

ABSTRACT

The aim of the study was to analyze the effect of servicescape and perceived price on customer satisfaction and the implications on revisit intention. The Sriwijaya Hotel's customers were taken as the sample of the case study. This research was descriptive-quantitative in nature. Both primary and secondary data were gathered. Secondary data were gathered from various sources such as books, journals and related internal information. Primary data were gathered using questionnaires distributed to the target respondents. Using a purposive sampling technique, a total sample of 150 respondents was obtained. Structural Equation Modeling (SEM) and various statistical tests such as validity, reliability, and normality were employed. The results showed that the variables of servicescape and perceived price had a significant and positive effect on customer satisfaction. Furthermore, servicescape and customer satisfaction had also a significant effect on revisit intention, whereas perceived price had no significant effect on revisit intention. It is recommended that the company should evaluate the color, noise, temperature and lighting to improve customer satisfaction, and conduct customer satisfaction survey because it has strong effect in creating customer's intention to revisit The Sriwijaya Hotel. Further research on the effect determinant variables of customer satisfaction toward the antecedents of customer loyalty is needed.

Keywords: servicescape, perceived price, customer satisfaction, revisit intention, hotel, SEM

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ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh lingkungan fisik pelayanan dan persepsi harga terhadap kepuasan pelanggan serta implikasinya terhadap minat untuk menginap kembali. Pelanggan The Sriwijaya Hotel diambil sebagai sampel dalam studi kasus ini. Penelitian ini bersifat deskriptif-kuantitatif. Data primer dan data sekunder dikumpulkan. Data sekunder dikumpulkan dari berbagai sumber seperti buku, jurnal dan informasi internal terkait. Data primer dikumpulkan dengan menggunakan kuesioner yang disebar ke responden sasaran. Dengan menggunakan teknik *purposive sampling*, dengan sampel sebanyak 150 responden. *Structural Equation Modeling* (SEM) dan berbagai uji statistik seperti validitas, reliabilitas, dan normalitas digunakan. Hasil penelitian menunjukkan bahwa variabel lingkungan fisik pelayanan dan persepsi harga berpengaruh signifikan dan positif terhadap kepuasan pelanggan. Selanjutnya, lingkungan fisik pelayanan dan kepuasan pelanggan juga memiliki pengaruh yang signifikan terhadap minat untuk menginap kembali, sedangkan persepsi harga tidak berpengaruh signifikan terhadap minat untuk menginap kembali. Disarankan agar perusahaan mengevaluasi warna, kebisingan, suhu dan pencahayaan untuk meningkatkan kepuasan pelanggan, dan melakukan survei kepuasan pelanggan karena sangat berpengaruh dalam menciptakan minat pelanggan untuk menginap kembali di The Sriwijaya Hotel. Penelitian lebih lanjut tentang pengaruh variabel-variabel penentu kepuasan pelanggan terhadap anteseden dari loyalitas pelanggan sangat dibutuhkan.

Kata kunci: lingkungan fisik pelayanan, persepsi harga, kepuasan pelanggan, minat untuk menginap kembali, hotel, SEM