

ABSTRAK

Pengaruh Kualitas Pelayanan Dan Harga Terhadap Loyalitas Pelanggan Di Beehive Boutique Hotel Bandung

Penelitian ini bertujuan untuk menganalisis pengaruh kualitas layanan dan harga terhadap loyalitas pelanggan di Beehive Boutique Hotel Bandung. Hasil penelitian menunjukkan bahwa baik kualitas layanan maupun harga berada pada kategori ‘cukup’, namun loyalitas pelanggan tergolong ‘rendah’. Dimensi layanan fisik (berwujud) dinilai paling baik, sedangkan dimensi keandalan dan empati perlu ditingkatkan. Pada aspek harga, pelanggan masih merasa bahwa tarif belum sepadan dengan manfaat yang diterima. Analisis regresi menunjukkan bahwa kualitas layanan dan harga secara simultan berpengaruh signifikan terhadap loyalitas pelanggan. Secara parsial, kualitas layanan memberikan pengaruh yang lebih besar dibandingkan harga. Ini menunjukkan bahwa aspek emosional dan pengalaman pelayanan memiliki peran penting dalam membentuk loyalitas pelanggan. Penelitian ini merekomendasikan peningkatan layanan berbasis personalisasi, perbaikan persepsi nilai melalui strategi harga dan fasilitas yang sebanding, serta penguatan hubungan emosional dengan pelanggan melalui pengalaman menginap yang lebih personal dan interaktif. Penelitian selanjutnya disarankan untuk menggali variabel lain yang berpengaruh terhadap loyalitas serta memperluas cakupan responden.

Kata kunci: kualitas layanan, harga, loyalitas pelanggan.

ABSTRACT

The Influence of Service Quality and Price on Customer Loyalty at Beehive

Boutique Hotel Bandung

This study aims to analyze the influence of service quality and price on customer loyalty at Beehive Boutique Hotel Bandung. The findings indicate that both service quality and price are perceived as 'moderate', while customer loyalty falls into the 'low' category. Among the service dimensions, tangible aspects received the highest ratings, while reliability and empathy were identified as areas needing improvement. In terms of pricing, customers generally felt that the rates did not match the value or benefits provided. Multiple regression analysis revealed that service quality and price simultaneously have a significant effect on customer loyalty. Partially, service quality contributes more strongly than price, indicating that emotional and experiential factors play a crucial role in shaping loyalty. This research recommends improving service personalization, enhancing perceived value through better facility standards and fair pricing, and strengthening emotional connection through more memorable and engaging guest experiences. Future research is encouraged to explore other variables that may affect customer loyalty and to broaden the respondent base beyond loyal customers.

Keywords: service quality, price, customer loyalty