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## The Influence of Visitor Satisfaction on Hotel Customer Loyalty

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### Abstract

The reduction in visitors to accommodation or hotels is certainly due to several factors, both external and internal hotel factors. This could include customers being dissatisfied with the results of their visit, so they no longer want to visit the hotel. Therefore, this research will test whether customer dissatisfaction affects hotel visitor loyalty. The data collection method uses verification and descriptive methods. The research results show that customer satisfaction is generally quite high to very high. In this customer satisfaction variable, system satisfaction is the largest, and company satisfaction is the smallest. The biggest aspect is that the hotel can evaluate the benefits obtained by customers, and the statement that customers are satisfied with good and fast customer behavior the smallest aspect is that the hotel is less able to establish quality relationships and, in the statement, it lacks a high commitment to cooperation with customers.

## INTRODUCTION

In an environment of increasingly sharp business competition, awareness has emerged of the importance of loyal customers for the survival of the company. Customer satisfaction as a factor is a determining factor in customer loyalty. Previous research reveals that customer loyalty can be interpreted as a form of strong obligation to repurchase or even not recommend in the future which of course has an impact on excessive acquisition of similar brands or other brand chains (Cheng et al., 2018; Ade Galih et al., 2018). One of the main theories of loyalty marketing is that a small increase in the number of loyal customers can significantly increase a company's profitability (Keiningham et al., 2007; Amal et al., 2022).

The view of Yao et al. (2019) that satisfaction is the strongest loyalty factor. The results of previous research reveal that visitors who are satisfied with the services provided by the hotel are an important focus because service companies are very oriented towards physical satisfaction. Products are something that hotels must pay attention to because good products will increase customer satisfaction (Saputra & Djumarno, 2021; Amin et al., 2021). The results of this research also support statements from several previous studies, where the results of their research state that "customer satisfaction influences customer loyalty" (Hudaya et al., 2021; Yunita & Ali, 2017; Hanifah & Purba, 2021). Customer loyalty will arise if customers feel satisfied with the performance of a company's services or products. Customer loyalty is the key to success in marketing, this is because loyal customers will repurchase the company's products or services and will not switch to other companies (Hanifah et

al., 2023; Ingtyas et al., 2021; Muvid et al., 2023). Based on the results of a pre-survey of 30 customers of 3, 4 and 5 star MICE Hotels, Greater Bandung, customer loyalty is formed using five dimensions: Number of referrals – Word Of Mouth (WOM); Decision to purchase again; Decision to purchase Different Product; Decision to increase purchase size, Customer retention and defection rates (East, R et al, 2017).

The quality of hotel services does not meet the expectations of MICE customers, so their satisfaction is not optimal. Customer loyalty depends on customer satisfaction (Bowen and Chen, 2001; Madjid, 2013). According to Han and Shau (2010), highly satisfied customers will become very loyal customers. Furthermore, commitment and trust are the keys to marketing success. based on a pre-survey conducted on 30 3, 4 and 5 star MICE Hotel clients in Greater Bandung. In business, customer satisfaction has become the most important thing to pay attention to. Satisfied customers tend to become loyal or loyal. Companies must have good designs to use to increase customer satisfaction and produce loyal customers (Fatihudin & Firmansyah, 2019; Purba et al., 2019). Appropriate and effective marketing planning achieves customer satisfaction. Consumer satisfaction is a person's feeling of happiness or disappointment resulting from a comparison of the product performance (or results) perceived by the consumer with the consumer's expected actions (Baillia, Soegoto & Loindong, 2014; Purba et al., 2018).

The success of a company's business can be seen from customer satisfaction, which is determined by how well customers respond to the company's business future (Moha & Loindong, 2016; Siahaan et al., 2022). 3, 4 and 5 star hotels in Greater Bandung actively provide services through marketing relationships that can improve performance. Based on these variables, researchers were interested in taking the research title: the impact of customer satisfaction and its impact on customer loyalty.

## **METHOD**

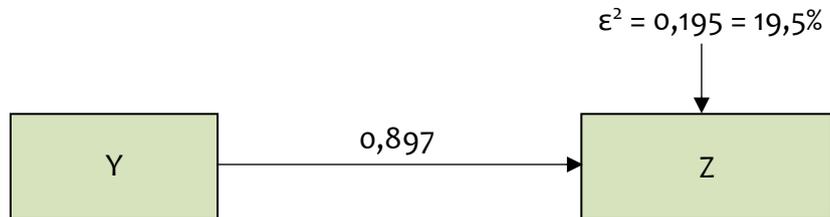
This study uses verification and descriptive methodology. Descriptive research is a type of research that aims to explain certain aspects of research, such as the influence of the relationship between marketing and customer satisfaction and loyalty. In contrast, verification research aims to test the validity of the hypothesis applied through field data collection. Because of its descriptive and verification nature, this research uses descriptive and explanatory surveys.

Causality type research looks at how the independent variables directly and indirectly influence the dependent variable by analyzing the pattern of relationships between variables. Because information is collected empirically at a location from a portion of the population (a sample of respondents), this research is a cross-sectional category. The purpose of collecting this information is to find out the population's opinion about the research subject. The Path Analysis method is used to assess verification tests. The sample consisted of 210 individuals, and the research location was the Bintang Hotel in Bandung.

## RESULT AND DISCUSSION

### The Influence of Customer Satisfaction on Customer Loyalty

The results of the path analysis of the influence of customer satisfaction variables on customer loyalty can be explained in Figure 1 below:



**Figure 1.** The Influence of Customer Satisfaction on Customer Loyalty

Based on Figure 1, the path equation is obtained as follows:

$$Z = 0,897 (Y) + \epsilon^2$$

Where:

Z = Customer Loyalty

Y = Customer Satisfaction

Of the two variables above, customer satisfaction has a significant influence on customer loyalty; in other words, when customer satisfaction is high, customer loyalty is also high. Customer satisfaction has an impact on customer loyalty, and customer satisfaction is the basis of customer loyalty. Customer loyalty is the key to success in marketing because customers will continue to buy the company's products or services if they are satisfied with its performance. Loyal customers will continue to buy the company's products or services and will not switch to other companies (Hasan & Setyaningtyas, 2015).

Brand loyalty and customer satisfaction are closely related to behavior that occurs after purchase or consumption (Larastomo et al., 2016). Feelings of satisfaction or dissatisfaction with the consumption of a brand or product are the result of post-consumption alternative evaluation or second stage alternative evaluation. It is explained that if consumers are satisfied, they will be more likely to do the same again. However, if they are dissatisfied, disappointment will stop them from doing the same thing again. Customer satisfaction greatly influences customer loyalty and trust (Madjid, 2013).

Customer satisfaction has become an important concept in marketing theory and practice, and is one of the main goals of business. Customer satisfaction contributes to many important things, such as growing customer loyalty, improving company reputation, reducing price elasticity, reducing future transaction costs, and increasing employee productivity and efficiency. Additionally, customer satisfaction is considered one of the best ways to indicate future profits. One of the factors driving increased attention to customer satisfaction is the fact that retaining current customers is much more expensive than attracting new customers (Tjiptono et al., 2014). By calculating the path coefficient that has been carried out, the magnitude of the influence of customer satisfaction on customer loyalty can be determined. The results are as follows:

**Table 1.** Direct Effect of Customer Satisfaction on Customer Loyalty

Influence Variables	Influence Variables	Influence Variables	Influence Variables
Customer satisfaction (Y)	80,5%		80,5%
<b>Total</b>			<b>80,5%</b>
<b>Errovar (Values outside the model)</b>			<b>19,5%</b>

Source: processed by researchers (2021)

Based on equation 1, it can be interpreted that:

1. There is a degree of contribution from the customer loyalty variable to customer satisfaction which is 0.845 ( $\rho_{Zy}$ ).
2. The influence of variables outside the model is 0.195 ( $\rho_{Zy\epsilon}$ ).

According to the table above, customer satisfaction with customer loyalty will increase if the customer is satisfied with the hotel service. In line with the research findings of Tefera & Govender (2017), consumer satisfaction can be measured by measuring how much consumer expectations about products and services are compared to the actual performance of these products and services. The feeling of pleasure or disappointment that arises after comparing perceptions and impressions with the performance of a product and its expectations is known as consumer satisfaction (Sangadji and Sopiah, 2013). Consumers will feel satisfaction or disappointment after using the product. If they are satisfied, they will prefer to buy the same product again in the future. On the other hand, if they are disappointed, they will not buy the same product again.

If actual performance does not meet customer expectations, customer dissatisfaction will arise. This is known as customer satisfaction, which is defined as a post-purchase evaluation in which the selected option at least equals or exceeds the customer's expectations. Marketers' marketing value is assessed, and consumers' purchasing experiences determine their purchasing decisions. Many businesses are now successfully meeting consumer expectations for the quality and service of their products. The results of calculating the coefficient of determination ( $r$  squared) in percentage show that the total contribution of all independent variables is 80.5%, namely customer satisfaction (Y) in determining variations in customer loyalty (Z). Meanwhile, another factor that was not researched which also influences customer loyalty is the value of  $\rho_{Zy\epsilon}$  = or 19.5%.

**Table 2.** Effect of Customer Satisfaction on Customer Loyalty

R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
				R Square Change	F Change	df1	df2	Sig. F Change
,897 <sup>a</sup>	,805	,804	1,85437	,805	857,436	1	208	,000

Source: SPSS 23 Processing

Based on the table above, the total influence (coefficient of determination) of customer satisfaction with customer loyalty is 0.805, or 80.5%, which shows that

customer satisfaction influences customer loyalty by 80.5%; the influence of other variables outside the research model is 0.195, or 19.5%, which indicates that there are additional variables that influence customer satisfaction.

### Testing Customer Satisfaction Variables on Customer Loyalty

To find out whether the variable Customer Satisfaction (Y) on Customer Loyalty (Z) has an influence or not, it is necessary to test the statistical hypothesis as follows:

$H_0$  :  $\rho_{ZY} = 0$  There is no influence of customer satisfaction on customer loyalty.

$H_a$  :  $\rho_{ZY} \neq 0$  There is an influence of customer satisfaction on customer loyalty.

**Table 3.** Test Results of Customer Satisfaction Variables (Y) on Customer Loyalty (Z)

	Model	Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	2948,450	1	2948,450	857,436	,000 <sup>b</sup>
	Residual	715,245	208	3,439		
	Total	3663,695	209			

a. Dependent Variable: Customer Loyalty

b. Predictors: (Constant), Customer Satisfaction

Source: SPSS 23 Data Processing

Based on the calculations, the calculated  $F_{value}$  is 857.436, where the criterion for rejecting  $H_0$  is if  $F_{count}$  is greater than  $F_{table}$  or  $F_0 > F_{table}$ , with degrees of freedom  $v_1=1$  and  $v_2 = 210-1$  and a confidence level of 95%, then from the F distribution table the  $F_{table}$  value is obtained. = 3.89. Because 857.436 is greater than 3.89,  $H_0$  is rejected, meaning that it can be concluded that there is a linear relationship between customer satisfaction (Y) and customer loyalty (Z), so it can be interpreted that there is an influence between customer satisfaction (Y) and customer loyalty (Z).

## Discussion

### Conditions of Customer Satisfaction

Based on the frequency distribution table above, it can be concluded that customer loyalty consists of 16 statements with a good average. In customer loyalty, the largest dimension is system satisfaction and the lowest dimension is enterprise satisfaction. As for the average of each dimension in the customer satisfaction variable, it can be ordered from the largest dimension to the lowest dimension, namely the order of the largest average dimensions, as follows: The satisfaction system dimension is formed by 6 statements with an average value of 3.88, criteria good, this indicates that the hotel has been able to evaluate the benefits obtained by customers, while a low value means that the hotel is still not paying enough attention to customers.

The product/service satisfaction dimension consists of five questions with an average value of 3.63, which is a good criterion indicating that the hotel always provides easy and comfortable access for customers, and the lowest value indicates that the hotel is less accepting if customers provide ideas about product or service. The business satisfaction dimension consists of five statements with an average value

of 3.61, which is a good criterion that shows that customers benefit from the products or services they offer.

### **Customer Loyalty Conditions**

Based on the frequency distribution table above, it can be concluded that customer loyalty consists of 18 statements with a good average. In customer loyalty, the largest dimension is the rate of customer retention and attrition, and the lowest dimension is the decision to buy again. For the customer satisfaction variable, the average of each dimension is ordered from the largest dimension to the lowest dimension, which means the order of the average of each dimension.

The decision dimension to buy other goods consists of 4 questions, with an average value of 3.68, good criteria, which shows that the hotel still has loyal customers. The customer retention and attrition dimension consist of two statements, with an average value of 3.75, a good criterion, which indicates that the level of customer shifting to other brands is quite good.

The Number of Referrals—Word of Mouth (WOM) dimension consists of 6 statements with an average value of 3.51, which is a good criterion, indicating that customers will continue to promote the product to other people if they are satisfied, and vice versa, the WOM value is the lowest less used than traditional promotions. The Decision to buy different goods dimension consists of 3 statements with an average value of 3.55, which is a good criterion, indicating that the customer will continue.

The Decision to increase purchase size dimension is formed by 3 statements with an average value of 3.43, good criteria, this indicates that the customer feels that the price offered is in accordance with standards, the lowest value of the price is not a problem because they are not sure that the service product being offered best.

### **The Influence of Customer Satisfaction on Customer Loyalty**

Based on the results of hypothesis testing, it shows that customer satisfaction has a significant influence on customer loyalty at MICE organizing hotels in Bandung City, meaning that as customer satisfaction increases, customer loyalty will increase. Customer satisfaction has the greatest direct influence on customer satisfaction with a direct influence value of 80.5%. Hypothesis test results obtained a calculated  $F_{\text{value}}$  of 857.436, where the criterion for rejecting  $H_0$  is if  $F_{\text{count}}$  is greater than  $F_{\text{table}}$  or  $F_0 > F_{\text{table}}$ , with degrees of freedom  $v_1=1$  and  $v_2 = 210-1$  and a confidence level of 95%, then from the F distribution table we get a value of  $F_{\text{table}} = 3.89$ . Because 857.436 is greater than 3.89,  $H_0$  is rejected, meaning that it can be concluded that there is a linear relationship between customer satisfaction (Y) and customer loyalty (Z), so it can be interpreted that there is an influence between customer satisfaction (Y) and customer loyalty (Z). The results of the hypothesis test that customer satisfaction has an influence on customer loyalty, three dimensions with three dimensions, namely: system satisfaction, enterprise satisfaction and product/service satisfaction as forming customer satisfaction.

Repeat purchasing the same products and services will show consumer loyalty to the product. Product loyalty is demonstrated by consumers' positive attitudes towards a brand, and consumers have a strong desire to repurchase the same product in the future. In addition, communication between producers and customers must be carried out through media such as telephone and internet, among other things, to build and maintain customer loyalty to a product or service. Customer loyalty is highly dependent on the brand. Consumers are more loyal to products and services and are more satisfied. Customer loyalty is defined as the repeat behavior of customers when visiting a hotel, where they have the opportunity to repurchase desired items. Hotel loyalty is the same as brand loyalty; the difference is, hotel loyalty occurs because of good service quality (Larastomo et al., 2016).

## CONCLUSION

The overall condition of customer satisfaction is quite high—very high—where system satisfaction is the largest factor, and company satisfaction is the smallest factor. The highest aspect of this customer satisfaction variable is the hotel's ability to evaluate the benefits obtained by customers, and the statement that "customers feel satisfied with good and fast customer behavior and the smallest aspect is that the hotel is less able to establish quality relationships and customer satisfaction has a positive impact and significant impact on customer loyalty; if customer satisfaction increases, customer satisfaction will increase again. This means that satisfaction based on good service will produce sustainable loyalty, especially in businesses that have an important service component.

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