

ABSTRAK

Rizky Yanuar Ariandi (1304490) “Pengaruh *Customer Value* Terhadap Loyalitas Tamu di Aston Bogor Hotel & Resort (Survei terhadap Tamu Individu Reguler yang Menginap di Aston Bogor Hotel & Resort)”, dibawah bimbingan Rini Andari, S.Pd., S.E.Par., MM dan Dewi Pancawati N., S.Pd., MM.

Hotel merupakan salah satu akomodasi yang menjadi bagian penting untuk menunjang kegiatan dari pariwisata. Aston Bogor Hotel & Resort merupakan penyedia jasa akomodasi di Kota Bogor. Masalah yang dihadapi oleh perusahaan adalah rendahnya loyalitas tamu individu yang dilihat dari menurunnya jumlah tamu individu reguler, selain itu jumlah tamu individu yang tergabung menjadi *member* dan melakukan pemesanan kamar juga mengalami penurunan. Peneliti memilih *customer value* sebagai solusi yang dapat diterapkan untuk meningkatkan loyalitas dari tamu individu reguler. Variabel independen (X) yang digunakan yaitu *customer value* terdiri dari dimensi *total customer benefit* dan *total customer cost*. Variabel dependen (Y) yang digunakan yaitu *customer loyalty*. Jenis penelitian menggunakan deskriptif dan verifikatif dengan metode *explanatory survey* dan pendekatan *cross sectional*. Sampel penelitian sebanyak 110 responden tamu individu reguler yang terdiri dari *member* dan *non member* dengan teknik *sampling proportionate stratified random sampling*. Teknik analisis data yang digunakan adalah regresi berganda. Pelaksanaan *customer value* di Aston Bogor Hotel & Resort berada pada kategori tinggi dan menghasilkan nilai yang positif, indikator *customer value* mengenai manfaat produk lain yang dimiliki Aston Bogor Hotel & Resort dibandingkan dengan biaya energi yang dikeluarkan memperoleh nilai *customer value* tertinggi, sedangkan nilai terendah adalah indikator mengenai manfaat keterampilan *housekeeper* dalam memberikan pelayanan dibandingkan dengan biaya psikis yang dikeluarkan tamu individu reguler. Tingkat *customer loyalty* tamu individu reguler berada pada kategori tinggi, dimensi *repeated purchases* mendapatkan penilaian tertinggi, sedangkan dimensi *willingness to pay premiums* mendapat nilai terendah. Hasil penelitian menunjukkan adanya pengaruh antara *customer value* terhadap *customer loyalty*.

Kata Kunci : *Customer Value*, *Customer loyalty*, Aston Bogor Hotel & Resort

ABSTRACT

Rizky Yanuar Ariandi (1304490) “The Influence of Customer Value Against Customer Loyalty at Aston Bogor Hotel & Resort (Survey to individual regular guests who staying at Aston Bogor Hotel & Resort)”, under the guidance of Rini Andari, S.Pd., S.E.Par., MM and Dewi Pancawati N., S.Pd., MM.

Hotel is one of the accommodations that become an important part to support the tourism activities. Aston Bogor Hotel & Resort is an accommodation service provider in Bogor. The problem that faced by the company is the low level of individual guest loyalty which can be seen from the decrease in the number of regular individual guests, in addition the number of individual guests who are members and make reservations also decreased. Researchers choose customer value as a workable solution to increase loyalty from regular individual guests. The independent variable (X) used is customer value consisting of total customer benefit dimension and total customer cost. Dependent variable (Y) used is customer loyalty. The research type is descriptive and verificative with explanatory survey method and cross sectional approach. The sample of research is 110 respondents of regular individual guest consisting of member and non member with proportionate stratified random sampling sampling technique. Data analysis technique that used is multiple regression. Customer value at Aston Bogor Hotel & Resort is in high category and generates positive value, customer value indicator about other product benefits owned by Aston Bogor Hotel & Resort compared to energy cost incurred get the highest value of customer value, while the lowest value is about the benefits of housekeeper skills in providing services compared to the psychic costs incurred by regular individual guests. The regular customer loyalty level is in the high category, the repeated purchases dimension gets the highest rating, while the willingness to pay premiums dimension gets the lowest score. The result of research shows the influence between customer value to customer loyalty.

Keywords : Customer Value, Customer Loyalty, Aston Bogor Hotel & Resort