

UNIVERSITAS INTERNASIONAL BATAM

*Faculty of Economy
Management Study Program
Even Semester 2019/2020*

ANALYSIS THE EFFECT OF PHYSICAL ENVIRONMENT AND SOCIAL INTERACTION THROUGH PERCEIVED VALUE AND HOTEL IMAGE ON CUSTOMER LOYALTY AT BOUTIQUE HOTELS IN BATAM

**Jessica
NPM: 1641253**

ABSTRACT

The author conducted this research with the aim of knowing the effect of physical environment and social interaction on customer loyalty through perceived value and hotel image as mediating variables in boutique hotels in Batam city.

This study uses Smart PLS 3.0 and IBM SPSS Statistic 22 applications in managing and analyzing distributed questionnaires. A total of 200 questionnaires were distributed to boutique hotel visitors and which can be used for analysis of 194 questionnaires.

Thus, the results showed a significant effect between physical environment and social interaction on customer loyalty through perceived value and hotel image.

Keywords : *physical environment, social interaction, perceived value, hotel image dan customer loyalty*