

JUDUL : PENGARUH *GREEN OVERALL IMAGE*, *GREEN TRUST*, DAN *GREEN SATISFACTION* TERHADAP *GREEN LOYALTY* DI HOTEL SINGGASANA SURABAYA

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ABSTRAK

Penelitian ini bertujuan untuk menguji pengaruh *green overall image*, *green trust*, dan *green satisfaction* terhadap *green loyalty* di Hotel Singgasana Surabaya. Jenis penelitian yang digunakan adalah penelitian kausal dan kuantitatif. Data penelitian ini didapat dengan menyebarkan kuesioner. Jumlah responden penelitian adalah 150 responden yang pernah menginap di Hotel Singgasana Surabaya, dengan teknik pengambilan sampel *non probability sampling*. Penelitian ini menggunakan pendekatan kuantitatif dengan menggunakan metode *structural equation modeling* (SEM) dengan bantuan AMOS 22.

Hasil penelitian mengungkapkan *green overall image* berpengaruh positif terhadap *green trust*; *green overall image* dan *green trust* tidak berpengaruh signifikan terhadap *green satisfaction*; *green overall image* dan *green trust* tidak berpengaruh signifikan terhadap *green loyalty*; dan *green satisfaction* berpengaruh positif terhadap *green loyalty*.

Kata kunci : *green overall image*, *green trust*, *green satisfaction*, *green loyalty*

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ABSTRACT

This research aims to test the influence of green overall image, green trust, and green satisfaction to green loyalty in Hotel Singgasana Surabaya. This research's type is causal and qualitative. This research's data is obtained from questionnaire. This research's total respondent is 150 respondent, which have stayed at Hotel Singgasana Surabaya, with non probability sampling as sampling technique. This research uses quantitative approach with structural equation modeling (SEM) as method, helped by AMOS 22.

This research found that green overall image effects positively on green trust; green overall image and green trust shows no significant effect on green satisfaction; green overall image and green trust shows no significant effect green loyalty; and green satisfaction effects positively on green loyalty.

Key words : green overall image, green trust, green satisfaction, green loyalty