

The Effect of Perceived Value on Consumers Satisfaction and Loyalty of Qunci Villa Boutique Hotel Lombok

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Abstract: *The purpose of this study were (1) To find out the significance of the influence of Value Perception on Consumer Satisfaction of Qunci Villa Boutique Hotel. (2) To find out the significance of the influence of Consumers Satisfaction and Consumers Loyalty at Qunci Villa Boutique Hotel. (3) To find out the significance of the influence of Value Perception on Consumers Loyalty either directly or indirectly through Consumers Satisfaction at Qunci Villa Boutique Hotel. Type of research used in this research is Causal research. the sampling technique used purposive sampling with the provisions; (1) The visitors Boutique Qunci Villa who has been staying more than one time, (2) Aged 21 years and over, (3) In terms of quantity, the sample to be studied is determined by 100 respondents. Data collection instrument in this research is questionnaire. Data analysis technique using Path analysis. The research finding showed that (1) Value Perception has a positive and significant impact on Consumers Satisfaction at Qunci Villa Boutique Hotel in Lombok. (2) Consumers Satisfaction has a positive and significant influence on Consumers Loyalty. (3) Perception Value has a significant influence from the Consumer Loyalty either directly or indirectly through Consumer Satisfaction at Qunci Villa Boutique Hotel in Lombok.*

Key Words: *Perception Of Value, Customer Satisfaction, Customer Loyalty.*

1. INTRODUCTION:

Every company expects every customer to have loyalty to their products. Customer loyalty is very important for companies to keep their business alive. Loyalty is a firmly held commitment to repurchase or subscribe to consistently favored products / services in the future. Loyal customers will make purchases on a regular basis over and over and difficult to switch to another brand (Tjiptono, 2005: 32). According to Griffin (2002: 31) loyal customers are people who make repeated purchases on a regular basis, Buy between product lines and services, refer to others, Showing immunity to the pull of competitors. Fournell (2004: 97) states that, loyalty is a function of customer satisfaction, transfer hurdles, and customer complaints. Satisfied customers will be able to re-purchase in the future and tell others what they feel. Zikmund (2003: 72) states aspects - aspects that influence loyalty is *Satisfaction* (Satisfaction), which is the ratio between the expectations before making a purchase with disarankan.Faktor performance that affect customer satisfaction by Monroe (2002: 32) is the value for the customer, defines the value for customer (*Customer Value*) as a *tradeoff* between customer perception of quality, product benefits and sacrifices made through paid sacrifices. Value for customers could also be seen as a reflection of the quality, benefits and sacrifices given to obtain a product or services. Several other studies have shown that perception can affect consumer loyalty. Research conducted by Soegoto (2013), Wibowo et al (2014) proves that the perception of value has a significant effect on consumer loyalty. Research conducted by Ramdhani et al (2015) shows that consumer satisfaction has a significant positive relationship to consumer loyalty. Research conducted by Gale in Wijaya (2008) found that the level of customer loyalty is influenced by consumer perceptions of the value offered by the company. This statement is in line with the results of research Luarn and Lin (2003) concluded that the perception of value has a positive relationship with consumer loyalty.

Results of research conducted Widjojo (2013) revealed his findings that customer satisfaction has a positive and significant impact on customer loyalty Hypermart PTC in Surabaya. Here is Salma (2015) with the results of his research shows the satisfaction of the customer gives a significant influence on customer loyalty, Islamic perspective of the quality of service does not directly affect consumer loyalty. This statement is in line with the research conducted Bahrudin & Zuhro (2015) shows that there is a positive impact and significant customer satisfaction on customer loyalty and trust in customer loyalty. From several research results above show that the perception of value plays an important role in realizing consumer satisfaction , where customer satisfaction is built to create consumer loyalty. However, research by Meitiana (2014) found that consumer demand has not been able to increase loyalty directly, meaning customer satisfaction has no significant effect on consumer loyalty. In addition, Ratna's (2015) study found that perceived value can not be moderated significantly by brand reputation variables in influencing consumer loyalty. The big difference in the results of Meitiana (2014), making research on the perception of value and its relation to customer satisfaction and customer loyalty is important to do more. Another thing that motivated

researchers to do this research is research findings conducted by Ratna (2015) that perception of value can not be strengthened significantly by the brand reputation variable in influencing consumer loyalty. So in this research the researcher will use variable of consumer satisfaction as variable liaison between perception of value with consumer loyalty. One of the service products that currently experiencing a very rapid development in NTB which also become the mainstay service product of NTB is hospitality service industry. The hospitality service industry is a service industry that combines product and service. The design of the building, interior and exterior of the hotel rooms as well as the restaurant, the ambience which is created in hotel rooms, restaurants and food and beverages are sold along with the entire existing facility is an example of a product on sale. While the services sold are hospitality and skill staff / employees of the hotel in serving its customers. According to Dimiyati (1992: 30) said Hotel basked from the Latin, namely " *Hospitium* " means a guest room that is in a place. After experiencing the old analogy, the word " *Hospitium* " turned into a " *Hostel* ", and over time people got used to eliminating the "S" to "Hotel". The hotel is a type of accommodation that uses part or all of the building to provide lodging, feeding and drinking services and other services to the public, which are commercially managed and meet the requirements set out in government decisions. While the boutique has a definition of a small shop, which specialized in selling certain luxury goods and follow trends such as clothing and jewelry. In the sense of hotels and boutiques, it can be concluded that boutique hotels give the concept of lodging that is different from the usual hotel, with the uniqueness and luxury of this make boutique hotel as a non star hotel with star hotel quality. (Devitasari, 2014: 13).

In this study the object is determined in boutique hotels , where boutique hotels are one of the hospitality services industry companies that continue to maintain existing customers and seek to gain new customers with uniqueness and boutique hotels are considered able to attract tourists to a destination, although the destination it is not a favorite tourist destination. Boutique hotels have the slogan of "quality at any price" which makes the boutique hotel has its own identity on top of any one-star hotel with the priority of service so that the comfort of visitors upheld in boutique hotel concept. (Devitasari, 2014: 13) According to Anhar (2001), *Boutique hotels* have the understanding that (1) Small, has a capacity of 50 rooms (suburb) or 150 rooms (in urban areas). (2) Originality, So a boutique hotel has a strong identity, for example the hotel has a decoration like a gallery, antiques and some even decorate like a residence in a very simple village. (3) A *sustainable* architectural work meaningful the materials used vary and most of the basic concepts are in harmony with nature and cultural development around them, as well as the management of disposal or waste and the efficiency of energy use. Today, the intense competition in the hospitality service industry business is inseparable from the proliferation of good hotels that are local, national and international with various scales and targeted segments. The competition spurred businessmen in the hospitality services industry to always be the choice of customers and able to retain customers (Adi, 2013: 15). Qunci Villa is a three-star hotel built on the edge of Mangsit beach with its panoramic backdrop of blue sea Mangsit and with its beautiful beaches and the beauty of the sunset on the west with the background of Mount Agung in Bali, make this hotel or villa very uniq and minimaliz and offer spectacular views as the sun is planted and the structure of the building with a combination of Lombok and Bali to make guests who stay here want to linger long enjoy the beautiful full moon at night.

Next, Based on visitor satisfaction survey carried out by the hotel's management team showed that the satisfaction of tourists who visit the hotel has not reached the criteria very satisfied. in 2015 only 78% of the visitors rate the remaining satisfied still quite satisfied, while in 2016 there are 60% who rate satisfied, 30% rate quite satisfied and 10% not satisfied.

From the formulation of the problem, the purpose of this study are :

- To know the significant of influence from Value Perception on Consumer Satisfaction at Qunci Villa Boutique Hotel.
- To know the significant of the influence of Consumer Satisfaction and Consumer Loyalty at Qunci Villa Boutique Hotel.
- To know the significant of the influence of the Perception of Value on Consumer Loyalty either directly or indirectly through Customer Satisfaction at Qunci Villa Boutique Hotel.

2. LITERATURE REVIEW:

2.1. Perception of Values

There are many definitions of value perception, but there are three main definitions that will be discussed in this section from Soutar and Sweeny (2008), Zeithmal (1998), McDougall & Levesque (2000). The definition of perceived value according to *Soutar and Sweeny* (2008) is derived from the perception of costs charged to consumers to buy a product compared with the benefits or usefulness derived from the product. Consumers perceive the value of a product through the quality obtained from a product, and the fairness of the price set so that consumers benefit more than the money has been paid. The definition according to McDougall & Levesque, (2000) states that the perception of value is used by consumers to classify various aspects of a service which is then compared with what is offered by other service providers. The value consumers receive is the quality of services consumers receive compared to the price or cost they spend (Hallowell, 1996). This applies only to one service provider, but sometimes consumers also

compare between service providers to one another. Sudhir & Taluktar (2004) in Harcar, et al. (2006) stated that the perception of consumer value to private label product can influence consumer purchasing behavior toward private label product. There are 6 conceptions: engagement, brand loyalty, price perception, quality perception, recognition, and risk perception to measure consumer perceptions of value to private label products. In this case, the value of the private label is determined by at least six of these factors. The indicators used to measure perceptions of value are as follows Kotler (2002): (a) The value of the product represents the customer's assessment of the product , (b) Employee value is the value of the employee provided based on the assessment of the employee's services , (c) Value of service an assessment provided customers with the **services**, (d) The value of the image is the assessment made by the consumer to the servant or service provider.

2.2. SATISFACTION CONSUMER :

There are several definitions of satisfaction that will be discussed in this section, according to Kotler (2008) has defined " *satisfaction is a person's feeling of pleasure or disappointment resulting from comparing a product's perceived performance (or outcome) in relation to his or her expectation* ". This definition explains that satisfaction is the level of one's feelings after comparing the perceived performance or outcomes compared to his expectations. So the level of satisfaction is a function of the difference between perceived performance and expectations. While Boone & Kurtz (2007) interpret customer satisfaction as a result of goods or services that meet or exceed the needs and expectations of buyers. The concept of goods or services that satisfy buyers as they meet and exceed their expectations is crucial in a business organization, a business organization that fails to meet customer satisfaction compared to its competitors will not be able to survive for long. Consumer satisfaction is the overall attitude that consumers show on goods or services once they have acquired and used them. This is a post-election evaluative reset caused by a particular purchase selection and experience using the goods or services (Mowen and Minor, 2002). Consumer satisfaction is the perception of individuals on the performance of a product or service is associated with expectations of these consumers (Sciffman and Kanuk, 2004). According to Irawan (2004), the factors that drive customer satisfaction are as follows: (a) Quality of product, customer satisfied if after buying and using the product turns out good product quality. (b) Price, for a sensitive customer, usually a low price is an important source of satisfaction because customers will get high value for money. (c) Service quality, satisfaction with service quality is usually difficult to imitate. Service quality is a driver that has many dimensions, one of which is popular SERVQUAL. (d) Emotional Factor, customers will feel satisfied (proud) because of the emotional value provided by the brand of the product. (e) Cost and convenience, customers will be more satisfied if relatively easy, convenient and efficient in getting the product or service. According to Naumann and Giel (Suhaji and Sunandar, 2010) measurements of customer satisfaction indicators are as follows: (1) *Service* is a customer's assessment of the quality of service provided to the customer. (2) *Price* is an assessment of what is sacrificed or given to achieve a product or service. (3) *Image* is the customer's trust in the company's ability to meet its expectations. (4) *Overall customer satisfaction* is the satisfaction of the customer towards the overall product or service perceived.

2.3. LOYALTY CONSUMER:

Me nurut SIAT (Margaretha, 2004) customer loyalty is the highest form of customer satisfaction is the purpose of s ach business. Fournell (2004) states that, loyalty is a function of customer satisfaction, redirection, and customer complaints. Satisfied customers will be able to re-purchase in the future and tell others what they feel. Alida (2006) states that consumer loyalty is the ultimate effect of a purchase that is defined as an attitude and intention to behave in the future, and is expressed through things - the commitment to give recommendations to others, the intention or desire to tell things which is positive about the company, and willingness to pay dearly (expenses). Griffin (2005), is a consumer loyalty or loyal when consumers show purchasing behavior regularly or there is a condition where requires consumers to buy the least Slightly twice in a certain time interval. A consumer can become a loyal customer because of several factors - factors that define loyalty to a product or service. In the build and enhance customer loyalty, companies must consider factors - factors that mempengaruhi yes. According to Robinette (2001) factors - factors that affect customer loyalty is the first factor, namely attention (*caring*), the company should be able to view and address all the needs, hopes, and problems faced by customers. With that attention, customers will be satisfied with the company and re-transact with the company, and eventually they will become loyal customers of the company. The more the company shows its attention, the greater the customer's loyalty arises.

The second factor, namely *trust* , trust arises from a long process until both sides trust each other. If the trust has been established between the customer and the company, the business will be easier to membinanya, enterprise and customer relationship is reflected in the level of confidence (*trust*) customers. If the customer's trust level is high, then the firm's relationship with the customer will be strong. One of the ways in which a company can engage in relationships with customers is that all kinds of products produced by a company must have the quality or perfection as it should or as promised, so that customers do not feel cheated, which may result in customers moving to competing products. The third factor, namely the protection (*length of patronage*), the company must be able to provide protection to customers, whether in the form of product quality, service, complaints or after sales service. Thus, customers are not worried about the company in making transactions and associated with the company, because the customers feel the company provides the protection they need.

The fourth factor, namely the accumulative satisfaction (*overall satisfaction*), the accumulative satisfaction is the overall valuation based on the total purchase and consumption of goods and services in a certain period. Accumulative satisfaction is determined by various components such as satisfaction with the agent's attitude (*service provider*) and satisfaction with the company itself. Therefore, the company must be able to give a sense of satisfaction to the customer in doing all transactions with the company, so in this case the company must pay attention and improve the function and usefulness of all facilities and resources owned so that customers can take advantage anytime and anywhere.

Zikmund (2003) in Vanessa Gaffar, aspects - aspects that influence loyalty are: The first aspect, *Satisfaction* (Satisfaction) is a comparison between expectations before making a purchase with the recommended performance. The second aspect, *Emotional Bonding* (Emotional Association) where consumers can be affected by a brand that has its own appeal so that consumers can be identified in a brand. The bond that is created from a brand is when the consumer brings a strong bond with other consumers who use the same product or service.

3. DEVELOPMENT OF HYPOTHESES:

3.1.THE EFFECT OF VALUE PERCEPTIONS ON SATISFACTION:

Perceived value is a unique construct that is part of the consumer satisfaction index model and one of the antecedents of overall consumer satisfaction (Joseph Yu et.al, 2005). The factors that affect customer satisfaction according to Monroe (2002) are the value for the customer, defining the value for the customer (*Customer Value*) as a *tradeoff* between customer perception of quality, product benefit and sacrifice made through paid sacrifice. Value to customers can also be seen as a reflection of the quality, benefits and sacrifices provided to obtain a product or service. The main factor of customer satisfaction is customer perception on service quality (Zeithaml and Bitner, 2003). Customer satisfaction depends on customer perceptions and expectations. A company needs to know several factors that affect customer perceptions and expectations. According to Yuliarmi (2003), the factors that influence customer perceptions and expectations on the provision of services, namely needs and desires, past experiences when consuming products and services, experiences of friends, and communication through advertising and marketing. In a study conducted by Hidayat (2009) regarding the perception of value, Value for customers has a positive and significant impact on customer satisfaction. This means that the better the value for customers provided by Bank Mandiri in East Java, the customer is satisfied with the product. Several previous studies conducted by Soegoto (2013), Wibowo, et.al (2014), Ramdhani, et.al (2015), Anggreni (2015), prove that the perception of value has a significant effect on customer satisfaction. The hypothesis as follows:

H1: Suspected there is a significant influence of the Perception of Value on Consumer Satisfaction at Qunci Villa Boutique Hotel.

3.2.THE EFFECT OF VALUE PERCEPTIONS ON CONSUMER LOYALTY:

Engel (2001: 13) suggests that values are the terminal and the instrument or purpose to which the behavior is directed, and the goal of achieving that goal. Holbrook in Barnes (2000) reveals that value is a relative (comparative, personal and situational) preference that characterizes one's experience in interacting with multiple objects. There is influence between value, loyalty and profit. The higher the perceived value the higher the loyalty and profit obtained by the customer. Gale (2004: 687) states that consumer perceptions of the value of quality offered relatively higher than the competitors will affect the level of consumer loyalty, the higher the perception of the perceived value of the customer, the greater the possibility of a relationship (*transaction*). Gale in Wijaya (2008) said that the level of customer loyalty is influenced by consumer perceptions of the value offered by the company. The result of an individual consumer's evaluation of a product or service that can meet its expectations or be able to satisfy it, then in the future there will be repurchase. This statement is in line with the results of research Luarn and Lin (2003) concluded that the perception of value has a positive relationship with consumer loyalty. Therefore it can be assumed that the perception of value affects consumer loyalty. Some research proves that perception can affect consumer loyalty. Research conducted by Soegoto (2013), Riyani, Ayuni and Mulyana (2015), Ramdhani, et.al (2015), Ratna (2015), proves that the perception of value has a significant effect on consumer loyalty. The hypothesis as follows:

H2: Suspected there is a significant influence of Consumer Satisfaction on Consumer Loyalty at Qunci Villa Boutique Hotel.

3.3.THE EFFECT OF VALUE PERCEPTIONS ON LOYALTY:

Consumer satisfaction is the level of consumer feeling after comparing between what he receives and his expectations (Umar, 2005: 65). A customer, if satisfied with the value provided by the product or service, is very likely to be a customer for a long time. Customer loyalty according to Vanessa Gaffar, (2007: 74) states that customer loyalty is the composition of several elements, namely sala only is the overall customer satisfaction, low or irregularity of the level of satisfaction canceling customers for the company to get customer loyalty. While Zikmund (2003: 72) states aspects - aspects that affect loyalty is *Satisfaction* (Satisfaction) which is the comparison between expectations before making a purchase with the recommended performance. So it can be assumed that job satisfaction has a significant effect on consumer loyalty. Several studies on the effect of satisfaction on consumer loyalty are Meitiana Soegoto (2013), Bahrudin, Zuhro (2014), Susanti and Wardana (2014), Riyani, Ayuni and Mulyana (2015) Sukmana

and Ratnasari (2015), Ramdhani, Daryanto, and Rifin (2015) research results prove that satisfaction has a significant effect on consumer loyalty. Therefore the hypothesis is arranged as follows:

H3: Suspected there is a significant influence from the Perception of Values on Loyalty either directly or indirectly through Consumer Satisfaction at Qunci Villa Boutique Hotel.

4. CONCEPTUAL FRAMEWORK :

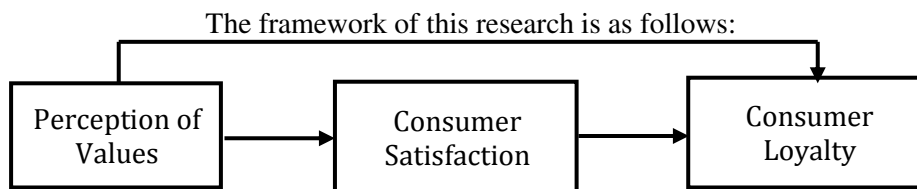


Figure 1. Conceptual framework of research

5. RESEARCH METHODS:

Type of research used in this research is Causal research. According to Silalahi (2010: 33) "Causal research is a study that aims to determine the causal relationship of two or more variables". The type of causal research used in this study is expected to provide a formula to find the effect of the Perception of Value on Consumer Satisfaction and Consumer Loyalty at Qunci Villa Boutique Hotel in Lombok. According to Malhotra (2006), Population is defined as a whole or a combination of elements that have similar characteristics observed in marketing research. Based on this understanding then the population in this study are all consumers who have visited the Boutique Hotel Qunci Villa in Lombok. The sampling method (*sampling*) used is a type of *non-probability sampling* is sampling does not provide equal opportunities to each population to be sampled (Malhotra, 2006). Meanwhile, the technique is using *purposivesamplingmethod* namely the method of determining the sample by selecting some specific samples assessed in accordance with the purpose or problem and the consideration or certain characteristics that aims to obtain data more representative. Samples to be studied were determined as many as 100 respondents. Data collection tool in this research is questionnaire. According Sugiyono (2010: 199), " Questionnaire is a number of questions / written statement given to the respondent to answer". This questionnaire contains questions related to the issues studied, which involves the influence of perceptions of value, customer satisfaction and loyalty. The e sioner will be given to the research sample that has been set.

Data analysis technique using Path analysis. Path Analysis is a technique of development of multiple linear regression. This technique is used to test the amount of contribution shown by the path coefficient on each path diagram of the causal relationship between variables X to Y and their impact on Z. "Path analysis is a technique for analyze the causal relationships that occur in multiple regression if the independent variables affect the dependent variable not only directly but also indirectly ". (Retherford in Sarwono 2007: 1). Garson in Sarwono (2007: 1) defines path analysis as "The regression expansion model used to test alignment the correlation matrix with two or more causal relationships modeled by the researcher. The model is depicted in the form of circle and arrow images where a single arrow shows as a cause. Regression is imposed on each variable in a model as dependent variable (giver response) while the other as the cause. Regression weighting is predicted in a model compared to the observed correlation matrix for all variables and also the calculation of statistical alignment tests.

6. RESEARCH RESULT:

In formulating the model in this study used PATH Analysis which nampakhasil direct effect and the indirect effect of the following figures and tables.

Table 1.Koefisien Model Line

No.	Influence / Interpersonal Variables		beta	P	
1.	Consumer satisfaction (Z)	<-	Perception of Value (X)	0.663	0,000
2.	Consumer loyalty (Y)	<-	Consumer satisfaction (Z)	0.340	0,00 0
3.	Consumer loyalty (Y)	<-	Perception of Value (X)	0.191	0 , 0 33
4.	Consumer loyalty (Y)	<-	Perception of Values (X) * Customer Satisfaction (Z)	0.127	0,000

Description: Standard Significant at 5% level (0.05)

These findings indicate that the perception of value has influence positively and significantly to customer satisfaction at 0.663. Perception of Values influence positively and significantly on Consumer Loyalty at 0.191. In

addition, customer satisfaction has a positive and significant influence on Consumer Loyalty at 0.340. Meanwhile, Perceived Value influence positively and significantly on Consumer Loyalty through Customer Satisfaction at 0.127.

6.1. EFFECT OF PERCEIVED VALUE CUSTOMER SATISFACTION :

To determine the effect of Perceived Value terhadap customer satisfaction , the resulting output path analysis using AMOS program 21 (in appendix 5) are presented in the following table 2.

Table 2. Pe been influenced Perceived Value Of Customer Satisfaction

item	coefficient Line	significant
X → Z	0, 663	0, 000

Based on Table 2. Perception of Values shown that variable has a positive effect on customer satisfaction at 0.663 with a significant value of 0.000 means that the perception of value and significant positive effect on customer satisfaction. The analysis equation that the path is as follows:

$$\text{Customer Satisfaction (Z)} = 0,663X + e_1$$

The equation explains that berniali Value Perceptions path coefficient is positive, it indicates that the influence of Perception Value is in line with the Consumer Satisfaction. This means that with the perception of value that either have a positive impact on customer satisfaction.

6.2. EFFECT OF PERCEIVED VALUE AND CUSTOMER SATISFACTION CONSUMER LOYALTY:

Effect of Perceived Value and Customer Satisfaction terhadap Consumer Loyalty , can be seen from the results output path analysis using AMOS program in appendix presented in the following table :

Table 3. Influence Perception and Satisfaction Toward Consumer Loyalty

item	coefficient Line	significant
X → Y	0.340	0,000
Z → Y	0.191	0.041

Table 3. show that the effect of variable Value Perceptions loyalty has a significant of 0.000 means that the perception of value (X) significantly affects Consumer Loyalty (Y), while the effect of variable Customer Satisfaction to Loyalty has a significant value of 0.041 means that the Customer Satisfaction (Z) significantly affects Consumer loyalty (Y).

The equation analysis of the path is as follows:

$$\text{Consumer Loyalty (Y)} = 0,340X + e_2$$

$$\text{Consumer Loyalty (Y)} = 0,191Z + e_2$$

The path coefficients Perceived Value (X) is positive, it indicates that the influence of Perception Value is in line with the Consumer Loyalty (Y). Thus, if a change of improvement Perception Value , then this will be a positive influence on Consumer Loyalty. The path coefficients Customer Satisfaction (Z) is positive, it indicates that the influence of customer satisfaction in line with the Consumer Loyalty (Y). Thus, if there is a change improvements in Customer Satisfaction employees, then this will have a positive effect or will increase Consumer Loyalty.

6.3. EFFECT OF PERCEIVED VALUE OF CONSUMER LOYALTY THROUGH CUSTOMER SATISFACTION:

The indirect effect is the effect that arises through an intermediate variable (intervening). The results of the analysis of the indirect effect between variabel can be seen in the table below :

Table 4. Indirect Influence Inter standardized variables

No.	Influence Between Variables		Coefficient	P
1.	Consumer loyalty	← Perception of Values * Customer Satisfaction	0.127	0,000

Table 4. it shows that the perception of value has influence positively on Consumer Loyalty through Customer Satisfaction amounted to 0.127 (0, 663 * 0.191) at the significant level of 0.000 (0.000 * 0.000). The analysis equation that the path is as follows:

$$\text{Consumer Loyalty (Y)} = 0,127X + e_2$$

7. INTERPRETATION:

The analysis showed that there is the influence of a positive and significant of Perception Value to Consumer Satisfaction on Boutique Qunci Villa in Lombok. This finding is reinforced by the theory that pulled mukakan Factors affecting customer satisfaction by Monroe (2002) is the value for the customer, defining value for the customer (

Customer Value) as a *tradeoff* between customers' perception of quality, product benefits and sacrifices made through the sacrifice paid. Value for customers could also be seen as a reflection of the quality, benefits and sacrifices given to obtain a product or service. The results of this study strengthen the results of research conducted by Hidayat (2009) regarding the perception of value, value for our customers and a significant positive effect on customer satisfaction. In addition, other research conducted by Soegoto History (2013), Wibowo, et.al (2014), Ramdhani, et.al (2015), Anggreni (2015), proving that the perception of the value of a significant effect on customer satisfaction. The main factor is the customer's main consumer satisfaction customers' perception of service quality (Zeithaml and Bitner, 2003). Customer satisfaction is highly dependent on customer perceptions and expectations. A company needs to know some of the factors that affect customer perceptions and expectations.

According Yuliarmi (2003), the factors that affect customer perceptions and expectations towards the provision of services, the needs and desires, past experience when consuming products and services, the experience of friends, and communication through advertising and marketing. Perceived value is a consumer assessment conducted by comparing the benefits / advantages that will be accepted by the sacrifices incurred to a product. Perceived value visitors develop a sense of delight in the boutique hotel because of the benefits and advantages to be gained if a visit to a boutique hotel. The analysis showed that there is a positive and significant influence of customer satisfaction on consumer loyalty at Boutique Hotel Villa, Lombok Jeeva. This finding is reinforced by the theory of Gale in Wijaya (2008) says that the level of customer loyalty is influenced by Value Perceptions value offered by the company. Results of an evaluation of the individual consumer, to a product or service that can meet the expectations or be able to satisfy it, then in the future there will be repeat purchases. This finding is also supported by the results of research conducted by Luarn and Lin (2003) found that the perception of value has a positive relationship with customer loyalty. Therefore, it can be presumed that the perceived value of an effect on consumer loyalty. Research conducted by Soegoto (2013), Riyani, Ayuni and Mulyana (2015), Ramdhani, et.al (2015), Ratna (2015), proving that the perception of the value of a significant effect on loyalty konsumen. Engel (2001: 13) argues that is the terminal value and instrument or destination that is directed behavior, and the goal of reaching that goal. Holbrook in Barnes (2000) revealed that the value is a preference that is re Latif (comparative, personal and situational) that characterize a person's experience in interacting with some objects. There is the influence of values, loyalty and profit. The higher the perceived value the higher the profit earned loyalty and customer. Gale (2004: 687) states Perceived Value to the value on the quality offered relatively higher than competitors will affect the level of consumer loyalty, the higher the value perceived by the customer, the greater the likelihood of a relationship (*transaction*).

Contentment is the assessment post-purchase evaluation whereby the selected alternative giving results that equal or exceed the expectations ko nsumen. If the appearance of the products expected by consumers does not correspond with the reality, it is certain that the consumer will feel satisfied and if the appearance of the product according to or better than expected the consumer, the satisfaction or pleasure will be felt by the customer. During a visit at the boutique hotel, the visitors were happy because of the benefits they feel has exceeded their expectations. Satisfaction they feel cultivate their loyalty to the boutique hotel in Lombok. The analysis showed that there is significant influence of Consumer Loyalty Value Perceptions either directly or indirectly through consumer satisfaction at Boutique Hotel Villa, Lombok Jeeva. According to the theory Engel (2001: 13) argues that the value of the terminal and the instrument or destination that is directed behavior, and the goal of reaching that goal. Holbrook in Barnes (2000) revealed that the value is a relative preference (comparative, personal and situational) that characterize a person's experience in interacting with some objects.

There is the influence of values, loyalty and profit. The higher the perceived value the higher the profit earned loyalty and customer. Gale (2004: 687) states Perceived Value to the value on the quality offered relatively higher than the competitor would affect the level of consumer loyalty, the higher the value perceived by the customer, the greater the likelihood of a relationship (*transaction*), Gale in Wijaya (2008) says that the level of customer loyalty is influenced by the perception of value to the value offered by the company. Results of an evaluation of the individual consumer, to a product or service that can meet the expectations or be able to satisfy it, then in the future there will be repeat purchases. This statement is in line with the results of research Luarn and Lin (2003) concluded that the perception of value has a positive relationship with customer loyalty. Therefore, it can be presumed that the perceived value of an effect on consumer loyalty. Several studies have shown that the perception could affect customer loyalty. Research conducted by Soegoto (2013), Riyani, Ayuni and Mulyana (2015), Ramdhani, et.al (2015), Ratna (2015), proving that the perception of the value of a significant effect on customer satisfaction and customer loyalty.

8. CONCLUSION:

- Perception of Values have the effect that a positive and significant to customer satisfaction at Boutique Hotel Villa, Lombok Jeeva.
- Customer satisfaction has a positive and significant impact on consumer loyalty.
- Perception of value has a significant impact on the on Consumer Loyalty either directly or indirectly through the Customer Satisfaction Boutique Hotel Qunci Villas in Lombok

9. SUGGESTION:

9.1. Practical interests

In an effort to increase customer loyalty, Hotel Boutique Villa, Lombok Jeeva suggested to policy holders should take into account the perception of consumers about their products value. Fees charged to the customers who come to visit must be adjusted to the benefits that will be received at the hotel. If the fees or prices set high, but the benefits he received through the hotel services less well of perception they become ugly. Conversely, if the management of the hotel is able to set the price according to the customer expectations, the positive perception will be able to wake up. Consumer loyalty is very much shaped by factors of Perceived Value and Customer Satisfaction. these factors need to be considered when going to greatly increase consumer loyalty. Loyalty is kecenderun gan emotion toward an object which refers to the affective aspect (likes / dislikes). This emotional tendency obtained by the consumer through the experience ter advance to a brand. These trends include the evaluation is positive based on criteria-criteria which are considered relevant to describe the usefulness a brand for consumers. The relevant criteria include any facility owned boutique hotel oeh will deal directly with visitors and hotel management level of service provided. All the facilities of a boutique hotel should be kept keoriginalnya so as to provide comfort for the customers who visit and foster a sense of love in them. Liking this is what will make them come back to visit at a later date.

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