

PENGARUH SERVICE QUALITY DAN OUTCOME QUALITY TERHADAP
CUSTOMER LOYALTY YANG DI MEDIASI OLEH CUSTOMER SATISFACTION
PADA HOTEL BINTANG TIGA DI SURABAYA

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ABSTRACT

The purpose of this study is to analyze the effects of Service Quality's dimensions and Outucome Quality's dimensions towards Customer Satisfaction and Customer Loyalty in three stars Hotels in Surabaya. Independent Variables used in this study are ; Service Quality, with its dimensions ; Tangibility, Reliability, Responsiveness, Assurance and Empathy, Outcome Quality, with its dimensions ; Valence, Waiting Time, and Sociability. This study is a causal research and quantitative method was used. Datas are gathered by sharing online questionaires. Service Quality's dimensions oftentime are refered to as the main factors that influence customer satisfaction. There's only small amount of research done about the influence of Outcome Quality and it's dimensions towards customer satisfaction, especially in Indonesia. This study's foundings will be about which service quality's dimensions and outcome quality's dimensions that has the most influence towards customer satisfaction in three stars Hotels in Surabaya, and the unfluence of customer satisfaction towards customer loyalty in three stars Hotels in Surabaya.

Key Words : Service Quality Dimensions, Outcome Quality Dimensions, Customer Satisfaction, SERVQUAL, Customer Loyalty

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ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh dimensi *Service Quality* dan *Outcome Quality* terhadap *Customer Satisfaction* dan *Customer Loyalty* pada Hotel – hotel berbintang tiga di Surabaya. Variabel Independen pada penelitian ini adalah *Service Quality* dengan dimensi – dimensinya ; *Tangibles, Reliability, Responsiveness, Assurance, Empathy*, *Outcome Quality* dengan dimensi – dimensinya ; *Valence, Waiting Time* dan *Sociability*. Penelitian ini bersifat Kausal dan menggunakan metode penelitian Kuantitatif. Data dari penelitian ini akan dikumpulkan secara primer melalui penyebaran kuesioner. Dimensi *Service Quality* sering kali disebut sebagai faktor utama untuk memenuhi kepuasan pelanggan. Masih jarang penelitian mengenai pengaruh *Outcome Quality* terhadap kepuasan pelanggan di lakukan, terutama di Indonesia. Penelitian ini akan menunjukkan dimensi *service quality* dan *outcome quality* yang paling berpengaruh pada *Customer Satisfaction* di Hotel bintang tiga di Surabaya, serta pengaruh Customer Satisfaction terhadap Customer Loyalty di Hotel Bintang 3 di Surabaya

Kata Kunci : *Service Quality Dimensions, Outcome Quality Dimensions, Customer Satisfaction, SERVQUAL, Customer Loyalty.*