

ABSTRACT

The hotel industry in Indonesia has been growing rapidly in recent years. This growth triggered by the number of international hotel networks in Indonesia expanding its capacity, after the release of Top Hotel Projects research that estimates the existence of new air routes, business travel can be more and open up future market opportunities. This growth will automatically increase competition in the hospitality industry which on average has almost the same facilities and service offerings in each class. The purpose of this study is to determine what factors affect customer loyalty visitors of Ibis Family Hotel in Indonesia. This research was conducted by spreading questionnaires to consumers who have used Ibis Family Hotel accommodation in Indonesia. The sampling technique used is nonprobability sampling that is purposive sampling because the selected respondents who only ever use Ibis Family Hotel accommodation with the number of respondent as much as 385. This research uses quantitative method with the type of descriptive analysis and also multiple linear regression test. Based on the result, satisfaction with housekeeping, satisfaction with food and beverage, and satisfaction with price variables significantly influence partially to customer loyalty. While the other results indicate that the hotel image and customer satisfaction variables significantly influence simultaneously to customer loyalty. The variable of satisfaction with food and beverage is the variable that has the greatest influence to Ibis Family Hotel customer loyalty, to improve this, the author's suggestion is to keep innovation and variance of food and beverage supplied to visitor to keep visitor appetite.

Keywords: *hotel image, customer satisfaction, customer loyalty.*