

PENGARUH *ECONOMIC VALUE, INTERACTION, PSYCHOLOGICAL NEEDS, PERCEIVED VALUE* TERHADAP *CUSTOMER LOYALTY* PADA *LOYALTY MEMBERSHIP* DI HOTEL JW MARRIOTT SURABAYA

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ABSTRAK

Penelitian ini bertujuan untuk menguji pengaruh *economic value, interaction, psychological needs, perceived value* terhadap *customer loyalty* pada *loyalty membership* di hotel jw marriott surabaya

Penelitian ini dilakukan dengan menggunakan *Structural Equation Modelling* dengan *software* SPSS 18.0 dan AMOS 22.0. Penelitian ini menggunakan sampel sebanyak 110 responden yang mengikuti program loyalitas JW MARRIOTT Surabaya

Hasil penelitian ini membuktikan bahwa *economic value* berpengaruh signifikan terhadap *perceived value*. *Interaction* berpengaruh signifikan terhadap *perceived value*. *Psychological Needs* berpengaruh signifikan terhadap *perceived value* . *Perceived value* berpengaruh signifikan terhadap *customer loyalty*. *Economic value* tidak berpengaruh signifikan terhadap *customer loyalty*. *Interaction* berpengaruh signifikan terhadap *customer loyalty*. *Psychological Needs* berpengaruh signifikan terhadap *customer loyalty*.

Kata kunci: *loyalty membership , economic value, interaction, psychological needs, perceived value, customer loyalty*

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ABSTRACT

The purpose of this study is to economic value, interaction, psychological needs, perceived value towards customer loyalty to loyalty membership at JW MARRIOTT Surabaya.

This study using Structural Equation Modelling with SPSS 18.0 and AMOS 22.0. This study use sampel as many as 110 respondents who actively use social media managed by airlines in Indonesia.

The results of this study prove that economic value has a significant effect on perceived value. Interaction has a significant effect on perceived value. Psychological Needs has a significant effect on perceived value. Perceived value has a significant effect on customer loyalty. Economic value does not have a significant effect on customer loyalty. Interaction has a significant effect on customer loyalty. Psychological Needs has a significant effect on customer loyalty.

Keyword : loyalty membership , economic value, interaction, psychological needs, perceived value, customer loyalty