

Pengaruh islamic service quality dan muslim customer perceived value terhadap customer satisfaction dan dampaknya terhadap repurchase intention pada hotel syariah di Bandung = The influence of islamic service quality and muslim customer perceived value muslims towrad the customer satisfaction and its impact on repurchase intention at sharia hotel in Bandung

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Abstrak

Tujuan dari penelitian ini adalah untuk mengidentifikasi hubungan antara Islamic service quality, Muslim Customer Perceived Value (MCPV), customer satisfaction, dan repurchase intention pada hotel syariah di Bandung. Sebanyak 255 sampel diperoleh dari tamu yang pernah menginap di Hotel Syariah di Bandung digunakan dalam penelitian ini. Hotel tersebut diantaranya adalah Orange Home Syariah, Narapati Syariah Hotel, Cottage Daarul Jannah, Daarul Mutmainah dan MQ Guest House.

Metode yang digunakan dalam penelitian ini adalah metode SEM. Pengukuran dalam penelitian ini menggunakan konsep baru yang diajukan Gayatri (2013) dalam mengukur variabel service quality dan Muslim Customer Perceived Value (MCPV) yang diajukan Eid dan Gohary (2015) dalam mengukur variabel perceived value.

Hasil penelitian menunjukkan terdapat pengaruh yang positif dan signifikan antara Islamic service quality dan Muslim Customer Perceived Value terhadap customer satisfaction. Hasil penelitian juga menunjukkan terdapat pengaruh signifikan antara customer satisfaction terhadap repurchase intention. Penelitian ini juga menemukan pengaruh tidak langsung antara variabel Islamic service quality terhadap repurchase intention melalui customer satisfaction.

.....The purpose of this study was to identify the relationship between Islamic service quality, Muslim Customer Perceived Value (MCPV), customer satisfaction, and repurchase intention on sharia hotels in Bandung. A total of 255 samples were obtained from guests who stayed at the hotel in Bandung Sharia used in this study. The hotel include Orange Home Sharia, Sharia Narapati Hotel, Cottage Daarul Jannah, Daarul Mutmainah and MQ Guest House.

The method used in this research is Structural Equation Model. The measurements in this study was using a new concept proposed by Gayatri (2013) to measure the variables of service quality and Muslims Customer Perceived Value (MCPV) from Eid and Gohary (2015) to measure the perceived value variables.

The results showed a significant influence of Islamic Muslim service quality and Customer Perceived Value to customer satisfaction. The results also revealed that there was a significant effect of customer satisfaction on repurchase intention. The study also found indirect influence of Islamic variable service quality on customer satisfaction through repurchase intention.