

ABSTRAK

Kristiani Sri Devi Sitanggang (1303536), “Pengaruh *Service Excellence* Terhadap *Repurchase Intention* Dengan *Customer Satisfaction* Sebagai Variabel Moderating Di Hotel Aryaduta Bandung” di bawah bimbingan Dr. Lili Adi Wibowo, S.Sos., S.Pd., MM dan Dewi Pancawati N, S.Pd.,MM

Hotel Aryaduta Bandung merupakan hotel bintang lima yang berada di jantung Kota Bandung. Masalah yang dihadapi Hotel Aryaduta Bandung adalah tingkat kunjungan berulang yang fluktuatif dan cenderung menurun. Berdasarkan hasil pra penelitian, hal ini disebabkan oleh banyaknya *complaint* dari tamu tentang pelayanan yang diberikan dianggap belum cukup, sehingga menyebabkan pelayanan yang kurang baik di benak tamu. Karena itu, Hotel Aryaduta Bandung harus memiliki strategi untuk mengatasi permasalahan tersebut. Dengan demikian, peneliti memilih *Service Excellence* sebagai solusi yang diterapkan untuk membangun dan meningkatkan *Repurchase Intention* di Hotel Aryaduta Bandung. Variabel independen (X) yang digunakan yaitu *Service Excellence* (X), variabel dependen yaitu *Repurchase Intention* (Y) dan *Customer Satisfaction* (Z) sebagai variabel moderating. Jenis penelitian yang digunakan adalah deskriptif dan verifikatif dengan metode *explanatory survey* dengan pendekatan *cross sectional*. Sampel dalam penelitian ini sebanyak 109 responden, yaitu tamu yang menginap di Hotel Aryaduta Bandung dengan teknik penarikan yang digunakan yaitu *random sampling*. Teknik analisis data yang digunakan adalah regresi berganda dengan metode *MRA (Moderated Regression Analysis)*. Pelaksanaan *Service Excellence* di Hotel Aryaduta Bandung berada pada kategori tinggi, kemudian tanggapan mengenai *Repurchase Intention* di Hotel Aryaduta Bandung berada pada kategori sangat tinggi. Pelaksanaan *service excellence* dengan dimoderasi oleh *customer satisfaction* di Hotel Aryaduta Bandung memiliki penilaian yang cukup. Hasil penelitian menunjukkan adanya pengaruh yang signifikan antara *Service Excellence* terhadap *Repurchase Intention* dengan di moderasi *Customer Satisfaction*.

Kata Kunci: *Service Excellence*, *Repurchase Intention*, *Customer Satisfaction*, Variabel Moderating, Hotel Aryaduta Bandung

Kristiani Sri Devi Sitanggang, 2017

PENGARUH SERVICE EXCELLENCE TERHADAP CUSTOMER REPURCHASE INTENTION DENGAN CUSTOMER SATISFACTION SEBAGAI VARIABEL MODERATING

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ABSTRACT

Kristiani Sri Devi Sitanggang (1303536), "The Influence of Service Excellence on Repurchase Intention With Customer Satisfaction As Moderating Variable At Aryaduta Hotel Bandung" under guidance by Dr. Lili Adi Wibowo, S.Sos., S.Pd.,MM and Dewi Pancawati N, S.Pd., MM

Hotel Aryaduta Bandung is a five star hotel located in the heart city of Bandung. The problem faced by Hotel Aryaduta Bandung is the level of repeated visits that fluctuate and tend to decline. Based on the results of pre-research, this is caused by the many complaints from guests about the services provided are considered not enough, thus causing poor service in the minds of guests. Therefore, Hotel Aryaduta Bandung must have a strategy to overcome these problems. This research focus on Service Excellence as a solution applied to build and improve Repurchase Intention at Aryaduta Hotel Bandung. The independent variable used is Service Excellence (X), dependent variable is Repurchase Intention (Y) and Customer Satisfaction (Z) as moderating variable. The type of research used is descriptive and verificative with explanatory survey method with cross sectional approach. The sample in this study as many as 109 respondents, namely guests who stay at Hotel Aryaduta Bandung with withdrawal technique used is random sampling. The data analysis technique used is multiple regression with MRA (Moderated Regression Analysis) method. Implementation Service Excellence at Aryaduta Hotel Bandung is in the high category, then the response about Repurchase Intention at Hotel Aryaduta Bandung is in very high category. Implementation of service excellence with moderated by customer satisfaction at Aryaduta Hotel Bandung has enough assessment. The result of the research shows that there is a significant influence between Service Excellence to Repurchase Intention with Customer Satisfaction moderation.

Keywords: Service Excellence, Repurchase Intention, Customer Satisfaction, Moderating Variable, Hotel Aryaduta Bandung

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