

**KERAGAMAN LAYANAN DAN KLASIFIKASI BINTANG DALAM
MEMBENTUK *BRAND LOYALTY* DI INDUSTRI PERHOTELAN
*Systematic Literature Review***

SKRIPSI

**Diajukan untuk Memenuhi Salah Satu Persyaratan Memperoleh
Gelar Sarjana Pariwisata pada Program Studi
Manajemen Pemasaran Pariwisata**



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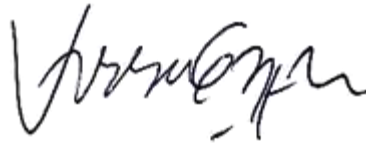
**“KERAGAMAN LAYANAN DAN KLASIFIKASI BINTANG
DALAM MEMBENTUK *BRAND LOYALTY* DI INDUSTRI
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(Systematic Literature Review)

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ABSTRAK

Keragaman Layanan dan Klasifikasi Bintang dalam membentuk *Brand Loyalty* di Industri Perhotelan; *Systematic Literature Review*

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Brand loyalty merupakan keterikatan serta komitmen yang diperkirakan dapat efektif mencegah peralihan perilaku pelanggan dan kesediaannya untuk membeli kembali merek yang sama dimasa depan. Di dalam industri perhotelan, mungkin tidak cukup hanya sekedar memuaskan tamu. Tamu yang puas belum tentu membeli kembali suatu merek kecuali mereka memiliki sikap dan komitmen yang loyal terhadap merek yang telah mereka percayai. Maka dari itu *brand loyalty* sangat dihargai di kalangan pemasar. Berbagai strategi diusulkan untuk mencapai tingkat *brand loyalty* tertinggi terutama di industri perhotelan. Tujuan dari penelitian ini adalah untuk mengetahui keragaman layanan apa saja yang membentuk *brand loyalty*, dan apakah klasifikasi bintang pada hotel mempengaruhi *brand loyalty*. Penelitian ini merupakan penelitian kualitatif yang menggunakan metode penelitian *systematic literature review*. Data yang digunakan dalam penelitian ini kami mencari dari enam database (*Science direct, emerald insight, EBSCO, Taylor Francis, Sage, dan ProQuest*). Hanya studi empiris mengenai loyalitas terhadap hotel berbintang yang disertakan, menghasilkan 14 studi yang ditinjau sebagai data akhir. Hasilnya menunjukkan bahwa keragaman layanan seperti penampilan fisik & keunikan hotel, detail kebersihan dan kelengkapan kamar, lobby hotel, fasilitas kebugaran, restoran, kemudahan tamu dalam mengakses informasi ; aplikasi, telepon dan website, serta layanan tambahan seperti *pick up service* terutama di hotel dengan klasifikasi bintang empat dan lima, karena harga yang dibayarkan oleh tamu dipercaya akan sebanding dengan kualitas ragam layanan dan fasilitas yg tamu dapatkan. *Image* sebuah hotel mewah, hotel bintang empat dan lima kelas atas juga merupakan elemen yang mempengaruhi loyalitas terhadap suatu merek.

Keywords: *Hotel Service, Hotel Facility, Star Classification, Hotel Star, Brand Loyalty, Hotel Brand Loyalty, Hotel Industry*

ABSTRACT

Service Diversity and Star Classification in Forming Brand Loyalty in the Hospitality Industry; Systematic Literature Review

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Brand loyalty is an attachment and commitment that is expected to be effective in preventing the change in customer behavior and willingness to repurchase the same brand in the future. In the hospitality industry, it may not be enough to just satisfy guests. Satisfied guests will not necessarily repurchase a brand unless they have a loyal attitude and commitment to the brand they have trusted. Therefore, brand loyalty is highly valued among marketers. Various strategies are proposed to achieve the highest level of brand loyalty, especially in the hotel industry. The purpose of this study was to determine the diversity of services that form brand loyalty, and whether the star classification of hotels affects brand loyalty. This research is qualitative research that uses a systematic literature review research method. The data used in this study were searched from six databases (Science Direct, Emerald Insight, EBSCO, Taylor Francis, Sage, and ProQuest). Only empirical studies on loyalty to star hotels were included, resulting in 14 studies being reviewed as final data. The results show that the diversity of services such as the physical appearance & uniqueness of the hotel, details of cleanliness and completeness of the rooms, hotel lobby, fitness facilities, restaurants, guest convenience in accessing information; applications, telephone, and website, as well as additional services such as pick up service, especially at hotels with four and five-star classifications because the price paid by guests is believed to be proportional to the quality of the variety of services and facilities that guests get. The image of a luxury hotel, an upscale four and five-star hotel is also an element that influences brand loyalty.

Keywords: *Hotel Service, Hotel Facility, Star Classification, Hotel Star, Brand Loyalty, Hotel Brand Loyalty, Hotel Industry*

| | |
|---|-------------|
| LEMBAR PENGESAHAN | i |
| LEMBAR HAK CIPTA | ii |
| ABSTRAK | iv |
| ABSTRACT | v |
| KATA PENGANTAR..... | vi |
| DAFTAR ISI..... | viii |
| DAFTAR TABEL | x |
| DAFTAR GAMBAR | xi |
| BAB I..... | 1 |
| PENDAHULUAN..... | 1 |
| 1.1 Latar Belakang Penelitian | 1 |
| 1.2 Review Question | 4 |
| 1.3 Tujuan Penelitian | 4 |
| 1.4 Kegunaan Penelitian | 4 |
| BAB II | 6 |
| KAJIAN PUSTAKA, KERANGKA PEMIKIRAN DAN HIPOTESIS | 6 |
| 2.1 Kajian Pustaka | 6 |
| 2.1.1 Konsep <i>Marketing Management</i> | 6 |
| 2.1.2 Konsep <i>Brand Loyalty</i> dalam <i>Strategic Brand Management</i> | 6 |
| 2.1.3 Pengertian <i>Brand Loyalty</i> | 8 |
| 2.1.4 Dimensi <i>Brand Loyalty</i> | 8 |
| 2.1.5 Konsep Hotel..... | 9 |
| 2.1.6 Penelitian Terdahulu..... | 9 |
| 2.2 Kerangka Pemikiran | 10 |
| BAB III METODE PENELITIAN | 13 |
| 3.1 Objek Penelitian | 13 |
| 3.2 Jenis dan Metode Penelitian | 13 |
| 3.2.1 Jenis Penelitian | 13 |
| 3.2.2 Metode Penelitian | 13 |
| 3.3 Penentuan Review Question dan Perencanaan Penelitian..... | 14 |
| 3.4 Teknik Pengumpulan Data..... | 15 |

| | |
|--|-----------|
| 3.5 Rancangan Analisis Data..... | 19 |
| 3.6 Rancangan Sintesis Data | 20 |
| BAB IV HASIL PENELITIAN DAN PEMBAHASAN..... | 21 |
| 4.1 Hasil Penelitian..... | 21 |
| 4.2 Pembahasan Penelitian | 54 |
| 4.2.1 Keragaman layanan hotel apa saja yang membentuk <i>brand loyalty</i> | 54 |
| 4.2.2 Apakah klasifikasi bintang pada hotel mempengaruhi <i>brand loyalty</i> | 56 |
| 4.2.3 Sintesis | 58 |
| BAB V KESIMPULAN DAN REKOMENDASI | 62 |
| 5.1 Kesimpulan..... | 62 |
| 5.1.1 Keragaman layanan apa saja yang membentuk <i>brand loyalty</i> | 62 |
| 5.1.2 Apakah klasifikasi bintang pada hotel mempengaruhi <i>brand loyalty</i> | 63 |
| 5.2 Rekomendasi | 63 |
| 5.2.1 Keragaman layanan apa saja yang membentuk <i>brand loyalty</i> | 63 |
| 5.2.2 Apakah klasifikasi bintang pada hotel mempengaruhi <i>brand loyalty</i> | 64 |
| DAFTAR PUSTAKA..... | 65 |

DAFTAR PUSTAKA

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