

BUILDING CUSTOMER LOYALTY THROUGH CORPORATE IMAGE, SERVICE QUALITY, AND WORD OF MOUTH PROGRAMS WITH CUSTOMER VALUE AS A INTERVENING VARIABLE (The Empirical Study at 5 Stars Hotel in North Sumatera)

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Abstract: *The purpose of this study is to examine and analyze the effect of corporate image on customer value. To examine and analyze the effect of service quality on customer value. To examine and analyze the effect of Word of Mouth programs on customer value. To examine and analyze the influence of corporate image, service quality and Word of Mouth programs simultaneously towards customer value. To examine and analyze the effect of corporate image on customer loyalty. To examine and analyze the effect of service quality on customer loyalty. To examine and analyze the effect of Word of Mouth programs on customer loyalty. To examine and analyze the effect of customer value on customer loyalty. To examine and analyze the effect of corporate image, service quality, Word of Mouth programs and customer value simultaneously on customer loyalty. The research methods is descriptive survey and explanatory survey with a sample size of 520 respondents, as well as data analysis method used is SEM (Structural Equation Modeling) with LISREL. The results, the corporate image has a positive and significant effect on customer value. Service Quality has a positive and significant effect on customer value. Word of Mouth programs has no effect to customer value. Corporate image, service quality and Word of Mouth programs simultaneously positive and significant impact on customer value. Partially the corporate image the most dominant effects customer value. Corporate image has no effect on customer loyalty. Service Quality positive and significant effect on customer loyalty. Word of Mouth programs positive and significant effect on customer loyalty. Customer value positive and significant effect on customer loyalty. Corporate image, service quality and Word of Mouth programs, and customer value simultaneously positive and significant impact on customer loyalty. Partially customers value the most dominant effect on customer loyalty.*

Keywords: *Corporate Image, Service Quality, Word of Mouth Programs, Customer Value, Customer Loyalty.*

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INTRODUCTION

According to tourism agency of north sumatera that as one of the province of north sumatra in Indonesia with the city of Medan as its capital and largest city is having various places outside Java Island tourism interesting and worthy of and deserved to attend, ranging from district Mandailing Natal, Simalungun district, Karo, Samosir, Pakpak West, Nias, Pematang Siantar, Deli Serdang, and Medan.

In addition to become a tourist destination various other interest, as for example to do business and also quite a lot done familial visit to north sumatra, and infrastructure needed to this hotel stay as a place for guests who wanted to visit the province of North Sumatra (Dinas Pariwisata Sumut, 2013: IX).

The development of tourism in essence can bring various benefits for the communities in the area. As revealed by the Soekadijo (2000: 10), the benefits of tourism to local communities, such as: tourism, allows the existence of contacts between people from parts of the world's most remote, with a variety of language, race, belief, doctrine, politics, and the rate of the economy. Tourism can provide a place for cultural recognition, create job opportunities so as to reduce the number of unemployed.

Instrumentalities tourism such as hotels and a traveling company is efforts that have intensive work programs, that require far more a lot of labor compared with other businesses. Benefits the other is tourism contributed to the balance of payments, because tourists spend money received in a country to go. Then by itself revenue from foreign tourists it is the factor that is important that the balance of payments useful that is more revenues bigger than expenditure.

Positive impact that directly obtained the government of the region for the development of tourism are in form of local taxes and instead of taxation such as reducing unemployment. The tourism sector contributes to the region through local taxes, profits of businesses belonging to the region, and also of the granting of rights over government land .From local taxes itself, the tourism sector contributes of the hotel and restaurant, entertainment tax, the advertisement tax, alcoholic drink tax and tax the use of underground water.

Hotel does have a role that is important to a country or industry and tourism good for development. Major function is as a hotel accommodation for guests as temporary shelter or place overnight by providing some facilities, such as beds or needs the bathroom, food, drink etc. But as the development of the hotel not only as a means to stay but also serves as the conference, a wedding reception, the seminar, the workshops, the national and other activities of that certainly provide complete facilities and infrastructure.

The hotel had a role in the tourism industry is important to progress. Hotel accommodation with tourism cannot be separated. Tourism activities can be said without accommodation hospitality would be paralyzed. Hotel including basic facilities superstructures (tourism) play tourism. This means of living and their lives much depends on many tourists coming or at least. If we for example the tourism industry as a building, the hospitality sector. Business hotel it is also having a role in supporting the development of the state, among other:

1. Many wearing the hotel industry improve goods produced by industry people, such as furniture, material for clothing, food, drink and others.
2. Create jobs business education and training to help.
3. Increase regional income and the country.
4. Increase the country foreign exchange.
5. Improve relations between nations.

Economic conditions more conducive support the tourism industry ditingkat national and regional as reflected from the central bureau of statistics (BPS), regarding the increase in foreign tourist (*wisman*) visiting indonesia in 2013. However, this is not much affect the growth of occupancy rate for hotels particularly in north sumatra if not in balance to the national level and international events that could attract foreign and domestic tourists.

One of tourism that supports business activities is the provision of accommodation so that companies that move in the Medan such as hotel accommodation must be able to meet the needs and wishes the tourists during their stay in north sumatra. The hotel is common place of residence facilities for tourists.

Table 1 it is noticeable that the room occupancy rate five star hotel in 2012 the number decreased to 47,04% which means that five star hotel is not the state priority for guests who are staying which indicates the presence of an indication happened unloyalty. The condition of competition in hotel industry was very tight in line with growing growth star hotels and hotels intermediate in north sumatra. The rise of hotel growth obviously is not a reflection the high number of tourists who come to North Sumatra. This is reflected in the low average occupancy rate for hotels in the province of north sumatra from year 2007 to 2013, where there was a decline starting in 2009. And in 2013 which is about 48,89% up slightly compared to the year 2012 as much as 47,04 according to data the central bureau of statistics north sumatra.

The tourists in hotel guests who comes to a 5-star hotel in north sumatra can be seen from the room occupancy rate of 2007-2013 presented at the next table 1.

Table 1
Five Stars Hotel Occupancy Rate in Nort Sumatra

<i>Tahun</i>	<i>TPK (%)</i>
2007	49,91
2008	57,29
2009	48,66
2010	47,44
2011	47,52
2012	47,04
2013	48,89

Source: Badan Pusat Statistik Sumatera Utara 2014

Based on the preliminary survey (2013) was being done to 30 people a customer of a hotel explained the reason why they disloyal, there are also indications disloyalty visitors five star hotel in north sumatra, especially on elements customers rarely spend the night at this hotel, under possession compared to another hotel, tending to stay in hotel other than this hotel, relatively tough in achieving hotel, reached hotel spend a lot of energy, reached this hotel spend a great cost, customers feel less satisfied spend the night at this hotel, customers do not recommend this hotel in others, and the customer not suggesting this hotel in others.

According to Wahyuningsih (2012: 9) the higher perceived value customers the more strong behavior they do visit a back and recommend to other people. According to Which and Peterson (2004: 814) companies who fought for the loyalty of customers have to focus especially on satisfaction and value that is perceived.

According to Moisescu (2006 : 1135) that one of the measures is the customer loyalty by preference of consumers on a general. This can be measured by the fondness for a brand, good against (a company) as producer, corporate image perceptions and attributes a question or confidence against the mark. According to Amini, Darani, and Afshani (2012 : 202) said the company whether the company can increase customer satisfaction through an increased, and loyalty and attracting investors and employees in the future.

According to Javadir, Shafie, and Adbollahi 4183 2012: (a) the ministry strongly associated with customer loyalty. And it will be very effective in creating a matter of quality service customer loyalty. According to Auka (2012 : 199) the quality of having a direct impact on the experience. A positively identified between service

quality as perceived by the bank customers who are willing to pay higher prices for bank services and the more likely to maintain their loyalty to sustain.

According to Hsu et al (2010: 130) said word of mouth reflect the willingness of consumers to give the impression that benefits of products and services certain, as well as to encourage friends and acquaintances to start using the product or service rendered. Along with the intention of the buy back, word of mouth is also important component of the intention of consumer behavior.

Schultz and Hatch (2003 : 1048) explain Corporate image is defined as “views of the organization developed by its stakeholders; the outside world’s overall impression of the company including the views of customers, shareholders, the media, the general public and so on”.

In addition things that other powerful to increase the percentage rate is the quality of service .The quality of services offered can be used as a tool to achieve a competitive advantage. With an increase in the quality of services that good, and could cause a consumer loyalty possibility large consumers new and interesting. Consumers who have been loyal to a product services can be defined so that the needs felt sated consumers buy more than once .It is very profitable company, because through terpuasnya the needs of consumers, consumers will not turn to other companies, in the process of loyalty and the free promotion likely occurred in the form of a word of mouth of the program conducted by the consumer loyalty to other consumers.

The implementation of the quality of service provided by a company that moves in the services sector is to give the quality of service which best (service for consumers with a view to creating customer satisfaction .Quality of being given by the company would pose to consumers on the quality of the consumer perception. To know whether the company has provided the quality of services in accordance with the hope of the consumer needs to be carried out the evaluation of the side of consumers .

According Wisniewski (2001:74), service quality is a concept that has aroused considerable interest and debate in the research literature because of the difficulties in both defining it and measuring it with no overall consensus emerging on either.

According to Parasuraman et al. dalam Munhurrun et al (2010; 38) have defined service quality as the ability of the organization to meet or exceed customer expectations.

Because it is through this research, researchers intend to build customer loyalty through image of companies, the quality of services and programs of a word of mouth with the customers value as variable interening empirical studies in five star hotel in North Sumatra).

Problems Formulation

Based on the problems of identification and restrictions on research, the author of composing formulation: research the problem as follows :

1. Is there the influence of company image on customers value?
2. Is there the influence of the quality of service on customers value?
3. Is there the influence of the word of mouth program on the value of customers ?
4. Is there the influence of the image of the company, the quality of services and programs of a word of mouth simultaneously on the value of customers?
5. Is there the influence of the image of the company on customer loyalty?
6. Is there the influence of the quality of service on customer loyalty?
7. Is there the influence of the word of mouth program on customer loyalty?
8. Is there the influence of the value of customer on loyalty pelanggan?
9. Is there the influence of the image of the company, the quality of services, programs of a word of mouth, and value of customers simultaneously on customer loyalty?

Research Purpose

Based on the act matter that has been formulated above, then the purpose of this research is to know and analyze:

1. To know and to analyze the influence of image of companies on the perceived value of the customers.
2. To know and to analyze the influence of the quality of service on the perceived value of the customers.
3. To know and to analyzing impact of the program word of mouth on the perceived value of the customers.
4. To know and to analyze the influence of image of companies, the quality of services, and programs word of mouth simultaneously on the perceived value of the customers.
5. To know and to analyze the influence of image of companies on customer loyalty.
6. To know and to analyze the influence of the quality of the service on customer loyalty.
7. To know and to analysis impact of the program word of mouth on customer loyalty.
8. To know and to analyze the influence of the value of customer loyalty.

9. To know and to the influence of image of companies, the quality of services, programs of word of mouth, and value of customers simultaneously on customer loyalty.

THEORETICAL FRAMEWORK

Corporate Image

The image of the company is the perception of a company that is attached in memory of customers. The image of good companies could increase the value of customers. Customers who are interested in advertising activities will feel satisfied and happy. The communication that often done can generate a positive perception by customers. The form of a nice hotel to reflect the standard, good quality. Customer experience is good in service could make customers feel that cost is comparable with the result accepted. The image of good companies could increase customer loyalty. Activities of advertising interesting can affect customers staying at the hotel. The communication that often done can make customers receive to cost. The form of a nice hotel can make customers feel satisfied and not staying in another hotel. The experience of customers who are interesting in terms of service can make customers like this hotel.

Service Quality

The quality of service is advantages based on the evaluation customers over something interaction by comparison with the advantages expected earlier. The quality of service also have the direct effect on the perceived value of customers. Physical form and infrastructure good can make are satisfied and very happy. Services on time and the same given to customers can make customers feel accepted and improve the perception of them. The speed and exactness in conveying information can make customers feel coordinates and the quality of being granted consistently. service being communicative and competence that high as well as attention most sincere can make customers the expense incurred comparable to that which results received improved service quality can increase customer loyalty.

Shape, good facilities can affect the increasingly frequent and comfortable staying at a hotel. The right time and just be making the customer feel easy, not memngeluarkan energy and cost enormous. Prompt service can make the customers satisfied customers and to be loyal. Service kominukatif, credible, secure and berkompetensi can make a fond of names improve perceptions and liking attribute of the hotel. The most sincere and understand the individual can make consumers are willing to pay higher prices for the service that they get and probably higher sustained maintain loyalty.

Word of Mouth Programs

The word of mouth is the company to encourage customers to do the transfer of information about a brand or company among potential customers. The word of mouth that can both increase the value of customers. The program recommended to new customers from the old customers can make customers feel satisfied and happy. The focus of human resources in serving the customer can make customers feel accepted and give the impression that good program extra time staying can show the coordination and the quality of services provided in a consistent. Relationship program with an influential person in recommendation can make customers willing to more pay the cost of the hotel. The recommendations of the program could make customers feel the value of high money.

A word of mouth which can build customer loyalty well being and can attract many new customers. It recommends the new from the old customers can make them and nice stay in a hotel. The focus of human resources in serving customers can be making the customer feel easy and will not yield much energy in achieving the hotel. extra time program to love making the customer feel satisfied and staying consistently. Relationship program with influence in recommendation can make a love hotel and improve perceptions and name attributes of love. The hotel program on the recommendation of making the customer can talk about, and advocated recommends to others.

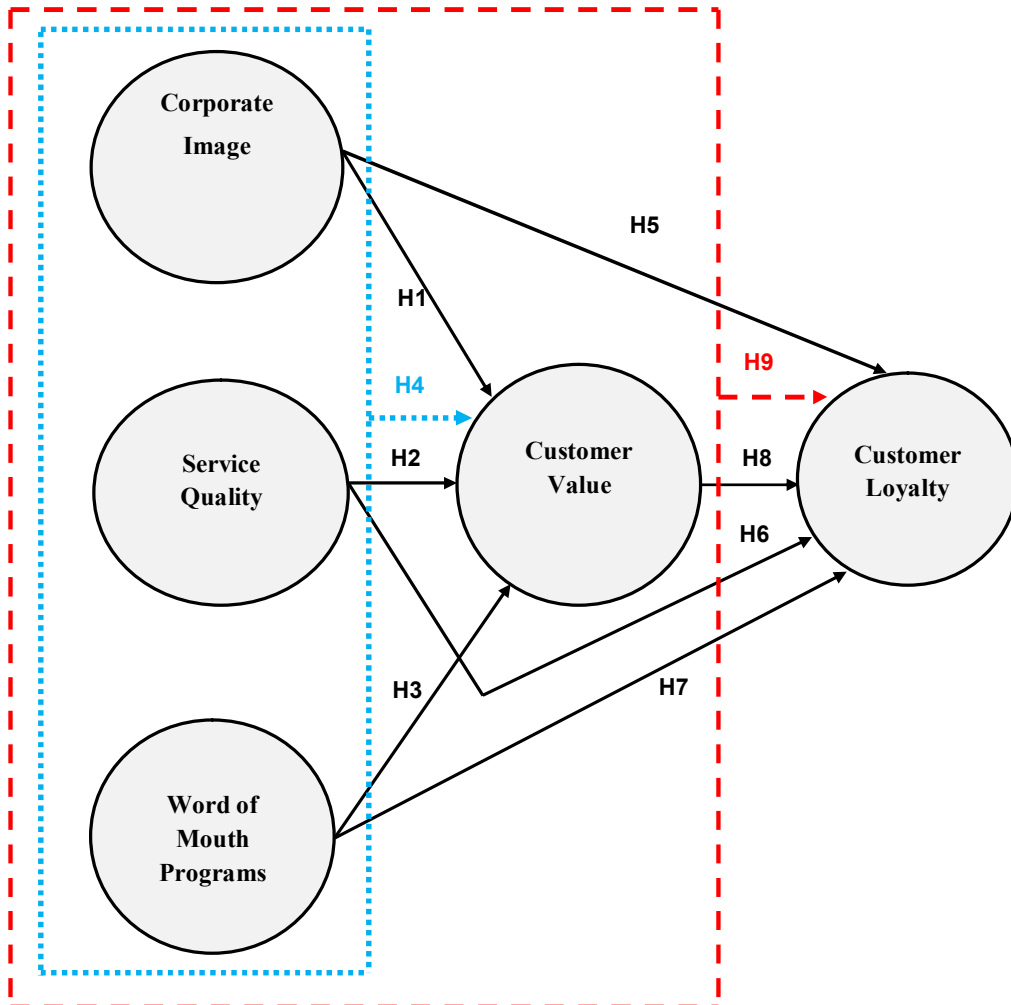
Customer Value

The value of the customer is that the benefits obtained by the subscribers compared with a sacrifice given by customers. Customers can be promoted from the value of customer loyalty programs and can increase customer loyalty through value customers. Customers who feel satisfied and happy to be more often and stay in hotel comfortable. Customers who feel accepted and hotels give the impression that both can make customers feel easy to reach the hotel and energy expended also not much. Customers who feel the hotel be coordinated with good and the quality of services that are consistent and high quality standards can make customers feel satisfied and ordering the hotel is consistently. The cost of comparable to the quality of services felt by the customer can make customers like and improve the perception on the hotel that talking about, and advocates recommend to others.

Customer Loyalty

Customer loyalty is commitment customers survive in depth to berlanggan back or made the purchase repeated product / service consistently elected in the future will come though the influence of the situation and marketing efforts have the potential for causing change behavior. Based on explanation above can then be made schematic thought that research can be demonstrated in figure 1 as follows:

Figure 1: Conceptual Framework



Hypotheses.

Hypothesis is the answer or retort opinion while the problems submitted to a while, where the truth needs to proven (Juanda, 2009: 33), the hypothesis is that this research :

H1: there are positive influences of corporate image on customer value.

H2: there is a positive influence of service quality on customer value

H3: there is a positive influence of Word of Mouth Programs on the customer value.

H4: there are positive influences of corporate image, service quality, and Word of Mouth Programs simultanoulty on customer value.

H5: there is a positive influence of corporate image on customer loyalty.

H6: there is a positive influence of the service quality on the customer loyalty .

H7: there is a positive influence of Word of Mouth Programs on customer loyalty

H8: there are positive influences of customer value on customer loyalty.

H9: there are positive influences of corporate image, service quality, Word of Mouth Programs and customer value simultaneously on customer loyalty.

METHODS

Research is designed by vericative and descriptive. With this type of research done is to obtain a description of the variables researched, while vericative essentially to test a hypothesis. This study will test the influence of corporate image, service quality, the word of mouth programs on the customer value and its implication on customer loyalty at five stars hotel in North Sumatra .

The Methods used in this research is a survey of explanatory and desription methods conducted through data collection in the field. Type investigation in this research is causality, because it will test the relationship for a result of the variables. Time horizon in this study is the cross sectional that is a collection of data to examine a phenomenon in a period of time in this research is one shoot. Unit analysis of five stars hotel customers in North Sumatera.

The framework of thought and hypotheses, then systematically relationship corporate image, the service quality, the word of mouth programs, customers value, and customer loyalty concept elaborated into a number of variables complete with dimensions, indicators, a unit of measurement and the scale of the data .

A population, events, or objects into interest, researchers to examine (now called sergeant year to 262). In this study to become the population (the analysis is soliciting clients a 5-star hotel in North Sumatera with criteria as follows:

1. Customer is the local and foreign
2. Individuals and customers are in the running instead of three.
3. Minimum of 2 (two) days in a hotel guests.

The size of the sample determined by taking into account technical analysis used to test the hypothesis that is a structural similarities (structural equation model / ev).

The rule of thumb in SEM, Hatcher's (1994) said that in determining the size of the sample, there are minimum the ratio is 5 respondents on each of the parameters in research, or 10 respondents on each of the parameters of 1, or 15 respondents on each of the parameters of 1. Based on rule of thumb in the SEM, then in this research used comparison 10 : 1.

This research have 52 parameter (indicator), so the minimum sample is :

$$\begin{aligned}n &= \text{amounth of parameter} \times 10 \\ &= 52 \times 10 \\ &= 520 \text{ respondents}\end{aligned}$$

Thus, the size of a minimum of the sample taken in this research is at 520 respondents

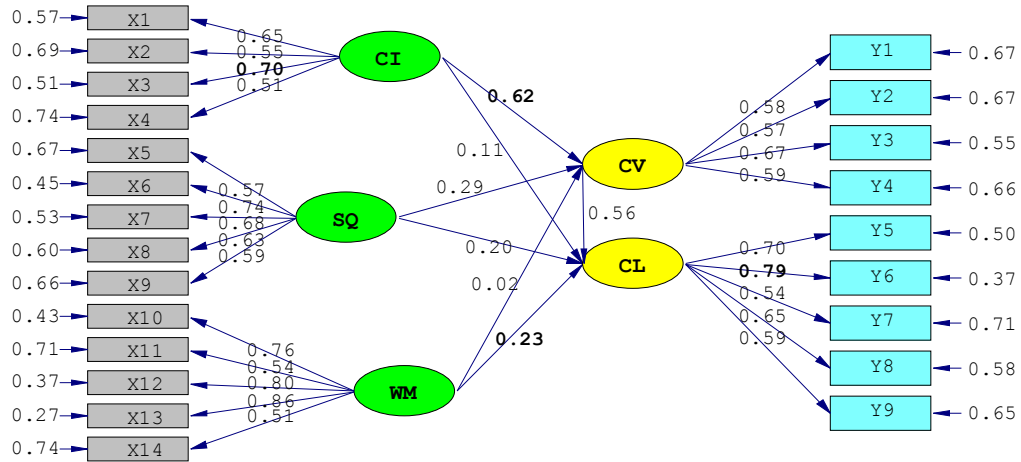
While sampling of the population used the technique of proportional random sampling .According to Supranto (2003) that referred to with proportional random sampling is a sample taken from that has been divided based on group. With the large sample taken in this research by 520 respondents derived five five star hotel in North Sumatera.

Based on the purpose of this research is measure the influence of the independent variable (corporate image, service quality, and word of mouth programs) on the dependent variable customer loyalty, involving variable of intervening (a customers value), hence the approach in modeling technique as well as a solution used as a means of analysis (tools of analysis) in dissertations this is by using structural equation model (SEM) with LISREL. The reasons for the selection this method is its ability in measuring construct indirectly, for example through its indicators and variable at the same time analyzing indicators and variable latent.

RESEARCH RESULT

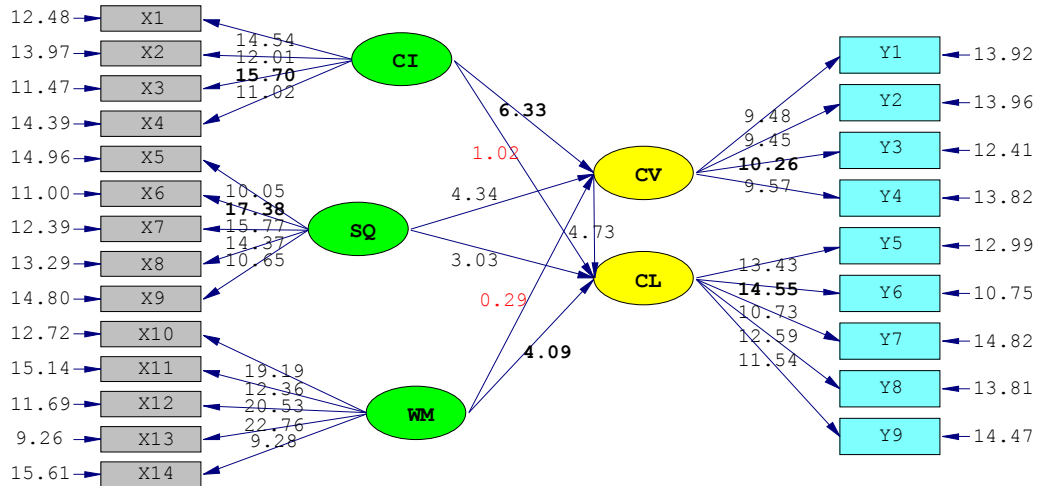
A model of full of the equation of shem by using the program lisrel 8.70 obtained two models a diagram of the namely standardized model t-values and models, each model as indicated in the next picture:

Figure 2. Model of Structural (Standardized Model) Second Order



Chi-Square=1592.02, df=520, P value=0.00000, RMSEA=0.071

Figure 3 Model of Structural second order (t-value Model)



Chi-Square=1592.02, df=520, P-value=0.00000, RMSEA=0.071

Description:

- CI = Corporate Image
- SQ = Service Quality
- WM = Word of Mouth Programs
- CV = Customer Value
- CL = Customer Loyalty

Based on figure 2 and 3 above, these calculations on the next test will be mentioned parameters γ dan β (coefficient) structural factor on the model of an exogenous and endogenous. Testing is intended to know the influence of one latent variabel to the other latent variables.

In this study no 9 (nine) tested the hypotheses, 9 of the hypotheses, then obtained the conclusion that there are two which rejected the hypotheses or not proven that is the third hypothesis (H3) and the fifth hypothesis (H5). Hypothesis H1, H2, and H4 accepted, while the hypothesis 3 (H3) will be rejected. This means that simultaneously, corporate image, service quality, word of mouth programs have positive effects and significant on the customers value, but it is partially word of mouth programs not has significantly effect on the customers value. And when viewed as partial the coefficients a track (standardized) it turns out that the influence of corporate image is the most dominant on the customers value.

The Effect of the word of mouth programs is not significantly to the customers value of 5 stars hotels in North Sumatera partial evaluation, this indicates that the recommendations given a customer to other customers through word of mouth program does not make the hotel increase the benefits to customers, but in fact if the recommendations given to the customers to excess not in accordance with the fact after customers feel it, then it would have a disappointment.

The influence of service quality partially on customer value is 0,29. While the word of mouth program has no effect on customer value, it means that word of mouth programs on five stars hotel in north sumatra cannot improve the high customers value on five stars hotel in north sumatra. Then corporate image, service quality, the word of mouth progarms simultaneously significant on customer value. It means that the better corporate image, the higher services quality and the better word of mouth programs will increase the customer value on five stars hotel in North Sumatera. The influence of corporate image; services quality and word of mouth programs simultaneously on customer value is $R^2 = 63.00\%$ (0,63) meanwhile, the other factors that influence is 37.00% . Partially corporate image on 5-star hotel in north sumatera have greater influence (dominant) compared with service quality.

Corporate Image, Service Quality, Word of Mouth Program, and Customer Value Have Affect on Customer Loyalty

Corporate Image do not have effect on customer loyalty, it means when corporate image getting better on five stars hotel in north sumatra cannot increase the customer loyalty. Service quality influence significantly on customer loyalty, it means the higher service quality can effect the higher customer loyalty. The influence of Service Quality partially evaluation on customers value is 0.20. While the word of mouth programs influence significantly on customer loyalty, it means

when word of mouth programs is done on five stars hotel in north sumatra, the more customer loyalty on five stars hotel in North Sumatra.

Then corporate image, services quality, word of mouth programs and customers value simultaneously significant to customer loyalty. Means that the better corporate image, the higher services quality, the better the word of mouth programs and the higher customers value on five stars hotel in North Sumatera the more increase the rate of customer loyalty on five stars hotel in North Sumatera. The influence corporate image, services quality, word of mouth program and customers value simultaneously on customer loyalty was 56.00% ($R^2 = 0,56$), while the magnitude of the influence of other factors is 44.00%. Customers value has dominant effect on customer loyalty of five stars hotel in north sumatra than services quality or word of mouth programs.

Based on the testing of hypotheses the description above the findings in this experiment is that the customer loyalty is dominated by switching dimension costs (Y6) five star hotel in North Sumatera will increase when able to deliver the customer high dominated by dimension of quality/performance value (Y3) where the customer will be higher if able to have better corporate image is dominated by a physical image (X3) and supported by a high service quality dominated by dimension (X6 reliability), and a good word of mouth programs is dominated by dimension interrelated (X13).

The findings of this research directly customer loyalty is dominated by the customer value, but indirectly through the customer is dominated by the image of the company ($0.62 \times 0,56 = 0,3872$).

CONCLUSION

1. The corporate image of five stars hotel in North Sumatera has positive influence and significantly effect on customer value, with great influence by 0.62. Corporate Image of five stars hotel in North Sumatera is dominated by the dimensions of physical image (X3), while corporate image the weak contribution is the dimensions of actual experience (X4)
2. Services quality of five stars hotel in North Sumatra has positive influence and significantly on customer value by 0,29. The service quality of five stars hotel in North Sumatera is dominated by the dimensions of reliability (X6), while the weak dimension is tangibles (X5)
3. The word of mouth programs of five stars hotel in North Sumatera has no effect on customer value.
4. The corporate image which dominated by dimensions a physical image, service quality which dominated by the dimensions of reliability, and the word

of mouth programs of 5-stars hotel in North Sumatra which dominated by dimension relationship is simultaneously and significantly have positive effect on customer value which dominated by dimensions of quality/performance of the value, the contribution of 63%, the remaining 37% of the other factors. Partially, corporate image is the most dominated factor effect on customers value.

5. The corporate image of five stars hotel in North Sumatera has no significantly effect on customer loyalty.
6. The service quality of five stars hotel in North Sumatera has a positive and significantly effect on customer loyalty, with the influence by 0.20. The service quality of five stars hotel in North Sumatera dominated effect by the dimensions of reliability (X6), while the weak dimensions is tangibles (X5) .
7. The word of mouth programs of five stars hotel in North Sumatera has positive influence and significantly effect on customer loyalty, with the influence by 0.23. Word of mouth programs of five stars hotel in North Sumatera has dominated effect by relationship (X13) dimensions, while the weak dimension is Intervention (X14).
8. The customer value of five stars hotel in North Sumatera has positive effects and significantly on customer loyalty, with influence by 0,56. Customer value of five stars hotel in North Sumatera has dominated effect by dimension of quality/ performance value (Y3), while the weak dimension is social value (Y2).
9. The Corporate Image has dominated effect by the dimensions of physical image, the Services quality has dominated effect by the dimensions of reliability, the word of mouth programs has dominated effect by relationship dimensions, the customer value has dominated effect by the dimension of quality / performance value of five star hotel in North Sumatera simultaneously positive and significant effect on the customer loyalty which is dominated by the dimensions of switching costs, with contribution by 56 percent, while the remaining 44 percent of the other factors. The customers value is the most dominated influence on customer loyalty.

Managerial Implications

1. The corporate image which is dominated by the dimensions of physical image with luxurious building, supported by the service quality which is dominated by the dimensions of reliability with equal treatment to all customers are high, as well as strengthened with the word of mouth programs of five star hotel in North Sumatera which dominated by dimensions relationship with an influential person can increase the customer value which is dominated by the

dimension of quality / performance value with the level of coordination that good .

2. The corporated image which is dominated by physical image dimensions, supported by the service quaitu which is dominated by reliability dimensions with equal treatment to all customers are high, strengthened by the word of mouth programs which is dominated effect by relationship dimensions with an influential person, as well as having the customer value which are dominant effect by dimension of quality / performance value with the level of coordination was good about five star hotel in North Sumatera can increase customer loyalty which is dominant effect by switching costs dimensions, namely customers feeling about to spend a lot of money and energy if moved to the other hotel.

RECOMMENDATION

Managerial Recommendation

1. Descriptive corporate image based on the analysis of five stars hotel in North Sumatera, then the management of five star hotel in north sumatra are required to pay more attention and improve corporate image, so that the corporate image of five stars hotel company will increase especially in the interest element of customer activity on advertising and the impression of customers in all forms of physical boost.
2. Based on the analysis of descriptive of the service quality, the management of five stars hotel in North Sumatera are required to pay more attention and increase the service quality, so that the service quaitu of five stars hotel will increase especially in the element of attention is sincere to customers, completeness means provided, giving information to customers with the word easy understand (communication), provide security for the trust given to customers (credulity), hotel staff who consistently be polite to the customers (courtesy and staff understand the desire of individual consumers.
3. Based on the result analysis of the descriptive word of mouth programs of 5-star hotel in North Sumatera, the management of a 5-star hotel in north sumatera is expected to pay more attention and raise the word of his mouth thus the word of mouth to a 5-star hotel to increase especially in hotels element of the program so that the hotel is recommended to potential new customers for the customers too long, an extra-time offered by staying at a hotel and a recommendation to prospective customers intervention of the hotel needs.
4. Based on the results of the descriptive analysis customer value of five stars hotel in north sumatra, management of five star hotel in North Sumatera are

required to pay more attention to and increase the customer value, so that the customers of five star hotel will be enhanced especially in elements of the level of satisfaction when customers stay in hotel, the level of customers feel accepted in the neighborhood of a particular society, the level of customers in giving a good impression to others, degree of any quality this service in accordance with the price and the level of the hotel offer value for money.

5. Based on the analysis of customer loyalty descriptive of five star hotel in North Sumatera, the management of five stars hotel in North Sumatera are required to pay more attention and increase the level of loyalty of their customers, so that the loyalty of customers will be increasing especially elements such as the level of customer recommend this hotel in others, the level of customer stay in hotel, the level of comfort hotel compared to another hotel, the level of staying at another hotel in addition to this hotel, the ease in achieving the hotel, the level reached the hotel not spent a lot of energy, the level reached the hotel is not spent a great cost and the level of customer advocated this hotel in others.

Recommendation For Future Researcher

1. Another factor affecting many customers, loyalty to a 5-star hotel in North Sumatera besides variables on the research, for example, the customer satisfaction, customer relationship, integrated communications, and other factors that explored further, for maybe there were other factors other than that there are in these studies have a dominant influence to increase customer loyalty to a 5-star hotel in North Sumatera.
2. Customer value variable on this research as mediating (mediation) variable of corporate image, service quality and word of mouth programs on customer loyalty. Then the next researcher can be added customers trust or customer satisfaction as intervening variable on Customer Loyalty. So that the results of the possibility of research results would be different.
3. A factor of the value of customers in the research is mediating factor, so that in further research, could be moderating variable on customer loyalty. So that research results will probably different and more comprehensive.
4. The results of this research can also be applied to the other services such as education services company, forwarding, leasing, banking, hospitals, and other. Because this research is expected to continue with different objects, so that the benefits of this research result will be more extensive coverage.

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