahaan yang merupakan variabel yang memiliki pengaruh paling besar dalam meningkatkan loyalitas pelanggan. Hasil penelitian ini juga menyatakan bahwa *corporate social responsibility* berpengaruh positif signifikan terhadap *customer loyalty*.

Kata kunci: *Corporate Social Responsibility*, *customer identification with the company*, *customer satisfaction*, *customer loyalty*.

*THE EFFECT OF CORPORATE SOCIAL RESPONSIBILITY, CUSTOMER IDENTIFICATION, CUSTOMER SATISFACTION ON CUSTOMER LOYALTY OF HOTEL SANTIKA PREMIERE GUBENG IN SURABAYA*

Alvinessa Felicia

3122750

*Faculty of Business and Economics, Marketing Programme*

Dr. Dudi Anandya, S.T.,M.SI.

Dra.ec. Indarini, M.M., CPM (Asia).

*ABSTRACT*

*The objective of this study is for analyze the effect of corporate social responsibility, customer identification with company, and customer satisfaction, its impact on customer loyalty of hotel Santika Premiere Gubeng Surabaya..This study uses a quantitative approach with SEM (Structural Equation Modeling) as the analysis tool, which is processed with AMOS 22.0 software.This study uses 200 respondents as a sample who are a customer to use and enjoy services at Santika Premiere Gubeng Surabaya hotel with high school / vocational high school, and is 18 years old..The sampling technique is non probability sampling and the type is purposive sampling. The measurement scale uses a numerical scale in 7 levels. This study also tested the validity and reliability of the measuring instrument, then tested the measurement model and structural model, and tested the goodness of fit of the research model. The results of this study suggest that the Santika Premiere Gubeng Surabaya hotel can increase corporate social responsibility which is the variable that has the greatest influence in increasing customer loyalty. The results of this study also state that corporate social responsiveness has a significant positive effect on customer loyalty.*

*Keywords: Corporate Social Responsibility, customer identification with the company, customer satisfaction, customer loyalty.*