

ABSTRACT

This study aims to determine the extent to which service quality and brand image influence customer satisfaction and loyalty at The Trans Resort Bali. A quantitative approach was applied to the hotel guest population, and purposive sampling was used to select guests who had stayed more than twice in the past year and were over 18 years of age. The sample size of 85 respondents was determined based on the number of research indicators. The data analysis techniques applied included descriptive analysis, validity and reliability tests, classical assumption tests, multiple linear regression analysis, path analysis, t-tests, and Sobel tests. The results of this study indicate that service quality and brand image have a positive and significant effect on customer satisfaction. Customer satisfaction also has a positive and significant effect on customer loyalty. In addition, service quality and brand image are proven to have a direct influence on customer loyalty. Mediation analysis with the Sobel test shows that customer satisfaction significantly mediates the influence of service quality and brand image on customer loyalty. Thus, it can be concluded that customer satisfaction plays an important role in shaping customer loyalty at The Trans Resort Bali.

Keywords: Service quality, brand image, satisfaction, loyalty, path analysis, sobel test

ABSTRAK

Penelitian ini bertujuan untuk mengetahui sejauh mana pengaruh kualitas pelayanan dan citra merek terhadap kepuasan dan loyalitas pelanggan dengan objek penelitian di The Trans Resort Bali. Metode yang digunakan adalah pendekatan kuantitatif dengan populasi tamu hotel, dan teknik pengambilan sampel menggunakan teknik purposive sampling, yaitu tamu yang telah menginap lebih dari dua kali dalam setahun terakhir dan berusia diatas 18 tahun. Jumlah sampel sebanyak 85 responden ditentukan berdasarkan jumlah indikator penelitian. Teknik analisis data yang digunakan meliputi analisis deskriptif, uji validitas dan reliabilitas, uji asumsi klasik, analisis regresi linier berganda, path analysis, uji t dan uji sobel. Hasil dari penelitian ini menunjukkan bahwa kualitas pelayanan dan citra merek berpengaruh positif dan signifikan terhadap kepuasan pelanggan. Kepuasan pelanggan juga berpengaruh positif dan signifikan terhadap loyalitas pelanggan. Selain itu kualitas pelayanan dan citra merek terbukti memiliki pengaruh langsung terhadap loyalitas pelanggan. Analisis mediasi dengan uji sobel menunjukkan bahwa kepuasan pelanggan memediasi secara signifikan pengaruh kualitas pelayanan dan citra merek terhadap loyalitas pelanggan. Dengan demikian, dapat disimpulkan bahwa kepuasan pelanggan memainkan peran penting dalam membentuk loyalitas pelanggan di The Trans Resort Bali.

Kata kunci : Kualitas pelayanan, citra merek, kepuasan, loyalitas, path analysis, uji sobel.