# ABSTRAK

**Berthy Dwi Baroqah (1303575).** Gaya Berpikir, Kepuasan Pelanggan, Kepercayaan, dan Loyalitas Pelanggan pada Konsumen Hotel di Bandung. Skripsi. Departemen Psikologi, Fakultas Ilmu Pendidikan, Universitas Pendidikan Indonesia. Bandung. (2018).

Penelitian ini bertujuan untuk mengetahui dinamika hubungan gaya berpikir, kepuasan pelanggan, kepercayaan dan loyalitas pelanggan pada konsumen hotel di Bandung. Alat ukur yang digunakan dalam penelitian ini adalah *Analysis-Holism* Scale, *Customer Satisfaction Scale*, *Consumer Trust Scale*, dan *Loyalty Scale* dimana masing-masing alat ukur diadaptasi ke dalam Bahasa Indonesia oleh peneliti.

Metode penelitian yang digunakan adalah pendekatan kuantitatif dengan analisis jalur (*path analysis*) dengan responden sebanyak 349 orang yang pernah menginap di hotel yang berdomisili di Bandung. Responden diambil secara *non-probability sampling* dengan teknik *incidental sampling*. Hasil penelitian menunjukkan bahwa secara signifikan gaya berpikir memiliki pengaruh langsung terhadap kepuasan pelanggan, kepercayaan, dan loyalitas pelanggan.

Namun demikian, gaya berpikir memiliki pengaruh tidak signifikan terhadap loyalitas pelanggan melalui kepuasan pelanggan dan kepercayaan. Hal tersebut mengindikasikan bahwa gaya berpikir mempengaruhi bagaimana pelanggan menilai kepuasan, kepercayaan, serta loyalitas yang dimilikinya terhadap hotel.

**Kata kunci :** gaya berpikir, kepuasan pelanggan, kepercayaan, loyalitas pelanggan

# ABSTRACT

**Berthy Dwi Baroqah (1303575).** Thinking Style, Customer Satisfaction, Trust, and Customer Loyalty on Hotel Customer at Bandung. Essay. Department of Psychology, Education Faculty, Indonesian Education University. Bandung. (2018).

This study aims to determine the dynamics of thinking style, customer satisfaction, trust and customer loyalty on hotel consumers in Bandung.

The measuring tools used in this study are Analysis-Holism Scale, Customer Satisfaction Scale, Consumer Trust Scale, and Loyalty Scale which adapted into Indonesian language by researcher.

The research method used is a quantitative approach by using path analysis with 349 respondents who had stayed at Hotel located in Bandung. Respondents were taken by non-probability sampling with incidental technique. The result showed that thinking style has direct effect on customer satisfaction, trust, and customer loyalty significantly.

Even so, thinking style has an insignificant effect toward customer loyalty has if mediated by trust and customer loyalty. This indicates that thinking style affect how customer determine their satisfaction, trust, and loyalty toward the hotel.

**Keywords :** Thinking style, customer satisfaction, trust, customer loyalty