UNIVERSITAS INTERNATIONAL BATAM

Faculty of Economics
Management Study Program
Even Semester 2019/2020

FACTORS AFFECTING CUSTOMER E-LOYALTY ON HOTELS IN BATAM CITY

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ABSTRACT

This study aims to observe the effect of website quality on e-loyalty on hotels in Batam city. Customer e-loyalty is used as the dependent variable in this study, while the quality of website service in which there is website functionality, customer experience, reputation, perceived service quality, overall customer satisfaction and return intention.

This study has 200 samples of data that were researched and sourced from hotel consumers who have made hotel transactions / bookings through the hotel website, but there are 80 outlier data samples, so that the total sample data studied was 120 sample data.

The results of this study indicate a significant positive effect on website functionality on perceptions of service quality, perceptions of service quality on overall customer satisfaction, return intentions on customer loyalty, and perceived service quality on return intentions. This study did not find any significant effect on customer experience on perceptions of service quality, reputation on perceived service quality, overall customer satisfaction on return intentions, overall customer satisfaction on customer loyalty. And from the research results customer satisfaction cannot be used as a mediation for return intention, and overall customer satisfaction cannot be used as a mediation for customer e-loyalty.

Keywords: *e-loyalty, customer satisfaction, perceived service quality*