ABSTRACT

CUSTOMER SATISFACTION AND LOYALTY ANALYSIS OF HOTEL PANGRANGO 2 BOGOR

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The purposes of this study were to investigate the satisfaction and the loyalty of (1) calculate customer satisfaction and loyalty index in Hotel Pangrango 2 Bogor, (2) analyze the factors influencing customer satisfaction in Hotel Pangrango 2 Bogor, (3) analyze relationship between customer satisfaction and loyalty customers at Hotel Pangrango 2 Bogor.

The study also tried to find out gap of customer’s expectation and hotel’s performance for each satisfaction attribute. Data was collected from 165 respondents who had visited to hotel. The primary data using a descriptive and survey method approach through questionnaires and interviews. The samples were determined using purposive convenience sampling (non probability sampling). Structural Equation Modeling, Penalty-Reward Analysis, Gap analysis, Customer Satisfaction Index, and Customer Loyalty Index were used to analyze the data.

The results of this study showed that all dimensions had significantly contributed in influencing customer satisfaction. Gap analysis and Structural Equation Modeling (SEM) analysis were used to analyze the data. Gap analysis showed that there was a big gap in empathy. Tangibles was dimension that contribute more to other dimension besides responsiveness, reliability, assurance, and empathy, and reliability. There is a significant relationship between satisfaction and loyalty.

Keywords: Hotel, Customer Satisfaction, Customer Loyalty, Structural Equation Modeling, Penalty Reward Analysis, Gap Analysis, Customer Satisfaction Index, and Customer Loyalty Index.