

**PENGARUH *SAFE CUSTOMER EXPERIENCE* TERHADAP
BEHAVIORAL INTENTION DENGAN *CUSTOMER SATISFACTION*
SEBAGAI VARIABEL *MODERATING* DI HOTEL
THE LANGHAM, JAKARTA**

**(Survei terhadap tamu yang menginap di hotel The Langham, Jakarta
pada masa pandemi COVID-19)**

SKRIPSI

Penelitian yang diajukan untuk memenuhi salah satu syarat
memperoleh gelar Sarjana Pariwisata pada Program Studi
Manajemen Pemasaran Pariwisata



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UNIVERSITAS PENDIDIKAN INDONESIA
2022**

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Fakultas Pendidikan Ilmu Pengetahuan Sosial
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LEMBAR PENGESAHAN

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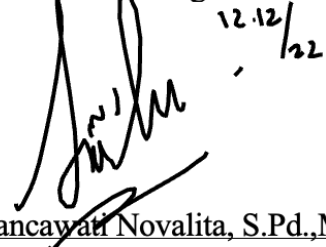
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LEMBAR PERNYATAAN TENTANG KEASLIAN SKRIPSI DAN BEBAS PLAGIARISME

Dengan ini Saya menyatakan bahwa skripsi dengan judul “*Pengaruh Safe Customer Experience Terhadap Behavioral Intention Dengan Customer Satisfaction Sebagai Variabel Moderating Di Hotel The Langham, Jakarta*” beserta seluruh isinya merupakan benar-benar hasil penelitian Saya sendiri. Penelitian ini tidak melakukan penjiplakkan atau pengutipan dengan cara-cara yang tidak sesuai dengan etika ilmu yang berlaku.

Atas pernyataan ini, Saya siap menanggung risiko/sanksi apabila dikemudian hari ditemukan adanya pelanggaran etika keilmuan atau terdapat klaim dari pihak lain terhadap keaslian dari penelitian Saya ini.

Bandung, 14 Desember 2022
Pembuat Pernyataan



Muhammad Alyama Degiani

ABSTRAK

Muhammad Alyama Degiani 1807259 “Pengaruh *Safe Customer Experience* Terhadap *Behavioral Intention* Dengan *Customer Satisfaction* Sebagai Variabel *Moderating* Di Hotel The Langham, Jakarta” di bawah bimbingan Dr. Bambang Widjajanta, M.M dan Dewi Pancawati Novalita, S.Pd.,MM.

Penelitian ini bertujuan untuk menganalisis pengaruh *safe customer experience* yang terdiri dari dimensi *reassurance*, *quickness*, *intimacy* dan *proximity* terhadap *behavioral intention* dengan *customer satisfaction* sebagai variabel moderasi. Metode penelitian yang digunakan dalam penelitian ini yaitu deskriptif dan verifikatif dengan metode *explanatory survey* dan pendekatan *cross sectional*. Teknik pengumpulan data yang digunakan adalah menyebarkan kuesioner secara *online*. Adapun populasi dalam penelitian ini adalah tamu yang menginap atau berkunjung ke hotel The Langham, Jakarta yang merupakan hotel baru diresmikan dan beroperasi pada tahun 2021 di Jakarta tepatnya pada masa pandemi COVID-19. Teknik pengambilan sampel menggunakan *systematic random sampling* dan diperoleh sebanyak 110 tamu hotel yang telah menginap di The Langham, Jakarta. Teknik analisis statistik yang digunakan yaitu regresi berganda dengan metode *moderated regression analysis (MRA)* dengan menggunakan aplikasi *SPSS 26 Statistic for Mac*. Pelaksanaan *safe customer experience* di hotel The Langham, Jakarta berada pada kategori sangat tinggi, kemudian tanggapan mengenai *behavioral intention* di hotel The Langham, Jakarta berada pada kategori sangat tinggi. Pelaksanaan *safe customer experience* dengan dimoderasi oleh *customer satisfaction* di hotel The Langham, Jakarta memiliki penilaian yang dikategorikan sangat tinggi. Hasil penelitian menunjukkan adanya pengaruh yang signifikan antara *safe customer experience* dengan *behavioral intention* dengan dimoderasi oleh variabel *customer satisfaction*.

Kata Kunci : *Safe Customer Experience*, *Behavioral Intention*, *Customer Satisfaction*, Variabel Moderasi, COVID-19, Hotel Bintang 5, Bisnis Hotel Jakarta.

ABSTRACT

Muhammad Alyama Degiani 1807259 “The Influence of Safe Customer Experience on Behavioral Intention With Customer Satisfaction As Moderating Variable At The Langham Hotel Jakarta” under guidance by Dr. Bambang Widjajanta, M.M and Dewi Pancawati Novalita, S.Pd.,MM.

This study aims to analyze the effect of safe customer experience consisting of dimensions of reassurance, quickness, intimacy and proximity on behavioral intention with customer satisfaction as moderating variable. The research method used in this research is descriptive and verification with explanatory survey method and cross sectional approach. The data collection technique used was distributing online questionnaires. The population in this study are guests who stay or visit to The Langham Hotel Jakarta which the brand new hotel opening in Jakarta during the COVID-19 pandemic. The sampling technique used systematic random sampling and obtained as many as 110 guests of five-star hotel in Jakarta. The statistical analysis technique used is multiple regression with moderated regression analysis (MRA) using the SPSS Statistics 26 application for Mac. Implementation safe customer experience at The Langham Hotel Jakarta is in very high category, then the responses of behavioral intention at The Langham Hotel Jakarta is also in the very high category. Implementation of safe customer experience with moderated by customer satisfaction at The Langham Hotel Jakarta has pass the assessment with very high category. The result of the research shows that there is a significant influence between safe customer experience to behavioral intention with customer satisfaction as moderation variable.

Kata Kunci : *Safe Customer Experience, Behavioral Intention, Customer Satisfaction, Moderating Variable, COVID-19, 5 Star Hotels, Hotel Business in Jakarta.*

KATA PENGANTAR

Alhamdulillahirobil'alamin. Penulis dapat menyelesaikan skripsi yang berjudul "**Pengaruh *Safe Customer Experience* Terhadap *Behavioral Intention* Dengan *Customer Satisfaction* Sebagai Variabel *Moderating* Di Hotel The Langham, Jakarta**" sebagai salah satu syarat penyusunan skripsi pada Program Studi Manajemen Pemasaran Pariwisata.

Skripsi ini disusun untuk memperoleh temuan mengenai gambaran *safe customer experience* dan gambaran *behavioral intention* dengan *customer satisfaction* sebagai variabel moderasi pada tamu yang menginap di hotel The Langham, Jakarta pada masa pandemi COVID-19. Penelitian ini juga bertujuan untuk mengetahui pengaruh antara kedua variabel tersebut dengan variabel moderasi.

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Muhammad Alyama Degiani

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Muhammad Alyama Degiani

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