

ABSTRAK

PENGARUH *SERVICESCAPE* DAN PERAN *GUEST RELATION OFFICER* TERADAP MINAT MENGINAP KEMBALI DENGAN KEPUASAAN PELANGGAN SEBAGAI VARIABEL MEDIASI

Studi pada Hotel Santika Premiere Jogja

Raden Roro Adellia Puspita Dewi

Universitas Sanata Dharma

Yogyakarta

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Penelitian ini bertujuan untuk mengetahui : 1) apakah *servicescape* memiliki pengaruh terhadap minat menginap kembali, 2) apakah *servicescape* memiliki pengaruh terhadap kepuasan pelanggan, 3) apakah peran *guest relation officer* (GRO) memiliki pengaruh terhadap minat menginap kembali, 4) apakah peran *guest relation officer* (GRO) memiliki pengaruh terhadap kepuasan pelanggan, 5) apakah kepuasan pelanggan berpengaruh terhadap minat menginap kembali, 6) apakah kepuasan pelanggan memediasi hubungan antara *servicescape* dan minat menginap kembali, 7) apakah apakah kepuasan pelanggan memediasi hubungan antara peran *guest relation officer* (GRO) dan minat menginap kembali. Teknik pengambilan sampel dengan *purposive* sampling. Data diperoleh dengan membagikan kusioner secara *online* dan wawancara *online* mengenai *servicescape*, peran *guest relation officer*, kepuasan pelanggan, dan minat menginap kembali dengan responden sebesar 100 orang. Teknik analisis data yang dipakai dalam penelitian ini adalah *Smart PLS*. Hasil penelitian menunjukkan : 1) *servicescape* tidak berpengaruh terhadap minat menginap kembali, 2) *servicescape* berpengaruh terhadap kepuasan pelanggan, 3) peran *guest relation officer* (GRO) berpengaruh terhadap minat menginap kembali, 4) peran *guest relation officer* (GRO) berpengaruh terhadap kepuasan pelanggan, 5) kepuasan pelanggan berpengaruh terhadap minat menginap kembali, 6) kepuasan pelanggan memediasi hubungan antara *servicescape* dan minat menginap kembali. 7) kepuasan pelanggan memediasi hubungan antara peran *Guest Relation Officer* dan minat menginap kembali.

Kata Kunci : *Servicescape*, Peran *Guest Relation Officer*, Minat Menginap Kembali, dan Kepuasan Pelanggan.

ABSTRACT

THE INFLUENCE OF SERVICESCAPE AND THE ROLE OF THE GUEST RELATION OFFICER TOWARDS THE INTEREST OF REVISITING WITH CUSTOMER SATISFACTION AS A MEDIATION VARIABLES

Study at Hotel Santika Premiere Jogja

Raden Roro Adellia
Puspita DewiSanata
Dharma University
Yogyakarta
2021

This study aims to determine whether: 1) Servicescape influences Interest to Revisit, 2) Servicescape influences Customer Satisfaction, 3) The Role of Guest Relations Officer (GRO) influences Interest to Revisit, 4) The Role of Guest Relations Officer (GRO) influences Customer Satisfaction, 5) Customer Satisfaction influences Interest to Revisit, 6) Customer Satisfaction mediates the influence of Servicescape towards Interest to Revisit, 7) Customer Satisfaction mediates the Role of Guest Relations Officer (GRO) towards Interest to Revisit. The sampling technique is purposive sampling. Data were obtained by distributing online questionnaires and online interviews about servicescape, the Role of Guest Relations Officers, Customer Satisfaction, and Interest to Revisit with 100 respondents. The data analysis technique used in this research is Smart PLS. The results shows that : 1) Servicescape did not influence Interest to Revisit, 2) Servicescape influenced Customer Satisfaction, 3) The Role of Guest Relations Officer (GRO) influenced Interest to Revisit, 4) The Role of Guest Relations Officer (GRO) influenced Customer Satisfaction. , 5) Customer Satisfaction influenced Interest to Revisit, 6) Customer Satisfaction mediated the influence of Servicescape towards Interest to Revisit. 7) Customer Satisfaction mediated the influenced of The Role of the Guest Relation Officer towards Interest to Revisit.

Keywords: Servicescape, Guest Relation Officer Role, Interest to Stay Back, and Customer Satisfaction.