

SATISFACTION ANALYSIS MEDIATES SERVICE QUALITY AGAINST LOYALTY IN THE HOSPITALITY INDUSTRY DENPASAR CITY

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ABSTRACT

The existence of hotels is very important and can even be said to be a basic means of tourism, but the presence of the Covid-19 virus that is spreading throughout the world (Pandemic), has resulted in the hospitality business, which previously experienced quite good development, has decreased significantly. Under these conditions, the hospitality industry needs to make a number of efforts to satisfy and retain customers so they can survive in the industry. This research was conducted because there is still a research gap in the research of the relationship between variables. Data collection was carried out through a survey using a questionnaire. The model is tested using Partial Least Square. The results of the study show that service quality has a positive and significant effect on customer satisfaction. Customer satisfaction has a positive but not significant effect on customer loyalty. Service quality has a positive and significant effect on customer loyalty. Satisfaction does not mediate between the effect of service quality on customer loyalty. The main finding in this study is that satisfaction is not a variable that can explain why service quality affects customer loyalty. It is suspected that there are other variables that explain why service quality has an effect on customer loyalty.

Keywords: service quality, satisfaction, loyalty, hospitality

PRELIMINARY

Global marketing in the tourism industry greatly influences the current state of tourism. There has been a shift in the way of ordering rooms from previously being ordered through travel agents which are heavily influenced by person to person relationships, now that information is so easy to obtain through the internet network that guests staying overnight can easily choose a place to stay at a very competitive and practical price. The existence of hotels is very important and can even be said to be the main means of tourism, but the presence of the Covid-19 virus that is spreading throughout the world (Pandemic), has resulted in the tourism sector, one of which is the hospitality business, which previously experienced quite good development, has decreased significantly. One of the provinces that still relies on the hotel tourism sector is the Province of Bali.

According to the BPS Province of Bali, the number of hotel accommodations in Denpasar City in 2017 and 2018 was 46 hotels, in 2019 the number of hotel establishments in Denpasar City increased to 50 hotels. However, in 2020 the number of hotels in Denpasar City will decrease to 28 hotels. This was caused by the emergence of the Covid-19 virus pandemic that hit Bali, as a result many hotels failed to operate and can be said to be bankrupt.

In dealing with bankruptcy in the tourism sector, the government through the Ministry of Tourism and Creative Economy has prepared new rules to enter the new normal era, especially in terms of health protocols through the Cleanliness, Hygiene, Sanitation and Environment (CHSE) program. In the new normal era, business actors have started implementing CHSE according to the government's instructions, one of which is the hotel sector.

Loyalty is the result of continuous promotional efforts in order to lure and persuade customers to repurchase the same product, Tjiptono (2018: 417). Customer loyalty is a favorable attitude and consistent purchase of certain brands, Tjiptono & Diana (2018: 298) in Wilkie (1994). Tjiptono (2018: 377) defines customer satisfaction contributing to a number of crucial aspects, such as creating customer loyalty, increasing company reputation, reducing price elasticity, reducing future transaction costs, and increasing employee efficiency and productivity. Besides that, customer satisfaction is also seen as one of the best indicators for future earnings, Fornell (1992). Some of the results of previous studies found a positive relationship between customer satisfaction and customer loyalty, namely research conducted (Surahman et al., 2017), (Caruana, 2002), (Bellamkonda, 2016), (Fernandes & Solimun 2018), (Trivellas et al., 2010), (Irawan & Japariato, 2013), (Normasari et al., 2013) and (Slack, 2019).

Service quality is also considered as a determining factor of loyalty. Service quality is the result of a comparison between the expected service and the actual service received by customers (Parasuraman et al., 1985). Some of the results of previous studies which show a positive and significant influence between service quality and customer loyalty are research conducted by Putri & Utomo, (2017), Normasari et al., (2013), Slack & Singh (2019), Santouridis & Trivellas (2010), Caruana (2002), (Bellamkonda 2016) and (Ozkan et al., 2019).

Service quality is also considered to be a factor affecting customer satisfaction. This is evidenced by the existence of several previous studies which stated that there was a positive relationship between service quality and customer satisfaction, namely research conducted by Nomasari et al., (2013), Dewi & Sudhiarta (2018), Putri & Utomo (2017), and Indiani et al. (2016). Thus, the main problem can be formulated as follows:

1. How does service quality influence customer satisfaction?
2. How does customer satisfaction influence customer loyalty?
3. How does service quality influence customer loyalty?
4. What is the mediating role of customer satisfaction in the effect of service quality on customer loyalty?

CONCEPTS AND HYPOTHESES

Service Quality

According to Tjiptono (2018: 290) service quality is the level of excellence expected and control over these advantages to fulfill customer desires. In other words, there are two main factors that influence service quality: expected service and perceived service. According to Indri et.al (2017) Service quality is the level of excellence expected and its control over that level of excellence to fulfill customer desires. Several studies have found a positive relationship between service quality and customer satisfaction. Putri et.al (2017) found service quality proved to have a significant effect on customer satisfaction at Dian Comp Ambarawa. Normasari et.al (2013) found that service quality has a significant effect on customer satisfaction staying at Hotel Pelangi Malang. Slack & Singh (2019) found service quality to have a significant influence on supermarket customer satisfaction in Fiji. Bellamkonda (2016) found that service quality has a significant influence on student satisfaction in Andhra Pradesh in India. Ozkan et al., (2019) found service quality to have a significant influence on customer satisfaction in the Turkish Banking Industry.

Service quality is also an important factor of customer loyalty. Caruana (2002), found service quality to have a positive effect on banking customer loyalty in Malta. Ozkan et.al (2019) found service quality has a positive effect on customer loyalty in the Turkish Banking Industry. Putri et.al (2017) found service quality to have a positive and significant effect on customer loyalty at Dian Comp Ambarawa. Makanyeza & Chikazhe (2017) found service quality to have a positive and significant effect on customer loyalty in the banking sector in Zimbabwe. Boonleertvanich (2018) found service quality to have a positive and significant effect on customer loyalty of large commercial banks in Thailand.

H1: Service Quality has a positive and significant effect on customer satisfaction.

H3: Service quality has a positive and significant effect on customer loyalty

Customer Loyalty and Satisfaction

Tjiptono (2018: 418) customer loyalty is a person's tendency to always show the same attitude in the same situation towards previously purchased brands. According to Tjiptono & Diana (2018: 298) in Wilkie (1994) customer loyalty is a favorable attitude and consistent purchase of certain brands. According to Tjiptono & Diana (2019: 117) customer satisfaction is a cognitive situation of buyers who feel valued equal or not equal to the sacrifices that have been made. Customer satisfaction is also seen as one of the best indicators for future profits, Fornell in Tjiptono (2018: 377).

Satisfaction is also an important factor in influencing customer loyalty. According to Zeithaml & Bitner (2000: 75) defines satisfaction as a customer response or response regarding the fulfillment of needs. Satisfaction is an assessment of the characteristics or features of a product or service that provides a level of customer satisfaction related to meeting customer needs. Customer satisfaction will appear in the feelings of pleasure or disappointment that occur after comparing the expectations and performance of the experience received by the customer.

Several studies have found a positive relationship between customer satisfaction and customer loyalty. Bellamkonda (2016) found a positive relationship between customer satisfaction and customer loyalty in Pradesh in India. Slack & Singh (2019) found that customer satisfaction has a positive and significant effect on supermarket customer loyalty in Fiji. Ozkan et.al (2019) found that customer satisfaction has a significant effect on customer loyalty in the Turkish Banking Industry. Fernandes & Solimun (2018) found that customer satisfaction has a positive and significant effect on customer loyalty of mobile phone providers in Malang. Normasari et.al (2013) found that customer satisfaction has a positive and significant effect on customer loyalty at Hotel Pelangi Malang.

H2: Customer satisfaction has a positive and significant effect on customer loyalty.

H4: Customer satisfaction mediates between service quality and customer loyalty.

METHOD

This research was conducted in the hotel industry in Denpasar City. Data collection was carried out through a survey using a questionnaire. A preliminary survey was conducted on 30 respondents to assess the construct measurement instrument. The results show valid and reliable indicators. The second survey was conducted on 105 customers in the hotel industry in Denpasar City. Construct measurements are adopted from similar empirical studies to ensure the validity and reliability of measurements using a Likert scale. The data analysis technique used is inferential analysis and to test the hypothesis using SEM-PLS analysis.

RESULTS AND DISCUSSION

Structural Model Evaluation

The results of this study obtained an outer loading value above 0.60 after model reconstruction by removing indicators that had a loading factor value below 0.60. This means that indicators that have a value above 0.60 can measure the late variable well. Composite reliability and cronbach alpha values each construct is greater than 0.70, the customer satisfaction construct has composite reliability and Cronbach alpha values of 0.740 and 0.848. The service quality construct has composite reliability and Cronbach alpha values of 0.861 and 0.892. The customer loyalty construct has composite reliability and Cronbach alpha values of 0.745 and 0.854.

Table 1
Convergent Validity Test Results

Construct	Outer Loading	Composite Reliability	Cronbach Alpha
Y 1.1	0.853		
Y 1.2	0.782	0.848	0.740
Y 1.3	0.784		
Y 2.1	0.823		
Y 2.2	0.813	0.892	0.861
Y 2.3	0.804		
X 1.10	0.710		
X 1.11	0.805		
X 1.12	0.767		
X 1.13	0.755		
X 1.14	0.719	0.854	0.745
X 1.2	0.655		
X 1.5	0.604		
X 1.8	0.681		

Source: Data processed 2021

Evaluation of Measurement Models

According to Ghozali and Lathan (2012: 85) an R-Square value of 0.67 is classified as strong, an R-Square value of 0.33 is classified as moderate, and an R-Square value of 0.19 is classified as weak. Table 2 shows the R-Square value of customer satisfaction of 0.343, it can be said that the model is included in the moderate criteria, meaning that the service quality construct is able to explain the customer satisfaction construct of 43.4%, the remaining 56.7% is explained by other constructs not examined in this study. this research. While the R-Square value of customer loyalty is 0.396, it can be said that the model is included in the moderate criteria, meaning that the constructs of service quality and customer satisfaction are able to explain the customer loyalty construct of 39.6%, the remaining 60.4% is explained by other constructs outside the model.

Table 2
Structural Model Evaluation

Construct	R Square	AVE
Customer satisfaction	0.434	0.651
Service quality		0.511
Customer loyalty	0.396	0.662
Average	0.415	0.608

Source: Data processed 2021

The results of calculations with GoF show a value of $\sqrt{AR^2 * A.Com} = \sqrt{0.415 * 0.608} = \sqrt{0.252} = 0.501$ meaning that the global model is predictive in a strong (large) model.

Table 3
Path Analysis

Variable	Original sample (o)	Sample mean (m)	Standard deviation (stdev)	T statistics (o/stdev)	P values	Information
Customer satisfaction -> customer loyalty	0.122	0.124	0.115	1.059	0.290	Not significant
Quality of service -> customer satisfaction	0.659	0.671	0.055	12.022	0.000	Significant
Quality of service -> customer loyalty	0.542	0.546	0.095	5,736	0.000	Significant

Source: Data processed 2021

Mediation testing uses the inspection method by conducting two analyzes, namely an analysis involving mediation and an analysis without mediation. The test results show that customer satisfaction does not mediate between service quality and customer loyalty. Partially tested service quality shows a positive and significant effect on customer loyalty ($0.000 < 0.05$). Customer satisfaction shows a positive and insignificant effect on customer loyalty ($0.290 > 0.05$) and service quality has a positive and significant effect on customer satisfaction ($0.000 < 0.05$).

Based on the results of the analysis of the effect of service quality on customer satisfaction, it shows that service quality has a positive and significant impact on customer satisfaction. This is reflected in the results of the path analysis, the relationship is significant at the level of $0.000 < 0.05$, because the t-statistic value is greater than 1.96, which is 12.022. This means that the better the service quality, the customer satisfaction will increase.

Service quality is the expected level of excellence and control over these advantages to fulfill customer desires Tjiptono (2018: 290), in other words, there are two main factors that affect service quality: expected service and perceived service/reality (perceived service). When expectations exceed reality, the service quality is not satisfactory, but on the contrary, when reality exceeds customer expectations, the service quality is very satisfying. Based on the results of this study, the high quality of service provided by hotel employees is able to increase customer satisfaction when staying where reality exceeds consumer expectations.

The results of this study support research conducted by Putri et.al (2017) who found service quality proved to have a significant effect on customer satisfaction at Dian Comp Ambarawa. Normasari et.al (2013) found that service quality has a significant effect on customer satisfaction staying at Hotel Pelangi Malang. Slack & Singh (2019) found service quality to have a significant influence on supermarket customer satisfaction in Fiji. Santouridis & Trivellas (2010) found that the variable of service quality has a significant effect on the variable of customer satisfaction of cellular telephones in Greece. Caruana (2002) found that service quality has a significant effect on customer satisfaction among banking customers in Malta. Bellamkonda (2016) found that service quality has a significant influence on student satisfaction in Andhra Pradesh in India. Ozkan et al., (2019) found service quality to have a significant influence on customer satisfaction in the Turkish Banking Industry.

Based on the results of the analysis of the effect of customer satisfaction on customer loyalty, it shows that customer satisfaction has a positive but not significant effect on customer loyalty. This is reflected in the results of the path analysis, the relationship is not significant at the level of $0.290 > 0.05$, because the t-statistic value is smaller than 1.96, which is 1.059. This positive relationship means that the better the customer satisfaction, the customer loyalty will increase, but this does not really happen.

This insignificant relationship is because, the first is that there are lots of hotels in Denpasar, so even though customers are satisfied they will still want to try other hotels at affordable prices, the second is because 79% of respondents in this study are aged 20-30 years and in this age range they tend to like to try new things, so that even though they are satisfied with the hotel services they have experienced, they will not be loyal to the hotel, this phenomenon is known as the concept of variety seeking behavior. Variety seeking behavior is a purchase that is looking for variety, namely purchases made when consumers make purchases spontaneously and aim to try a new brand of a product.

Customer satisfaction is a cognitive situation of buyers who feel valued equal or not equal to the sacrifices that have been made by Tjiptono & Diana (2019: 117). Consumer satisfaction is an important component in marketing activities, but it does not solely make customers loyal, it needs other variables that support the realization of loyal customers, so that only based on customer satisfaction alone is not able to make customers loyal.

The results of this study do not support previous research which found a positive and significant effect on customer satisfaction and customer loyalty, namely research by Caruana (2002), Bellamkonda (2016), Slack & Singh (2019), Ozkan et.al (2019), Fernandes & Solimun (2018), Normasari et.al (2013), Irawan & Japariato (2013). However, in Palihati's (2007) study, satisfaction did not have a significant effect on bank savings customer loyalty in South Sulawesi. Haris & Welsa (2018) stated that consumer satisfaction has no significant effect on consumer loyalty at Dagadu Yogyakarta. Massie (2015) states that customer satisfaction has no significant effect on customer loyalty at PT. Manado Water.

Based on the results of the analysis of the effect of service quality on customer loyalty, it shows that customer satisfaction has a positive and significant effect on customer loyalty. This is reflected in the results of path analysis, the relationship is significant at the level of $0.000 < 0.05$, because the t-statistic value is greater than 1.96, namely 5.736. This positive relationship means that the better the service quality, the customer loyalty will increase. Customer loyalty is a person's tendency to always show the same attitude in the same situation towards previously purchased brands, Tjiptono (2018: 418). The hotel industry offers products in the form of accommodation and is loaded with service elements, even the service elements dominate in the product consumption process by customers. The hotel's core product is bed and breakfast, but this product is not enough to give an impression without complementary service elements such as housekeeping, room service, guest relations, and hospitality aspects. In this condition it is very logical that service quality is a very important factor in shaping customer intentions to return to stay on their next visit. Thus the quality of service is able to increase customer loyalty significantly.

The results of this study support research conducted by Caruana (2002), who found that service quality has a positive effect on banking customer loyalty in Malta. Ozkan et.al (2019) found service quality has a positive effect on customer loyalty in the Turkish Banking Industry. Putri et.al (2017) found service quality to have a positive and significant effect on customer loyalty at Dian Comp Ambarawa. Makanyeza & Chikazhe (2017) found service quality to have a positive and significant effect on customer loyalty in the banking sector in Zimbabwe. Boonleertvanich (2018) found service quality to have a positive and significant effect on customer loyalty of large commercial banks in Thailand.

Based on the analysis results show that customer satisfaction has not been able to mediate between the effect of service quality on customer loyalty. This can be seen from the results of the indirect effect test which shows the results of service quality on customer satisfaction and customer loyalty have a significant relationship, but customer satisfaction has an insignificant relationship to customer loyalty, therefore customer satisfaction is not a variable capable of mediating between service quality and customer loyalty.

Customer satisfaction is not a mediating variable because the first is that there are lots of hotels in Denpasar City, so even though customers are satisfied they will still want to try other hotels that are affordable, and the second is because 79% of respondents in this study were aged 20- 30 years old and in that age range they tend to like to try new things, so even though they are satisfied with the hotel services they have experienced, they will not be loyal to the hotel.

The results of this study do not support previous research which found a positive and significant effect on customer satisfaction and customer loyalty, namely research by Indiani et.al (2016), Santouridis & Trivellas (2010), Surahman et.al (2020), Fernandes & Solimun (2018)), and Makanyeza & Chikazhe (2017). However, in Teeroovengadum's research (2020) it states that satisfaction does not mediate between service quality and customer loyalty at banks in Mauritius and Putri et.al's research (2017) states that satisfaction does not mediate between service quality and customer loyalty at Dian Comp Ambarawa.

CONCLUSION

1. Service quality has a positive and significant effect on customer satisfaction in the Hospitality Industry in Denpasar City. This means, the better the quality of service provided, the customer satisfaction will increase.
2. Customer satisfaction has a positive but not significant effect on customer loyalty in the Hospitality Industry in Denpasar City. This means, the better the customer satisfaction, the customer loyalty will increase, but this increase is not real.
3. Service quality has a positive and significant effect on customer loyalty in the Hospitality Industry in Denpasar City. This means, the better the quality of service provided, the customer loyalty will increase.
4. Satisfaction does not mediate between the effect of service quality on customer loyalty in the hotel industry in Denpasar City. This means that satisfaction is not a variable that can explain why service quality affects customer loyalty, it is suspected that there are other variables that explain why service quality affects customer loyalty.

This study has investigated the mediating relationship between service quality and loyalty in the prevailing conditions in the hotel industry in Denpasar City. This research was conducted to address the gap between research paradigms, and attempted to determine the mediating effect of customer satisfaction on the relationship between service quality and loyalty. The contribution of this research to existing theories is being able to claim that the relationship between service quality and customer loyalty and the relationship between service quality and customer satisfaction is real.

For future research, this research should be developed regarding factors other than service quality that can affect customer loyalty using an integrative framework, with variables that are rarely used in previous studies such as perceived risk, actual purchase, trust, website quality, eWOM, and Online visibility can be added to find out other factors that can affect customer loyalty through customer satisfaction.

The hotel industry in Denpasar City needs to improve the quality of service by means of: ensuring that employees look neat and polite, ensuring that the facilities available are in a clean condition, ensuring that services are carried out by employees on time, ensuring that customers who stay overnight can transact safely, ensure that employees are able to make customers believe, ensure that employees are in good physical and mental health so that employees sincerely help customers who are staying overnight, ensure employees know all information about the hotel so that when customers ask questions to employees, employees are able to straightforwardly provide the information or answers, and ensure that employees are able to understand specific customer needs.

The results of this study cannot be generalized to other industries, meaning that this research is only able to explain the hotel industry, because the unique characteristics found in industries other than the hotel industry can change the factors that influence customer loyalty. Both of these studies are descriptive in nature, we do not manipulate the antecedents like experimental research, so conclusions on the relationship between the constructs in this study require further and ongoing study.

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