

The Effect of Educational Service Quality and Geographical Pricing on Customer Loyalty in The Development of Indonesian Hotel Industry After the Corona Virus Pandemic.

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Abstract: In the contemporary environment, the hotel industry played an important role in the geographical development that could help to lead in the international market. To get this geographical development, the improvement of customer loyalty is important that could be improved by good educational quality services and geographical pricing. As, there are many new hotels have been established in the city of Bandung, this makes Hotel XX must continue to strive to maintain itself in order to remain able to compete and even increase the number of customers, especially during the Corona pandemic Hotel occupancy in Bandung has decreased by 30%. Hotel XX must have a strategy, namely maintaining educational service quality and providing the right geographical pricing so that customer loyalty can be achieved, it is necessary to research these three variables. The effect of educational service quality and geographical pricing on customer loyalty in the development of hotel industry of Indonesia after the corona virus pandemic. This study uses an explanatory research method, a questionnaire with a five-point Likert scale to collect data, in order to measure the indicators of the variables under study. The sample used is 100. The results of hypothesis testing with multiple linear regression analysis show that (1) there is an effect of educational service quality on customer loyalty (2) there is a geographical pricing knowledge Ter effect on customer loyalty, (3)) there is an effect of educational service quality and geographical pricing knowledge variables simultaneously on customer dependent variables. Loyalty. The results of this study are very important for Hotel XX to evaluate how to increase customer loyalty so that customers stay back or provide information to others.

Keyword: geographical development, geographical pricing, corona virus pandemic