

Analisis Hubungan Antara Eco Servqual Dan Customer Satisfaction Dengan Peran Moderasi Gender, Serta Revisit Intention Pada Green Hotel Di Indonesia = Analysis of the Relationship Between Eco Servqual and Customer Satisfaction with the Role of Gender Moderation, and Revisit Intention to Green Hotels in Indonesia

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Abstrak

Indonesia terkenal sebagai salah satu negara dengan destinasi pariwisatanya yang sudah mendunia. Indonesia terus berusaha meningkatkan program pariwisata berkelanjutan, salah satunya melalui industri perhotelan. Industri perhotelan mendukung gerakan pengurangan emisi karbon salah satunya melalui program green hotel. Persaingan antar green hotel dalam memberikan service excellence mendorong untuk perusahaan memberikan service quality terbaik agar pengunjung merasa puas dan ingin kembali lagi untuk menginap. Tujuan penelitian ini untuk memeriksa hubungan antara Eco Service Quality dengan Customer Satisfaction dengan moderasi gender dan pengaruhnya pada Revisit Intention. Pengumpulan data dilakukan melalui penyebaran kuesioner pada 220 responden. Structural Equation Modelling (SEM) digunakan untuk menganalisis data. Studi ini menemukan bahwa Eco Service Quality secara signifikan mempengaruhi kepuasan pengunjung, dan pada akhirnya membuat pengunjung ingin menginap kembali di waktu dan kesempatan yang akan datang. Peran gender juga terbukti memiliki peran moderasi pada hubungan Eco Service Quality dan customer satisfaction.

.....Indonesia is well-known as one of the countries with world-famous tourism destinations. Indonesia continues to strive to improve sustainable tourism programs, one of which is through the hotel industry. The hospitality industry supports commitments to reduce carbon emissions, one of which is through the green hotel program. Competition among green hotels in providing service excellence encourages companies to provide the best service quality so that visitors feel satisfied and want to return to stay. This study examines the relationship between Eco Service Quality and Customer Satisfaction with the moderation of gender and the effect of Revisit Intention through the moderation role of gender. Data was collected by distributing questionnaires to 220 respondents. Structural Equation Modelling (SEM) was employed to analyze the data. This study found that Eco Service Quality significantly affects customer satisfaction, ultimately making visitors want to stay again at a future time and opportunity. The role of gender is also proven to have a moderating role in the relationship between Eco Service Quality and customer satisfaction.