

**ANALISA PENGARUH FAKTOR *SATISFACTION*, *PERCEIVED QUALITY*,
PERCEIVED VALUE, DAN *TRUST* TERHADAP LOYALITAS
PELANGGAN HOTEL BINTANG LIMA DI SURABAYA**

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Abstrak: Penelitian ini dilakukan untuk menganalisa pengaruh faktor *satisfaction*, *perceived quality*, *perceived value*, dan *trust* terhadap loyalitas pelanggan hotel bintang lima di Surabaya dengan menggunakan metode kuantitatif melalui penyebaran kuisioner sebanyak 165. Analisa regresi linear berganda digunakan sebagai alat analisis. Hasilnya hanya variabel *satisfaction* dan *trust* saja yang memiliki hubungan yang positif dan signifikan terhadap loyalitas pelanggan hotel bintang lima di Surabaya.

Kata kunci: Loyalitas, *satisfaction*, *perceived quality*, *perceived value*, *trust*.

Abstract: *The purpose of this research is to analyze the effects of satisfaction, perceived quality, perceived value, and trust on customer loyalty of five-star hotels in Surabaya by using a quantitative method and distributing 165 questionnaires. Linear regression analysis is used. The results show that only satisfaction and trust have positive and significant influences on customer loyalty.*

Keywords: Loyalty, satisfaction, perceived quality, perceived value, trust.

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