

# Analisis pengaruh kualitas pelayanan terhadap kepuasan pelanggan, loyalitas pelanggan dan citra merek hotel berbasis syariah (Studi kasus: Hotel Sofyan) = Effect of service quality on customer satisfaction customer loyalty and brand image of sharia compliant hotel (Case study: Sofyan Hotel)

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## Abstrak

Skripsi ini membahas mengenai pengaruh kualitas pelayanan yang dirasakan pelanggan hotel Sofyan saat proses service encounter terhadap kepuasan dan loyalitas pelanggan, serta citra merek yang terbentuk di benak pelanggan. Kualitas pelayanan terdiri dari dimensi wujud nyata, keandalan, ketanggapan, jaminan dan kepastian, dan empati. Untuk menjaga relevansi penelitian terhadap kasus yang diamati, peneliti menambahkan dimensi Islamic value factors pada variabel laten kualitas pelayanan. Sejumlah 200 responden tamu pada unit Hotel Sofyan Betawi dan Sofyan Inn Tebet yang minimal pernah menginap 1 malam. Pengolahan data menggunakan Structural Equation Modeling dengan program LISREL 8.5.

Hasil penelitian menunjukkan bahwa kualitas pelayanan mempengaruhi kepuasan pelanggan dan loyalitas pelanggan secara langsung. Pengaruh kualitas pelayanan sangat lemah terhadap citra merek, namun berpengaruh kuat secara tidak langsung melalui kepuasan pelanggan. Maka dari itu, penting untuk membangun citra merek sebagai unique value proposition di tengah persaingan industri perhotelan yang didominasi hotel konvensional.

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This research investigates the effect of service quality on customer satisfaction, customer loyalty and brand image of Hotel Sofyan as a Sharia Compliant Hotel. Service quality consists of dimensions: tangible, reliability, responsiveness, assurance and empathy. In order to keep the relevancy of the research, researcher adding up Islamic Value Factors as a dimension of service quality. The 200 respondents are guests at Hotel Sofyan Betawi and Sofyan Inn Tebet. Structural Equation Modeling with LISREL 8.5 has been used to process the data.

The results show that hotel service quality affect directly to customer satisfaction and customer loyalty. Direct effect of service quality to brand image is relatively weak, however the indirect effect indicating a strong effect mediated by customer satisfaction. Therefore, building brand image of Sharia Compliant Hotel as an unique value proposition have greater importance to deal with the hotel and accomodation industry competition that dominated by conventional hotel-base.