

Roles of ambient conditions in building hotel guests loyalty the effects of hotel ambience on the formation of overall image customer satisfaction and loyalty intentions

Simangunsong, Gorby, author

Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=20421792&lokasi=lokal>

Abstrak

[This research was intended to examine the critical role of ambient-condition factors in the formation of overall image, customer satisfaction, and loyalty intentions. The results of the research was taken from a sample of 156 luxury hotel customers in Jakarta to demonstrate the influence ambience conditions factors have on the formation of overall image, customer satisfaction and loyalty intentions. Odor/Aroma was found to be the most significant ambience factor which affected overall image while on the other end of the spectrum, Air Quality showed to be insignificant. Regarding Customer Satisfaction, Noise/Sound level was the most significant with Music factor being second with mere differences. Air Quality was again found to be insignificant in influencing Customer Satisfaction. Furthermore, Overall Image and Customer Satisfaction was found to positively influence customers' Loyalty Intentions in the hotel industry.Penelitian ini bertujuan untuk menguji peran penting dari faktor ambient-conditions dalam pembentukan overall image, customer satisfaction dan loyalty intentions. Hasil penelitian ini terambil dari 156 sampel pelanggan hotel di Jakarta untuk menunjukkan pengaruh ambient-conditions terhadap pembentukan overall image, customer satisfaction dan loyalty intentions. Bau /Aroma ditemukan menjadi faktor suasana paling signifikan yang mempengaruhi citra keseluruhan. Di sisi lain, Kualitas Udara menunjukkan bahwa factor tersebut tidak signifikan. Mengenai customer satisfaction, Tingkat Kebisingan dan Musik adalah faktor-faktor yang sangat signifikan. Kualitas udara ditemukan lagi tidak menjadi factor yang signifikan dalam mempengaruhi customer satisfaction. Selanjutnya, ditemukan bahwa Overall Image dan Customer Satisfaction menjadi predictor yang positif terhadap kedua Loyalty Intentions di dalam industri perhotelan., This research was intended to examine the critical role of ambient-condition factors in the formation of overall image, customer satisfaction, and loyalty intentions. The results of the research was taken from a sample of 156 luxury hotel customers in Jakarta to demonstrate the influence ambience conditions factors have on the formation of overall image, customer satisfaction and loyalty intentions. Odor/Aroma was found to be the most significant ambience factor which affected overall image while on the other end of the spectrum, Air Quality showed to be insignificant. Regarding Customer Satisfaction, Noise/Sound level was the most significant with Music factor being second with mere differences. Air Quality was again found to be insignificant in influencing Customer Satisfaction. Furthermore, Overall Image and Customer Satisfaction was found to positively influence customers' Loyalty Intentions in the hotel industry.]