

ABSTRAK

KORELASI ANTARA FASILITAS, PELAYANAN, DAN HARGA TERHADAP LOYALITAS KONSUMEN

Studi Kasus Pada Pelanggan di Hotel “BOROBUDUR” Yogyakarta

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Penelitian ini adalah untuk mengetahui korelasi antara variabel fasilitas, pelayanan, harga dan loyalitas konsumen. Penelitian ini dilakukan di Hotel Borobudur, Yogyakarta.

Penelitian dilakukan dengan cara menyebarkan kuesioner kepada 30 orang konsumen hotel dengan menggunakan metode pengambilan sampel *purposive sampling*. Uji validitas dan Reliabilitas digunakan untuk analisis keandalan dari butir-butir pertanyaan kuesioner. Analisis *Rank Spearman* digunakan untuk mengetahui apakah variabel fasilitas dan loyalitas, variabel pelayanan dan loyalitas, variabel harga dan loyalitas tersebut berkorelasi terhadap loyalitas konsumen hotel secara parsial. Uji korelasi berganda digunakan untuk mengetahui apakah variabel fasilitas, pelayanan, harga berkorelasi terhadap loyalitas konsumen secara simultan.

Penelitian ini mendapatkan bahwa variabel fasilitas, pelayanan, dan harga terhadap loyalitas konsumen berhubungan signifikan secara parsial. Sedangkan secara simultan dengan uji korelasi berganda didapatkan bahwa variabel fasilitas, pelayanan, dan harga terhadap loyalitas berhubungan signifikan.

ABSTRACT

CORELLATION AMONG FACILITIES, SERVICES, PRICE AND COSTUMER LOYALTY

A Case Study on Hotel BOROBUDUR Guests Yogyakarta

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The study aims to find out the corellations among the variables of facilities, services, price and costumer loyalty. This research was conducted in Borobudur Hotel in Yogyakarta.

The study was conducted by distributing questionnaires to 30 hotel guests by purposive sampling method. Validity and reability test was used to analyze the reability and validity of the questionnaires items. Rank Spearman analysis was used to determine whether the variable of facilities and loyalty, the variable of services and loyalty, the variable of price and loyalty ware corellated with the loyalty of hotel quests partially. Multiple corellation test was used to determine whether the variable facilities, services, price were corellated with the loyalty of hotel quest simultaneously.

The research found out that the variable of facilities, services, price and hotel quest loyalty partially corellated to significant. While multiple corellationtest found out that facilities, services, price and hotel quest loyalty correlated simultaneously.