

# SERVICE QUALITY, CUSTOMER SATISFACTION, CUSTOMER ENGAGEMENT DAN CUSTOMER LOYALTY PADA KONSUMEN HOTEL DI BANDUNG

## ABSTRAK

**Bela Merdianingsih (1300887).** *Service Quality, Customer Satisfaction, Customer Engagement dan Customer Loyalty pada Konsumen Hotel di Bandung.* Skripsi. Departemen Psikologi, Fakultas Ilmu Pendidikan, Universitas Pendidikan Indonesia. Bandung (2018).

Penelitian ini bertujuan untuk mengetahui pengaruh *service quality* terhadap *customer loyalty* secara langsung juga melalui mediasi, *customer satisfaction* dan *customer engagement* pada konsumen hotel di Bandung. Metode penelitian yang digunakan adalah metode kuantitatif dengan sampel penelitian berjumlah 349 partisipan yang pernah menginap di hotel di Bandung. Instrumen dalam penelitian ini antara lain *Service Quality Scale (SERVQUAL)*, *Customer Satisfaction Scale*, *Customer Engagement Scale*, dan *Customer Loyalty Scale* yang diadaptasi ke dalam bahasa Indonesia. Teknik analisis data yang digunakan adalah analisis jalur atau *path analysis*. Hasil penelitian menunjukkan bahwa *service quality* berpengaruh terhadap *customer loyalty*, baik secara langsung maupun melalui *customer satisfaction* dan *customer engagement*.

Kata kunci: *service quality, customer satisfaction, customer engagement, customer loyalty*

**Bela Merdianingsih, 2018**

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# **SERVICE QUALITY, CUSTOMER SATISFACTION, CUSTOMER ENGAGEMENT AND CUSTOMER LOYALTY TO HOTEL CONSUMER IN BANDUNG**

## **ABSTRACT**

**Bela Merdianingsih (1300887).** *Service Quality, Customer Satisfaction, Customer Engagement and Customer Loyalty to Hotel Consumer in Bandung.* Final paper. Psychology Department in Faculty of Education, Indonesia University of Education. Bandung (2018).

This research aims to determine the influence of service quality to customer loyalty directly also through mediation, customer satisfaction and customer engagement to hotel consumer in Bandung. The method used is quantitative method with sample amounts 349 participant who have the experience of staying in hotels in Bandung. This research used Service Quality Scale (SERVQUAL) to measure service quality, Customer Satisfaction Scale to measure customer satisfaction, Customer Engagement Scale to measure customer engagement, and Customer Loyalty scale to measure customer loyalty. Data analysis technique used are path analysis. The result suggest that there is influence of service quality to customer loyalty directly also through customer satisfaction and customer engagement.

Keywords: service quality, customer satisfaction, customer engagement, customer loyalty

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