

The Influence of Service Quality, Relationship Marketing and Experiential Marketing on Loyalty with Satisfaction as Mediation in Royal Hotel Singosari Kuta

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ABSTRACT

This study aims to determine the effect of Service Quality, Relationship Marketing and Experiential Marketing on Loyalty with Satisfaction as Mediation at Hotel Royal Singosari Kuta. The number of samples used as many as 234 respondents which were determined by using the Slovin method. Methods of collecting data are interviews and questionnaires using a Likert scale, as well as distributing questionnaires using Google Form. The data analysis technique was carried out using Path Analysis (Structural Equation Modeling-Partial Least Square (SEM PLS)). The results of this study indicate that *Service quality* and Experiential marketing has a positive and significant effect on customer loyalty through customer satisfaction. This research has implications in contributing to decision-making, especially in the development of the hospitality and tourism industry to realize an increase in service quality, relationship marketing and experiential marketing in accordance with the company's vision and mission, especially the management of the Royal Singosari Kuta Hotel.

Keywords : *Service quality*, Relationship marketing, Experiential marketing, Customer satisfaction, Customer loyalty

INTRODUCTION

Marketing is one of the most important factors to advance the company, especially companies engaged in goods and services. The essence of marketing is identifying and meeting consumer needs and wants (Kotler, 2016). If the company is not able to identify the needs and wants of consumers, it is likely that the company will lose many opportunities to get consumers.

The current business development has various kinds of competition in all fields. Seeing these conditions, companies are required to respond to changes that occur and must have the right strategy in meeting sales targets (Mamesah, 2020). One of the problems felt by the company is how to attract more customers and retain customers in order to achieve company goals.

The way that the company can do is to carry out the marketing process as well as possible so that the company's goals can be achieved. (Laksmiana, 2018). Every company always strives to retain their customers because the life of the company lies in the customer. Companies must be able to make customers comfortable so that they remain loyal to the company.

Loyalty is a commitment to obtain or revisit products / services that have been provided by the company and remain customers of the company (Bao, 2017; Manengkey, 2019). Customer

loyalty occurs when customers are satisfied with certain products or services so that the basic goal is to turn satisfied customers into loyal ones (Setiawan, 2016; Bernardo, 2019).

Increasing customer loyalty, especially in the tourism sector, is an important role in growing the regional economy (Priyanto, 2018; Mahmud, 2019). The more loyal the company's customers will grow and the more benefits they will get. However, in this era of globalization, it is very difficult to make consumers loyal to the company. There is a lot of competition in service providers, especially hotel services. They develop various ways to get customers (Sugiarsa, 2018). Therefore, hotel services and other accurate strategies need to be focused on creating customer satisfaction (Bao, 2017).

The emergence of the Covid-19 pandemic that occurred in 2019 in Wuhan had a major impact on countries around the world, especially Indonesia, which began in early March 2020. The major impact was not only on the health sector, but also on other sectors such as the economy and tourism. . To overcome this, Indonesia implements health protocols, namely mandatory wearing of masks, routine hand washing, physical distancing, application of coughing and sneezing etiquette, and self-isolation as an effort to prevent transmission of the corona virus 19. The public is advised to avoid crowds, to engage in activities that involve many parties. /person, working from home / WFH (Work From Home) (Chriswardana, 2020).

The COVID-19 pandemic has made it difficult for many people to survive. The sector most affected is the tourism sector. Many tourism experts say that it may take the tourism industry a very long time to regain its strength (Madubuike, 2020).

Hotel Royal Singosari Kuta is one of the four-star hotels located in the Kuta area, Badung. Hotel Royal Singosari Kuta is visited by many tourists, both domestic and foreign. The number of room occupancy rates at Hotel Royal Singosari Kuta can be seen in the following table:

Table 1
Room Occupancy Rate at Hotel Royal Singosari Kuta
2015 - 2020

Month	2015 (occ %)	2016 (occ %)	2017 (occ %)	2018 (occ %)	2019 (occ %)	2020 (occ %)
January	54.42%	69.32%	77.84%	75.84%	80.26%	86.93%
February	54.41%	69.53%	73.54%	78.71%	80.93%	77.65%
March	51.27%	64.34%	76.58%	81.82%	79.99%	26.96%
April	49.74%	63.33%	78.22%	84.18%	82.85%	18.33%
May	53.32%	67.93%	71.53%	85.79%	83.80%	8.10%
June	55.76%	68.92%	72.10%	85.33%	83.78%	6.70%
July	57.75%	71.63%	77.04%	86.85%	85.74%	1.18%
August	61.09%	74.47%	71.23%	87.92%	87.23%	7.50%
September	62.77%	76.11%	74.23%	88.95%	88.24%	10.89%
October	62.57%	76.43%	74.91%	89.54%	89.07%	11.98%
November	62.71%	75.26%	75.93%	89.97%	89.60%	13.46%
December	63.53%	74.20%	74.90%	89.81%	89.78%	30.72%
Average	57.44%	70.95%	74.83%	85.39%	85.10%	25.03%

Source: Royal Singosari Kuta Hotel Data (2020)

Table 1 shows that the room occupancy rate at the Hotel Royal Singosari Kuta in 2015 - 2020 changes every year. In 2019 the room occupancy rate decreased by 0.29% compared to 2018, and in 2020 experienced a drastic decline due to the covid 19 pandemic.

Table 2
Number of Hotel Guests who stay more than once on
Hotel Royal Singosari Kuta 2015 - 2020

Year	Rooms Sold	Guests (Persons)
2015	8526	788
2016	10665	1253
2017	10088	1174
2018	12398	1642
2019	10948	1321
2020	7156	564
TOTAL	59781	6742

Source: Royal Singosari Kuta Hotel Data (2020)

Table 2 shows that the number of hotel guests who stayed more than once at the Hotel Royal Singosari Kuta in 2015 - 2020 also experienced changes. In 2020 the number of guests who stayed more than once was 564 people. This number has decreased compared to the previous year.

The results of an interview with the Finance Controller that during normal times, Hotel Royal Singosari has a lot of competition in providing attractive hotel services and facilities with other hotels. There are also assessment results from several guests who have stayed at the Hotel Royal Singosari Kuta that they are not satisfied with the services provided, the lack of follow-up on handling complaints, the lack of variants of the facilities provided and the limited parking space. During the COVID-19 pandemic, of course, the impact was quite large because both foreign and domestic guests were required to return to their home regions.

If the Hotel Royal Singosari Kuta does not follow up on the results of the assessment that is not satisfied by the visitor or customer, it will be very influential for Hotel Royal Singosari Kuta which will experience a decrease in visitors or customers in the future when conditions start to normal. The hotel is expected to be able to improve service, improve good relationships with customers and other parties and provide valuable experiences as an attraction to customers.

The covid-19 pandemic has resulted in the pattern of customer behavior during the covid-19 pandemic, so that in order to maintain customer satisfaction and loyalty, goods delivery service providers need to evaluate service improvements in accordance with customer wishes to increase customer satisfaction and loyalty to service providers. delivery during the covid-19 pandemic (Restuputri, 2021).

Improved service means the company is able to provide quality services in accordance with customer desires. Company or hotel must be able to provide quality services so as not to lose customers in the long term. (Wijayanto, 2015; Hashem, 2019). Quality of services can be realized through competent human resources to realize values in excellent service, and supported by adequate infrastructure or facilities so as to create customer satisfaction (Priyanto, 2018).

This is in accordance with research conducted by Huang (2017) regarding *the influence of service quality on customer satisfaction and loyalty in the B2B technology service industry*. Research result said that service quality has a positive effect on satisfaction. The higher or better the quality provided, the more satisfied customers are with receiving the service. The results of this study are in accordance with the research of Hidayat (2015), Minh (2016), Nisrina (2019), Indriastuti (2019), Rosita (2016), Hashem (2019), Wijayanto (2015), Marlius (2017), Sari (2017), Nafsiyah (2020). The results of this study contradict the results of research by Nisa (2015), Maryadi (2018) and Tresiya (2018) which say that service quality has no effect on satisfaction.

Improving service quality can also increase customer loyalty towards the company. In this case, it is necessary to understand the factors that affect service quality (Wijayanto, 2015; Hashem, 2019). The higher or better the quality provided, the more loyal customers are to receiving the service. Customers will come back to enjoy the services that have been provided. This is in accordance with research conducted by Minh (2016) regarding *The Relationship between Service Quality, Customer Satisfaction and Customer Loyalty: An Investigation in Vietnamese Retail Banking Sector*.

Research result said that service quality has a positive effect on loyalty. The results of this study are in accordance with Hidayat's (2015) research on *Effects Of Service Quality, Customer Trust and Customer Religious Commitment On Customer Satisfaction And Loyalty Of Islamic Banks In East Java*. The results of this study are in accordance with the research of Lung Huang (2017), Wijayanto (2015), Farisi (2019), Purwanto (2015). The results of this study contradict the results of research by Indriastuti (2019), Priyanto (2018, Nisa (2015), and Kusuma (2018) which say that service quality has no effect on loyalty.

Relationship marketing is one way how companies establish good relations with their customers in order to purchase products/services again or use products/services again. A good relationship will create a good impression for customers. A good impression itself certainly increases customer satisfaction. (Sari, 2017; Anggraini, 2018; Bernardo, 2019). In the current covid pandemic conditions, to establish marketing relationships with customers, business actors are advised not only to focus on promotions on social media to get new customers, but must also be able to maintain or maintain existing customers by creating customer satisfaction and ultimately creating loyalty. customers (Nabilah, 2021)

This is in accordance with research conducted by Bernanto (2019) regarding *Analysis of the Effect of Relationship Marketing And Patients' Satisfaction on Patients' Loyalty (A case in X Hospital)*. Research result said that relationship marketing has a positive effect on satisfaction. The higher or better the relationship provided, the more satisfied the customer is with the relationship. The results of this study are in accordance with research by Zaid (2017), Herdian (2018), Rini (2018), Aka (2016). The results of this study contradict the results of Sari (2017) and Nisa (2015) which say that relationship marketing has no effect on satisfaction.

Strategy relationship marketing apply that the company's success in improving customer relationships able to create a loyal customer attitude towards the company in the long term (Sari, 2017; Anggraini, 2018). This is in accordance with research conducted by Purwanto (2015) regarding *Effect of Service Performance and Relationship Marketing Towards Consumer Loyalty*. Research result said that relationship marketing positive effect on loyalty. The results of this study are in accordance with the research of Octafilia (2018), Anggraini (2018), Herdian (2018), Wu (2015). The results of this study are contrary to the results of Sari (2017) and Nisa (2015) which say that relationship marketing not affect loyalty.

Another marketing strategy that can be done is experiential marketing. Experiential marketing is the ability of products/services to offer emotional experiences that can touch the minds and hearts of customers (Wu, 2015; Maulana, 2019). A good company will provide an interesting and pleasant experience for their customers, in addition to the current situation, safe and comfortable conditions are needed such as implementing good health protocols and maintaining cleanliness around so that customers will really enjoy it and feel satisfied with the company.

This is in accordance with research conducted by Abadi (2020) regarding *Effect of Customer Value and Experiential Marketing to Customer Loyalty with Customer Satisfaction as Intervening Variable (Case Study on Gojek Makassar Consumers)*. The research results say that *experiential marketing* positive effect on satisfaction. The higher or better the experience provided, the more satisfied customers are with the company. The results of this study are in

accordance with the research of Pangastuti (2017), Yuliyana (2016), Amrullah (2018), Adam (2019). The results of this study contradict the results of research by Octaviana (2018) and Pratama (2019) which say that experiential marketing has no effect on satisfaction.

Experiential marketing widely used by companies to build experiences and connections with customers, increase innovation, make purchases and most importantly loyalty (Schmitt in Wahyuningtyas, 2017 and Manengkey, 2019). The relationship between experiential marketing and loyalty is that the better the experience provided by the company, the higher the number of loyal customers. This is in accordance with research conducted by Sugiyarti (2017) regarding *Experiential Marketing Creative Antecedence for Success of Brand Loyalty (A Study on the Users of Perfume for Body in Indonesia)*. The research results say that *experiential marketing* positive effect on loyalty. The results of this study are in accordance with the research of Maulana (2019), Pangastuti (2017), Yuliyana (2016), Adam (2019). The results of this study contradict the results of research by Nainggolan (2018) and Pratama (2019) which say that *experiential marketing* not affect loyalty

Customer satisfaction is a condition where feelings of pleasure or disappointment arise after comparing the results with the expected product or service (Ozturk, 2015; Bao, 2017; Susanti, 2019). The more customers who are satisfied with the products/services provided by the company, the more loyal these customers are to the company and can increase company profits.

This is in accordance with research conducted by Hidayat (2015) regarding *Effects Of Service Quality, Customer Trust And Customer Religious Commitment On Customer Satisfaction And Loyalty Of Islamic Banks In East Java*. Research result said that satisfaction has a positive effect on loyalty. The results of this study are in accordance with research by Huang (2017), Minh (2016), Wijayanto (2015), Farisi (2019), Priyanto (2018). The results of this study contradict the results of research by Anggayani (2018) and Ezizwita (2019) which say that satisfaction has no effect on loyalty.

Based on this description, it can be used as a motivating factor for researchers to further examine the problems experienced by the hotel and the research gaps that have been found and provide solutions for research sites in this case regarding "The Influence of Service Quality, Relationship Marketing and Experiential Marketing on Loyalty with Satisfaction as a Mediation at the Royal Singosari Hotel Kuta

LITERATURE REVIEW

In the current era of globalization, one of the problems felt by companies is how to attract more customers and retain customers for the company's goals (Laksmiana, 2018). Every company always strives to attract customers and retain their customers because the life of the company lies in the customer. Companies must be able to keep customers loyal to the company. Loyalty is a commitment to obtain or revisit products / services that have been provided by the company and remain customers of the company (Bao, 2017; Manengkey, 2019).

Increasing customer loyalty, especially in the tourism sector, is an important role in growing the regional economy (Priyanto, 2018; Mahmud, 2019). There is a lot of competition in service providers, especially hotel services (Sugiarsa, 2018). Therefore, the number of hotel services needs to be focused on creating customer satisfaction (Bao, 2017,).).

Hotel Royal Singosari Kuta is one of the four-star hotels located in the Kuta area, Badung. Hotel Royal Singosari Kuta is visited by many tourists, both domestic and foreign. The results of the data that have been obtained by researchers that there are the number of room occupancy and the number of guests staying at the Hotel Royal Singosari Kuta changes every year. In 2019 there was a decrease compared to the previous year.

If you don't solve this problem, it will be very influential for Hotel Royal Singosari Kuta which will experience a decrease in visitors or customers in the coming year. The hotel is

expected to be able to improve service, improve good relations with customers and other parties and provide a variety of facilities as an attraction to customers.

Many factors affect customer loyalty because the company's life lies with the customer in order to achieve its goal of making a profit. The way that the company can do is to improve the quality of service, customer relations with the company, and increase customer attractiveness by providing various kinds of facilities and experiences that they feel.

The Effect of Service Quality on Customer Satisfaction

Companies engaged in services must be able to provide quality services so as not to lose customers in the long term. (Wijayanto, 2015; Hashem, 2019). Providing quality services will certainly increase customer satisfaction because customers receive results that are in accordance with their expectations in this case receiving good and quality service. This is in accordance with research conducted by Hidayat (2015), Lung (2017), Minh (2016), Nisrina (2019), Indriastuti (2019), Rosita (2016), Hashem (2019), Wijayanto (2015), Marlius (2017), Sari (2017) who said that service quality had a positive effect on satisfaction. The higher or better the quality of service provided, the more satisfied customers are with receiving these services. Based on this it can be assumed:

H1 :*Service quality* positive and significant effect on customer satisfaction

The Effect of Relationship Marketing on Customer Satisfaction

Relationship marketing is one way how the company establishes good relations with its customers in order to make repurchases. A good relationship will create a good impression for customers (Sari, 2017; Anggraini, 2018; Bernardo, 2019). A good impression itself certainly increases customer satisfaction. This is in accordance with research conducted by Purwanto (2015), Octafilia (2018), Anggraini (2018), Zaid (2017), Herdian (2018), Bernanto (2019), Wu (2015) which states that relationship marketing has a positive effect on satisfaction. The higher or better the relationship provided, the more satisfied the customer is with the relationship.

Based on this it can be assumed:

H2: Relationship marketing positive and significant effect on customer satisfaction

The Effect of Experiential Marketing on Customer Satisfaction

Experiential marketing is the ability of a product to offer an emotional experience that can touch the minds and hearts of customers (Wu, 2015; Maulana, 2019). A good company will provide an interesting and enjoyable experience for their customers. Customers who really enjoy it will feel satisfied with the company. This is in accordance with research conducted by Maulana (2019), Pangastuti (2017), Yuliyana (2016), Amrullah (2018), Adam (2019) which says that experiential marketing has a positive effect on satisfaction. The higher or better the experience provided, the more satisfied customers are with the company.

Based on this it can be assumed:

H3 : Experiential marketing positive and significant effect on customer satisfaction

The Effect of Customer Satisfaction on Customer Loyalty

Customer satisfaction is a condition where feelings of pleasure or disappointment arise after comparing the results with the expected product or service (Ozturk, 2015; Bao, 2017; Susanti, 2019) and loyalty is a commitment to obtain or revisit the products/services that have been provided by the customer. the company and remain customers of the company (Bao, 2017; Manengkey, 2019). The more satisfied customers are with the products/services provided by the company, the more loyal these customers are to the company. This is in accordance with research

conducted by Hidayat (2015), Huang (2017), Minh (2016), Wijayanto (2015), Farisi (2019) which says that satisfaction has a positive effect on and significant to loyalty.

Based on this it can be assumed:

H4 : Customer satisfaction positive and significant effect on customer loyalty

The Influence of Service Quality on Customer Loyalty

Quality services can be created if company management understands the factors that affect service quality (Wijayanto, 2015; Hashem, 2019). The existence of good service quality certainly increases customer loyalty. The higher or better the quality provided, the more loyal customers are to receiving the service. Customers will come back to enjoy the services that have been provided. This is in accordance with research conducted by Hidayat (2015), Lung Huang (2017), Minh (2016), Wijayanto (2015), Farisi (2019) which says that service quality has a positive effect on loyalty.

Based on this it can be assumed:

H5 : Service quality positive and significant effect on customer loyalty

The Effect of Relationship Marketing on Customer Loyalty

Relationship marketing is the process of creating, maintaining, and enhancing strong, high-value relationships with customers and other interested parties (Sari, 2017; Anggraini, 2018). Loyalty is an individual's loyal attitude towards a product/service. The better the relationship forged by the company to the customer, of course, will increase the customer's loyal attitude towards the company. This is in accordance with research conducted by Purwanto (2015), Octafilia (2018), Anggraini (2018), Herdian (2018), Wu (2015) which says that *relationship marketing* positive effect on loyalty.

Based on this it can be assumed:

H6 : *Relationship marketing* positive and significant effect on customer loyalty

The Effect of Experiential Marketing on Customer Loyalty

Experiential marketing widely used by companies to build experiences and connections with customers, increase innovation, make purchases and most importantly loyalty (Schmitt in Wahyuningtyas, 2017 and Manengkey, 2019). The relationship between experiential marketing and loyalty is that the better the experience provided by the company, the higher the number of loyal customers. This is in accordance with research conducted by Maulana (2019), Pangastuti (2017), Yuliyana (2016), Amrullah (2018), Adam (2019) which said that *experiential marketing* positive effect on loyalty.

Based on this it can be assumed:

H7 : *Experiential marketing* positive and significant effect on customer loyalty

The Effect of Service Quality on Customer Loyalty through Customer Satisfaction

Providing quality services will certainly increase customer satisfaction because customers receive results that are in accordance with their expectations in this case receiving good and quality service. The higher or better the quality of service provided, the more satisfied customers are with receiving these services. Satisfied customers will also increase the level of customer loyalty. Customers will come back to enjoy the services that have been provided. This is in accordance with research conducted by Hidayat (2015), Minh (2016), Ubaidillah (2017), Farisi (2019), Maulana (2019), which states that satisfaction can mediate the relationship between service quality and loyalty.

Based on this it can be assumed:

H8 : *Service quality* positive and significant effect on customer loyalty through customer satisfaction

The Effect of Relationship Marketing on Customer Loyalty through Customer Satisfaction

The existence of a good relationship will foster a sense of satisfaction and a good impression for customers and increase customer loyalty itself. The better the relationship established by the company to the customer, of course, will increase the customer's loyal attitude towards the company based on customer satisfaction. This is in accordance with research conducted by Purwanto (2015), Amrullah (2018), Adam (2019) which says that satisfaction can mediate the relationship between *relationship marketing* to loyalty.

Based on this it can be assumed:

H9 : *Rrelationship marketing* positive and significant effect on customer loyalty through customer satisfaction

The Effect of Experiential Marketing on Customer Loyalty through Customer Satisfaction

A good company will provide an interesting and enjoyable experience for their customers. Customers who really enjoy it will feel satisfied with the company which of course also increases customer loyalty. This is in accordance with research conducted by Karyose (2017), Maulana (2019), Abadi (2020) which says that satisfaction can mediate the relationship between *experiential marketing* to loyalty.

Based on this it can be assumed:

H10 : *Experiential marketing* positive and significant effect on customer loyalty through customer satisfaction

RESEARCH METHODS

Research Location and Time

The location of this research was conducted at Hotel Royal Singosari Kuta, which is located at Jalan Singosari No.18 Kuta, Badung. The time of the research carried out was from 2019 to 2020 before the COVID-19 pandemic until the ongoing pandemic. This is because Royal Singosari Hotel customers in 2019 experienced a decrease in the level of customer loyalty who stayed more than once compared to the previous year and in 2020 the hotel experienced a drastic decrease in customer loyalty due to the covid-19 pandemic.

Population and Sample

The population in this study is the number of guests who stay more than once in 2020 totaling 564 people. Sampling in this study used the purposive sampling method, which is a sampling technique with certain considerations/criteria in selecting samples that are considered to be able to provide the necessary information in accordance with certain criteria desired by researchers (Sugiyono, 2013:218). Certain considerations of sampling this research are as follows:

1. Hotel guests staying more than once in 2020
2. Hotel guests who are over 17 years old because in that age range they are considered able to answer the questionnaire properly and correctly

The number of samples used in this study is the number of samples obtained based on the calculation of the determination of the sample using Slovin. The samples obtained were 234 people. Questionnaires were distributed to respondents through google forms due to reducing direct contact in the atmosphere of the covid 19 pandemic.

Identification of Research Variables and Indicators

The variables used in this study are as follows:

1. Exogenous variables (exogenous variables). The exogenous variables in this study are service quality (X1), relationship marketing (X2), and experiential marketing (X3).
2. Endogenous variables (endogenous variables). The endogenous variable in this study is customer loyalty (Y2).
3. The mediating variable (intervening variable) or commonly called the second independent. The intervening variable in this study is satisfaction (Y1).

Data analysis

Inferential analysis technique is used to test the empirical model and hypotheses proposed in this study. The analytical technique used is a structural equation model (Structural Equation Modeling–SEM) based on Partial Least Square (PLS). This PLS does not assume that the data must use a certain scale measurement and can also be used to confirm theory (Ghozali, 2013:93).

RESEARCH RESULTS AND DISCUSSION

Hypothesis Testing Results

Hypothesis testing is done by t-test by sorting out for testing direct and indirect effects or testing mediating variables. In the following sections, the results of the direct influence test and the examination of the mediating variable are described, respectively.

1. Direct Effect Hypothesis Test

The recapitulation of the path coefficient validation test results for each path for the direct effect presented in Table 3 provides information for hypothesis testing as follows:

Table 3
Direct Effect Hypothesis Testing Results

Relationship Between Variables	Original Sample (O)	T-Statistics	P-Value	Information
Experiential Marketing (X3) -> Satisfaction (Y1)	0.409	8,498	0.000	Significant
Experiential Marketing (X3) -> Loyalty (Y2)	0.067	1,862	0.063	Non Significant
Satisfaction (Y1) -> Loyalty (Y2)	0.874	32,054	0.000	Significant
Relationship Marketing (X2) -> Satisfaction (Y1)	-0.347	6,613	0.000	Significant
Relationship Marketing (X2) -> Loyalty (Y2)	0.170	4,377	0.000	Significant
Service Quality (X1) -> Satisfaction (Y1)	0.328	6,107	0.000	Significant
Service Quality (X1) -> Loyalty (Y2)	0.045	1,428	0.154	Non Significant

Source: data processed, 2021

The test in Table 3 shows the results of hypothesis testing as follows:

- 1) Hypothesis Testing (H1): Effect *Service Quality* to Customer Satisfaction

These results can be seen in the coefficient value of 0.328 with a t-statistics value of 6.107. The t-statistics value is above the value of 1.96 and the value of sig <0.05. Based on this, hypothesis 1 is declared accepted. The results of the analysis obtained gives meaning the better *service quality* in Hotel Royal Singosari Kuta Maka will be able to increase customer satisfaction.

2) Hypothesis Testing (H2): The Effect of Relationship Marketing on Customer Satisfaction.

These results can be seen in the coefficient value of -0.347 with a t-statistics value of 6.613. The value of t-statistics is above the value of 1.96 and the value of sig <0.05. Based on this, hypothesis 2 is declared accepted. The results of the analysis obtained gives meaning the better *relationship marketing* in Hotel Royal Singosari Kuta Maka will be able to increase customer satisfaction.

3) Hypothesis Testing (H3): The Effect of Experiential Marketing on Customer Satisfaction

These results can be seen in the coefficient value of 0.309 with a t-statistics value of 8.498. The value of t-statistics is above the value of 1.96 and the value of sig <0.05. Based on this, hypothesis 3 is declared accepted. The results of the analysis obtained gives meaning the better *experiential marketing* in Hotel Royal Singosari Kuta Maka will be able to increase customer satisfaction.

4) Hypothesis Testing (H4): The Effect of Customer Satisfaction on Customer Loyalty

These results can be seen in the coefficient value of 0.874 with a t-statistics value of 32.054. The t-statistics value is above the value of 1.96 and the value of sig <0.05. Based on this, hypothesis 4 is declared accepted. The results of the analysis obtained gives meaning the better customer satisfaction in Hotel Royal Singosari Kuta Maka will be able to increase customer loyalty.

5) Hypothesis Testing (H5): The Influence of Service Quality on Customer Loyalty

These results can be seen in the coefficient value of 0.045 with a t-statistics value of 1.428. The value of t-statistics is below the value of 1.96 and the value of sig > 0.05. Based on this, hypothesis 5 is declared rejected. The results of the analysis obtained gives meaning *service quality* in Hotel Royal Singosari Kuta does not affect customer loyalty.

6) Hypothesis Testing (H6): The Effect of Relationship Marketing on Customer Loyalty

These results can be seen in the coefficient value of 0.170 with a t-statistics value of 4.377. The t-statistics value is above the value of 1.96 and the value of sig <0.05. Based on this, hypothesis 6 is declared accepted. The results of the analysis obtained gives meaning the better *relationship marketing* in Hotel Royal Singosari Kuta Maka will increase customer loyalty.

7) Hypothesis Testing (H7): The Effect of Experiential Marketing on Customer Loyalty

These results can be seen in the coefficient value of 0.067 with a t-statistics value of 1.862. The value of t-statistics is below the value of 1.96 and the value of sig > 0.05. Based on this, hypothesis 7 is declared rejected. The results of the analysis obtained gives meaning *experiential marketing* in Hotel Royal Singosari Kuta does not affect customer loyalty.

Based on the results of tests carried out using the SmartPLS 3.3 application, the following research model images can be presented:

2. Indirect Effect Hypothesis Test

The recapitulation of the path coefficient validation test results for each path for the indirect effect presented in Table 3 provides information for hypothesis testing as follows:

Table 3
Indirect Effect Hypothesis Testing Results

Variable	Original Sample (O)	T Statistics	P-Value	Information
Experiential Marketing (X3) -> Satisfaction (Y1) -> Loyalty (Y2)	0.357	8,774	0.000	Significant

Relationship Marketing (X2) -> Satisfaction (Y1) -> Loyalty (Y2)	-0.303	6,355	0.000	Significant
Service Quality (X1) -> Satisfaction (Y1) -> Loyalty (Y2)	0.286	5,896	0.000	Significant

Source: data processed, 2021

8) Hypothesis Testing (H8):The Effect of Service Quality on Customer Loyalty through Customer Satisfaction

These results can be seen in the coefficient value of 0.286 with a t-statistics value of 5.896. The t-statistics value is above the value of 1.96 and the value of sig <0.05. Based on this, hypothesis 8 is declared accepted. This means that increasing customer satisfaction will be able to have a good influence between *service quality* and customer loyalty in Hotel Royal Singosari.

9) Hypothesis Testing (H9):The Effect of Relationship Marketing on Customer Loyalty through Customer Satisfaction

These results can be seen in the coefficient value of -0.303 with a t-statistics value of 6.355. The t-statistics value is above the value of 1.96 and the value of sig <0.05. Based on this, hypothesis 9 is declared accepted. This means that increasing customer satisfaction will be able to have a good influence between *relationship marketing* and customer loyalty in Hotel Royal Singosari.

10) Hypothesis Testing (H10):Effect of Experiential Marketing on Customer Loyalty through Customer Satisfaction.

These results can be seen in the coefficient value of 0.357 with a t-statistics value of 8.774. The t-statistics value is above the value of 1.96 and the value of sig <0.05. Based on this, hypothesis 10 is declared accepted. This means that increasing customer satisfaction will be able to have a good influence between *experiential marketing* and customer loyalty in Hotel Royal Singosari.

3. Examining the mediating effect of indirect influence

Testing the significance of the mediating variable in the model can be checked from the results of the indirect effect test. From this test, it can be investigated the level of intervention of the mediating variable, whether it is full mediation, partial mediation or not mediation. The mediating variable testing method used is as follows (Hair, et al., 2010):

- Examine the direct effect of the independent variable on the dependent variable in the model by involving the mediating variable.
- Examining the effect of the independent variable on the dependent variable in the model without involving the mediating variable.
- Examine the effect of the independent variable on the mediating variable.
- Examine the effect of the mediating variable on the dependent variable.

Based on the results of the investigation of the four influences (a, b, c, and d), it can then be determined the level of intervention from the mediating variable with the following stages of analysis:

- If the path coefficient c'' from the estimation results of the second step remains significant and does not change ($c'' = c$) then there is no mediating effect.
- If the path coefficient c'' value decreases ($c'' < c$) but remains significant, the form of mediation is partial mediation.

c. If the path coefficient c'' decreases ($c'' < c'$) and becomes insignificant, then the form of mediation is full mediation.

In testing the following hypothesis, the mediating role of the satisfaction variable (Y1) between *service quality* (X1) on customer loyalty (Y2), the mediating role of the satisfaction variable (Y1) between relationship marketing (X2) on customer loyalty (Y2) and the mediating role of the satisfaction variable (Y1) between experiential marketing (X3) on customer loyalty (Y2). As for the indirect effect hypothesis testing in this study, the results of the analysis can be presented in Table 4 as follows:

Table 4
Recapitulation of Mediation Variable Test Results

No	Variable Mediation Satisfaction (Y1) on:	Effect				Note:
		(A)	(B)	(C)	(D)	
1	Service Quality (X1) → Loyalty (Y2)	0.045 (Non Sig)	0.353 (Sig)	0.328 (Sig)	0.874 (Sig)	Full Mediation
2	Relationship Marketing (X2) → Loyalty (Y2)	0.170 (Non Sig)	-0.172 (Non Sig)	-0.347 (Sig)	0.874 (Sig)	Full Mediation
3	Experiential Marketing (X3) → Loyalty (Y2)	0.067 (Non Sig)	0.408 (Sig)	0.409 (Sig)	0.874 (Sig)	Full Mediation

Source: data processed, 2021

The information obtained from Table 4 above is the result of testing the mediating variables that can be conveyed as follows:

- 1) Customer satisfaction (Y1) is able to mediate positively and significantly on the indirect effect *service quality* (X1) on customer loyalty (Y2) is full mediation. This result is shown from the mediation test conducted, it appears that the effect of C, and D has a significant value, and the effect of A is not significant. Likewise, customer satisfaction (Y1) is able to mediate positively and significantly on the indirect effect *relationship marketing* (X2) on customer loyalty (Y2) is full mediation, and customer satisfaction (Y1) is able to mediate positively and significantly on the indirect effect *experiential marketing* (X3) on customer loyalty (Y2) is full mediation. This result is shown from the mediation test conducted, it appears that the effect of C, and D has a significant value, and the effect of A is not significant. This result is shown from the mediation test carried out, it appears that the effect of C, and D has a significant value, and the effect of A is not significant.
- 2) Other information that can be conveyed, the mediating effect of the satisfaction variable (Y1) on the indirect effect of relationship marketing (X2) on customer loyalty (Y2) is full mediation. This finding provides an indication that, the mediating variable of customer satisfaction (Y1) proved to be a key determinant of the effect on *service quality* (X1), relationship marketing (X2) and experiential marketing (X3) on customer loyalty (Y2).

In order to determine the overall effect for each relationship between the variables studied, a recapitulation of direct effects, indirect effects and total effects can be presented in Table 5.20 below:

Table 5
Calculation of Direct, Indirect and Total Effects

No	Variable Relationship	P-Value		
		Live Effect	Indirect Effect	Total Effect
1	<i>Service Quality</i> (X1) → Satisfaction (Y1)	0.000	-	0.000

No	Variable Relationship	P-Value		
		Live Effect	Indirect Effect	Total Effect
2	<i>Relationship Marketing (X2) → Satisfaction (Y1)</i>	0.000	-	0.000
3	<i>Experiential Marketing (X3) → Satisfaction (Y1)</i>	0.000	-	0.000
4	<i>Service Quality (X1) → Loyalty (Y2)</i>	0.154	0.000	0.000
5	<i>Relationship Marketing (X2) → Loyalty (Y2)</i>	0.000	0.000	0.032
6	<i>Experiential Marketing (X3) → Loyalty (Y2)</i>	0.063	0.000	0.000
7	<i>Satisfaction (Y1) → Loyalty (Y2)</i>	0.000	-	0.000

Source: data processed, 2021

The information obtained from Table 5 above is on the direct effect, service quality variable affects satisfaction, relationship marketing affects satisfaction, experiential marketing affects satisfaction, relationship marketing affects loyalty, satisfaction affects loyalty with their respective p-values. 0.000. The service quality variable has no effect on loyalty with a p-value of 0.154 and the experiential marketing variable has no effect on loyalty with a p-value of 0.063. In the indirect effect, the satisfaction variable is able to mediate the relationship between service quality, relationship marketing, and experiential marketing on loyalty with a p-value of 0.000.

Discussion

The Effect of Service Quality on Customer Satisfaction

Service quality has succeeded in increasing customer satisfaction through honest, friendly, responsive service, and providing reliable information as well as the accuracy of handling solutions in influencing customer satisfaction. Likewise, customers have received *service quality* (quality of service) is very good by providing a response with an average score of 4.24 on the quality of service provided by Hotel Royal Singosari Kuta. This is in accordance with research conducted by Huang (2017) regarding *The influence of service quality on customer satisfaction and loyalty in the B2B technology service industry*. Research result said that service quality has a positive effect on satisfaction. The higher or better the quality provided, the more satisfied customers are with receiving the service. The results of this study are in accordance with the research of Hidayat (2015), Minh (2016), Nisrina (2019), Indriastuti (2019), Rosita (2016), Hashem (2019), Wijayanto (2015), Marlius (2017), Sari (2017), Nafsiyah (2020).

The Effect of Relationship Marketing on Customer Satisfaction

Relationship marketing has succeeded in increasing customer satisfaction through the ability to communicate well and continuously, provide complete and accurate information, the ability to provide solutions and avoid potential conflicts before problems occur that affect customer satisfaction. Likewise, customers have given a good response through the perception given to Relationship marketing with an average score of 4.14 on the quality of service provided by Hotel Royal Singosari Kuta. This is in line with the results of previous studies such as that conducted by Sari, (2017); Anggraini, (2018) ; Bernardo, (2019) which states good relationship will foster a good impression for customers. A good impression itself certainly increases customer satisfaction. Similarly, research conducted by Wu (2015), Purwanto (2015), Octafilia

(2018), Anggraini (2018), Zaid (2017), Herdian (2018), Bernanto (2019), which states that relationship marketing has a positive effect on job satisfaction. . The higher or better the relationship provided, the more satisfied the customer is with the relationship.

The Effect of Experiential Marketing on Customer Satisfaction

Experiential marketing has succeeded in increasing customer satisfaction through good and adequate facilities, strategic company location, promotional offers, sharing experiences with others, and the desire to change lifestyles in influencing customer satisfaction. Similarly, the employees have given a very good response through the perception given to Experiential marketing with an average score of 4.16 on the quality of service provided by Hotel Royal Singosari Kuta.

This is in accordance with research conducted by Maulana (2019), Pangastuti (2017), Yuliyana (2016), Amrullah (2018), Adam (2019) which says that experiential marketing has a positive effect on satisfaction. The higher or better the experience provided, the more satisfied customers are with the company.

The Effect of Customer Satisfaction on Customer Loyalty

Customer satisfaction has succeeded in increasing customer loyalty through the information offered, the availability of products / services in accordance with expectations, the use of various facilities and appropriate utilization, so that customers tend to be willing to provide information and recommendations to other parties so that customer loyalty is realized. Likewise, customers have given very good responses through the perceptions given to customer satisfaction with an average score of 4.39 on customer satisfaction given by Hotel Royal Singosari Kuta.

The Influence of Service Quality on Customer Loyalty

High and low *service quality* has no effect on customer loyalty at Hotel Royal Singosari Kuta. *Service quality* provided by Hotel Royal Singosari is considered not yet able to keep customers loyal. This is because there are still concerns felt by customers during the COVID-19 pandemic, so the hotel is expected to be more able to provide the right information and provide comfort and security to customers so that customers remain loyal to the hotel. The results of this study are in line with previous researchers conducted by Priyanto R., (2018) do research on The Effect of Service Quality on Tourist Satisfaction and Its Impact on Loyalty: A Study at Ciater Spa Resort. The results of this study indicate that Service quality at Ciater Spa Resort has no significant effect on loyalty, while visitor satisfaction at Ciater Spa Resort has a significant effect on visitor loyalty.

The Effect of Relationship Marketing on Customer Loyalty

Relationship marketing has succeeded in increasing customer loyalty through the ability to communicate well and sustainably, provide complete and accurate information, the ability to provide solutions and avoid potential conflicts before problems occur that affect customer satisfaction. Likewise, customers have given good responses through the perceptions given to relationship marketing with an average score of 4.14 on the loyalty of services provided by Hotel Royal Singosari Kuta. This is in accordance with research conducted by Purwanto (2015), Octafilia (2018), Anggraini (2018), Herdian (2018), Wu (2015) which says that relationship marketing positive effect on loyalty.

The Effect of Experiential Marketing on Customer Loyalty

High or low *experiential marketing* which are given has no effect on customer loyalty at Hotel Royal Singosari Kuta. The Royal Singosari Kuta Hotel has not been able to keep

customers loyal because the offer of facilities and experiences provided is considered not to meet customer desires.

This research is in line with previous research by Nainggolan NA, (2018)do research on Analysis of the Effect of Experiential Marketing on Customer Loyalty (Case Study on Customers of Doodle Bar Medan). The results of this study indicate thatpartially experiential marketing variables have no significant effect on customer loyalty variables.

The Effect of Service Quality on Customer Loyalty through Customer Satisfaction

Statistical analysis shows that*service quality* indirect effect on customer loyalty through customer satisfaction is proven (path coefficient of 0.286 with t-statistics value of 5.896), so the analysis of this research model shows that *service quality* will have an influence on customer loyalty through acceptable customer satisfaction.

PProviding quality services will certainly increase customer satisfaction because customers receive results that are in line with their expectations in this case receiving good and quality service. The higher or better the quality of service provided, the more satisfied customers are with receiving these services. Satisfied customers will also increase the level of customer loyalty. Customers will come back to enjoy the services that have been provided. This is in accordance with research conducted by Hidayat (2015), Minh (2016), Ubaidillah (2017), Farisi (2019), Maulana (2019), which states that satisfaction can mediate the relationship between service quality and loyalty.

The Effect of Relationship Marketing on Customer Loyalty through Customer Satisfaction

*Relationship marketing*which increases will have an influence on customer loyalty is acceptable. Furthermore, statistical analysis shows that*relationshipmarketing*indirect effect on customer loyalty through customer satisfaction is also accepted, so the analysis of this research model shows that *relationship marketing*will have an influence on customer loyalty through acceptable customer satisfaction.The existence of a good relationship will foster a sense of satisfaction and a good impression for customers and increase customer loyalty itself.The better the relationship established by the company to the customer, of course, will increase the customer's loyal attitude towards the company based on customer satisfaction.This is in accordance with research conducted by Purwanto (2015), Amrullah (2018), Adam (2019) which says that satisfaction can mediate the relationship between *rrelationship marketing* to loyalty.

The Effect of Experiential Marketing on Customer Loyalty through Customer Satisfaction

Statistical analysis shows that*experientialmarketing*indirect effect on customer loyalty through customer satisfaction is proven (path coefficient of 0.357 with t-statistics value of 8.774), so the analysis of this research model shows that *experiential marketing*will have an influence on customer loyalty through acceptable customer satisfaction. A good company will provide an interesting and enjoyable experience for their customers. Customers who really enjoy it will feel satisfied with the company which of course also increases customer loyalty.This is in accordance with research conducted by Karyose (2017), Maulana (2019), Abadi (2020) which says that satisfaction can mediate the relationship between *experiential marketing* to loyalty.

CONCLUSIONS AND SUGGESTIONS

Based on the discussion of the research results, it can be concluded that the influence of Service Quality, Relationship Marketing and Experiential Marketing on Loyalty with Satisfaction as Mediation at Hotel Royal Singosari Kuta is as follows.

Conclusion

- 1. Service quality positive and significant effect on customer satisfaction at the Hotel Royal Singosari Kuta.** This means *service quality* has succeeded in increasing customer satisfaction through honest, friendly, responsive service, and providing reliable information as well as the accuracy of handling solutions in influencing customer satisfaction provided by Hotel Royal Singosari Kuta.
- 2. Relationship marketing positive and significant effect on customer satisfaction at the Hotel Royal Singosari Kuta.** This means *relationship marketing* has succeeded in increasing customer satisfaction through the ability to communicate well and sustainably, provide complete and accurate information, the ability to provide solutions and avoid potential conflicts before problems occur in affecting customer satisfaction provided by Hotel Royal Singosari Kuta.
- 3. Experiential marketing positive and significant effect on customer satisfaction at the Hotel Royal Singosari Kuta.** This means *experiential marketing* has succeeded in increasing customer satisfaction through good and adequate facilities, strategic company location, promotional offers, sharing experiences with others, and the desire to change lifestyles in influencing customer satisfaction provided by Hotel Royal Singosari Kuta.
- 4. Customer satisfaction has a positive and significant effect on customer loyalty at Hotel Royal Singosari Kuta.** This means customer satisfaction has succeeded in increasing customer loyalty through the information offered, the availability of products / services in accordance with expectations, the use of various facilities and appropriate utilization, so that customers tend to be willing to provide information and recommendations to other parties so that customer loyalty is realized by Hotel Royal Singosari Kuta.
- 5. Service quality has no effect on customer loyalty at Hotel Royal Singosari Kuta.** This means high and low *Service quality* has no effect on customer loyalty at Hotel Royal Singosari Kuta.
- 6. Relationship marketing positive and significant effect on customer loyalty at the Hotel Royal Singosari Kuta.** This means *relationship marketing* has succeeded in increasing customer loyalty through the ability to communicate properly and sustainably, provide complete and accurate information, the ability to provide solutions and avoid potential conflicts before problems occur in affecting customer satisfaction provided by Hotel Royal Singosari Kuta.
- 7. Experiential marketing has no effect on customer loyalty at Hotel Royal Singosari Kuta.** This means high and low *Experiential marketing* has no effect on customer loyalty at Hotel Royal Singosari Kuta.
- 8. The effect of service quality on customer loyalty through customer satisfaction at the Hotel Royal Singosari Kuta.** *Service quality* do not have a direct effect on customer loyalty but *service quality* indirectly affect customer loyalty through customer satisfaction. This means providing services can increase customer satisfaction because customers receive results that are in line with their expectations. The higher or better the quality of service provided, the more satisfied customers are with the service. Satisfied customers will also increase the level of customer loyalty.
- 9. The effect of relationship marketing on customer loyalty through customer satisfaction at the Hotel Royal Singosari Kuta.** *Relationship marketing* have a direct effect on customer loyalty. As well as *relationship marketing* indirectly affect customer loyalty through customer satisfaction. This means that a good relationship will foster a sense of satisfaction and a good impression for customers and increase customer loyalty itself. The better the relationship established by the company to the customer, of course, will increase the customer's loyal attitude towards the company based on customer satisfaction.

10. The effect of experiential marketing on customer loyalty through customer satisfaction at the Hotel Royal SingosariKuta. *Experiential marketing* nothave a direct effect on customer loyalty. However*experientialmarketing*have a direct effect on customer loyalty through satisfaction. This means that a good company will provide an interesting and enjoyable experience for their customers. Customers who really enjoy it will feel satisfied with the company which of course also increases customer loyalty.

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