

Pengaruh kualitas jasa hotel syariah terhadap kepuasan dan dampaknya terhadap loyalitas konsumen: studi kasus: Siti Hotel di Kota Tangerang = The influence of sharia compliant hotel service quality on satisfaction and its impact on consumer loyalty: case study: Siti Hotel at Tangerang City

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Abstrak

Tujuan dari penelitian ini untuk membahas mengenai pengaruh kualitas jasa hotel syariah terhadap kepuasan dan dampaknya terhadap loyalitas konsumen Siti Hotel di Kota Tangerang. Kualitas jasa sendiri terdiri dari lima dimensi yaitu assurance, responsiveness, tangible, empathy dan reliability. Untuk menjaga relevansi penelitian terhadap kasus yang diamati oleh peneliti, maka peneliti menambahkan dimensi prinsip-prinsip syariah pada variabel laten kualitas jasa. Sebanyak 155 dari tamu yang pernah menginap minimal satu malam di Siti Hotel, yang menjadi responden dalam penelitian yang berlangsung selama bulan November 2016. Pengolahan data menggunakan Structural Equation Modeling Hasil analisis data menunjukkan bahwa dimensi kualitas jasa yaitu assurance, tangible, empathy dan prinsip-prinsip syariah berpengaruh signifikan terhadap kepuasan konsumen secara langsung, namun terdapat beberapa dimensi yang tidak berpengaruh signifikan terhadap kepuasan diantaranya responsiveness dan reliability. Kepuasan konsumen disini juga berpengaruh signifikan terhadap loyalitas konsumen. Maka dari itu, pihak Siti Hotel perlu memperhatikan kembali dimensi kualitas jasa yang belum mempengaruhi kepuasan demi menjaga persaingan dalam industri perhotelan yang didominasi oleh hotel konvensional.

.....The purpose of this study is to discuss the influence of Islamic Service Quality on satisfaction and its impact on consumer loyalty at Siti Hotel in Tangerang. Quality of services consists of five dimensions, assurance, responsiveness, tangible, empathy and reliability. To maintain the relevance of the research to the cases observed by the researchers, the researchers added a dimension of Islamic principles on the latent variables of service quality. The total of 155 respondents drawn from guests who stayed at least one night at Siti Hotel ongoing during at November 2016. Processing data using Structural Equation Modeling. The results of this study indicate that the dimensions of service quality that assurance, tangible, empathy and the principles of sharia significantly influence customer satisfaction directly, but there are several dimensions that no significant impact on satisfaction among responsiveness and reliability. Consumer satisfaction here a significant effect on consumer loyalty. Therefore, the need to take back the Siti Hotel dimensions of service quality are not yet affecting satisfaction in order to maintain competition in the hospitality industry which is dominated by a conventional hotel.