

ANALISA PENGARUH *BRAND IMAGE* TERHADAP *CUSTOMER LOYALTY* DAN *CUSTOMER SATISFACTION* SEBAGAI MEDIATOR DI HOTEL SHANGRI-LA SURABAYA

Dea Alexandra Fransisca

Program Manajemen Perhotelan, Fakultas Ekonomi, Universitas Kristen Petra, Surabaya,
Indonesia.

Jl. Siwalankerto 121-131, Surabaya
E-mail: m33413150@john.petra.ac.id

Abstrak: Penelitian ini bertujuan untuk mengetahui pengaruh *brand image* terhadap *customer loyalty* dan *customer satisfaction* sebagai variabel *mediator* di hotel Shangri-La Surabaya. Penelitian ini menggunakan pendekatan kuantitatif kausal dengan bantuan penyebaran kuesioner yang dibagikan kepada 105 responden yang pernah menginap di hotel Shangri-La Surabaya. Hasil penelitian ini menunjukkan: (1) *favorability* berpengaruh negatif dan tidak signifikan terhadap *customer satisfaction*, (2) *strength* berpengaruh positif dan signifikan terhadap *customer satisfaction*, (3) *uniqueness* berpengaruh positif dan signifikan terhadap *customer satisfaction*, (4) *customer satisfaction* berpengaruh positif dan signifikan terhadap *customer loyalty*.

Kata Kunci: *Brand image*, *Customer satisfaction*, *Customer Loyalty*,

Abstract: This study aims to determine the effect of Shangri-La Surabaya hotel's brand image to customer loyalty through customer satisfaction as mediator. Survey of 105 respondents was conducted and analyzed using the PLS method. The findings show that : (1) favorability have a negative and not significant effect on customer satisfaction, (2) strength have a positive and significant effect on customer satisfaction. (3) uniqueness have a positive and significant effect on customer satisfaction. (4) customer satisfaction has a positive and significant effect on customer loyalty.

Keywords :

Brand Image, Customer Satisfaction, Customer Loyalty

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