

BAB 5

SIMPULAN DAN SARAN

5.1. Simpulan

Penelitian ini menguji pengaruh *Service Quality* dan *Willingness to Pay* terhadap *Customer Perceived Value* dan *Customer Satisfaction* pada hotel Shangrila Surabaya. Berdasarkan hasil penelitian dan pembahasan dengan menggunakan *Structural Equation Modelling* (SEM), maka dapat ditarik simpulan sebagai berikut :

1. Hipotesis pertama (H_1) yang menyatakan bahwa *Service Quality* berpengaruh terhadap *Willingness to Pay* pada hotel Shangrila Surabaya terbukti, sehingga dapat disimpulkan bahwa *Service Quality* berpengaruh secara positif dan signifikan terhadap *Willingness to Pay* pada hotel Shangrila Surabaya.
2. Hipotesis Kedua (H_2) yang menyatakan bahwa *Service Quality* berpengaruh terhadap *Customer Perceived Value* pada hotel Shangrila Surabaya terbukti, sehingga dapat disimpulkan bahwa *Service Quality* berpengaruh secara positif dan signifikan terhadap *Customer Perceived Value* pada hotel Shangrila Surabaya.
3. Hipotesis Ketiga (H_3) yang menyatakan bahwa *Willingness to Pay* berpengaruh terhadap *Customer Perceived Value* pada hotel Shangrila Surabaya terbukti, sehingga dapat disimpulkan bahwa *Willingness to Pay* berpengaruh secara positif dan signifikan terhadap *Customer Perceived Value* pada hotel Shangrila Surabaya.
4. Hipotesis Keempat (H_4) yang menyatakan bahwa *Customer Perceived Value* berpengaruh terhadap *Customer Satisfaction* pada hotel Shangrila Surabaya terbukti, sehingga dapat disimpulkan bahwa *Customer Perceived Value* berpengaruh secara positif dan

signifikan terhadap *Customer Satisfaction* pada hotel Shangrila Surabaya.

5. Hipotesis Kelima (H_5) yang menyatakan bahwa *Service Quality* terhadap *Customer Satisfaction* dengan *Perceived Value* sebagai variabel mediasi pada hotel Shangrila Surabaya terbukti, sehingga dapat disimpulkan bahwa *Service Quality* berpengaruh secara positif dan signifikan terhadap *Customer Satisfaction* dengan *Perceived Value* sebagai variabel mediasi pada hotel Shangrila Surabaya.
6. Hipotesis Keenam (H_6) yang menyatakan bahwa *Willingness to Pay* terhadap *Customer Satisfaction* dengan *Perceived Value* sebagai variabel mediasi pada hotel Shangrila Surabaya terbukti, sehingga dapat disimpulkan bahwa *Willingness to Pay* berpengaruh secara positif dan signifikan terhadap *Customer Satisfaction* dengan *Perceived Value* sebagai variabel mediasi pada hotel Shangrila Surabaya.

5.2. Saran

Berdasarkan simpulan yang telah di kemukakan dapat diberikan beberapa rekomendasi yang berupa saran – saran yang dapat menjadi bahan pertimbangan bagi perusahaan jasa hotel Shangrila Surabaya dan bagi peneliti selanjutnya :

1. Saran Praktis

Bagi pihak manajer hotel Shangrila Surabaya Agar dapat bersaing di industri perhotelan yang ketat saat ini manajer hotel Shangrila Surabaya perlu lebih memperhatikan variabel-variabel meningkatkan kepuasan konsumen, kepuasan konsumen dalam penelitian ini telah terbukti dapat ditingkatkan melalui peningkatan *service quality*, *willingness to pay* dan *customer perceived value*.

2. Saran Akademik

Obyek hotel Shangrila Surabaya yang digunakan dalam studi ini difokuskan pada kepuasan pelanggan pada tamu hotel Shangrila Surabaya sehingga bersifat terbatas. Hal ini memberikan peluang bagi studi lanjutan untuk mengembangkan model pada konteks yang lebih luas.

5.3. Keterbatasan Penelitian

Penelitian ini hanya menggunakan variabel *service quality* dan *willingness to pay* sebagai variabel yang mempengaruhi *customer perceived value* dan *customer satisfaction*. Dimungkinkan ada variabel lain yang berpengaruh pada *customer satisfaction*.

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