

ABSTRACT

This study aims to determine how much influence Hospitality on loyalty to Consumers Grand Asrilia Hotel Bandung. Population used in this research is consumer who ever or often use Grand Asrilia Hotel Bandung service. The sample in this research is 100 respondents, and sampling technique used in this research is a non-probability sampling technique with purposive sampling approach (sampling based on certain considerations).

In this research use quantitative descriptive analysis method. The analysis used among others, descriptive analysis, simple linear regression analysis, t test analysis, f test analysis and r square analysis.

From a simple linear regression analysis results with the formula $y = a + bx$ obtained the results of the regression coefficient of X or 54.9% 0.549 and constants of 1.807 may imply that the results of the equation describes the relationship of independent variables (Hospitality) and the dependent variable (Loyalty), which amounted to 54.9%.

Keywords: Hospitality, Loyalty, Grand Asrilia Hotel Consumers