Abstract

Objective In this research we are able to know which part of customer satisfaction and image of the hotel that affecting the customer loyalty the most. Therefore if it’s proved that customer loyalty have a relationship with customer satisfaction and image of the hotel, we can enhance the customer satisfaction and image with more specific because we are divided the customer satisfaction into four that will be mention below

Method In this research customer satisfaction will be measured trough reception, food and beverage and house keeping departments of the hotel and price/value is included as well. Data are collected from individual and chain hotel in Jakarta area.

Results The result from this research shows that the hotel image didn’t affect the customer loyalty in Jakarta hotel industry, while the customer satisfaction with reception, housekeeping, food and beverage, and price are show to have a positive relationship with customer loyalty. Customer satisfaction with reception department grabs a big attention because it is the only factor that found to be the most significant that determined customer loyalty in Jakarta hotel industry.

Conclusions The results of this research also indicate that all part of a hotel function are not equally important to the customers. The findings show that the most important factor that affects customer loyalty in Jakarta hotel industry (for 3+ to 4 star hotel class) is the reception department with its ambience, physical appearance, ability and willingness to provide a service. And the result also show that image of hotel are not quiet important for Jakarta hotel industry customers.

Key words Customer loyalty, customer satisfaction, image, hotel, Jakarta
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- The purpose of visit to this hotel
- Gender
- Age
- Have you stayed with this hotel before
- Approximately how many times have you stayed in the past year
- Original journal
- Questionnaire