

## ABSTRAK

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### **ANALISIS PENGARUH *ACCOMMODATION INFRASTRUCTURE, ATTITUDE AND BEHAVIOR OF EMPLOYESSS, CUSTOMER INTERACTION, EMPLOYEE EXPERTISE, FOOD & BEVERAGE QUALITY, FRONT DESK QUALITY, ROOM QUALITY, SAFETY & SECURITY, SOCIALITBILITY, WAITING TIME*, TERHADAP REVISIT INTENTION MELALUI *CUSTOMER SATISFACTION* PADA TAMU HOTEL SHANGRI-LA DI SURABAYA**

(xiv + 226 halaman: 8 gambar; 56 tabel ; 5 lampiran)

Seiring dengan perkembangan kota Surabaya sebagai kota terbesar ke 2 di Indonesia. hal membawa dampak yang luar biasa bagi berbagi sektor di Surabaya baik dibidang ekonomi maupun pariwisata. Berkembangnya ekonomi dan pariwisata Surabaya membuat,menyebabkan peranan hotel menjadi sangat penting sebagai penunjang kemudahan bagi masyarakat yang membutuhkan tempat menginap baik untuk urusan bisnis maupun berlibur. Salah satu dampak positif dari perkembangan ekonomi dan pariwisata adalah pada sector perhotelan. Hotel secara tidak langsung memiliki pengaruh besar dalam menopang ekonomi dan pariwisata. Hotel Shangri-la sebagai salah satu pelopor Hotel bintang 5 di Surabaya yang dapat menampung banyak tamu dan memiliki berbagai jenis fasilitas didalamnya.

Penelitian ini ditunjukan untuk menganalisa pengaruh *Accommodation Infrastructure, Attitude And Behavior Of Employesss, Customer Interaction, Employee Expertise, Food & Beverage Quality, Front Desk Quality, Room Quality, Safety & Security, Socialitbility, Waiting Time, Terhadap Revisit Intention* Melalui *Customer Satisfaction* Pada Tamu Hotel Shangri-La Di Surabaya. Dalam meningkatkan Revisit Intention yang positif maka sampel yang digunakan dalam penelitian ini yaitu tamu Hotel Shangri-la Surabaya yang berusia 18-60 tahun baik pria maupun wanita, berdomisili di luar/didalam Surabaya. Minimal menginap 1 kali dalam kurun waktu 2 tahun terakhir. Penelitian ini menggunakan 202 responden dan AMOS 22.0 untuk mengolah data.

Hasil penelitian menunjukkan bahwa variabel yang memiliki pengaruh terbesar adalah Customer satisfaction terhadap Revisit Intention dengan nilai koefisien regresi sebesar 0,612. Pengaruh terbesar kedua adalah , Food & Beverage Quality dengan nilai koefisien regresi sebesar 0,386. Pengaruh terbesar ke tiga adalah Room Quality dengan nilai koefien regresi sebesar 0,346. Pengaruh terbesar ke empat adalah Front Desk Quality dengan nilai koefisiensi regresi sebesar 0,343. Pengaruh terbesar kelima adalah *Attitude And Behavior Of Employesss* dengan nilai koefisiensi regresi sebesar 0,228. Pengaruh Variable *safety and Security* dengan nilai koefiensi regresi sebsar 0,183. *Employee Expertise* merupakan pengaruh ketujuh yang memiliki nilai koefisiensi 0,142. *Waiting time* merupakan pengaruh kedelapan dengan nilai koefiensi regresi sebsar 0,136 . *Sociablity* merupakan pengaruh kesembilan dengan nilai koefiensi regresi sebesar 0,043. Pengaruh terkecil adalah Customer Interaction terhadap Customer Satisfaction dengan nilai koefisien regresi sebesar 0,011

**Kata Kunci:** *Accommodation Infrastructure, Attitude And Behavior Of Employesss, Customer Interaction, Employee Expertise, Food & Beverage Quality, Front Desk Quality, Room Quality, Safety & Security, Socialitbility, Waiting Time, Revisit Intention, Customer Satisfaction*

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## ABSTRACT

*Along with the development of the city of Surabaya as the second largest city in Indonesia. It has had a tremendous impact on various sectors in Surabaya, both in the economic and tourism sectors. The development of the economy and tourism in Surabaya makes the role of hotels very important as a support for the convenience of people who need a place to stay both for business and leisure. One of the positive impacts of economic and tourism development is on the hotel sector. Hotels indirectly have a major influence in sustaining the economy and tourism. Shangri-la Hotel is one of the pioneers of 5 star hotels in Surabaya which can accommodate many guests and has various types of facilities in it.*

*This research is shown to analyze the influence of Accommodation Infrastructure, Attitude And Behavior Of Employesss, Customer Interaction, Employee Expertise, Food & Beverage Quality, Front Desk Quality, Room Quality, Safety & Security, Socialitability, Waiting Time, Against Revisit Intention Through Customer Satisfaction with Guests. Shangri-La Hotels in Surabaya. In increasing positive Revisit Intention, the sample used in this study is the guests of the Shangri-la Hotel Surabaya, aged 18-60 years, both male and female, who live outside / inside Surabaya. Minimum stay 1 time in the last 2 years. This study used 202 respondents and AMOS 22.0 to process data.*

*The results showed that the variable that had the greatest influence was Customer satisfaction with Revisit Intention with a regression coefficient of 0.612. The second biggest influence is, Food & Beverage Quality with a regression coefficient value of 0.386. The third biggest influence is Room Quality with a regression coefficient value of 0.346. The fourth biggest influence is Front Desk Quality with a regression coefficient value of 0.343. The fifth biggest influence is Attitude And Behavior Of Employesss with a regression coefficient value of 0.228. The effect of variable safety and security with a regression coefficient value of 0.183. Employee Expertise is the seventh influence which has a coefficient value of 0.142. Waiting time is the eighth effect with a regression coefficient value of 0.136. Sociablity is the ninth influence with a regression coefficient value of 0.043. The smallest influence is Customer Interaction on Customer Satisfaction with a regression coefficient of 0.011*

**Keyword: Accommodation Infrastructure, Attitude And Behavior Of Employesss, Customer Interaction, Employee Expertise, Food & Beverage Quality, Front Desk Quality, Room Quality, Safety & Security, Socialitbility, Waiting Time, Revisit Intention, Customer Satisfaction**

