



INTISARI

Penginapan ekonomis *Virtual Hotel Operator* (Airy, Nida Rooms, OYO Rooms, RedDoorz, Zen Rooms) kini makin banyak diminati oleh pelancong dan wisatawan. VHO menawarkan jaminan kenyamanan berupa fasilitas dan layanan standar VHO untuk memastikan pelanggan mendapatkan pengalaman menginap berkualitas dengan harga terjangkau. Namun masih dijumpai ulasan-ulasan negatif yang mengeluhkan pengalaman menginap tidak sesuai dengan yang telah dijanjikan oleh VHO. Penelitian ini bertujuan untuk mengidentifikasi hubungan pengalaman pelanggan, kepuasan pelanggan, nilai yang dipersepsikan, dan niat perilaku pelanggan di penginapan ekonomis yang dikelola oleh VHO. Desain penelitian ini adalah ekplanatori kausal dengan pendekatan kuantitatif. Pengambilan sampel menggunakan teknik *non-probability sampling* dengan metode *purposive sampling*. Sebanyak 296 responden merupakan warga negara Indonesia yang pernah memesan dan menginap di salah satu penginapan ekonomis VHO (Airy, Nida Rooms, OYO Rooms, RedDoorz, Zen Rooms) minimal satu kali dalam satu tahun terakhir. Analisis data menggunakan *Structural Equation Modelling (SEM)* dengan bantuan program AMOS. Hasil penelitian menunjukkan bahwa pengalaman pelanggan berhubungan langsung dan positif dengan kepuasan pelanggan dan nilai yang dipersepsikan. Kepuasan pelanggan secara tidak langsung memengaruhi hubungan pengalaman pelanggan dan niat perilaku juga hubungan nilai yang dipersepsikan dan niat perilaku. Pengalaman pelanggan memegang peran besar dalam mendorong kepuasan pelanggan sehingga manajer VHO dan pemilik propoerti sebaiknya memperhatikan dan meningkatkan kualitas aspek fisik, manusia, dan estetika serta lebih selektif dalam memilih lokasi agar dapat memperkuat posisi kompetitif VHO dalam industri akomodasi.

Kata Kunci: Pengalaman Pelanggan, Kepuasan Pelanggan, Nilai yang dipersepsikan, Niat Perilaku, Penginapan Ekonomis, Hotel Budget, *Virtual Hotel Operator*, *Structural Equation Modelling*



ABSTRACT

Economic lodging of Virtual Hotel Operators (Airy, Nida Rooms, OYO Rooms, RedDor, Zen Rooms) are now increasingly in demand by travelers and tourists. VHO offers guaranteed comfort in the form of VHO standard facilities and services to ensure customers get a quality-stay-experience at an affordable price. However, negative reviews are found that complain about the stay that is not in accordance with what was promised by VHO. This study aims to identify the relationship of customer experience, customer satisfaction, perceived value, and customer behavioral intentions at economic lodging managed by VHO. The design of this study is a causal explanation with a quantitative approach. Sampling uses non-probability sampling techniques with purposive sampling method. A total of 296 respondents are Indonesian citizens who have booked and stayed at one of VHO's economic lodgings (Airy, Nida Rooms, OYO Rooms, RedDor, Zen Rooms) at least once in the past year. Data analysis uses Structural Equation Modeling (SEM) with the help of the AMOS program. The results show that customer experience is directly and positively related to customer satisfaction and perceived value. Customer satisfaction indirectly affects the relationship of customer experience and behavioral intentions as well as perceived value relations and behavioral intentions. Customer experience plays a big role in driving customer satisfaction so VHO managers and property owners should pay attention and improve the quality of physical, human and aesthetic aspects and be more selective in choosing locations in order to strengthen VHO's competitive position in the accommodation industry. Customer experience plays a big role in encouraging customer satisfaction so that VHO managers and property owners should pay attention to and improve the quality of physical, human and aesthetic aspects and be more selective in choosing locations in order to strengthen VHO's competitive position in the accommodation industry.

Keywords: Customer Experience, Customer Satisfaction, Perceived Value, Behavior Intentions, Budget Hotel, Economic Lodging, Virtual Hotel Operators, Structural Equation Modelling