

ABSTRAK

Ilmi Noer Andriyanti, 1304555, “**Pengaruh *Customer Perceived Value* terhadap *Customer Retention*”** (Survei pada tamu individu reguler yang menginap di Grand Royal Panghegar), di bawah bimbingan Dr. Lili Adi Wibowo, S.Sos., S.Pd., MM dan Dewi Pancawati Novalita, S.Pd., MM.

Customer retention merupakan isu utama yang sedang dikaji dalam penelitian di bidang industri pariwisata, khususnya dibidang industri jasa seperti hotel. Grand Royal Panghegar merupakan salah satu hotel bintang lima di kota Bandung yang berupaya untuk mempertahankan dan meningkatkan *customer retention* dengan menciptakan nilai positif yang dirasakan oleh tamu individu reguler. Dalam penelitian ini, variabel bebas (X) yang digunakan yaitu *Customer Perceived Value* yang terdiri *quality*, *emotional response*, *monetary price*, *behavioral price*, dan *reputation*. Variabel terikat (Y) yaitu *Customer Retention*. Jenis penelitian yang digunakan adalah deskriptif verifikatif, dan metode yang digunakan adalah survei dengan teknik *systematic sampling*, maka diperoleh jumlah sampel minimal atau sama dengan sebesar 100 tamu individu reguler. Teknik analisis data dan uji hipotesis yang digunakan adalah *Partial Least Square* (PLS). Hasil penelitian menunjukkan bahwa *customer perceived value* yang terdiri dari *quality*, *emotional response*, *monetary price*, *behavioral price*, dan *reputation* memberikan pengaruh yang signifikan terhadap *customer retention*. Faktor yang paling mempengaruhi adalah *behavioral price*, di mana Grand Royal Panghegar berhasil membuat tamu individu reguler berniat untuk menginap kembali. Faktor yang memberikan pengaruh paling rendah terhadap *customer retention* adalah *monetary price*, aspek ini perlu ditingkatkan dengan memberikan *special rate* dengan kualitas produk dan pelayanan yang memuaskan tamu individu reguler saat menginap di Grand Royal Panghegar.

Kata Kunci : *Customer Perceived Value*, *Customer Retention*, dan Grand Royal Panghegar

ABSTRACT

Ilmi Noer Andriyanti, 1304555, ***“The Influence of Customer Perceived Value toward Customer Retention”*** (Survey of Regular Individual Guest who stay at the Grand Royal Panghegar), under the guidance of Dr. Lili Adi Wibowo, S.Sos.,S.Pd.,MM and Dewi Pancawati Novalita,S.Pd.,MM.

Customer retention has become the main issue in many researches in tourism field, mainly in the service industry such as hotel. Grand Royal Panghegar is one of the five-star hotel in Bandung, which is attempted to maintain and improve customer retention by creating a positive perceived value for regular individual guest. On this research, the independent variable used is Customer Perceived Value consisting of quality, emotional response, monetary price, behavioral price, and reputation. Customer Retention is as the dependent variable (Y). The types of research used is descriptive verification, and the method used is a survey with systematic sampling technique, therefore the minimum sample size is as many as 100 regular individual guests. Techniques of data analysis and hypothesis testing used Partial Least-Square (PLS). The results indicated that customer perceived value that consists of quality, emotional response, monetary price, behavioral price, dan reputation have a significant influence on customer retention. The most influential factors is behavioral price, where the Grand Royal Panghegar has successfully made the regular individual guests generated revisit intention. The weakest factors that influence customer retention is monetary price, this aspect needs to be improved by giving special rates on its product and services which satisfies the regular individual guests the moment they stay at the Grand Royal Panghegar.

Keywords: *Customer Perceived Value, Customer Retention, and Grand Royal Panghegar*