

*Undergraduate Thesis
Management Study Program
Even semester 2019/2020*

The Effect of Service Quality, Corporate Image, Perceived Value, and Customer Satisfaction on Customer Loyalty at 4-Star Hotels in Batam

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Abstract

This study aims to determine the effect of service quality, corporate image, perceived value, and customer satisfaction on customer loyalty at 4 star hotels in Batam.

This study uses a sample of people who live in Batam, foreign and domestic tourist staying at 4 star hotels in Batam. A total of 300 respondents were successfully collected and only 297 respondents could be used in the study. In selecting the sample, this study used purposive sampling method with the aim of selecting respondents in accordance with the characteristics of the study that had been previously understood, then adjusted to criteria in the study in accordance with the objective of this study.

The results of the study are service quality, corporate image, perceived value has a positive influence on customer satisfaction and customer satisfaction has a positive effect as a mediation between service quality, company image, and perceived value of customer loyalty.

Keywords: *Service Quality, Corporate Image, Perceived Value, Customer Satisfaction, Customer Loyalty*