

ABSTRACT

The Effect Of Interpersonal Trust, Job Satisfaction And Organizational Commitment On Guest Loyalty Through Organizational Citizenship Behavior Of Employees And Service Quality On Luxury Hotels In East Kalimantan Province

The purpose of this study is to examine the impact of interpersonal trust, job satisfaction, and organizational commitment of front line employees on guest loyalty through organizational citizenship behavior and service quality on luxury hotels in Kalimantan Timur Province.

The conceptual framework of the study consists of the following constructs : interpersonal trust, job satisfaction, organizational commitment, organizational citizenship behavior, service quality, and guest loyalty. Moreover, 6 hypotheses were developed and tested. Pearson correlation and Cronbach Alpha were used to test the validity and reliability of the measures, while PLS was used in goodness of fit and hypotheses testing. Data were collected from 460 guests who had recently visited hotels and other 230 front line employees such as receptionists, cashiers, bellboys, doormen, and telephone operators from 46 luxury hotels in Kalimantan Timur Province who completed the self-administered questionnaire.

Strong support were found for 4 of the 6 hypotheses. Findings reveal that 1. Interpersonal trust has significant effect on organizational citizenship behavior. 2. Job satisfaction has significant effect on organizational citizenship behavior. 3. Organizational citizenship behavior has significant effect on service quality. 4. Service quality has significant effect on guest loyalty on luxury hotels in Kalimantan Timur Province.

In contrast, it is shown that organizational commitment has no significant effect on organizational citizenship behavior and organizational citizenship behavior has no significant effect on guest loyalty on luxury hotels in Kalimantan Timur Province.

Limitations of the study are object of the study need to be developed on a wider object, incorporation of in-role and extra-role is making a study of organizational citizenship behavior be easy to do but the accuracy of assessment by the respondent toward organizational citizenship behavior become less accurate, method of data retrieval is cross-section which is considered to be less accurate.

Keywords : Interpersonal Trust, Job Satisfaction, Organizational Citizenship Behavior, Organizational Commitment, Service Quality, Guest Loyalty.