

**THE INFLUENCE OF PERCEIVED ATTRACTIVENESS ASPECT OF
THE HOMESTAY TOWARD CUSTOMER LOYALTY
(STUDY OF FOREIGN GUESTS IN NEXTDOOR HOMESTAY)**

Thesis

Presented as Partisial Fulfillment of Requirements for the Degree of Sarjana

Manajemen (S1) in International Business Management Program

Faculty of Business and Economics Universitas Atma Jaya Yogyakarta



Compiled by:

Muh. Fatwa Arief

Student ID Number: 15 12 22166

FACULTY OF BUSINESS AND ECONOMICS

UNIVERSITAS ATMA JAYA YOGYAKARTA

JUNE 2020

Thesis

**THE INFLUENCE OF PERCEIVED ATTRACTIVENESS ASPECT OF
THE HOMESTAY TOWARD CUSTOMER LOYALTY
(STUDY OF FOREIGN GUESTS IN NEXTDOOR HOMESTAY)**

Compiled by:

Muh. Fatwa Arief

Student ID: 15 12 22166

Has been read and approved by:

Advisor

Nadia Nila Sari, SE., MBA.

Yogyakarta June, 17th 2020



UNIVERSITAS ATMA JAYA YOGYAKARTA
Fakultas Bisnis dan Ekonomika

Letter of Statement

No. 367/J/I

Based on the Thesis Defense results that has been held on Saturday, 6 June 2020 with the following examiners:

- | | |
|-----------------------------------|----------|
| 1. Drs. Budi Suprpto, MBA., Ph.D. | Chairman |
| 2. Drs. C. Jarot Priyogutomo, MBA | Member |
| 3. Nadia Nila Sari, SE., MBA. | |

Member The examiners team has decided that:

Name	: Muh. Fatwa Arief
Student Number	:151222166
Program	: International Business Management

Has passed the

Thesis Revision

The thesis revision has been reviewed and confirmed by all examiners.

This letter of statement is made for Yudisium/Graduation of Bachelor of Management in Faculty of Business and Economics Universitas Atma Jaya Yogyakarta.

Dean,

Drs. Budi Suprpto, MBA., Ph.D

AUTHENTICITY ACKNOWLEDGEMENT

I am Muh Fatwa Arief hereby declare that I compiled the thesis with the following title:

**THE INFLUENCE OF PERCEIVED ATTRACTIVENESS ASPECT OF
THE HOMESTAY TOWARD CUSTOMER LOYALTY
(STUDY OF FOREIGN GUESTS IN NEXTDOOR HOMESTAY)**

**Is really, my own thought and writing, I fully aware that my writing does not contain
others' or part(s) of others' writing, except for those that have been cited and
mentioned in the references.**

Muh. Fatwa Arief

A handwritten signature in black ink, reading 'Fatwa' in a cursive script.

Yogyakarta, June, 17th 2020

ACKNOWLEDGEMENT

I would like to praise my gratitude to Most High God because his bless to the author so that this thesis can be done in purpose to meet academic requirement for completing Undergraduate study of International Business Management Program at University of Atma Jaya Yogyakarta. Title that the author compiled is:

THE INFLUENCE OF PERCEIVED ATTRACTIVENESS ASPECT OF THE HOMESTAY TOWARD CUSTOMER LOYALTY (STUDY OF FOREIGN GUESTS IN NEXTDOOR HOMESTAY)

The author aware that without tons of support from many parties, this thesis would never be completed easily. That is why, the author would like to express his gratefulness and appreciation toward people below:

1. My advisor Ms. Nadia Nila Sari, SE., MBA who always assists, guides, and teaches the author patiently when the process of making the thesis is conducted.
2. Mr. Drs, Budi Suprpto, MBA, Ph.D as the Dean of the Faculty of Business and Economics who has given this certification as a representative of Atma Jaya University Yogyakarta.
3. All lecturers and officers of the Faculty of Business and Economics, University of Atma Jaya Yogyakarta who has helped the author for all of the administration and other needs from the first semester until the graduation.
4. My lovely family, Father, Mother, Lala, and Balqis who always give support to the author through pray, good advice, moral and financial support.

5. My Employers, Peter and Betty, as well as my colleagues at Nextdoor Homestay that have given me permission and support to conduct the study at the Homestay.
6. My amazing friends Wouter, Rolf, Satrio, Aniel, Gan, Billy, and Rosa who have been supporting, motivating me, and real all the way long.
7. The Respondents of the study that have been voluntarily fulfilled the survey.
8. My Classmates Pipin and Bisma who have helped me with some theoretical and practical studies.
9. Adisti Arpha and Birgitta Bunga who have given tons of supported me to finish writing the thesis on time.
10. Almira Khalikova and Darya Yurkova, My business partners who have given me support to fight the last minute of thesis defense registration.
11. My IBMP classmates and other friends in Atma Jaya who have accompanied my study at Atma Jaya Yogyakarta University.

The author realized that the thesis is not perfect, so that is why every criticism, suggestion, and recommendation is widely welcome for correction and as complement for future research. Hopefully, this thesis will be useful as a reference for students or any individual who wants to conduct further or any related topic.

Yogyakarta, June, 17th 2020

Fatwa

Muh. Fatwa Arief

TABLE OF CONTENTS

TITLE PAGE.....	i
APPROVAL PAGE.....	ii
COMMITTEE’S APPROVAL PAGE.....	iii
AUTHENTICITY ACKNOWLEDGEMENT.....	iii
ACKNOWLEDGEMENT.....	iv
TABLE OF CONTENTS.....	vii
LIST OF TABLES.....	xi
LIST OF FIGURES.....	xii
LIST OF APPENDIXES.....	xiii
ABSTRACT.....	ix
CHAPTER I: PRELIMINARY.....	1
1.1 Research Background.....	1
1.2 Research Questions.....	13
1.3 Research Objectives.....	14
1.4 Research Scope.....	15
1.5 Research Contribution.....	15
1.6 Writing Structure.....	16
CHAPTER II: LITERATURE REVIEW.....	18
2.1 Theoretical Background.....	18
2.1.1 Customer Loyalty.....	18
2.1.2 Perceived Attractiveness Aspect of a Homestay.....	22
2.1.3 Surroundings of the Building and Feature.....	23
2.1.4 Service Quality.....	24
2.1.5 Homestay Facilities.....	25
2.1.6 Homestay Operation and Management.....	26
2.1.7 Homestay Geist and Community Co-Prosperity.....	27
2.2 Previous Study.....	28
2.3 Hypothesis Development.....	42
2.3.1 The Influence of Surroundings of the Building and Features toward Customer Loyalty.....	42

2.3.2 The Influence of Service Quality toward Customer Loyalty.....	43
2.3.3 The Influence of Homestay Facilities toward Customer Loyalty.....	44
2.3.4 The Influence of Homestay Operation & Management toward Customer Loyalty.....	45
2.3.5 The Influence of Homestay geist & Community Co-prosperity toward Customer Loyalty.....	46
2.4 Research Framework.....	48
CHAPTER III: RESEARCH METHODOLOGY.....	49
3.1 Types of Research.....	49
3.2 Location, Objects, Subjects and Research Population.....	49
3.2.1 Location.....	49
3.2.2 Objects.....	50
3.2.3 Subjects.....	50
3.2.4 Research Population.....	50
3.3 Sample, Sampling Methods and Data Collection Methods.....	50
3.3.1 Sample and Sampling Methods.....	50
3.3.2 Data Collection Methods.....	52
3.4 Operational Definition.....	53
3.5 Measurement and Scaling.....	56
3.6 Testing Instrument.....	57
3.6.1 Validity Test.....	57
3.6.2 Reliability Test.....	60
3.7 Data Analysis Method.....	61
3.7.1 Descriptive Analysis.....	62
3.7.2 Multiple Linear Regression Analysis.....	62
3.7.3 F-Statistic Test.....	63
3.7.4 T-Statistic Test.....	64
3.7.5 One Way ANOVA.....	64
CHAPTER IV: DATA ANALYSIS AND DISCUSSION.....	66
4.1 Descriptive Statistical Analysis.....	67
4.1.1 Percentage of Respondents by Gender.....	67
4.1.2 Percentage of Respondents by Age.....	67

4.1.3 Percentage of Respondents by Nationality.....	68
4.1.4 Percentage of Respondents by Occupancy.....	69
4.1.5 Percentage of Respondents by Monthly Income.....	70
4.1.6 Percentage of Respondents by Length of Stay.....	70
4.1.7 The Result of Mean Analysis Per Variable indicator.....	71
4.2 Data Analysis.....	72
4.3 Multiple Regression for Hypothesis Testing.....	73
4.3.1 The Influence of The Surroundings of The Building and Features, Service Quality, Homestay Facilities, Homestay Operation and Management, Homestay Geist and Community Co-Prosperity on Customer Loyalty.....	73
4.4 The Difference Perceived of Attractiveness Aspect on Homestay and Customer Loyalty based on Foreign Guest Gender.....	77
4.4.1 The Difference of Perception by Foreign Guest Based on Gender of Customer Loyalty at Nextdoor Homestay.....	79
4.5 Discussion.....	80
4.5.1 The influence of The Surroundings of The Building and Features on Cutomer Loyalty.....	80
4.5.2 The influence of Service Quality on Cutomer Loyalty.....	80
4.5.3 The influence of Homestay Facilities on Cutomer Loyalty.....	80
4.5.4 The influence of Homestay Operation and Management on Cutomer Loyalty.....	81
4.5.5 The influence of Homestay Geist and Community Co-Prosperity on Cutomer Loyalty.....	81
4.6. Summary of The Hypothesis.....	82
4.6.1. Summary of The Hypothesis of Customer Loyalty.....	82

CHAPTER V: CONCLUSION AND DISCUSSION

5.1 Conclusion.....	83
5.1.1. Based on The Analysis of Respondent's Profile.....	83
5.1.2. Based on The Result of Multiple Regression Analysis.....	84
5.1.3. Based on The Result of One Way ANOVA Analysis.....	84

5.2 Managerial Implication.....	85
5.3 Research Limitation.....	87
5.4 Further Research.....	87
BIBLIOGRAPHY.....	88
APPENDIXES.....	91

LIST OF TABLES

Table 2.1 Previous Study.....	28
Table 3.1 Operational Defintion.....	53
Table 3.2 Validity Test result.....	59
Table 3.3 Reliability Test Result.....	61
Table 4.1 Percentage of Respondents by Gender.....	67
Table 4.2 Percentage of Respondents by Age.....	67
Table 4.3 Percentage of Respondents by Nationality.....	68
Table 4.4 Percentage of Respondents by Occupancy.....	69
Table 4.5 Percentage of Respondents by Monthly Income.....	70
Table 4.6 Percentage of Respondents by Length of Stay.....	70
Table 4.7 Mean Analysis Per Variable Indicator.....	71
Table 4.8 Multiple Regression of The Surroundings of The Building and Features, Service Quality, Homestay Facilities, Homestay Operation and Management, Homestay Geist and Community Co-Prosperity on Customer Loyalty.....	74
Table 4.9 One Way ANOVA Result Based on Gender Perception toward Aspect attractiveness and Customer Loyalty.....	78
Table 4.10 Summary of The Hypothesis of Customer Loyalty (Nextdoor Homestay).....	82

LIST OF FIGURES

Figure 1.1 Graph of The Comparison of Foreign Tourist in Indonesia in 2017 And 2018.....	4
Figure 1.2 The Homestay View From The Entrance Gate of Nextdoor Homestay.....	6
Figure 1.3 The Front Office View of Nextdoor Homestay.....	6
Figure 1.4 The Outdoor Swimming Pool of Nextdoor Homestay.....	7
Figure 1.5 The Single Room of Nextdoor Homestay.....	7
Figure 1.6 The Standard Double Room of Nextdoor Homestay.....	8
Figure 1.7 The Twin Room of Nextdoor Homestay.....	8
Figure 1.8 The Deluxe Room of Nextdoor Homestay.....	9
Figure 1.9 The Family Room of Nextdoor Homestay.....	9
Figure 1.10 The Tree House of Nextdoor Homestay.....	10
Figure 2.1 Customer Loyalty Pyramid.....	20
Figure 2.2 Research Framework.....	48

LIST OF APPENDIXES

APPENDIX I:	QUESTIONNAIRE
APPENDIX II:	RESPONDENTS DATA
APPENDIX III:	QUESTIONNAIRE DATA
APPENDIX IV:	VALIDITY TEST & RELIABILITY TEST
APPENDIX V:	MULTIPLE LINEAR REGRESSION ANALYSIS
APPENDIX VI:	ONE WAY ANOVA

THE INFLUENCE OF PERCEIVED ATTRACTIVENESS ASPECT OF THE HOMESTAY TOWARD CUSTOMER LOYALTY (STUDY OF FOREIGN GUESTS IN NEXTDOOR HOMESTAY)

Muh. Fatwa Arief

Student ID Number: 15 12 22166

Supervisor: Nadia Nila Sari, SE, MBA

ABSTRACT

The main purpose of this research is to understand about the effects of surroundings of the building and feature, service quality, homestay facilities, homestay operation and management, homestay geist and community co-prosperity toward customer loyalty at the homestay. Surroundings of the building and feature, service quality, homestay facilities, homestay operation and management, homestay geist and community co-prosperity toward customer loyalty at the homestay have become the factors that influence the customers purchase intention and willingness to pay premium price. This research uses online and paper questionnaire to collect the data which was purposively distributed to 116 respondents. Multiple regression analysis and one way ANOVA are used to analyze the data.

The result of this study shows that surroundings of the building and feature, service quality, homestay facilities, homestay operation and management, homestay geist and community co-prosperity are positively influence on customer loyalty of foreign guest at the homestay. All variables show significant influence to the revisit intention of foreign guest at the Nextdoor Homestay Yogyakarta. The result of this research may give insight for homestay owner in Indonesia to improve their customer loyalty by paying more intention and maintaining five aspects of the homestay which are independent variables in this study.

Keyword: customer loyalty, perceived attractiveness, revisit intention to homestay