



Analysis of the Influence of Service Quality and Customer Satisfaction on Consumer Loyalty (Case Study at Berlian Hotel Restaurant)

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ARTICLE INFO

Received: 17 February 2023

Received in revised:

30 Maret 2023

Accepted: 20 April 2023

Published: 29 June 2023

Open Access

ABSTRACT

In the current era of globalization, the service industry which consists of various industries such as telecommunications, transportation, banking, and especially hospitality is growing rapidly. Hospitality is an effort to serve consumers by combining products and services. With the design of the building, the interior and exterior of the hotel rooms, the atmosphere created in the hotel rooms and restaurants, as well as the food and drinks that are sold along with all the existing facilities and products offered. In this study, researchers analyzed the effect of service quality and customer satisfaction on customer loyalty at Berlian Hotel Restaurant Bengkalis. This study uses a quantitative method using a *non-probability* sampling method with *purposive sampling*. The sample in this study was 100 respondents, data processing used the IBM SPSS version 26 application with multiple linear regression analysis testing which included validity tests, reliability tests, T-tests, F tests, and the coefficient of determination (R²). The results of this study indicate that: 1) service quality has a positive and significant effect on customer loyalty at Berlian Hotel Restaurant Bengkalis, 2) customer satisfaction has a positive and significant effect on customer loyalty at Berlian Hotel Restaurant Bengkalis, 3) the coefficient of determination (R²) is 0.829. This means that service quality and customer satisfaction affect customer loyalty at Berlian Hotel Restaurant Bengkalis by 82.9% while the remaining 17.1% is influenced by other variables not examined in this study.

Keywords: Service Quality, Customer Satisfaction, Customer Loyalty.

1. Introduction

In the current era of globalization, the service industry, which consists of various industries such as telecommunications, transportation, banking, and especially hospitality, is growing rapidly. Hospitality is an effort to serve consumers by combining products and services. With the design of the building, interior, and exterior of the hotel rooms, the atmosphere created in the hotel rooms, and restaurants, as well as the food and drinks that are sold along with all the existing facilities and products offered.

As a company engaged in the service sector, hotels can make a significant contribution to Indonesia's current economic growth. The service that is sold is the friendliness and skill of hotel employees in serving their customers. Each hotel has different services, not always the same, ranging from services in physical form to services all have their characteristics.

Based on Sulastiyono (2011, as cited in Coki Siadari, 2015) hotel is a company that is managed by the owner by providing food, drinks, and room facilities to sleep to people who travel and are able to pay a reasonable amount in accordance with the services received without any special agreement. According to the Decree of the Minister of Tourism, Post and Telecommunications No. KM 37/PW. 340/MPPT-86, said that the hotel is a type of accommodation that uses part or all of the building to provide lodging, food and beverage services, and other supporting services for the public which are managed commercially.

About in the current condition of the Indonesian economy which is increasingly advanced, the needs of the community are starting to increase. With this, the competition in the hospitality business is getting tougher in promoting and marketing its services and products. In responding to conditions like this, companies must have a strategy that can create customer loyalty, especially in the field of restaurant service, one of which is by improving service quality this in order for consumers can feel satisfied with the products purchased at the restaurant that it will create customer loyalty.

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According to Nanda (2021), service quality is the main basis for determining the level of customer satisfaction. In this case, the company can be said to be good if it is able to provide goods or services in accordance with the wishes of customers. Product quality and good service performance will greatly affect customer satisfaction.

Based on Kotler and Keller (2012, as cited in Nurmansyah, 2018) stated that customer satisfaction is the emotional level of the customer after using a product or service and then comparing the performance of the product with expectations where alternative choices can be less or equal to expectations. If the same or more means that consumers will be satisfied, and vice versa. If less, then consumers will feel dissatisfied.

As reported by Nisa Destiana (2022), customer loyalty is consumer loyalty to a product or brand. This loyalty is closely related to trust. When consumers already believe in a certain brand, they may not think about other brands and only want to use the products or services they trust.

Currently, cafes and restaurants are not foreign to the people of Indonesia. Many Indonesians are competing to create businesses that are in high demand by customers, from building cafes to hotel restaurants with very attractive designs. The more attractive the design of a hotel and cafe, the more it will attract the attention of customers.

Hospitality companies in Riau, especially Bengkalis City, are growing quite rapidly, where there are several hotel companies in quite large numbers with an area that is not too large. Therefore, with many tourists visiting Bengkalis City and ordering accommodation, it supports the growth of the hospitality industry. The number of residents of Bengkalis City who really like culinary and hotel or cafe cuisine is also a supporter of the increasing development of hotels in Bengkalis City. One of the hotels in Bengkalis City that are growing quite rapidly is the Berlian Hotel Restaurant. Berlian Hotel Restaurant is one of the hotels located in Bengkalis City, where this hotel has a restaurant.

Given that service activities are the main activities for hotel and cafe companies. Therefore the quality of service is the most important thing for this company. The high business competition in the hotel industry in Bengkalis requires Berlian Bengkalis Hotel to provide good quality service for visitors and tourists as well as create satisfaction for customer loyalty at Berlian Bengkalis Hotel.

Based on the above background, this research will study further "Analysis of the Influence of Service Quality and Customer Satisfaction on Consumer Loyalty (Case Study on the Berlian Hotel Restaurant)". The results of this study are expected to find out how the influence of service quality and customer satisfaction on customer loyalty.

2. Methods

The location of this research was conducted in one of the Hotel Restaurants and Hotel Berlian, on Jl. Yos Sudarso No.21, Bengkalis City. The type of study is associative research. The data used in this study are qualitative and quantitative. Source data of this study namely primary and secondary. The population in this study are all consumers who have come and visited the Bengkalis Hotel Restaurant. In this study, the population size is unknown. If the exact number of populations is not known, then the calculation of the number of samples can use the Cochran formula (Sugiyono, 2019).

$$n = \frac{Z^2 pq}{e^2}$$

Information:

n = Number of samples needed

Z = Normal curve for deviation 5% = 1.96

P = 50% chance of correct = 0.5

q = 50% chance of lag = 0.5

e = Sampling error rate = 5%

$$n = \frac{(1.96)^2(0.5)(0.5)}{(0.05)^2} = 96 \text{ person}$$

From the calculation results obtained a minimum sample size of 96 people. To get better population data results, the number of samples taken is 100 people.

In this study, the researcher used the Nonprobability Sampling method with the Purposive Sampling Technique. Based on Sugiyono (2019), Data collection techniques are the most strategic step in research because the main purpose of research is to obtain data. Without knowing the data collection techniques, this research will not get data that meets the data standards that have been determined. This study uses a collection of techniques based on techniques, namely questionnaire techniques, and literature study.

The measurement scale used in this study is the Likert Scale. The Likert scale is a measurement scale used to regulate attitudes, opinions, and perceptions of a person or group of people about social phenomena. In this study, social phenomena have been specifically determined, and here in after referred to as research variables (Sugiyono, 2019).

According to Indriin (2019), the SPSS program was used to test this validity. The testing technique that is often used by researchers to test validity is using multiple correlations. This study uses IBM SPSS version 26. According to Noor Wahyuni (2014), the level of reliability is empirically indicated by a number called the reliability coefficient value. High reliability is indicated by the value of xx, close to 1. The general agreement is that reliability is considered satisfactory if Cronbach Alpha > 0.70.

This study has two independent variables and one dependent variable. Therefore just use the Normality Test, Multicollinearity Test, Heteroscedasticity Test, and Autocorrelation Test. The data analysis model used in this study is multiple linear regression. In this case, the researcher describes the typical hypothesis (specific) of the theory to be tested empirically using the t-test, f-test, and coefficient of determination test.

Based on the formulation of the problem, the authors formulate the following hypothesis:

- H1: Service quality has a positive and significant influence on customer loyalty.
- H2: Consumer Satisfaction positive and significant influence on customer loyalty.
- H3: Service quality and customer satisfaction simultaneously significant influence on customer loyalty.

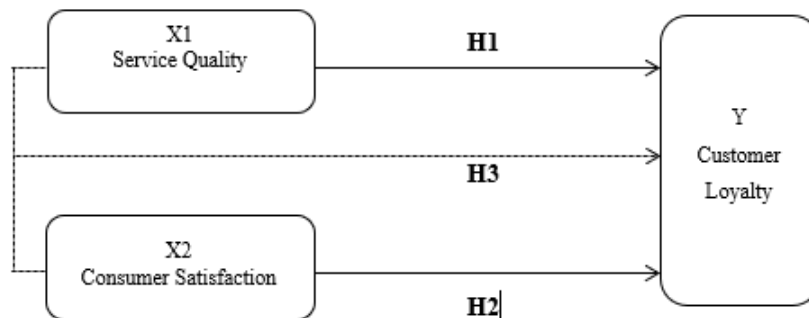


Figure 1 Research Model
Source: Data Processed, 2022

3. Result and Discussion

3.1 Characteristic Respondents

The diversity of respondents based on age level can be seen in Table 1 Respondents based on age level below:

Table 1 Profile Characteristics of Respondents Based on Age

Age Level	Frequency (F)	Percentage (%)
<17 Years	1	1%
17 – 30 Years	87	87%
31 – 40 Years	4	4%
41 – 50 Years	7	7%
Over 50 Years	1	1%
Total	100	100%

Source: Processed Data, 2022

Based on Table 1, it can be seen that the respondents who visited under < 17 years were 1 respondent or a percentage of 1%, respondents aged 17-30 years were 87 respondents or a percentage of 87%, respondents aged 31-40 years were 4 respondents or in a percentage of 4 %, and respondents aged 41 - 50 as many as 7 respondents or in a percentage of 7% then respondents aged > 50 years as many as 1 respondents or in the percentage of 1%. In this case, respondents aged 17-30 years are classified as consumptive, because in the age group, the level of consumption is very high.

The diversity of respondents based on gender can be seen in Table 2 Respondents by gender below.

Table 2 Profile Characteristics of Respondents Based on Gender

Gender	Frequency (F)	Percentage (%)
Man	30	30%
Woman	70	70%
Total	100	100%

Source: Processed Data, 2022

Based on Table 2, it can be seen that there are 70% more female respondents compared to only 30% male respondents.

The diversity of respondents based on the type of work can be seen in Table 3 Respondents based on the type of work below:

Table 3 Profile Characteristics of Respondents Based on Type of Work

Type of work	Frequency (F)	Percentage (%)
Civil Servant	7	7%
Private Employees	2	2%
Student	73	73%
TNI/POLRI	2	2%
Self-Employed	8	8%
Etc	8	8%
Total	100	100%

Source: Processed Data, 2022

From the data above, most of the respondents' jobs are students as much as 73%, entrepreneurs as much as 8%, civil servants as much as 7%, private employees as much as 2%, TNI/POLRI as much as 2% and others as much as 8%, so that the dominant consumers who visit the Berlian Hotel Restaurant are mostly or more dominantly students.

Respondents' indifference based on the number of times data to Berlian Hotel Restaurant can be seen in Table 4 Respondents based on how many times the data to Berlian Hotel Restaurant are below:

Table 4 Profile Characteristics of Respondents Based on How Many Times Come to Berlian Hotel Restaurant

How many times	Frequency (F)	Percentage (%)
< 2 Times	43	43%
> 2 Times	57	57%
Total	100	100%

Source: Processed Data, 2022

Based on Table 4 above, it can be seen that the respondents based on the number of times they came to the Berlian Hotel Restaurant < 2 times as many as 43 respondents or a percentage of 43% and respondents who visited the Berlian Hotel Restaurant > 2 times as many as 57 respondents or a percentage of 57%. So it can be concluded that consumers who visited the Berlian Hotel Restora in this study were > 2 times. This happens because most of the respondents in this study are students who have high attractiveness.

3.2 Classic Assumption Test

3.2.1 Normality Test

Table 5. Normality Test Results

One-Sample Kolmogorov-Smirnov Test		Unstandardized Residual
N		100
Normal Parameters, b	Mean	0.0000000
	Std. Deviation	2.00268403
Most Extreme Differences	Absolute	0.082
	Positive	0.057
	Negative	-0.082
Test Statistics		0.082
Asymp. Sig. (2-tailed)		.096 ^{cd}
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		
d. This is a lower bound of the true significance.		

Source: Processed Data 2022 of SPSS 26

The results of the normality test showed that all research variables had a significance value greater than 0.05 (0.096 > 0.05), so it could be concluded that the research data were normally distributed.

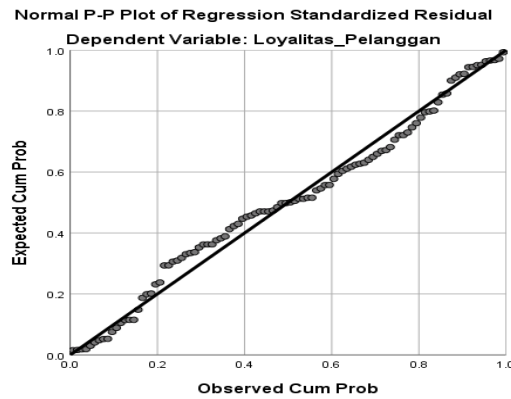


Figure 2 Normality Test Chart
 Sources: Processed Data 2022 of SPSS 26

In the picture above, it can also be seen that the plotting distribution points contained in the picture "Standardized Regression Normal PP Plot" always follow and approach the diagonal line. Therefore, this shows that the data is normally distributed. So, the results of the normality test based on the theory of data are normally distributed, and also based on the PP graph normal standardized regression plots of residuals are also normally distributed.

3.2.2. Multicollinearity Test

To test whether or not a correlation was found between the independent variables, a multicollinearity test was conducted.

Table 6 Multicollinearity Test Results

Coefficients ^a								
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	0.988	1.069		0.924	0.358		
	Service quality	0.123	0.050	0.200	2.478	0.015	0.269	3.715
	Consumer Satisfaction	0.456	0.050	0.733	9.072	0.000	0.269	3.715

a. Dependent Variable: Customer Loyalty

Source: Processed Data 2022 of SPSS 26

The results of the multicollinearity test in Table 6 show that the Variance Inflation Factor (VIF) value of each variable is < 10 and the Tolerance value of each variable is > 0.10. This shows that there is no multicollinearity problem in the model.

3.2.3. Heteroscedasticity Test

Based on Figure 3 the results of the heteroscedasticity test show that all research variables have no symptoms of heteroscedasticity.

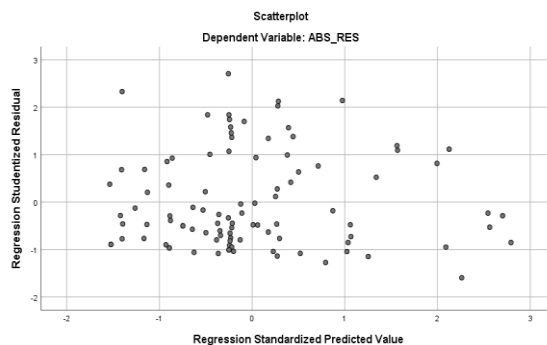


Figure 3 Heteroscedasticity Test Chart
 Source: Processed Data 2022 of SPSS 26

The results of the Heteroscedasticity test with the scatterplot graph presented in the figure, it also shows that the randomly distributed points do not form a clear pattern. so it can be concluded that there are no symptoms of heteroscedasticity.

3.2.4. Autocorrelation Test

The results of the autocorrelation test through the Durbin-Watson test can be seen in Table 7 below:

Table 7 Autocorrelation Test Results

Model Summary ^b					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.911a	0.829	0.826	2,023	1.999
a. Predictors: (Constant), Online Shopping Attitude, Price					
b. Dependent Variable: Purchasing Decision					

Source: Processed Data 2022 of SPSS 26

Based on Table 7 above, it is known that the Durbin-Watson value is 1.954 and the upper limit value of the Durbin-Watson table can be explained that the DU value is 1.7152 and DL is 1.6337. And this value can be seen from the Durbin-Watson table with $n = 100$ where $k = 2$ is the number of predictor variables. So, DU Based on the provisions of the autocorrelation test decision making, Durbin Watson's value of 1.999 is greater than the upper limit of DU's value of 1.7152 and Durbin Watson's value of 1.999 is smaller or smaller than $(4-DU) 4 - 1.7152 = 2.367$ ($DW > DU$ and $DW < (4 - DU)$). So it can be used that there are no symptoms of autocorrelation in the regression model in this study.

3.3 Hypothesis Analysis

T Test (Partial Test)

Table 8 T-Test Results of Service Quality Variables

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	0.988	1.069		0.924	0.358
	Service quality	0.123	0.050	0.200	2.478	0.015
a. Dependent Variable: Customer Loyalty						

Source: Processed Data 2022 of SPSS 26

Based on Table 8 by observing the row, column t, and sig variable customer quality, it can be seen that the value of the influence of the service quality variable on customer loyalty (H1). The service quality variable (X1) has a positive and significant effect on customer loyalty. It can be seen that the service quality is significant (X1) $0.015 < 0.05$, and the value of $t_{table} = t(\alpha / 2; nk-1 = t(0.05 / 2; 100-2-1) = (0.025; 97)) 1.98472$.

This means that the value of t count is greater than t_{table} ($2,478 > 1.98472$), however, H0 is rejected and H1 is accepted. So the hypothesis which states that there is an effect of service quality on customer loyalty is partially accepted.

Table 9 Coefficient of Determination of Service Quality on Customer Loyalty

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.911a	0.829	0.826	2,023
a. Predictors: (Constant), Service Quality				

Source: Processed Data 2022 of SPSS 26

Based on Table 9 it is known that the coefficient of determination (R Square) of 0.829 is the square of the correlation coefficient. This shows that the service quality variable affects customer loyalty by 82.9%, while the remaining 17.1% is explained by other variables.

Table 10 T-Test Results of Consumer Satisfaction Variables

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	0.988	1.069		0.924	0.358
	Consumer Satisfaction	0.456	0.050	0.733	9.072	0.000

a. Dependent Variable: Customer Loyalty

Source: Processed Data 2022 of SPSS 26

Based on Table 10 by observing the row, column t and sig variable service quality, it can be seen that the value of the effect of the variable consumer satisfaction on customer loyalty (H2). The consumer satisfaction variable (X2) has a positive and significant effect on customer loyalty. This can be seen from the significance of consumer satisfaction (X2) $0.000 < 0.05$, and the value of $t_{table} = t(\alpha / 2; nk-1) = t(0.05/2; 100-2-1) = t(0.025; 97) = 1.98472$.

This means that if the value of tcount is greater than t_{table} ($9.072 > 1.98472$), then H_0 is rejected and H_2 is accepted, in order for the hypothesis that states that there is an effect of consumer satisfaction on customer loyalty to be partially accepted.

Table 11 Coefficient of Determination of Consumer Satisfaction on Customer Loyalty

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.911a	0.829	0.826	2,023

a. Predictors: (Constant), Service Quality

Source: Processed Data 2022 of SPSS 26

Based on Table 11, it is known that the coefficient of determination (R Square) of 0.829 is the square of the correlation coefficient. This shows that the variable consumer satisfaction has an effect on customer loyalty by 82.9%, while the remaining 17.1% is explained by other variables.

F Test Results

Table 12. F Test Results

ANOVA ^a						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	1929,686	2	964,843	235,705	.000 ^b
	Residual	397,064	97	4.093		
	Total	2326,750	99			

a. Dependent Variable: Customer Loyalty
b. Predictors: (Constant), Customer Satisfaction, Service Quality

Source: Processed Data 2022 of SPSS 26

Based on the test results in the table above, it can be seen that the F_{count} value is 235,705 with a F_{table} value of 3.09 however $F_{count} > F_{table}$ or $235,705 > 3.09$, and a significant level of $0.000 < 0.05$ then H_0 is rejected and H_3 is accepted, it can be concluded that the service quality variable (X1) and customer satisfaction (X2) simultaneously have a significant effect on customer loyalty (Y).

Coefficient of Determination Test

Table 13 Coefficient of Determination of Service Quality and Consumer Satisfaction on Customer Loyalty.

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.911a	0.829	0.826	2,023

a. Predictors: (Constant), Consumer Satisfaction, Service Quality.

Source: Processed Data 2022 of SPSS 26

The magnitude of the influence between service quality variables (X1) and customer satisfaction (X2) on customer loyalty (Y) simultaneously can be seen from the magnitude of the correlation between service quality variables and customer satisfaction with the square (R Square) of the customer loyalty variable. The coefficient of determination is defined as the square of the correlation coefficient squared and then multiplied by 100%. Based on the results of the R Square value of 0.829,

which means that the service quality and customer satisfaction variables can affect the customer loyalty variable by 82.9% and the remaining 17.1% is explained by other variables that affect customer loyalty outside of this study.

3.4 Discussion

The Influence of Service Quality on Customer Loyalty. Based on the test results, it is known that the service quality variable has a positive effect on customer loyalty, meaning that any increase in the value perceived by the customer will affect customer loyalty and conversely. This can be supported by looking at the significantly smaller alpha value, namely $0.015 < 0.05$, meaning that the value perceived by the customer has a positive and significant effect on customer loyalty. In addition, it can be seen that the results of t_{count} are greater than t_{table} namely $(2.478) > t_{\text{table}} (1.98472)$, meaning that service quality variables affect customer loyalty.

The Influence of Consumers Satisfaction on Customer Loyalty. Based on the test results, it is known that the variable of consumer satisfaction has a positive and significant effect on customer loyalty, meaning that any increase in the value of satisfaction felt by consumers will affect customer loyalty and conversely. This can be supported by a significantly greater alpha value, namely $0.000 < 0.05$, meaning that the value of satisfaction felt by consumers has a positive and significant effect on customer loyalty. In addition, it can be seen that the results of t_{count} are greater than t_{table} , namely $(9.072) > t_{\text{table}} (1.98472)$, meaning that the variable customer satisfaction partially has a positive and significant effect on customer loyalty. So if the quality of service provided to consumers is good and in accordance with customer expectations, customer loyalty will occur.

The Influence of Service Quality and Consumers Satisfaction on Customer Loyalty. The effect of service quality and customer satisfaction on customer loyalty is seen by doing F test. To see if the F test can be used, then in this study using SPSS we need a numerator and a denominator of degrees of freedom. Because the value of F_{count} is greater than F_{table} , which is $235,705 > 3.09$, which means that the variables of service quality and customer satisfaction simultaneously have a significant effect on customer loyalty. The result of the calculation of R square value or the coefficient of determination is 0.829. This means that the variables of service quality and customer satisfaction affect customer loyalty by 82.9%, while the remaining 17.1% is influenced by other variables not examined in this study.

4. Conclusions

Based on the results of the analysis and discussion, the following conclusions can be drawn:

- From the results of variable testing conducted between service quality and customer loyalty, it can be seen that service quality has a positive and significant effect on customer loyalty at the Berlian Hotel Restaurant. This is evidenced by the T test, namely, the T_{count} value is greater than the T_{table} value, which is $(2.478) > (1.98472)$ and the significance value is $0.015 < 0.05$ which means H_1 is accepted and H_0 is rejected. So the quality of service is very influential, the higher the quality of service provided and perceived by the customer, the higher the level of customer loyalty obtained at the Berlian Hotel Restaurant.
- From the test results between the variables of customer satisfaction and customer loyalty, it can be seen that customer satisfaction partially has a positive and significant effect on customer loyalty at the Berlian Hotel Restaurant. This is evidenced by the T test, namely, the T_{count} value is greater than the T_{table} value, which is $(9.072) > (1.98472)$, and a significance value of $0.000 < 0.05$, which means H_2 is accepted and H_0 is rejected. The satisfaction obtained by consumers can increase customer loyalty. The better the satisfaction obtained by the customer, the higher the level of customer loyalty at the Berlian Hotel Restaurant.
- From the results of simultaneous testing conducted between two independent variables and one dependent variable simultaneously, it can be obtained that service quality and customer satisfaction simultaneously have a positive and significant effect on customer loyalty. This is evidenced by F test F_{count} is greater than F_{table} , which is $235,705 > 3.09$, and a significant value of $0.000 < 0.05$ which means H_3 is accepted and H_0 is rejected.

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