

BAB V

PENUTUP

5.1 Kesimpulan

Pada bab ini bertujuan untuk menyimpulkan semua hasil dan penggabungan data yang didapat dalam proses penelitian. Penelitian ini memiliki tujuan yang dicapai yaitu menguji dan menganalisis model struktural Kualitas Layanan, Suasana Hotel, Keputusan Pembelian, Kepuasan Pelanggan dan Loyalitas Pelanggan Luminor Hotel. Masyarakat yang pernah menginap di Luminor Hotel Surabaya dan Sidoarjo merupakan populasi dalam penelitian ini dengan total sebanyak 203 responden. Penentuan sampel dilakukan dengan metode *purposive sampling* sesuai dengan kriteria yang telah ditentukan, sehingga menghasilkan 183 responden yang akan dijadikan sampel dalam penelitian ini. Berdasarkan hasil pengujian hipotesis dan pembahasan maka dapat disimpulkan sebagai berikut:

1. Kualitas Layanan berpengaruh signifikan terhadap Keputusan Pembelian Luminor Hotel.
2. Suasana Hotel berpengaruh signifikan terhadap Keputusan Pembelian Luminor Hotel.
3. Keputusan Pembelian berpengaruh signifikan terhadap Kepuasan Pelanggan Luminor Hotel.
4. Kepuasan Pelanggan berpengaruh signifikan terhadap Loyalitas Pelanggan Luminor Hotel.

5.2 Keterbatasan Penelitian

Penelitian ini mempunyai keterbatasan yang dapat dijadikan bahan pertimbangan bagi peneliti berikutnya agar mendapatkan hasil penelitian yang lebih baik lagi. Keterbatasan tersebut antara lain:

1. Penelitian dalam menjangkau responden secara *offline* hanya bisa dilakukan pada Luminor Hotel Sidoarjo, karena tidak mendapatkan izin untuk menyebarkan kuesioner secara *offline* di Luminor Hotel Surabaya karena merasa keberatan jika subjek ditujukan kepada *customer* mereka.
2. Jarak lokasi penelitian cukup jauh menyebabkan peneliti harus menentukan jadwal bertemu dengan Manager Luminor Hotel Sidoarjo, bapak Ali Akbar untuk memperoleh informasi maupun data yang diperlukan dalam penelitian dan mempersiapkan berkas seperti kuesioner dalam bentuk *hardfile*.

5.3 Saran

Berdasarkan penelitian ini, peneliti dapat memberikan masukan saran yang dapat digunakan sebagai bahan pertimbangan bagi Luminor Hotel Surabaya dan Sidoarjo, *stakeholders* jasa hospitality dan peneliti selanjutnya, sebagai berikut:

1. Bagi Luminor Hotel Surabaya dan Sidoarjo

Pada hasil penelitian ini menunjukkan bahwa Luminor Hotel perlu meningkatkan Loyalitas Pelanggan dimana hal tersebut dapat dilakukan dengan meningkatkan maupun melakukan konsistensi kualitas layanan dan suasana hotel untuk terus mendorong keputusan pembelian atas kepuasan pelanggan dibenak pelanggan Luminor Hotel secara maksimal. Maka disarankan agar Luminor Hotel dapat terus memberikan realisasi atas

komitmen yang telah diberikan oleh pihak hotel untuk meningkat Loyalitas Pelanggan.

2. Bagi peneliti selanjutnya

Disarankan untuk penelitian selanjutnya dapat menambah variabel lain di luar dari variabel yang diteliti oleh peneliti dengan objek yang sejalan maupun berbeda untuk memberikan hasil perbandingan selanjutnya dan mempertimbangkan kembali untuk subjek yang berhubungan langsung dengan *customer*.

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