

PENGARUH *TANGIBLE-SENSORIAL EXPERIENCE*, *STAFF
RELATIONAL/INTERACTIONAL EXPERIENCE*, *AESTHETIC PERCEPTION*
DAN *LOCATION* PADA *CUSTOMER SATISFACTION* BUDGET HOTEL DI
INDONESIA

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ABSTRAK

Penelitian ini bertujuan untuk mengetahui dan menganalisis pengaruh *tangible-sensorial experience*, *staff relational/interactional experience*, *aesthetic perception* dan *location* terhadap *customer satisfaction* dengan objek budget hotel di Indonesia. Jenis Penelitian yang digunakan adalah *basic research* yang menggunakan 4 variabel yaitu *tangible-sensorial experience*, *staff relational/interactional experience*, *aesthetic perception* dan *location*.

Sumber data yang digunakan adalah data primer yaitu dengan menyebarkan kuisioner. Sampel yang digunakan dalam penelitian ini sebanyak 105 kuisioner yang disebarkan di Surabaya. Teknik pengambilan sampel yang digunakan *non-probability sampling* dan data akan diolah dengan menggunakan bantuan SPSS 2013 *For windows*.

Hasil penelitian yang diperoleh menunjukkan terdapat pengaruh yang signifikan antara *tangible-sensorial experience*, *staff relational/interactional experience*, *aesthetic perception* dan *location* terhadap *customer satisfaction*.

Kata kunci: Budget hotel, *customer satisfaction*, *location*

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ABSTRACT

The Purpose of this study was to identify and analyze the influence of tangible-sensorial experience, staff relational/interactional experience, aesthetic perception and location on customer satisfaction with budget hotel object in Indonesia. The type of research is basic research. In this study 4 variable are use (tangible-sensorial experience, staff relational/interactional experience, aesthetic perception dan location).

Source of data used is primary data that is by distributing questionnaires. The samples used in this study was 105 respondents that distributed in Surabaya. The sampling technique used was non-probability sampling and the data will be processed using SPSS 2013 for windows.

The results of this study indicate that tangible-sensorial experience, staff relational/interactional experience, aesthetic perception and location has a significant influence on customer satisfaction.

Keywords: Budget hotel, customer satisfaction, location