

ABSTRACT

The Influence Of Servicescape, Organizational Citizenship Behavior, and Personal Communication Quality To Customer Satisfaction and Loyalty At Four And Five Star Hotels In Bali.

The purpose of this study was to examine direct and indirect effects of an integrated multidimensional model of servicescape, organizational citizenship behavior, and personal communication quality upon customer loyalty, and considered customer satisfaction as intervening variable.

This study used an explanatory design. The examined population in this study is consumer who domestic tourist and international tourist stayed at four and five star hotels in Bali. The sampling technique in this study used non probability sampling method as accidental sampling technique. Data Analysis used SEM (*Structural Equation Modeling*) analysis technique by program package AMOS 4.01.

The intercorrelations model's between these variables in this study revealed: servicescape, organizational citizenship behavior, and personal communication quality as an important correlate to the customer loyalty that the link would be mediated by customer satisfaction. When customer satisfaction were likely to be related to greater customer loyalty.

Key Words: Servicescape, Organizational Citizenship Behavior, Personal Communication Quality, Customer Satisfaction, and Customer Loyalty.