

The Effect of Service Quality and Customer Satisfaction on Hotel Customer Loyalty

Yadi Setiadi¹, Elan Rusnendar², Vika Aprianti³

1,2,3 Faculty of Economics and Business Administration, Universitas Informatika dan Bisnis

Indonesia Bandung, Indonesia.

Correspondence: E-mail: setiadiyadi792@gmail.com

ABSTRACT	ARTICLE INFO
The hotel industry, like many others, has seen substantial growth, with new establishments emerging in various locations, including urban centers and smaller towns. This study focuses on investigating the impact of service quality and customer delight on customer loyalty. The research employs a quantitative approach. The data were collected through questionnaires by employing purposive random sampling. A total of 100 data from respondents were used for further analysis and statistical tests were conducted to analyse the data. The results indicate a significant relationship between customer delight and customer loyalty. Additionally, the analysis demonstrates that service quality and customer delight together have a meaningful impact on Customer Loyalty. This research sheds light on the factors influencing customer loyalty in the hotel industry, offering valuable insights for businesses aiming to enhance their customer relationships and, subsequently, their market presence. © 2021 Kantor Jurnal dan Publikasi UPI	Article History: <i>Submitted/Received 02 Okt 2023</i> <i>First Revised 18 Nov 2023</i> <i>Accepted 20 Nov 2023</i> <i>First Available online 27 Nov 2023</i> <i>Publication Date 27 Nov 2023</i> Keyword: <i>Service Quality, Costumer Delight, Customer Loyalty.</i>

1. INTRODUCTION

Business in the field of hospitality is very promising, so many entrepreneurs open a hotel service business. Hotels include business ventures that emphasize the sale of services. Hotel can be defined as one or all buildings, companies or businesses that provide lodging services, food and beverages and other facilities. Hotels are an integral part of the tourism business, which according to the decision of the Menparpostel is mentioned as a commercialized accommodation business by providing facilities, namely bedrooms or guest rooms, food and beverages, other supporting services such as: sports facilities, laundry facilities and other facilities. The hotel business engaged in accommodation is also the same as other industries. It has been growing and there are more and more hotel buildings in every place, both in big cities and small towns. For a long time, the hotel business has been considered a profitable business and has always experienced development. The tourism sector has now become a business activity or industry that is quite advanced in the world. Indonesia has enormous tourism potential, so the business opportunities in the accommodation industry are also getting bigger.

Hotels are needed by tourists who visit a city, and those who build the hotel provide comfort to the people who stay there so that they can sleep more comfortably than if they slept in their own rooms. Hospitality companies are competing with each other for market share that demands better service quality. Therefore, hotel companies are increasingly strengthening their strategies to compete to become superior companies. Based on the decree of the General Administration of Tourism, the classification of hotels is characterized by stars, which are arranged from 1-star hotels to the highest 5-star hotels. While accommodations with facilities below star hotels, called jasmine hotels. In addition to star and jasmine hotels, there are other types of lodging by the name of guesthouses, home stays, inns, and so on. If the hotel business is able to create customer satisfaction, it will create a good relationship between the company and its customers. It provides a good basis for repeat purchases and creating customer loyalty, as well as forming a word-of-mouth recommendation that is favorable to the company. So that customer satisfaction is fulfilled and in accordance with the company's expectations.

Customer loyalty or consumer loyalty is a measure of a consumer's commitment to using a brand. Companies need to prioritize strategies by trying to create customer loyalty. Satisfied customers are not necessarily loyal to a product (Karsono, 2007). The strategy in developing a loyalty program certainly requires careful planning and a lot of money. This measure is able to provide an overview of the possibility of customers to switch to another product brand if the brand undergoes changes in both price and other attributes (Durianto, Sugiarto, and Tony, 2001: 126). Customers will be loyal to a product if the customer is satisfied after using the product or service. Customer loyalty can provide the benefits of lower costs and higher profits for the company. Customer satisfaction has become a central concept in marketing theory and practice and is one of the essential goals of business activities. If customer satisfaction is achieved, it will trigger a return visit and is expected to increase the number of new customers. According to Kotler and Armstrong (2001), customer satisfaction depends on the work or performance of the product in providing value relative to the buyer's expectations.

Service is an activity that occurs in direct interaction between one person and another person and provides customer satisfaction, by providing optimal service, consumers will feel cared for and valued. Customer satisfaction is very important to maintain because customer satisfaction is the key to the success of the company to continue to be better in its services and that customer satisfaction is an important factor in winning the competition, especially in the era of globalization. According to Nasution (2004), service quality is the level of excellence expected and control over this level of excellence to meet consumer desires. Therefore, competition will be greatly influenced by the ability of the service manager to provide the best quality service compared to its competitors. The importance of service quality is that good service in a company will create satisfaction for its customers. When consumers are satisfied with the services they receive, they will compare the services provided. When consumers feel completely satisfied, they will come back or recommend others to come to the same place.

With good service quality and prices that match the quality, consumers will feel satisfied, customer satisfaction is one of the main objectives for the company, if consumers are satisfied, consumers will re-consume these services, the main objective of marketers is to serve, satisfy needs and desires. Therefore, marketers must understand consumer behavior in satisfying their needs and desires. The increasingly fierce competition in the hospitality business world makes companies must be able to provide satisfaction to their customers by providing better service quality than their competitors. Hotel customer satisfaction or dissatisfaction is a hot topic of discussion at the national, international, industry and service levels. Customer satisfaction is determined by the quality of goods or services that customers want, so quality assurance is a priority. In today's competitive industry environment, satisfying customers is not enough to ensure long-term customer relationships. Companies

must be able to go beyond a higher level of satisfaction before reaching the level of loyalty, this level is called customer delight. Customer delight is the reaction of customers when they receive a service or product that provides value beyond their expectations (Mascerenhas, et, al in Indriani and Jeysseca, 2011). Thus, in customer retention, the concept of customer delight is very useful because it not only makes customers feel satisfied but also makes them happy. Privileging customers with the concept of delight is expected to increase customers to become more loyal. According to the data from the Bandung City Culture and Tourism Office, there were 333 hotels and 16,951 rooms in 2016, and it will continue to grow every year. The presence of different types of hotels with different themes, from budget hotels that offer low prices with standard facilities to hotels with high prices but with luxurious facilities can be found in Bandung, making competition in the world of hospitality tighter, but with so many new hotels scattered in Bandung does not make hotels that have the only heritage background and concept in Bandung defeated by hotels that have a modern theme, the hotel is Bidakara Grand Savoy Homann Hotel.

Hotel Bidakara Grand Savoy Homan was first established in 1871 by Mr. and Mrs. Adolf Homann and has undergone several changes of ownership until it changed its name. Until now, Hotel Savoy Homann is officially under the ownership of Bidakara Group and its name officially becomes Hotel Bidakara Grand Savoy Homann (Company Archives). After experiencing ups and downs regarding the existence of the hotel, threats to the existence of the hotel, until the change of ownership which is certainly a threat to the existence of this historic hotel, it is a challenge for the management to improve the performance in terms of quality, facilities and services as a hotel that has been operating since 1871. Bidakara Grand Savoy Homann Hotel as a heritage and historical hotel certainly has a strong strategy and program in an effort to improve quality, maintain existence, create goodwill, create a positive image, and reap benefits on both sides, namely between the company's internal and external public in order to survive as the only historical hotel that has high historical value and added value from the quality of 4-star hotels in the city of Bandung.

Armed with this background, it is certainly an added value that can be used by Bidakara Grand Savoy Homann Hotel in attracting domestic and international tourists. In order to compete with other hotels, Savoy Homann Bidakara always strives to provide quality accommodation services by using qualified and professional human resources. Savoy Homann Hotel has promoted through the Internet network and has a hotel website. The website is intended as a hotel promotion and provides hotel room reservation transaction services. Online hotel room reservation services can facilitate access for prospective guests to stay at Savoy Homann Bidakara Hotel.

The high competition among hotels in the city of Bandung in online hotel room reservation causes Savoy Homann Hotels to constantly improve services and easy access to prospective inpatient guests in the online room reservation system in order to maintain the satisfaction of prospective inpatient guests.

Hotel's name	Year 2014		Year 2015		Year 2016	
	% Occ	Occ	% Occ	Occ	% Occ	Occ
Savoy homann	78,5 %	52,40 8	76,0 %	50,54 5	75,53 %	48,37 2
Aston	81,0 %	47,45 5	75,4 %	44,01 3	71,19 %	41,57 3
Golden flower	64,2 %	44,20 0	68,1 %	46,50 2	63,74 %	43,49 4
Luxton	75,3 %	31,43 6	74,1 %	30,78 1	81,54 %	33,63 1

Tabel 2. Occupancy rate of the Savoy Homan Bidakara Hotel Bandung and its competitors in the period 2014 - 2016.

Based on Table 2, it can be seen that Savoy Homann is a hotel with a fairly high occupancy rate, where Savoy Homann got the highest occupancy rate in 2014-2016 compared to other hotels, although the presentation decreased for each year, but Savoy Homann remained superior compared to other competitors. This shows that Savoy Homann is still able to compete with other competitors. In addition, Savoy Homann's selling point is getting stronger because Savoy Homann is the first hotel established in Bandung, which makes Savoy Homann have a higher heritage value than other hotels in its class. But it is not uncommon for guests of Savoy Homann Hotel to complain about some of its facilities. They complain about the hotel's parking lot that is considered too small to accommodate the number of guests in the entire hotel, then restaurants and cafes that have no barrier between smoking and non-smoking areas. This will make the customer think twice about staying at the Savoy Homann Hotel again because the experience is not what they expected. Low hotel customer loyalty is a problem that needs to be addressed immediately as the hospitality industry in Bandung is becoming increasingly competitive. Entrepreneurs in the hotel industry are implementing various strategies to be superior to their competitors. Among them, Savoy Homan Hotel is trying to innovate and adapt its strategies to the current conditions. If the problem of competition is not overcome with the right strategy, it will certainly threaten the sustainability of the company itself.

1.1 Marketing Management

Marketing is part of a very important unit of activity in the company. Marketing is the most important way in the company to sell the products produced so that the company can make profits. In addition, marketing also plays a role in meeting consumer needs for goods and services. Some definitions of marketing according to experts include:

The definition of marketing according to Kotler and Keller (2016: 27), "Marketing is an organizational function and a set of processes for creating, communicating and deliver in value to customer relationship in ways that benefit the organization and its stakeholders". Another definition of marketing according to Kotler and Armstrong (2018: 29), "Marketing is the process by which companies engage customers, build strong customer relationships, and create customer value in order to capture value from customers in

return". From the above definition, the author concludes that marketing is a series of activities in creating a product to ultimately generate profits for the company. In marketing there are a series of activities from creating products, communicating products to consumers, exchanging offers to consumers so that consumers get satisfaction value according to the benefits of the products produced. The important role of marketing science in a company requires the company to have good management in marketing so that it can achieve its target organizational goals. According to Shultz cited by Buchari Alma (2013: 130): "Marketing management is the planning, directing, and controlling of all marketing activities of the company or part of the company".

1.2 Consumer Behavior Concept

Consumer behavior is the process and activity when a person is involved in the search, selection, purchase, use and evaluation of products and services to meet needs and wants. Consumer behavior is the things that underlie consumers to make purchasing decisions. Marketing objectives are what the company wants to achieve through marketing activities. If consumer satisfaction and needs are met, it will have an impact on increasing the sales results of the product and in the end, the marketing objective will be achieved, which is to make profit or gain. According to J. Paul Peter Jerry C. Olson (2013: 06), "The definition of consumer behavior (customer behavior) is as a dynamic interaction between influence and awareness, behavior, and the environment in which humans exchange aspects of life." According to Hawkins (2013: 18), "Customer behavior is the study of individuals, groups, or organizations and the processes they use to select, secure, use, and dispose of products, services, experiences, or ideas to satisfy needs and the impacts that these processes have on the customer and society" The definition explains that. customer behavior is the study of individuals, groups, or organizations and the processes they use to select, secure, use, and spend products, services, experiences, or ideas to satisfy their needs and their impact on customers and society. According to Michael R. Solomon (2015: 28), "Customer behavior it is study of the processes in volved when individuals or groups select, purchase, use, or dispose of products, services, ideas, or experieces to satisfy needs and desires." This definition explains that customer behavior is the study of how individuals or groups and organizations behave in buying, selecting, using, evaluating, and spending products, services, ideas, or experiences that they expect will satisfy their needs. Based on the opinions expressed by these experts, consumer behavior is a process and activity when a person is involved in the search, selection, purchase, use and evaluation of products and services to meet the needs and desires of consumer behavior are things that underlie consumers to make purchasing decisions.

Companies need to understand consumer behavior in order to market their products well. A consumer basically has many differences, but on the other hand has many similarities, so it needs to be a concern for marketers. Consumer behavior is the process and activity when a person is involved in searching, selecting, purchasing, using, and evaluating products and services to meet needs and wants. A marketer who understands consumer behavior will be able to estimate how the attitude of a consumer tends to be towards the information he receives. Therefore, studying consumer behavior is very important for a company. Kotler and Keller (2016: 187) state that the consumer behavior model can be described as follows:

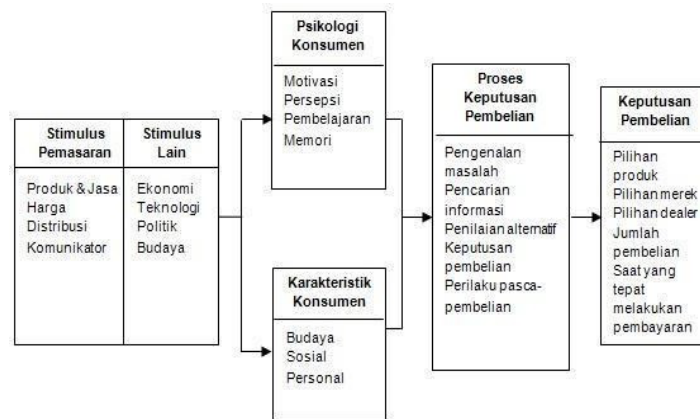


Image 4. Consumer Behavior Model
Source: Kotler dan Keller (2016:187)

Service Quality

Service quality is an important part of salon business management. The services provided must be in accordance with the needs and desires of the clients. The service that customers have felt will definitely affect customer satisfaction. Customer satisfaction can be the quality of a company's performance when after a customer purchase can produce a satisfied assessment, with well-managed service quality that can create customer loyalty. According to Kotler and Kaller (2016: 155): "Quality is the set of features and characteristics of a product or service that affect its ability to satisfy stated or implied needs. The seller has delivered quality when his product or service meets or exceeds customer expectations" In this definition, it is explained that a quality product or service can meet the needs required by customers, it can be said that the seller has delivered quality when the product or service can meet customer expectations.

Service quality according to Lupiyoadi (2013; 216): "Service quality is the company's success in providing quality services to its customers, achieving a high market share, and increasing the company's profits is largely determined by the approach used." According to Fandy Tjiptono (2016: 59): "Service quality is the expected level of excellence and the control of that level of excellence to meet customer desires". From the above definition, it can be concluded that the definition of service quality is the overall properties or characteristics of a service/service, which is based on the ability of the service/service to indirectly meet the needs and desires of customers.

Kotler in Fandy Tjiptono (2016: 284) shows that there are five indicators or determinants of service quality, including:

- 1) Tangible, in the form of physical appearance, equipment and various good communication materials.
- 2) Empathy, or the willingness of employees and employers to give more personal attention to customers. For example, employees must try to put themselves in the customer's shoes. If a customer complains, an immediate solution must be found so that a harmonious relationship is always maintained by showing genuine care. Through the attention that employees give to serving and responding to customer complaints.
- 3) Responsiveness, i.e. the willingness of employees and entrepreneurs to help customers and provide services quickly, and to hear and address consumer complaints. Through the desire of employees to help and provide services responsively, the ability to provide services quickly and correctly, the willingness of employees to be friendly to each consumer, the willingness of employees to cooperate

with consumers.

- 4) Reliability, which is the ability to provide services as promised, reliably, accurately, and consistently. Examples in this case include the ability of employees to provide the best service, the ability of employees to handle consumer needs quickly and correctly, the ability of the company to provide good service in accordance with consumer expectations.
- 5) Assurance, which is the ability of employees to generate trust and confidence in the promises made to consumers. Examples in this case include, but are not limited to, the knowledge and skills of employees in performing their duties, employees are reliable, employees can inspire confidence in consumers, employees have good technical expertise.

Based on the explanation of service quality indicators above, it can be concluded that service quality is the ability of the company to provide services to meet the needs and desires of consumers, supported by internal factors of the company such as the operational support facilities of the company, the ability and courtesy of the employees of the service provider in providing services to consumers, the empathy of the company towards consumers, and the feeling of security and assurance of consumers after purchase or consumption of these services. According to Parasuraman in Tjiptono (2016: 157): "The factors that influence a service are expected service and perceived service."

If the service received meets or exceeds expectations, the service is said to be good or positive. If the perceived service exceeds the expected service, the service quality is perceived as ideal. Conversely, if the perceived service is worse than the expected service, the service quality is perceived as negative or poor. Therefore, whether service quality is good or not depends on the ability and nature of the organization to consistently meet customer expectations.

Contrary to Lenvinne's opinion in Ratminto and Winarsih (2012: 178) that there are three dimensions of process-oriented service quality, namely:

1. Responsiveness
Measures the responsiveness of service providers to the services, desires, aspirations, and guidance of customers.
2. Responsibility
A measure that shows how well the process of providing public services is carried out by not violating the established rules.
3. Accountability
A measure that shows how well the process of providing public services is carried out by not violating the established rules."

Customer Delight

Customer delight is a way to create competitive advantage; delight has the potential to win business. Delight itself is a complex emotion, a combination of pleasure and surprise. People who have experienced delight will strengthen their loyalty to the company, such customers have a high emotional attraction and high state, because only truly satisfied customers will be loyal to the company. According to Kotler and Armstrong (2012: 14): "When it comes to customer satisfaction make that customer delight" This means that when customers are satisfied, the thing to do again is to make customers feel happy. According to Mascarenhas, et, al (in Indriani & Jeyseca, 2011): "Customer delight is the reaction of customers when they receive a service or product that provides value beyond their expectations." Thus, in customer retention, the concept of customer delight is very useful because it not only makes customers feel satisfied but also makes them happy.

By providing customers with the concept of delight, it is expected that customers will become more loyal. According to Kwong, et al. (2002) in Putri Anindita (2015) states: "The customer delight indicator consists of five variables, namely justice, esteem, security, trust and variety".

The explanation of the five variables is as follows:

1. Justice
Enthusiasm is created by the justice factor, namely that consumers receive complete and accurate information about products and services. Consumers feel they are being treated fairly or justly, and consumers do not feel cheated. With this justice, the company will be able to win the hearts of its consumers.
2. Esteem
Delight is born because of the esteem factor, that is, treating consumers as something very special and always caring for the consumer's ego. A real identity of the consumer is formed and a positive thing for the company.
3. Security
Delight is born because of the security factor, that is, when a transaction takes place or when consumers shop, they feel calm, relaxed, secure and there is a guarantee that it can lead to the right purchase decision. Consumers also feel that all their needs and wants are protected from things they don't want.
4. Trust
When consumers feel that they are not getting the most out of a product or service, they will immediately seek out the right solution. Ultimately, there will be a high level of trust in a company in the minds of consumers.
5. Variety
Delight is created by the variety factor, when all of the consumer's needs and desires are met and the value exceeds their expectations. So when consumers feel that they are getting something, or that they are getting something far beyond what they had in mind, then delight is realized.

Customer Loyalty

In marketing strategy, one of the most important attributes in creating loyalty is service. In a business context, loyalty is explained as the desire of consumers to remain loyal to the company, to purchase and use the company's products and services repeatedly, and to recommend the company's products to others. Customer loyalty is also referred to as repurchase behavior, which is often associated with brand loyalty. Kotler (2009) states that "high loyalty is a customer who makes purchases with increasing presentation to a particular company rather than another company".

Loyal consumers are also an asset, and when coupled with ongoing relationships, the cost of serving consumers is reduced. Retaining old customers will be more difficult than finding new ones. Even over time, loyal customers become business builders, buying more and bringing in new customers. Loyal customers are an important asset for a company. Indicators of customer loyalty according to Kotler & Keller (2012: 57):

- 1) Repeat purchase
- 2) Retention
- 3) Referalls

According to Rodwey (2005) in Tjiptono (2016), there are four categories of consumer loyalty, namely, captive, convenience, satisfied, committed. Can be explained as follows:

- 1) Captive, when customers continue to buy or use a particular product or service. Because there is no choice.
- 2) Convenience Seekers, regular shoppers for the brand, but lack attitude and engagement.
- 3) Satisfied, evaluates each product based on its benefits, but past and current involvement with the brand is an opportunity for the brand owner to build a

relationship with the customer.

- 4) Committed, almost completely ignoring other brands. Willing to add value to the brand, such as participating in distribution.

According to Swastha and Handoko (in Joko Riyadi 2004: 83): "the five main factors that influence consumer loyalty are product quality, service quality, emotional, price and cost".

This can be explained as follows:

- a. Product quality, good product quality will directly affect the level of customer satisfaction, and if this continues, it will result in consumers who are always loyal to buy or use the product and is called consumer loyalty.
- b. Apart from product quality, there are other things that influence customer loyalty, namely service quality.
- c. Emotional, emotional here is more interpreted as the seller's own belief to be more advanced in his business. This belief will later bring ideas that can improve his business.
- d. Price, it is certain that people want good goods at a lower or competitive price. So here the price is interpreted more as an effect, or in other words, a high price is a result of good quality of the product, or a high price is a result of good quality of the service.
- e. Price, it is certain that people want good goods at a lower or competitive price. So here the price is interpreted more as an effect, or in other words, a high price is a result of good quality of the product, or a high price is a result of good quality of the service.

1.3 Relationship Between Variable

In this study, the relationship between variables on the object under study is more cause and effect (causal), so there are independent variables (X) and dependent variables (Y).

The Relationship Between Service Quality and Customer Loyalty

According to Wyckof in Lovelock 1988 in Tjiptono and Chandra, (2016), "service quality is the level of excellence expected and the control of that level of excellence to meet customer desires". If a company's service quality is perceived as satisfactory by the customer, the quality will create satisfaction in the minds of consumers and it is likely that consumers will perform or use the service again. This means that service quality is an important competitive policy to maintain customer support and build the right base. Hotels strive to win customer loyalty by providing improved service quality. So to win loyalty, service quality must be improved. Service quality is one of the most important things from various marketing activities. According to Solomon (2012: 307), "service quality consists of five main dimensions, namely: Reliability, Responsiveness, Assurance, Empathy, Tangible, which is expected to help companies achieve their goals in creating customer loyalty".

Basically, the ultimate goal of the company is to create customer satisfaction. Customers who are satisfied by using the company's products or services are the basic capital of the company. The creation of good service quality in a company can also benefit the harmonious relationship between the company and the customer, so that it can provide good feedback for customers to make decisions to make repeat or loyal purchases.

The Relationship Between Customer Satisfaction and Customer Loyalty

Loyalty is created when consumers are so satisfied with the products or services provided by the company that they remain loyal to those products. Customers who are highly satisfied (delight) tend to stay loyal longer, buy again when the company introduces new products and updates old products, tell others good things about the company and its products, pay less attention to competing brands, and are less sensitive to price. Customer delight is a state in which customers feel happy.

Customer delight is the emotional response of a consumer to a service. Delight occurs when consumers receive unexpected satisfaction or service. Customer loyalty gives companies a sustainable competitive advantage over time and is therefore the key to success. A company's goal is to create customer loyalty in one way: by delighting customers with unexpected surprises. This will make the customer feel happy, so they will feel privileged and come back to buy or use the product.

The Relationship Between Service Quality and Customer Satisfaction to Customer Loyalty

Maintaining customer loyalty means the company spends less money than it would to acquire a new customer. Loyalty will bring many benefits to the company, including repeat purchases and recommendations of the brand to friends and acquaintances. According to Kotler & Keller (2003: 58), "Consumers can also often draw conclusions about the quality of a service or product based on their evaluation of the place or location, people, equipment, communication tools, and prices they see before deciding to make future purchases. When consumers receive service quality that is better than the money they spend, they believe they are getting good value, which increases their loyalty to the service provider. Customers who choose to be loyal to a product or service often do so because they feel that the service provided by the company not only meets their needs, but is also satisfying and enjoyable. According to Kotler (2001) in Anindita (2015): "Joy is created because the company succeeds in meeting the needs and desires or expectations of the consumers, and even the consumers feel satisfied."

This is also a measure of the company's performance or success in understanding its customers. Customer delight is the reaction of customers when they receive a service or product that delivers value beyond their expectations. Therefore, the concept of customer delight is very useful in customer retention because it not only makes customers feel satisfied, but also makes them happy. By privileging customers with the concept of delight, it is expected that customers will become more loyal. Thus, service quality and customer delight have a great impact on customer loyalty.

2. METHODS

According to (Sedarmayanti & Syarifudin, 2011), the definition of research methods is to express technically about the methods used in their research. Meanwhile, business research according to (Uma & Roger, 2017) as an investigation or question that is organized, systematic, based on crisis data, objective for a particular problem, which is carried out with the aim of finding answers or solutions to certain problems. The research method is a way for writers to analyze data. According to Sugiyono (2013), "the scientific method is a scientific way of obtaining valid data with the aim of discovering, developing, and proving certain knowledge, which in turn can be used to understand, solve, and anticipate problems". In this study, the approach used by the author is descriptive method and verification method with empirical study research. According to Moh. Nazir (2011: 89), the descriptive method is a study to find facts with appropriate interpretation, which includes studies to accurately describe the characteristics of some individual group phenomena and studies to determine the frequency of occurrence of a situation to minimize bias and maximize reliability".

In this study, the descriptive method explains about service quality, customer satisfaction and customer loyalty. The data needed are data that are in accordance with the existing problems and in accordance with the research objectives, so that the data are collected, analyzed and further processed in accordance with the theories that have been studied, and then conclusions are drawn. According to Moh. Nazir (2011: 91), the verification method is a research method that aims to determine the causal relationship between variables through a hypothesis test through a statistical calculation, so that the results of the proof are obtained, which shows that the hypothesis is rejected or accepted". The purpose of descriptive verification research is to explain, summarize various conditions, various situations, or various variables that occur in the community that is the subject of research, based on what happens. Then raise an overview of these conditions, situations or variables, namely the relationship between service quality, customer satisfaction and customer loyalty at Bidakara Savoy Homan Hotel.

2.1. Population and Sample

From the research related to the research topic, the authors determine the target population. According to Sugiyono (2013), the population is a generalization area consisting of: objects or subjects that have certain qualities and characteristics set by researchers to study and then draw conclusions. So, population is not only people, but also objects and other natural objects. The population is also not just the number of objects or subjects studied, but includes all the characteristics or qualities that the subject or object has. Population is the whole of something whose characteristics can be studied. Members or units of the population are called population units. Examples of population elements are: children under five, pregnant women, plantation production, and tablets produced by a pharmaceutical company. (Surahman, Mochamad Rachmat, & drs Sudibyo Supardi, 2016). According to the subject of this study, the total population is 5744 people. The research population is a topic related to service quality, customer satisfaction, and customer loyalty in Bidakara Savoy Homan Hotel.

Sugiyono (2013) says that the sample is part of the number and characteristics of the population. According to Sugiyono (2012: 81), sample size is the size of the sample taken from a predetermined population to conduct a study. The sample size can be determined statistically or through research estimation. In this study, the sample to be studied and selected has several characteristics that exist in the population so that it is reflected in the selected sample, in other words, the sample must be able to describe the actual or representative state of the population. In order to determine the number of samples from a given population, the following Slovin formula is used:

$$n = \frac{N}{1 + N(e)^2}$$

Description :

n = Sample size

N = Population number

e = Error estimation

In determining the number of samples to be selected, the authors use an error rate of 5%, because in any study it is impossible for the results to be 100% perfect; the higher the error rate, the smaller the sample size. The population used as a basis for calculation is 30 people, with the following calculations:

$$n = \frac{N}{1 + N(e)^2}$$

$$\begin{aligned}\text{So: } n &= \frac{5744}{1 + \frac{5744 \times 0,05^2}{5}} \\ n &= \frac{5744}{1 + (5744 \times 0,0025)} \\ n &= \frac{5744}{1 + 0,025} \\ n &= 99,7 \text{ rounded to 100 respondents}\end{aligned}$$

Based on this formula, a sample can be calculated from a population of 5744 people with an error rate of 5%, then a sample of 100 respondents. For the distribution of samples to guests of the hotel Bidakara Savoy Homan Bandung.

2.2 Variable Operationalisation

According to Sujarweni and Endrayanto (2012: 23), "A variable is something in the form determined by the researcher to be carefully studied so that information is obtained in the form of data and processed with statistics so that conclusions can be drawn". According to Sugiyono (2012: 59) as follows: "Research variables are attributes or properties or values of people, objects or activities that have certain variations set by researchers to study and draw conclusions". The variables used in this study are two independent variables with one dependent variable. The explanation is as follows:

1. Independent Variable

According to Sugiyono (2012: 59): "An independent variable is often referred to as a stimulus, predictor, or antecedent variable. In Indonesian, it is often referred to as a free variable. Independent variables are variables that affect or cause changes or the emergence of dependent (dependent) variables." In this study, the independent variable (X1) is service quality. According to Tjiptono (2016: 59), it states that: "Service Quality is the expected level of excellence and the control of this level of excellence to satisfy customer desires". In this study, the independent variable (X2) is Customer Delight. According to Raharso in Putri (2015): "Customer delight is the satisfaction obtained by the consumer, which is more than just being satisfied, it is truly satisfied".

2. Dependent Variable

According to Sugiyono (2012: 59): "Dependent variables are often referred to as output variables, criteria, consequences. In Indonesian, it is often called the dependent variable. The dependent variable is the variable that is influenced or becomes the result because of the independent variable". In this study, the dependent variable (Y) is customer loyalty. According to Kotler and Keller (2012: 207): "Loyalty is a firm commitment to repurchase or subscribe to a preferred product or service in the future, even though situational influences and marketing efforts may cause consumers to switch to other products". Thus, the operational variable is an explanation of each variable used in the study of the indicators that make up the operational variable.

2.3 Data Collection

Data collection techniques can be carried out using certain methods depending on the data source, the number of respondents and the type of data to be obtained. Based on the source, data can be divided into two categories, namely:

1. Primary Data

The primary data in this study are questionnaires distributed to the respondents within a predetermined period of time and the respondents answer all the statements contained in the questionnaire by giving certain marks to the answers given. The statements given to the respondents are related to service quality and customer delight on customer loyalty. After the respondents have finished entering their answers, the researcher duplicates all the answers collected from the respondents. Sugiyono (2015: 142) defines that "questionnaire is a data collection technique, which is done by giving a set of questions or written statements to respondents to answer".

2. Secondary data

The secondary data used in this study is observation. Sugiyono argues that (2015: 145) "Observation as a data collection technique has specific characteristics compared to other techniques, namely interviews and questionnaires. Interviews and questionnaires always communicate with people, so observation is not limited to people, but also other natural objects". Observations in this study were obtained from books, journals, and websites.

2.4 The validity test Instrumen

The validity test states that the instrument used to obtain data in research can or cannot be used. Meanwhile, the reliability test states that if the instrument is used several times to measure the same object, it will produce the same data.

Validasi test

The validity test is that the data can be trusted to be true in accordance with reality. According to Sugiyono (2015: 172): "A valid instrument means that the measuring instrument used to obtain data (measure) is valid, which means that the instrument can be used to measure what should be measured." The validity test is a test used to measure whether a questionnaire is valid or not. The questionnaire instrument can be said to be valid if the measuring instrument used to obtain the data is valid, or can be used to measure what should be measured. The validity test is performed by comparing the calculated r value (correlated item-total correlations) with the r table value. If the value of r count $\geq r$ table and is positive, then the question is said to be valid. And vice versa, if r count $\leq r$ table then it will be said to be invalid (Sugiyono, Dicko Adimas, 2018).

Test validation using the moment product correlation technique with the following formula:

$$r_{hitung} = \frac{n (\sum X_i Y_i) - (\sum X_i) \cdot (\sum Y_i)}{\sqrt{\{n \cdot \sum X_i^2 - (\sum X_i)^2\} \cdot \{n \cdot \sum Y_i^2 - (\sum Y_i)^2\}}}$$

Description:

r = correlation coefficient between variable X and variable Y

X = score obtained by the subject for all items

Y = total score

$\sum X_i$ = sum of item scores

$\sum Y_i$ = total score (all items)

$\sum X_i^2$ = sum of squares in the X distribution scores

$\sum Y_i^2$ = sum of squares in the Y distribution scores n = number of respondents

The decision to test the validity of respondents uses the following significance levels:

1. The research respondent questions are considered valid if the r is greater than or equal to r or ($r \geq r$).
2. The research respondent questions are considered invalid if the r is less than r or ($r < r$).

The calculation technique used to analyze the validity of this test is the usual correlation technique, namely the correlation between the scores of the validated test and the scores of the benchmark test of the same participants. It is also necessary to test whether the coefficient of validity is significant at a certain level of error, which means that the coefficient of validity is not due to random factors, which is tested with the t-statistical formula as follows:

$$t = \frac{r\sqrt{n-2}}{\sqrt{1-r^2}} \quad db = n-2$$

The validity test decision uses the significance level with the following criteria:

1. The t-value is compared to the table price with $dk = n-2$ and significance level $\alpha = 0.1$.
2. If $t_{count} > t_{table}$, then the question is valid.
3. If $t_{count} \leq t_{table}$, the question is invalid.

Validity testing is necessary to determine whether the instrument used to collect primary data in a study measures what it is intended to measure. In this study, the validity of the service quality instrument as variable X1, customer satisfaction as variable X2, and customer loyalty as variable Y will be tested.

This validity test was given to 30 respondents. In order to find out whether the test results are valid or not, a comparison between the magnitude of r_{count} and r_{table} is required, with the following conditions:

- a. If $r_{count} > r_{table}$, then the instrument is declared valid.
- b. If $r_{count} < r_{table}$, then the instrument is declared invalid

The validity test in this study uses calculations supported by the Statistical Product Service Solution 24 for Windows program, regarding the validity test on the attitude variable, it is known that all items or statements on the attitude variable presented to the respondents are valid. Because the correlation value between the items is above the required value of 0.361. The highest instrument value with an instrument value of 0.552, namely I feel served quickly responsive by hotel employees. While the lowest instrument value is in the statement I feel

delivered sop to stay clearly by Savoy Homan staff with an instrument value of 0.432. Regarding the validity test on the Customer Delight variable, it is known that all statements on the Customer Delight variable submitted to respondents are valid. Since the correlation value between the items is above the required value of 0.374, it is known that all items or statements on the variables presented to the respondent are valid. Because the correlation value between the items is above the required value of 0.361. The highest instrument value is I feel that the facilities at Savoy Homan Hotel are in accordance with what customers need with a value of 0.701 while the lowest instrument value is 0.426. The highest instrument value is I will choose fashion products and brands based on references from other people with an instrument value of 0.836 while the lowest instrument value is 0.519, namely Before buying clothes, I always look at trends on social media.

Reliability Test

Reliability testing is used to determine the level of accuracy (reliability or persistence) of the data collection tool being used. Reliability refers to the understanding that an instrument is reliable enough to be used as a data collection tool because the instrument is good. According to Sherri L. Jackson (2012: 81), "reliability is an indication of the consistency or stability of a measuring instrument." Reliability is a measure of the consistency or stability of a measuring instrument. Zikmund and Babin (2007: 322) added: "Internal consistency represents the homogeneity of the measure, or the extent to which each indicator of a concept converges on a common meaning".

Conducting a reliability test, where this reliability test is a test of the reliability of the tool used to make measurements, whether it is consistent and maintains its stability even when it is repeated. Researchers use Cronbach's Alpha to conduct reliability tests. Indriantoro and Supomo (2002) state that "a measurement instrument is said to be reliable if it has a Cronbach alpha value equal to or greater than 0.60. The alpha formula is used to determine the reliability of instruments whose scores are not 1 and 0, such as questionnaires or rating scales. The high and low reliability is indicated by a number called reliability coefficient. The results of the service quality reliability test can be seen that the Cronbach alpha value is 0.652, this shows that because it is greater than 0.6, which is highly reliable. So, the measurement instrument regarding the variable of service quality is high. The results of Customer Delight reliability test can be seen that the Cronbach alpha value is 0.867, this shows that it is very high reliability because it is greater than 0.6 which is sufficiently reliable. So the measuring instrument regarding the customer delight variable is high. and The results of the customer loyalty reliability test can be seen that the Cronbach alpha value is 0.827, this indicates that it is very high reliable because it is greater than 0.6 which is sufficiently reliable. So, the measurement instrument regarding the variable of customer loyalty is high.

2.5 Data testing technology

The data testing techniques used in this study are the classical assumption test, multiple linear coefficients, multiple correlation coefficients, and the coefficient of determination, which are explained as follows.

Classic assumption test

The classic assumption test can be performed only in multiple linear regression, while in simple linear regression analysis, there are no requirements for the classic assumption test. In multiple linear regression analysis, where the data are research data conducted in more than one period/scale, the classical assumption tests used are normality test, multicollinearity test, and heteroscedasticity test.

1. Heteroscedasticity Tests

This test aims to test whether in a regression model there is a difference in the variance of the residuals from one observation to another. If the variance is different, this is called heteroscedasticity. One way to determine if there is heteroscedasticity in a multiple linear regression model is to look at the scatterplot or the predicted value of the dependent variable, SRESID, with the residual error, ZPRED. If there is no particular pattern and no scatter above and below zero on the y-axis, then there is no heteroscedasticity. A good model is one in which heteroscedasticity does not occur (Ghozali, 2016: 134).

2. Multicollinearity test

According to Ghozali (2016; 103), multicollinearity testing is a test that has the aim of testing whether the regression model finds a correlation between the independent variables. Multicollinearity test is a test that aims to test whether the regression model found a correlation between independent variables. The effect of multicollinearity is to cause high variables in the sample. This means that the standard error is large, so when the coefficients are tested, the t-count will be smaller than the t-table. This indicates that there is no linear relationship between the affected independent variables and the dependent variable.

3. Normality test

According to Sugiyono (2015), the normality test is a test that measures whether our data has a normal distribution so that it can be used in parametric statistics. The purpose of performing a data normality test is to determine whether or not a variable is normal. In this study, a normal probability plot is used to determine whether or not the data used is normally distributed. A regression model has normally distributed data if the distribution of the data lies around the diagonal line of the normal probability plot, which is the left data from the bottom to the right data from the top.

3. RESULTS AND DISCUSSION

3.1. Result

Based on the results of distributing questionnaires to 83 respondents, the authors obtained information about the characteristics of the respondents and information about how the respondents responded regarding service quality, customer delight and customer loyalty at Bidakara Savoi Homan Hotel. To facilitate the authors in the research, the results of the questionnaire answers were weighted according to the Likert scale.

1. Overview of respondents

Based on the results of the questionnaire that has been distributed as many as 100 respondents to the Bidakara Savoi Homan Hotel, information is obtained regarding the characteristics of respondents based on characteristics.

1. Characteristics by Gender

It can be seen that the Bidakara Savoi Homan Hotel section is dominated by respondents with male gender with a total of 59 people (59%) and women as many as 42 people (42%).

2. Characteristics by age

It is known that the respondents who are in the Bidakara Savoi Homan Hotel section are dominated by respondents aged 26 to 30 years with a total of 43 respondents (43%), as well as respondents aged 17 to 25 years with a total of 21 respondents (21%) and respondents aged 30 years and above with a total of 36 respondents (36%).

3. Characteristics by job

It is known that the dominant occupation of respondents is employees with a total of 42 people or in a percentage of about 42%. And respondents who are not outside the work in the table are 8 people or with a percentage of 8%.

2. Respondents' responses regarding service

In variable (X1) Service Quality has 5 indicators, each of which has 10 statements on the questionnaire, it can be seen that the average response of the respondents regarding Customer Delight is 3.45. This shows that the respondents' responses regarding Customer Delight are considered good because they are in the interval 3.39 - 4.19, which indicates good. The highest average score value is in two statements, namely, "For me, Savoy Homan Hotel has provided various promo options for customers" and "For me, Savoy Homan Hotel makes fast and thorough payment transactions", while the lowest average score value is in the statement "For me, the room types at Savoy Homan Hotel have room rates and facilities that complement them".

Respondents' Responses Regarding Customer Loyalty

In variable (Y) Customer Loyalty has 3 indicators, each of which has several statements in the questionnaire. And the following are the responses of respondents regarding customer loyalty. It can be seen that the average response of the respondents regarding customer loyalty is 4.02. This shows that the respondents' responses regarding customer loyalty are considered good because they are in the interval of 3.39 - 4.19 which indicates good. The highest average score value is in the statement "I rent a room at Savoy Homan regularly", while the lowest average score value is in the statement "I will tell my friends good things about Savoy Homan Hotel".

3. Result Data

After knowing the data from the research results on the respondents' responses to the service quality variable as (X1), customer satisfaction as (X2), and customer loyalty as (Y). Then the research continues as follows, the results of assumption test, validity test and questionnaire reliability, classical and multiple correlation analysis and the coefficient of determination, the data is used as this study.

4. Research Discussion

In this study, researchers examined how the effect of service quality and customer delight on customer loyalty at Bidakara Savoi Homan Hotel, the results of the research survey will be explained as follows:

1. Overview of Service Quality at Bidakara Savoi Homan Hotel

Based on the results of analyzing the respondents' responses regarding service quality at Bidakara Savoi Homan Hotel, it shows that the average respondent is 3.84. This shows that the respondents' responses regarding service quality are considered good because they are in the interval 3.39 - 4.19 which indicates good. And based on the results of data recapitulation regarding the Quality of Service, the lowest statement on average is 3.32 on the statement "I feel served with a quick response by hotel employees" while the highest average value is on the statement "I feel, conveyed the SOP for staying clearly by Savoy Homan staff". The average score is 3.84.

2. Overview of customer satisfaction at Bidakara Savoi Homan Hotel

Based on the results of the analysis of the respondents' responses regarding Customer Delight at Bidakara Savoi Homan Hotel, it shows that the average respondent is 3.37. This shows that the respondents' responses regarding Customer Delight are considered less good because they are in the interval 2.58 - 3.38 which indicates less good. And based on the results of data recapitulation regarding Customer Delight, the lowest statement is on average 3.55 in the statement "For me, the type of room at Savoy Homan Hotel has a room rate and facilities that complement it" while the highest average value is on average 4.30 in the statement "For me, Savoy Homan Hotel has provided various promo options for customers" and "For me, Savoy Homan Hotel makes quick and thorough payment transactions".

3. Overview of Customer Loyalty at Bidakara Savoi Homan Hotel.

Based on the results of analyzing the respondents' responses regarding Customer Loyalty at Savoi Homan Hotel, it shows that the average respondent is 4.02. This shows that the respondents' responses regarding Customer Loyalty are considered good because they are in the interval 3.39 - 4.19 which states good. And based on the results of data recapitulation regarding customer loyalty, the lowest average value is 3.66 in the statement "I will tell good things about Savoy Homan Hotel to my friends", while the highest average value is 4.19 in the statement "I rent a room at Savoy Homan Hotel regularly".

4. The Effect of Service Quality on Customer Loyalty at Bidakara Savoi Homan Hotel

Service according to Kasmir (2017: 47) is the action or behavior of a person or an organization to provide satisfaction to customers, colleagues and also leaders. Service and support to customers according to Armistead and Clark (1999: 56-57) is the ability of employees to perform their duties, namely providing services and support with full commitment and the ability to solve problems at the time of service delivery. Rusydi (2017: 39) argues that service quality is the ability of the company to provide the best quality of service compared to its competitors. It can be seen that the t-count value for the service quality variable is $0.464 < 1.98$ with a significance result of $0.032 < 0.050$ with a significant probability smaller than the significance value, so according to the hypothesis testing criteria is to reject H_0 accept H_1 , which means that service quality partially affects customer loyalty. The R-squared value of Service Quality variable contributes 0.572 or 57.2% to Service Loyalty, while the remaining 42.8% (100%-57.2%) is influenced by other variables not examined in this study.

5. The Effect of Customer Satisfaction on Customer Loyalty at Bidakara Savoi Homan Hotel

Customer delight occurs when customer perceptions exceed customer expectations (Raharso, 2005). To create delight, companies must understand customer desires, anticipate customer needs, provide more than what customers expect, and make every moment and aspect of this relationship count. The t-count value for the Customer Delight variable is $2.149 < 1.98$ with a significance result of $0.035 < 0.050$ with a significant probability smaller than the significance value, so in accordance with the hypothesis testing criteria is to accept H_2 reject H_0 , meaning that partially Customer Delight has an effect on customer loyalty. The R-squared value of Customer Delight variable contributes 0.531 or 53.1% to Customer Loyalty, while the remaining 46.9% (100%-53.1%) is influenced by other variables

not examined in this study. Nanda Mia (2007) conducted a study entitled "The Effect of Customer Delight on Customer Loyalty at Macan Yaohan Medan Mall Supermarket". The results of this study show that customer delight, which consists of justice, esteem and finishing at Macan Yaohan Medan Mall Supermarket, has a positive and significant effect on customer loyalty.

6. The Effect of Service Quality and Customer Satisfaction on Customer Loyalty at Bidakara Savoi Homan Hotel
The Fcount value is 12.967, which means that the Fcount value is greater than the Ftable value ($12.967 < 3.09$), with significant results ($0.037 < 0.050$), so the hypothesis decision is to accept H3 reject Ho, which means Service Quality and Customer Delight have an effect on Customer Loyalty. The coefficient of determination (R Square) of Service Quality (X1), Customer Delight (X2) on Customer Loyalty (Y) is 0.616. This means that the variables of Service Quality (X1), Customer Delight (X2) contribute 61.6% to Customer Loyalty (Y), while the remaining $(100-61.6)\% = 38.4\%$ is determined by other variables that are not explained in this study. This is consistent with the findings of the research conducted by ARIF, WALKHAIRAT (2013) entitled THE EFFECT OF SERVICE QUALITY AND COSTUMER DELIGHT ON CUSTOMER Loyalty (Study: Customers of New Karya Stores, Kuamang Kuning, Bungo, Jambi). The results showed that service quality and customer delight had a significant effect on customer loyalty in Karya Baru Kuamang Kuning store, Bungo, Jambi.

4. CONCLUSION

Based on the results of the research conducted by the author on the influence of service quality and customer satisfaction on customer loyalty at Bidakara Savoi Homann Hotel, the author can draw the following conclusions:

Research results on the description of service quality and customer satisfaction variables on customer loyalty. Based on the variable of service quality at Bidakara Savoi Homann Hotel. The variable (X1) Service Quality has 5 indicators and 10 statement items, it can be seen that the average response of the respondents regarding service quality is 3.84. This shows that the respondents' responses regarding service quality are considered good because they are in the interval 3.39 - 4.19 which indicates good. The highest average score value is in the statement "I feel that the SOP for the stay is clearly conveyed by Savoy Homan staff" while the lowest average score value is in the statement "I feel served with a quick response by hotel staff".

1. Based on the variable Costumer Delight at Bidakara Savoi Homann Hotel. Variable (X2) Costumer Delight has 5 indicators and 6 statement items. It can be seen that the average response of the respondents regarding Costumer Delight is 3.45. This shows that the responses of the respondents regarding Costumer Delight are not considered good because they are in the interval 3.39 - 4.19 which means less good. The highest average score value is in the two statements, namely "For me, Savoy Homan Hotel has provided various promo options for customers" and "For me, Savoy Homan Hotel makes quick and thorough payment transactions", while the lowest average score value is in the statement "For me, the room types at Savoy Homan Hotel have room rates and facilities that complement them".
2. Based on the Customer Loyalty variable at Bidakara Savoi Homann Hotel, and Customer Loyalty has 3 indicators and 8 statements, it is known that the average response of the

respondents regarding Customer Loyalty is 4.02. This shows that the respondents' responses regarding customer loyalty are considered good because they are in the interval 3.39 - 4.19 which indicates good. The highest average score value is in the statement "I rent a room at Savoy Homan regularly", while the lowest average score value is in the statement "I will tell my friends good things about Savoy Homan Hotel".

3. The results of the research on the magnitude of the effect of service quality on customer loyalty at Bidakara Savoi Homan Hotel. The R square value is 0.572, which means that the service quality variable contributes 0.572 or 57.2% to service loyalty, while the remaining 42.8% (100%-57.2%) is influenced by other variables not examined in this study.
4. The results of the research on the magnitude of the effect of Customer Delight on Customer Loyalty at Bidakara Savoi Homan Hotel. The R square value of 0.531 can be seen that the variable of service quality contributes 0.531 or 53.1% to customer loyalty, while the remaining 46.9% (100%-53.1%) is influenced by other variables not examined in this study.
5. The Coefficient of Determination (R Square) of Service Quality (X1), Customer Delight (X2) on Customer Loyalty (Y) is 0.616. This means that the variables of Service Quality (X1), Customer Delight (X2) contribute 61.6% to Customer Loyalty (Y), while the remaining (100-61,.9) % = 38.4% is determined by other variables which are not explained in this study.
6. The t-count value of service quality is 7.464 and the t-table is 1.98, it can be concluded that Ho is rejected and H1 is accepted and the sig value is 7.464 <1.98 with a significance result of 0.032 < 0.050, which means that there is a significant influence between service quality on customer loyalty in Bidakara Savoi Homann Hotel.
7. The t-count value of Costumer Delight variable is 2.149 and the t-table is 1.98, it can be concluded that Ho is rejected and H2 is accepted and the sig value is 2.149> 1.98 with a significance result of 0.035 <0.050, which means that there is a significant influence between Costumer Delight on Customer Loyalty at Bidakara Savoi Homann Hotel.
8. The Fcount value of Service Quality and Customer Delight on Customer Loyalty is 12.967 and f table 3.09, this means that the Fcount value is greater than the Ftable value (12.967>3.09), with significant results (0.037 <0.050), so it can be concluded that accepting H3 rejects Ho which means that Service Quality and Customer Delight together have an effect on Customer Loyalty at Bidakara Savoi Homann Hotel.

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