



Influence of Service Quality and Marketing Mix on Customer Satisfaction and Loyalty of Padma Resort Legian

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Abstract-The hospitality industry in Legian and its surroundings is experiencing a rapid development. This results in a higher competition. Padma Resort Legian is one of the hotels that is able to well maintain customers based on comparison data with hotel competitors. This study aims to determine the effect of service quality and marketing mix on customer satisfaction and loyalty at Padma Resort Legian. Research respondents are customers from overseas with a minimum age is of 17 years staying at Padma Resort Legian. The number of respondents were 100 persons, covering male and female. Data were analysed using Partial Least Square analysis (PLS version 3). The result of the study shows that service quality has no significant effect on customer loyalty; service quality has no significant effect on customer satisfaction; marketing mix has significant effect on customer loyalty; marketing mix has significant effect on customer satisfaction; and satisfaction significantly influence customer loyalty. The implication of this research is Padma Resort Legian should pay attention to the indicators of marketing mix for satisfaction increase in order to increase customer loyalty, that is by locating the marketing mix in strategic location and comfortable, spacious and comfortable hotel room. Hotel interior gives psychological comfort to the guests; the ordering and payment process is done easily; the customer gets clear information from various sources, the hotel has skilled and competent employees who are able to provide good service to the customers and the price according to the quality is received by customers.

Keywords: Customer Loyalty; Customer Satisfaction; Marketing Mix; Service Quality.

INTRODUCTION

There are various factors impacting the mindset, attitude, expectations and behaviour (service culture) of those who are engaged in the service industry (service quality delivery). These include culture and philosophy, social hierarchy, historical events (e.g. political revolution) and transformation (e.g. economic reform). In addition, such factors as technological development, access to information, and the process of globalisation influence the nature of service quality (Zhu, Freeman, & Cavusgil, 2018).

The high level of competition, the level of market complexity and increasingly critical guest market will result in marketing activities in the world of hospitality business; they needs

to be managed professionally. This is because the success of the company in the field of services, especially hotels, depends on its ability to meet the needs and further to satisfy customers. The option to win the competition is to increase customer loyalty.

Customer loyalty is the repeated purchase of a service (Velasques, 2011) and is very important because the cost required to attract new customers is more expensive than maintaining an old customer (Balciunas, 2014). According to Griffin (2002) loyalty refers to the behavior of decision-making units to make a continuous purchase of goods or services selected companies. Having a loyal customer is an end goal of the company, because customer loyalty can ensure long-term

continuity of the company (Durianto, 2010).

The average number of repeater guests in the hospitality industry throughout the area of Kuta and its surrounding is only 24.55%, and the number of repeater guests at Padma Resort Legian is above the average of 40.35%. This indicates that tourists who have stayed at Padma Resort Legian have a tendency to come back. There must be strong reasons of the every repeater guest in Padma Resort Legian to keep returning and staying in the same hotel. We intend to reveal the customers' reasons driving them to repeatedly and continually stay in the hotel.

The results of several previous studies found that the quality of service has a positive and significant impact on customer loyalty that is done by (Marina et al, 2014) on the PT. Garuda Indonesia Airlines, (Santoso, 2013) at the Popular Clinic Laboratory of Surabaya, (Utomo, 2017) at technology company Dian Comp Ambarawa, (Zifia, 2016) studied at Melia Ara Boutique in Bandar Lampung. Then, (Cornelia et al, 2008) examined the same object at a laundry service company 5ASEC of Surabaya.

Based on previous researches, there is a research gap from the one that was conducted by Alma (2000) whose research title is "Analysis of Service Quality Influence and Customer Satisfaction in Establishing Customer Loyalty (Case Taplus at PT Bank BNI Branch UPI)". The results of her study showed that service quality significantly affected the customer satisfaction. However, it had no significant effect on customer loyalty.

In addition, the quality of service is also a factor affecting customer satisfaction in which it has a positive and significant impact on customer satisfaction as stated in previous research conducted by Nilasari (2015) at automotive company PT. Ramayana Motor Sukoharjo, Normasari et al (2013) conducted a survey on customers who stay at Pelangi Hotel Malang, (Koestanto, 2014) at Bank Jatim Klampis Surabaya branch, (Panjaitan, 2016) conducted research on JNE branch expedition service company Bandung, and (Sulistiyawati et al, 2015) conducted a study on restaurant service company Indus Ubud Gianyar.

In addition to the quality of service, an important factor affecting customer loyalty is the marketing mix which based on previous research had a positive and significant impact on customer loyalty (Reynaldi et al, 2017) on Honda brand car customer in Denpasar, Al Debi et al (2014) conducted research on five-

star hotels in Amman Jordan, Putra et al (2012) studied at PT. Pegadaian Branch of Mengwi Badung Bali, Kushwaha et al (2015) at a Bank in Bangladesh India and Hirankitti et al (2009) on a Spa in Bangkok Thailand.

Besides, research by Supandi (2009) found different results. He concluded that promotion in the marketing mix has no effect on customer loyalty. Similarly, research conducted by Sumekar (2009) concluded that the distribution in the marketing mix has no effect on customer loyalty.

In addition to affecting customer loyalty, the marketing mix also has a positive and significant impact on customer satisfaction as stated by (Marcellina, 2015) regarding the decision of guest house purchase and customer satisfaction in Surabaya, (Farida et al, 2016) on online transportation user, Putra and Yuniati (2016) conducted research on PT. TBK Telecommunications in Surabaya, Amilia and Novianti (2016) at Kanasha Stalls in Langsa City, and Mevita (2013) at PT. Preshion Engineering Plastec in Surabaya.

Another factor which affecting customer loyalty is customer satisfaction itself, a study conducted by Indiani et al. (2016) in Journal Jagadhita who examined at a Bank in Bali suggests that product quality and customer satisfaction have a positive and significant impact on loyalty, but customer satisfaction is affected more powerful by the quality of service than the quality of the product and apply the opposite to loyalty.

Based on the preliminary description above, this research is conducted to find out more about the relationship between customer satisfaction, marketing mix, loyalty and quality provided by Padma Resort Legian. Thus, it can be formulated the following issues: How does the quality of service affect customer satisfaction Padma Resort Legian? How does the service quality influence customer loyalty Padma Resort Legian? How does the effect of customer satisfaction on customer loyalty Padma Resort Legian? How does the marketing mix influence on customer satisfaction Padma Resort Legian? How does the marketing mix influence on customer loyalty Padma Resort Legian? How is the influence of customer satisfaction mediation on the relationship between service quality and customer loyalty Padma Resort Legian? And how is the influence of customer satisfaction mediation on the relationship between marketing mix and customer loyalty Padma Resort Legian?

LITERATURE REVIEW AND FORMULA HYPOTHESES

Service quality

[Etgar and Galia \(2009\)](#) argue that service quality is how far the difference between the customers' expectations and the reality of the services they receive. Service Quality can be identified by comparing customer perceptions of the services they actually receive with the actual service they expect. Quality of service becomes the main thing that is taken seriously by the company, which involves all resources owned by the company.

There are five dimensions of service quality according to [Alma \(2009\)](#), namely: Tangibles, or physical evidence of the appearance and capabilities of the company's physical facilities and infrastructure and the circumstances surrounding the environment are clear evidence and services provided. Reliability, or reliability is the ability of the company to provide services in accordance with the promised accurately and reliably. Responsiveness, or responsiveness is a willingness to help and provide prompt and precise service to the customer, with clear information delivery. Assurance, or assurance and certainty of knowledge, kesopansanan, and the ability of company employees to grow the trust of customers to the company. Empathy, which is to give a genuine and individualized or personal attention given to customers by trying to understand their desires.

Marketing Mix

According to [Kotler \(2000\)](#) marketing mix is a set of marketing tools used by companies to continuously achieve their marketing objectives in the target market. From this understanding, it is known that the marketing mix is a set of controlled tools, which serve as a marketing strategy mixed with the company to make the desired response of the target market.

The marketing mix originally consisting of 4P now develops into 7P based on [Tjiptono's opinion \(2006\)](#) consisting of product ie goods or services to be offered to customers, price is the cost to be paid by the customer when buying-using-consuming goods or services sold by the company, the distribution/ place is a place where customers can buy products offered by the company, promotion is advertising company to let customers know the company's products and interested to buy-use-consume, process is how the company

designed a good arrangement to minimize the failure in the process of serving customers, physical evidence is how the company designed the building for customers interested to enter the company, and people is how the employees serve customers to feel comfortable because they get the service good and satisfying.

Customer satisfaction

In general, customer satisfaction is the feeling of pleasure or disappointment of someone who emerged after comparing the performance (result) of the product obtained on the expected performance (result). If performance is below expectations, then the buffer becomes unhappy. If performance meets expectations, then customers will be very satisfied or happy ([Philip Kotler, 2009](#)). Customer satisfaction indicators consist of selection decisions, fit expectations and overall assessments.

Customer loyalty

[Kandampully and Suhartanto \(2000\)](#) and [Indrawan \(2013\)](#) defined loyal customers as follows: "A loyal customer is a customer who repurchases from the same service provider whenever possible, and who continues to recommend or maintains a positive attitude towards the service provider". Customer loyalty indicators consist of repeat purchases, invitation immunities, and recommendations.

Research Hypothesis

- H1: Quality of Service Influence Positive and Significant to Customer Loyalty.
- H2: Quality of Service Affects Positive and Significant to Customer Satisfaction.
- H3: Marketing Mix Influential Positive and Significant To Customer Loyalty.
- H4: Marketing Mix Influential Positive and Significant To Customer Satisfaction.
- H5: Customer Satisfaction Influence Positive and Significant To Customer Loyalty.

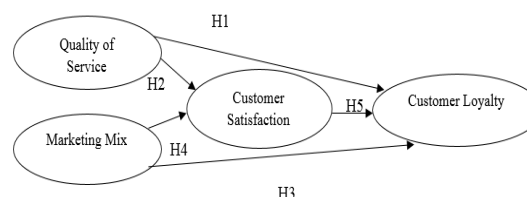


Figure 1 Concept Research Framework

RESEARCH METHODS

This research is included in the type of associative research which mean research that aims to determine the influence or relationship between two variables or more, (Sugiyono, 2003). Data analysis was done by using quantitative analysis technique using PLS technique (Partial Least Square). Data collection was done by distributing questionnaires to 100 respondents categorized by sex, age and type of visit.

RESULTS

Evaluation of Measurement Models

The results obtained T-statistic value of 1.96 in almost all indicators except X1.1, X1.2 and X1.3, meaning that all indicators except those three indicators can measure the construct significantly. The T-statistics value of each indicator is shown in Table 1.

The results showed that the value of each factor's load factor is above 0.6 which means that all indicators measure the latent construct well.

The results show the AVE value of each construct is above 0.6 which means that the entire construct has adequate convergence.

The results showed CR values of each construct equal to and above 0.9 which means that all indicators consistently reflect the same latent construct.

Evaluation of Structural Model

Table 2 shows that the value of satisfaction R2 of 0.45 is based on Chin criteria (Lathan and Ghozali, 2012), the model includes moderate to strong criteria, the mean is the variation of service quality and the marketing mix is able to explain the variation of satisfaction by 45 percent, the rest 55 percent is explained by variations of other variables outside the model being analyzed. While customer loyalty has a R-square value of 0.57 or including moderate to strong, meaning the variation of service quality, marketing mix and satisfaction can explain the variation of customer loyalty that is 57 percent of the remaining 43 percent explained by variations outside the model.

The Q-Square Predictive Relevance (Q2) value is 0.76 which means that the estimation model is included in strong criteria, meaning that 76 percent of endogenous variation of the construct can be predicted by exogenous construct variations. The calculation with GoF shows a value of $\sqrt{AR2 * A.Com} = \sqrt{0,50 * 0.72} = 0.60$ This means that the global model

is a good predictive (large). Path Analysis and In Hypothesis testing, Ho is rejected or sig <0,05 (or t statistic > 1,96 with significant level of 0,05). Table 3 shows that the rejected hypothesis is H1, H2 and H3. While the accepted hypothesis is H4 and H5.

Customer satisfaction has a positive effect of 0.80 on customer loyalty and the relationship is significant at the 0.05 level because the value of T-Statistics is greater than 1.96 ie 11.08. Service quality has a positive effect on customer satisfaction of 0.01, but the relationship is not significant with the value of 0.14 is greater than T-table that is equal to 1.96. Service quality negatively affects -0.06 to customer loyalty, and the relationship is not significant with t value of 0.76 smaller than T-table value is 1.96. Marketing mix has a positive effect of 0.67 on satisfaction and the relationship is significant with t value of 9.44. Marketing mix has negative effect of 0,05 to customer loyalty and not significant with t value 0,60.

The influence of mediation analyzed includes direct and indirect effect analysis. The analysis in this study using the method of examination. Method of examination by doing two times analysis, the analysis by involving the mediation and analysis variables without involving the mediation variable. Partially tested customer satisfaction is not a mediation between the quality of service to customer loyalty, because the direct influence of service quality to customer loyalty is insignificant by not including the mediation variable. However, when the influence of marketing mix on loyalty is tested without including the mediation variable, the effect is significant. However, when the mediation variables are included in the model, the effect of marketing mix on loyalty decreases to an insignificant value. This means customer satisfaction is a perfect mediation on the relationship between marketing mix to customer loyalty.

DISCUSSION

Effect of Service Quality on Customer Loyalty

Based on the analysis of the effect of service quality on customer loyalty, showed that service quality negatively affect customer loyalty, and the relationship is not significant. This means that service quality has an insignificant effect on customer loyalty. Paying attention to scores on the description of respondents' answers, it can be concluded that although the quality of service has not been

Table 1
Construct Validity

Construct	Indicator / Item	T-statistic	Loading Factor	AVE	CR
Service Quality (X1)	X1.1 Sincere in solving problem. Service in accordance with what had been promised.	0,39	0,14	0,83	0,94
	X1.2 Hotel's physical appearance is visually appealing. Cleanliness, tidiness and appearance of hotel employees.	1,10	0,34		
	X1.3 Knowledge, hospitality, attention and courtesy. Ability to instill customer trust in the hotel.	0,43	0,15		
	X1.4 The employees have enough knowledge to answer customer's question. Individual attention given to cusotomers by the hotel. The hotel has competent employees.	2,49	0,72		
	X1.5 Employees never too busy to respond to customer requests. Employees ready to help customers also provide fast and responsive service.	2,34	0,89		
Marketing Mix (X2)	X2.1 The hotel rooms are spacious and comfortable.	10,23	0,67	0,72	0,84
	X2.2 The price is accordance with the quality of service received by customers during their stay.	9,33	0,75		
	X2.3 Hotel's location is strategic and comfortable.	6,08	0,58		
	X2.4 Customers get clear information from various sources.	10,70	0,80		
	X2.5 Skilled and competent employees.	11,96	0,80		
	X2.6 Interesting hotel's interior	21,64	0,82		
	X2.7 Easy for doing reservation and payment process	19,77	0,84		
Customer Satisfaction (Y1)	Y1.1 Decision to choose	30,13	0,89	0,76	0,91
	Y1.2 Suitability of expectations	40,79	0,92		
	Y1.3 Comprehensive assessment	44,68	0,92		
Customer Loyalty (Y2)	Y2.1 Repeat purchase	25,66	0,87	0,57	0,90
	Y2.2 Invitation immunity	28,85	0,89		
	Y2.3 Recommendation	25,91	0,86		

Table 2
Evaluation of Structural Model
(Evaluation Goodness Of Fit)

Construct	R Square	Communality
Customer Satisfaction	0,45	0,83
Service Quality		0,72
Customer Loyalty	0,57	0,76
MARKETING MIX		0,57
Average	0,50	0,72

Table 3
Path Analysis and Statistical Testing

CONSTRUCT	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	Standard Error (STERR)	T Statistics ((O/STERR))	REMARKS
SATISFACTION -> CUSTOMER LOYALTY	0,80	0,80	0,07	0,07	11,08	Significant
SERVICE QUALITY -> SATISFACTION	0,01	0,01	0,07	0,07	0,14	Not Significant
SERVICE QUALITY -> CUSTOMER LOYALTY	-0,06	-0,06	0,08	0,08	0,76	Not Significant
MARKETING MIX -> SATISFACTION	0,67	0,68	0,07	0,07	9,44	Significant
MARKETING MIX -> CUSTOMER LOYALTY	-0,05	-0,05	0,08	0,08	0,60	Not Significant

maximal, customer loyalty remains at a high level. Because, based on the majority of respondents are repeaters they are familiar with the services provided by the hotel so that if there is less than the maximum service they can understand and still choose Padma Resort Legian as the second home when visiting Bali.

Effect of Service Quality on Customer Satisfaction

Based on the analysis of the effect of service quality on customer satisfaction, shows the quality of service has a positive effect on customer satisfaction, but the relationship is not significant with. This positive relationship means that the higher the quality of services provided Padma Resort Legian then the customer satisfaction will increase, but the influence of service quality impact on customer satisfaction is not real.

Paying attention to scores on the description of respondents' answers, it can be concluded that although the quality of service has not been maximized, customer satisfaction remains at a high level.

This insignificant influence can be explained from the characteristics of the respondents. The majority of respondents are guest repeaters, so if the service quality is less than the maximum, guest repeaters are generally still able to tolerate and still feel satisfied. Unlike the case with a first timer that tends to demand something perfect and more sensitive to deficiencies in service.

Effect of Marketing Mix On Customer Loyalty

Based on the analysis of marketing mix to customer loyalty showed marketing mix negatively affect customer loyalty and not significant. However, the results of mediation testing show that satisfaction perfectly mediates the influence of marketing mix on loyalty. Where the direct influence of marketing mix on loyalty without variable mediation is significant with a t value of 6.374.

The significant effect of marketing mix on loyalty can be explained through the characteristics of the research object. In an industry with many players like the hospitality industry, marketing mix is the deciding factor of loyalty. If the marketing mix factor is perceived as less satisfactory then the customer can easily move to another hotel, because there are many choices of hotels that provide attractive offers. Unlike the case with the industry that is only filled by a handful of players, so that although customers are not satisfied, they do not have many alternatives and tend to remain loyal. So, if the marketing mix offered less satisfactory then they also have no choice but to stick to the product or company.

Effect of Marketing Mix On Customer Satisfaction

Based on the result of analysis of marketing mix to customer satisfaction marketing mix positive effect on satisfaction and the relationship is significant with T value of 9,44. This means the better marketing mix provided Padma Resort Legian will further increase customer satisfaction.

The significant effect of marketing mix on satisfaction can be explained through the characteristics of respondents. When viewed from the characteristics of respondents most are aged between 26-35 years, respondents tend to have high standards so that marketing mix becomes an important factor that form satisfaction. Especially competition in the hospitality industry in the area of Legian and surrounding areas are too saturated and many competitors. Respondent who had average age is more mature that is >55 years, tend to be more flexible in accepting marketing mix conditions because their priority is to rest in a relaxed and calm.

The Effect of Customer Satisfaction Against Customer Loyalty

Based on the results of the analysis of customer satisfaction on customer loyalty customer satisfaction has a positive effect on customer loyalty and the relationship is significant because the value of T-Statistics is greater than 1.96 ie 11.08. This means that the higher the customer satisfaction then the customer loyalty will be increasing.

The significant effect of satisfaction on loyalty can be explained through the characteristics of the research object. Hotels are included in the service industry. In the service industry, customers must enjoy or use the products offered in advance so that they can assess the quality, so after being satisfied with the product or service then they tend to be loyal. Because, if they move to other service providers the risks they face are high enough, because they can not judge the quality of services provided by others whether it will be better or even worse without trying it first. This is very different from the goods, where the goods can be judged quality only from looking at the specifications, such as mobile phones. Risk factors to move higher if the product is a service.

Practical Implications

From the results of statistical tests, customer loyalty can be improved if the customer is satisfied. Customer satisfaction will increase if the quality of service and marketing mix is good. marketing mix significant effect and play an important role So, it should be Padma Resort Management Legian attention to the indicators of service quality and marketing mix to improve customer satisfaction in order to improve customer loyalty. The service quality indicators that need to be considered are: Employees who are never too busy to respond

to customer requests and employee awareness in helping customers and delivering prompt and responsive service. (responsiveness). The hotel's employees have sufficient knowledge to answer customer questions, the individual attention the hotel provides to its customers and the hotel has a competent employee (empathy). The physical appearance of the hotel is visually appealing and cleanliness of tidiness and appearance of hotel employees (tangible). Knowledge, hospitality, attention and courtesy and the ability to instill customer trust in the hotel (assurance). If there is a problem the hotel shows a genuine interest in completing it and the hotel provides services in accordance with the promise (reliability)

As for the marketing mix indicators that need attention are: the ordering and payment process is done easily (process), hotel interior gives psychological comfort for the guests (physical evidences), customers get clear information from various sources (promotion), the hotel has skilled and competent employees who are able to provide good service to the customers (people), price in accordance with the quality of service received by customers during the stay at the hotel (price), spacious and comfortable hotel room (product), and located in a strategic and convenient location (place).

CONCLUSION

Based on hypothesis testing and discussion of research results quality of service influential negatively affect customer loyalty, and the relationship is not significant. This means that the quality of services provided Padma Resort Legian has no significant effect on customer loyalty. Quality of service has a positive effect on customer satisfaction, but the relationship is not significant. This means that the higher the quality of services provided Padma Resort Legian then customer satisfaction will increase, but the influence of service quality impact on customer satisfaction is not real. Marketing mix has a significant effect on customer loyalty. This means that the better marketing mix Padma Resort Legian, customer loyalty will increase. Marketing mix positively affect the satisfaction and the relationship is significant. This means the better marketing mix provided Padma Resort Legian will further increase customer satisfaction. Customer satisfaction has a positive effect on customer loyalty and the relationship is significant. This means that the higher the customer satisfaction then the customer loyalty will be increasing.

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