

THE INFLUENCE OF SERVICE QUALITY AND CUSTOMER SATISFACTION ON CUSTOMER LOYALTY AT THE HOTEL BEST SPORT WISATA BATU

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ABSTRACT

The rapid development of the tourism sector in Indonesia every year encourages business actors to better understand the needs of tourists. One of the main needs that must be met is the provision of comfortable and high-quality accommodation. The increasing demand for accommodation that offers comfort and optimal service has become a major concern for the hotel industry. This study aims to analyze the influence of service quality and customer satisfaction, both partially and simultaneously, on customer loyalty at hotels and villas in BeSt Sport Wisata Batu. This study is a quantitative study. The data collection method was carried out by distributing questionnaires to 60 respondents using a purposive sampling technique. The data were analyzed using multiple regression analysis. The results of the analysis indicate that service quality has a positive but insignificant effect on customer loyalty, while customer satisfaction has a significant effect. The analysis also shows that simultaneously, service quality and customer satisfaction have a positive and significant effect on customer loyalty. These two variables contribute significantly to loyalty, while the remaining comes from other factors outside the scope of this study. The results conclude that service quality does not have a significant partial effect on customer loyalty, while customer satisfaction has a significant effect. BeSt Sport Wisata Batu Hotels and Villas are advised to focus on improving service quality and maintaining customer satisfaction to build loyalty.

Keywords: Service; Satisfaction; Loyalty; Hotel

INTRODUCTION

Tourism is a sector that contributes significantly to the global economy, including in Indonesia. Its abundant natural beauty, rich cultural diversity, and unique historical heritage make Indonesia a leading tourist destination for both domestic and international tourists. Comprising over 17,000 islands and numerous iconic destinations, Indonesia offers a wide variety of options for travelers, from natural beauty and arts and culture to immersive historical sites.

Table 1. Number of Indonesian Tourist Trips 2015-2024

Year	Total Tourists
2015	256,419,006 people
2016	264,337,518 people
2017	270,822,003 people
2018	303,403,888 people
2019	722,158,733 people
2020	524,571,392 people
2021	613,299,459 people
2022	734,864,693 people
2023	825,797,301 people
2024	1,021,084,031 people

Source: Ministry of Tourism of the Republic of Indonesia (2025).

Based on Table 1.1, the number of tourist trips, from the available data, there is a significant fluctuation in the number of tourists. In general, the tourism sector has experienced an increase in the number of tourists every year, with a large surge in 2019 and a significant decline in 2020 due to the COVID-19 pandemic. After 2020, there was a very rapid recovery, with the number of tourists again increasing sharply in 2021, reaching more than 1 billion tourists by 2024. Along with the increase in the number of tourist trips, several provinces have become favorite destinations for tourists, one of which is East Java. <https://kemenpar.go.id/>, accessed on Saturday, February 15, 2025).

Data obtained by BPS (2025) regarding domestic tourist destinations throughout 2024 shows that East Java Province was the main destination province for tourists, reaching more than 218 million trips. West Java and Central Java provinces followed as second and third in the 2024 domestic tourist travel statistics data. Meanwhile, the province with the fewest trips was South Papua. The 2024 domestic tourist travel statistics data can be seen in Appendix 1 of the number of domestic tourist trips by destination district/city.

The hospitality industry, with its various accommodation options, including hotels, villas, and other services, plays a crucial role in supporting the tourism sector. As the primary choice of resting place for tourists, hotels and villas not only provide comfort and comprehensive facilities but also provide a more enjoyable experience. According to a 2021 Agoda survey, 27 percent of Indonesian tourists consider accommodations not only as a place to rest but also as a new destination. Travelers maximizing their vacation time often choose to stay in hotels with excellent comfort, service, and supporting facilities.

The Ministry of Tourism and Creative Economy (2024) stated that the number of tourist visits increased by 25.43 percent compared to last year, and the occupancy rate of star-rated hotels reached 43.41 percent in March 2024. The increasing number of tourists has driven the rapid development and growth of hotels and villas in various tourist destinations. This has also led to increasingly fierce competition among accommodation providers, encouraging hotels and villas to continuously improve their service quality and provide satisfaction to attract and maintain customer loyalty.

East Java, with its rich natural and cultural heritage, continues to attract tourists from across Indonesia and abroad. The province is a favorite destination for various types of travel, from nature tourism to cultural and historical tourism. The latest data from the Central Statistics Agency (BPS) for 2025 recorded the number of domestic tourist trips to various regencies/cities in East Java throughout 2024, providing a comprehensive overview of tourism trends in the region.

Batu City, as one of the leading destinations in East Java, demonstrated extraordinary appeal by recording 8,223,667 domestic tourist visits throughout 2024. This figure shows that Batu City remains a magnet for domestic tourism, with various attractions and facilities that attract tourists to visit. Complete data on the number of domestic tourist trips by destination district/city in East Java in 2024 can be seen in Appendix 2. Statistical data shows that visits to Batu City are quite high. This indicates the high public interest in traveling to this area, both to enjoy the natural beauty, recreational facilities, and the various attractions offered. The panoramic mountain views and potential for natural tourism, as well as the many man-made attractions, make Batu City one of the preferred tourist cities in East Java, frequently visited by tourists.

Batu City's tourism development can be seen in detail through data on tourist visits to various attractions throughout the region. Based on 2023 statistics released by the Batu City Government, several leading tourist destinations, such as Jatim Park 1, BNS, and Selecta, recorded significant tourist arrivals, as shown in the following table:

Table 2. Number of Visitors to Tourist Attractions and Tourist Attractions by Tourist Attraction in Batu City updated in 2023

Batu Tourist Attractions	Total Visitors
Batu Tourist City Square	2,054,048
Jatim Park I	723,187
Jatim Park II	720,831
Selecta Recreation Park	643,350
Jatim Park III	590,177
Transport Museum	460,640
Eco Green Park	439,459
BNS (Batu Night Spectacular)	303,272
Millennial Glow Garden	220,379
Predator Fun Park	163,744
Love Garden Stone	155,316
Cangar Natural Hot Springs	115,544
Arum Manis Souvenir Tour	66,836
Mount Banyak	54,305
Coban Talun Tourism Forest	52,511
Tirta Nirwana Baths	51,355

Batu Tourist Attractions	Total Visitors
Mahajaya T-shirts & Souvenirs	42,057
Pesanggrahan Tourism Village	30,530
Coban Putri Tourism Forest	30,333
Coba Rais Tourism Forest	28,518
Independent Apple Picking	24,570
Sidomulyo Tourism Village	21,440
Bumiaji Tourism Village	19,357
Pandanrejo Tourism Village	12,910
Dolan Park	11,926
Punten Tourism Village	10,298
Wonderland Waterpark	9,513
"Kaliwatu" Rafting	2,061
Rafting Rock	1,114
Ngaglik Tourism Village	860
Pick "Eternal Prosperity" Apples	465
Batu City	7,096,034

Source: Central Statistics Agency (2025)

Batu City, known as a popular tourist destination, continues to develop its tourism sector. One indicator of this growth is the increasing number of hotels, along with the growing interest in this cool, mountainous region. Located in the highlands of East Java, Batu City has rapidly developed as a leading tourist attraction, boasting a variety of natural and man-made attractions and captivating attractions. This significant development in the tourism sector is evident in the increasing construction of accommodation facilities, particularly hotels, in line with the growing number of tourists choosing Batu City as a holiday destination.

Table3. Number of Hotels in Batu City, 2021-2023 Updated 2024

Batu City	Number of Hotels in Batu City		
	2021	2022	2023
Batu City	973	999	1,046

Source: Central Statistics Agency (2025)

Based on Table 1.3, the number of hotels in Batu City from 2021 to 2023, the increase from 973 in 2021 to 1,046 in 2023 indicates significant growth in the tourism sector. This increase reflects the growing demand for accommodations as the number of tourists visiting the city increases.

In the increasingly competitive hospitality industry in Batu City, BeSt Sport Wisata Batu is not part of a large-scale hotel chain or a star-rated hotel with broad market reach. Nevertheless, BeSt Sport is able to compete competitively by promoting an integrated tourism concept that is relatively rare in other hotels. This concept integrates accommodation facilities with various family recreation facilities in one area, thus creating a more comprehensive and value-added holiday experience for visitors.

Interviews with the management of BeSt Sport Wisata Batu (2024) revealed that BeSt Sport's unique concept is its integrated accommodation concept with family recreation facilities in one area. Unlike most hotels that only provide accommodation, BeSt Sport offers a variety of exciting activities such as outbound activities for adults and children, fully equipped paintball, mini soccer, fun river tubing, and fun rafting, designed to provide an active and exciting holiday experience for families and groups. All of these activities are supported by professional trainers, facilitators, and documentation services, and are carried out with high safety standards. Furthermore, supporting facilities such as shuttle services, free access to Water Play, and villas equipped with private kitchens and living rooms are also available, adding to the comfort of guests staying.

The uniqueness of this concept makes it an ideal choice for domestic tourists seeking comfort, convenience, and exciting activities all in one location. Although not a market leader, BeSt Sport has been able to occupy a specific market niche and build customer loyalty through unique and comprehensive service differentiation. However, BeSt Sport Wisata Batu's main advantage lies in its hotel and villa accommodations designed to provide comfort and luxury for guests. The hotel at BeSt Sport Wisata Batu offers three types of rooms: Twin Room, Deluxe Room, and Family Room, with complete facilities such as Android TV, air conditioning, and a bathroom with hot and cold water. In addition, guests staying at the hotel can enjoy free access to the swimming pool and Water Play,

providing a refreshing holiday experience. The beautiful mountain views and fresh air surrounding the hotel add to the comfort and tranquility for guests. There are also 4 exclusive villas that offer more comfort, equipped with complete facilities such as a family room, kitchenette, and beautiful views, as well as free access to the swimming pool and *Water Play*. This villa is perfect for large families or groups seeking a unique experience. Accommodations at BeSt Sport Wisata Batu are not only comfortable but also offer strategic access to a variety of recreational facilities, providing a complete and unforgettable vacation experience. This diversity of amenities makes BeSt Sport Wisata Batu a top choice for travelers seeking a relaxing vacation while enjoying the comfort of quality accommodations with tranquil views.

The increasingly competitive conditions in the hotel industry in Batu City are marked by an increase in the number of hotels from 973 units in 2021 to 1,046 units in 2023 (BPS, 2025). Amidst this competition, BeSt Sport Wisata Batu presents itself as an accommodation with a unique concept, combining lodging and family recreation services in one location. This advantage has not been widely discussed in previous research, making it important to examine it further. Interviews with the management revealed that BeSt Sport offers two types of accommodation: hotels and villas, each with distinct facility characteristics. Hotels are equipped with amenities such as air conditioning, Android TV, and hot water bathrooms, while villas offer more space, a private kitchen, a family room, and greater privacy, although they are not air-conditioned. These differences in facilities provide a distinct experience for customers.

Although hotels and villas have different physical characteristics, the management of BeSt Sport Wisata Batu applies the same core service standards to all guests, whether staying at the hotel or at the villa. These services include access to the swimming pool and Water Play, regular room cleaning, friendly staff greetings at check-in, and access to information through the receptionist. This shows that there is equality in the basic services provided to all customers, regardless of the type of accommodation chosen. Therefore, this study is important to reveal how service quality and customer satisfaction in each type of accommodation contribute to customer loyalty.

BeSt Sport Wisata Batu targets the domestic and family travel market, seeking both accommodation and recreation in one location. With this concept, BeSt Sport Wisata Batu offers a distinct advantage and is slowly building customer loyalty, as it not only provides accommodation but also enjoys the recreational facilities. Therefore, among its competitors, BeSt Sport Wisata Batu is no longer just an accommodation provider but is also emerging as a competitive and growing family-friendly hotel concept.

Creating a superior tourist destination must be customer-focused, thus attracting more visitors to BeSt Sport Wisata Batu. To maintain a competitive edge over other tourist destinations and build visitor loyalty, the company must implement high-quality service. One way BeSt Sport Wisata Batu can grow and increase its visibility in its target market is by providing excellent service. Adequate service quality directly impacts customer satisfaction, which in turn can strengthen loyalty.

Service quality plays an important role in achieving customer loyalty, as stated by Krisnawati (2016), service quality is a company's ability to meet customer expectations. Furthermore, if the service received or experienced meets expectations, the quality is perceived as good. Better service quality can increase customer loyalty and maintain a competitive position in the market. Interviews with the management of BeSt Sport Wisata Batu (2024) revealed that the services provided to guests include a friendly welcome from staff upon check-in, regularly maintained room cleanliness, and access to information available at the reception. However, the management also acknowledged some customer feedback, such as delays in responding to requests for additional room amenities and limited staff when the hotel is fully booked. This indicates that although the service provided is quite good, improvements are still needed to create customer loyalty.

Besides service quality, another factor that influences the formation of loyalty is customer satisfaction. According to (Agiesta et al., 2021) Customer satisfaction is a key factor in building customer loyalty. When customer expectations for a business or service are met, satisfaction is achieved. Customer satisfaction is crucial for building loyalty, as satisfied customers are more likely to continue using the same service in the future. Based on interviews with the management of BeSt Sport Wisata Batu (2024), most customers expressed satisfaction with the comfort of the hotel and villa rooms, the cleanliness of the environment, and the friendliness of the staff in providing service. Facilities such as hot water, air conditioning, and comfortable beds received positive responses from guests. Customers also appreciated the calm and family-friendly atmosphere of the hotel and villa. However, some guests expressed complaints regarding waiting times at check-in and staff availability

during peak weekend visitor numbers. This indicates that although the level of customer satisfaction with the hotel and villa is generally good, improvements are still needed in several aspects to optimally build customer loyalty.

According to Kotler & Armstrong (2020), customer loyalty is a strong commitment to repurchase or subscribe to a product or service in the future. Conversely, Maulidi et al. (2019) defines loyalty as a behavioral drive to build customer loyalty to a service provided by a business and requires a long period of time through repeated use. The sustainability of hotel and villa businesses is greatly influenced by customer loyalty, as loyal customers can be a good source of promotion through word-of-mouth recommendations. Although many previous studies, such as those conducted by Susnita (2020), whose research at the Libra Hotel in Majalengka Regency showed that service quality and customer satisfaction had a positive and significant impact simultaneously on customer loyalty, in contrast to the results of Nadeak and Yudhihara's research (2023) conducted at Mikie Holiday Resort and Hotel Berastagi showed a significant difference in the findings, while in Novitasari's research (2021) at the Tanjung Hotel Surabaya, the study showed that service quality had a positive but not yet significant effect on customer loyalty, which indicates that customers have not felt adequate service, so loyalty has not been formed, on the contrary, at Mikie Holiday Resort and Hotel Berastagi, customer satisfaction was proven to have a significant effect on customer loyalty (with a sig value <0.05), which indicates that satisfied customers tend to be more loyal and plan to use the service again in the future.

Based on the background above, a study can be conducted with the title "The Influence of Service Quality and Customer Satisfaction on Customer Loyalty at Hotels and Villas in BeSt Sport Wisata Batu".

METHOD

This research methodology focuses on the influence of service quality and customer satisfaction on customer loyalty at the BeSt Sport Wisata Batu hotel and villa. This study uses a quantitative approach with an explanatory research design, which aims to describe the relationship between the studied variables and test their influence. Data collection was conducted through a direct survey of respondents who had stayed more than twice at BeSt Sport Wisata Batu. In this study, service quality and customer satisfaction are the independent variables, while customer loyalty is the dependent variable. The study population consisted of 150 tourists, selected based on the frequency of their visits to the hotel or villa.

In selecting the sample, a purposive sampling technique was used, where respondents were selected based on certain criteria, namely tourists who had stayed more than twice and were at least 18 years old. Based on the Slovin formula, the number of samples taken was 60 respondents, which was expected to be representative of the population for further analysis. Data were collected using a questionnaire instrument, which was distributed online to facilitate data collection. This questionnaire was designed to measure service quality, customer satisfaction, and customer loyalty variables using a Likert scale.

The data analysis methods used included descriptive analysis to provide an overview of the collected data. Next, classical assumption tests were conducted to ensure that the data met the requirements for regression analysis, including tests for normality, heteroscedasticity, and multicollinearity. Multiple regression analysis was conducted to examine the relationship between the independent and dependent variables. The coefficient of determination (R^2) test was used to determine the extent of influence of the independent variables on the dependent variable. Hypothesis testing was conducted both partially and simultaneously to examine the relationship between variables.

By using this method, it is hoped that this research can provide a clearer understanding of the factors that influence customer loyalty at BeSt Sport Wisata Batu..

RESEARCH RESULT

This study involved 60 respondents who were customers of the BeSt Sport Wisata Batu hotel and villas. The following are general characteristics of the respondents based on questionnaire data:

Table 4. Respondent Characteristics Based on Age

Age	Respondents (people)	Percentage (%)
18-24	10	16.7
25-30	13	21.7

31-40	15	25
>40	22	36.7

Table 5. Respondent Characteristics Based on Gender

Gender	Respondents (people)	Percentage (%)
Man	37	61.7
Woman	23	38.3

Descriptive Test

Descriptive analysis is a data analysis method that aims to describe collected data without generalizing it to a broader population. Using descriptive testing, the values of the independent and dependent variables can be determined. The study used independent variables of service quality (X1), customer satisfaction (X2), and the dependent variable of customer loyalty (Y). The criteria for descriptive analysis for each variable are as follows:

Table 6. Mean Variable Criteria

Scale Range	Criteria
1-1.80	Strongly Disagree
>1.80 – 2.60	Don't agree
>2.60 – 3.40	Doubtful
>3.40 – 4.20	Agree
>4.20 – 5.00	Strongly agree

Source: Umar (2019) in Ariani et al. (2024:141)

Description of Service Quality Variables

In the Service Quality variable (X1), there are 18 statements. The following is a table and explanation of the frequency distribution of the Service Quality variable:

Table 7. Description of Service Quality Variables

Quality Service	Respondents' Answers (%)					Mean
	STS	TS	N	S	SS	
X1.1.1	1.7	0	8.3	68.3	21.7	4.08
X1.1.2	1.7	3.3	6.7	58.3	30.0	4.12
X1.1.3	0	1.7	15.0	45.0	38.3	4.20
X1.1.4	0	5.0	13.3	61.7	20.0	3.97
X1.1.5	0	0	21.7	50.0	28.3	4.07
X1.1.6	1.7	5.0	11.7	60.0	21.7	3.95
X1.1.7	0	0	21.7	51.7	26.7	4.05
X1.1.8	0	0	8.3	58.3	33.3	4.25
X1.1.9	1.7	3.3	23.3	51.7	20.0	3.85
X1.1.10	0	33.3	10.0	53.3	33.3	4.17
X1.1.11	1.7	5.0	16.7	58.3	18.3	3.87
X1.1.12	0	0	20.0	53.3	26.7	4.07
X1.1.13	0	1.7	25.0	45.0	28.3	4.00
X1.1.14	3.3	1.7	20.0	56.7	18.3	3.85
X1.1.15	1.7	3.3	10.0	58.3	26.7	4.05
X1.1.16	0	1.7	6.7	63.3	28.3	4.18
X1.1.17	1.7	0	13.3	46.7	38.3	4.20
X1.1.18	0	0	18.3	55.0	26.7	4.08
Total						73.01
Average mean: 4.06						

Based on the distribution results of the Service Quality variable items above, it can be explained that:

1. In item (X1.1) "BeSt Sport Wisata Batu facilities meet my needs" from 60 respondents, 13 respondents (21.7%) answered strongly agree, 41 respondents (68.3%) answered agree, 5 respondents (8.3%) answered neutral, 0 respondents (0%) answered disagree and 1 respondent (1.7%) answered strongly disagree. The results of the respondents' answers showed an average value (mean) of 4.08, which indicates that in general respondents agreed that "the facilities provided by BeSt Sport Wisata Batu have met their needs".

2. In item (X1.2) "The equipment provided by BeSt Sport Wisata is adequate" from 60 respondents, 18 respondents (30%) answered strongly agree, 35 respondents (58.3%) answered agree, 4 respondents (6.7%) answered neutral, 2 respondents (3.3%) answered disagree and 1 respondent (1.7%) answered strongly disagree. The results of the respondents' answers showed an average value (mean) of 4.12, which indicates that in general respondents agree that "the equipment provided by BeSt Sport Wisata is adequate".
3. In item (X1.3) "All equipment provided by BeSt Sport Wisata Batu is functioning well" from 60 respondents, 23 respondents (38.3%) answered strongly agree, 27 respondents (45%) answered agree, 9 respondents (15%) answered neutral, 1 respondent (1.7%) answered disagree and 0 respondents (0%) answered strongly disagree. The results of the respondents' answers showed an average value (mean) of 4.20, which indicates that in general respondents agree that "All equipment provided by BeSt Sport Wisata Batu is functioning well".
4. In item (X1.4) "Supporting facilities such as parking or Wi-Fi are provided with good quality" from 60 respondents, 12 respondents (20%) answered strongly agree, 37 respondents (61.7%) answered agree, 8 respondents (13.3%) answered neutral, 3 respondents (5%) answered disagree and 0 respondents (0%) answered strongly disagree. The results of the respondents' answers showed an average value (mean) of 3.97, which indicates that in general respondents agree that "Supporting facilities such as parking or Wi-Fi are provided with good quality".
5. In item (X1.5) "The appearance of the staff at BeSt Sport Wisata Batu looks neat" out of 60 respondents, 17 respondents (28.3%) answered strongly agree, 30 respondents (50%) answered agree, 13 respondents (21.7%) answered neutral, 0 respondents (0%) answered disagree and 0 respondents (0%) answered strongly disagree. The results of the respondents' answers showed an average value (mean) of 4.07, which indicates that in general the respondents agreed that "The appearance of the staff at BeSt Sport Wisata Batu looks neat".
6. In item (X1.6) "BeSt Sport Wisata Batu staff cares about customer needs" from 60 respondents, 13 respondents (21.7%) answered strongly agree, 36 respondents (60%) answered agree, 7 respondents (11.7%) answered neutral, 3 respondents (5%) answered disagree and 1 respondent (1.7%) answered strongly disagree. The results of the respondents' answers showed an average value (mean) of 3.95, which indicates that in general respondents agree that "BeSt Sport Wisata Batu staff cares about customer needs".
7. In item (X1.7) "I feel I get full attention from BeSt Sport Wisata Batu staff when using the service" out of 60 respondents, 16 respondents (26.7%) answered strongly agree, 31 respondents (51.7%) answered agree, 13 respondents (21.7%) answered neutral, 0 respondents (0%) answered disagree and 0 respondents (0%) answered strongly disagree. The results of the respondents' answers showed an average value (mean) of 4.05, which indicates that in general the respondents agreed that "I feel I get full attention from BeSt Sport Wisata Batu staff when using the service".
8. In item (X1.8) "The staff always show a friendly attitude in serving me" out of 60 respondents, 20 respondents (33.3%) answered strongly agree, 35 respondents (58.3%) answered agree, 5 respondents (8.3%) answered neutral, 0 respondents (0%) answered disagree and 0 respondents (0%) answered strongly disagree. The results of the respondents' answers showed an average value (mean) of 4.25, which indicates that in general the respondents strongly agree that "The staff always show a friendly attitude in serving me".
9. In item (X1.9) "BeSt Sport Wisata Batu provides services quickly as promised" from 60 respondents, 12 respondents (20%) answered strongly agree, 31 respondents (51.7%) answered agree, 14 respondents (23.3%) answered neutral, 2 respondents (3.3%) answered disagree and 1 respondent (1.7%) answered strongly disagree. The results of the respondents' answers showed an average value (mean) of 3.85, which indicates that in general respondents agree that "BeSt Sport Wisata Batu provides services quickly as promised".
10. In item (X1.10) "Staff are responsible for fulfilling my needs" from 60 respondents, 20 respondents (33.3%) answered strongly agree, 32 respondents (53.3%) answered agree, 6 respondents (10%) answered neutral, 2 respondents (3.3%) answered disagree and 0 respondents (0%) answered strongly disagree. The results of the respondents' answers showed an average value (mean) of 4.17, which indicates that in general respondents agree that "Staff are responsible for fulfilling my needs".
11. In item (X1.11) "The services provided by BeSt Sport Wisata Batu are always on time" from 60 respondents, 11 respondents (18.3%) answered strongly agree, 35 respondents (58.3%)

answered agree, 10 respondents (16.7%) answered neutral, 3 respondents (5%) answered disagree and 1 respondent (1.7%) answered strongly disagree. The results of the respondents' answers showed an average value (mean) of 3.87, which indicates that in general respondents agree that "The services provided by BeSt Sport Wisata Batu are always on time".

12. In item (X1.12) "BeSt Sport Wisata Batu staff are fast in handling my requests" from 60 respondents, 16 respondents (26.7%) answered strongly agree, 32 respondents (53.3%) answered agree, 12 respondents (20%) answered neutral, 0 respondents (0%) answered disagree and 0 respondents (0%) answered strongly disagree. The results of the respondents' answers showed an average value (mean) of 4.07, which indicates that in general respondents agree that "BeSt Sport Wisata Batu staff are fast in handling my requests".
13. In item (X1.13) "BeSt Sport Wisata Batu staff are able to resolve my complaint effectively" from 60 respondents, 17 respondents (28.3%) answered strongly agree, 27 respondents (45%) answered agree, 15 respondents (25%) answered neutral, 1 respondent (1.7%) answered disagree and 0 respondents (0%) answered strongly disagree. The results of the respondents' answers showed an average value (mean) of 4.00, which indicates that in general respondents agree that "BeSt Sport Wisata Batu staff are able to resolve my complaint effectively".
14. In item (X1.14) "Hotel and villa employees are always available when needed" from 60 respondents, 11 respondents (18.3%) answered strongly agree, 34 respondents (56.7%) answered agree, 12 respondents (20%) answered neutral, 1 respondent (1.7%) answered disagree and 2 respondents (3.3%) answered strongly disagree. The results of the respondents' answers showed an average value (mean) of 3.85, which indicates that in general respondents agree that "Hotel and villa employees are always available when needed".
15. In item (X1.15) "BeSt Sport Wisata Batu staff have sufficient knowledge to help me" out of 60 respondents, 16 respondents (26.7%) answered strongly agree, 35 respondents (58.3%) answered agree, 6 respondents (10%) answered neutral, 2 respondents (3.3%) answered disagree and 1 respondent (1.7%) answered strongly disagree. The results of the respondents' answers showed an average value (mean) of 4.05, which indicates that in general the respondents agreed that "BeSt Sport Wisata Batu staff have sufficient knowledge to help me".
16. In item (X1.16) "Staff always show politeness in communicating" from 60 respondents, 17 respondents (28.3%) answered strongly agree, 38 respondents (63.3%) answered agree, 4 respondents (6.7%) answered neutral, 1 respondent (1.7%) answered disagree and 0 respondents (0%) answered strongly disagree. The results of the respondents' answers showed an average value (mean) of 4.18, which indicates that in general respondents agree that "Staff always show politeness in communicating".
17. In item (X1.17) "BeSt Sport Wisata Batu employees have the competence to provide quality services" from 60 respondents, 23 respondents (38.3%) answered strongly agree, 28 respondents (46.7%) answered agree, 8 respondents (13.3%) answered neutral, 0 respondents (0%) answered disagree and 1 respondent (1.7%) answered strongly disagree. The results of the respondents' answers showed an average value (mean) of 4.20, which indicates that in general respondents agree that "BeSt Sport Wisata Batu employees have the competence to provide quality services".
18. In item (X1.18) "BeSt Sport Wisata Batu has succeeded in building my trust as a customer" from 60 respondents, 16 respondents (26.7%) answered strongly agree, 33 respondents (55%) answered agree, 11 respondents (18.3%) answered neutral, 0 respondents (0%) answered disagree and 0 respondents (0%) answered strongly disagree. The results of the respondents' answers showed an average value (mean) of 4.08, which indicates that in general the respondents agreed that "Best Sport Wisata Batu has succeeded in building my trust as a customer".

Based on Table 4.6, it can be seen that the assessment of the quality of service at the BeSt Sport Wisata Batu hotel and villa from the respondents' answers has an average of 4.06. This average is included in the very good category, where the average respondent chose the answer agree on the statement items in the service quality variable. Looking at each statement item, the highest average frequency is found in item X1.8 with an average of 4.25, with the statement "The staff always show a friendly attitude in serving me." This means that this category is included in the very good category which shows that the hotel and villa have provided services in accordance with customer expectations.

The lowest frequency is found in item X1.9 with an average of 3.85, with the statement "BeSt Sport Wisata Batu provides services quickly as promised." This means that this item is included in the good category, so it can be concluded that the majority of respondents agree that the speed of service provided by BeSt Sport Wisata Batu also influences customer perceptions of service quality, which in turn can increase customer loyalty to continue using the service.

Descriptive Variables of Customer Satisfaction

In the Customer Satisfaction variable (X2), there are 12 statements. The following is a table and explanation of the frequency distribution of the Customer Satisfaction variable:

Table 8. Description of Customer Satisfaction Variables

Customer satisfaction	Respondents' Answers (%)					Mean
	STS	TS	N	S	SS	
X2.1.1	0	1.7	18.3	58.3	21.7	4.00
X2.1.2	0	5.0	15.0	53.3	26.7	4.02
X2.1.3	0	0	30.0	43.3	26.7	3.97
X2.1.4	1.7	0	18.3	51.7	28.3	4.05
X2.1.5	1.7	1.7	23.3	48.3	25.0	3.93
X2.1.6	0	0	16.7	56.7	26.7	4.10
X2.1.7	0	5.0	16.7	50.0	28.3	4.02
X2.1.8	0	1.7	20.0	53.3	25.0	4.02
X2.1.9	0	1.7	13.3	53.3	31.7	4.15
X2.1.10	0	3.3	11.7	56.7	28.3	4.10
X2.1.11	0	3.3	20.0	50.0	26.7	4.00
X2.1.12	1.7	5.0	13.3	56.7	23.3	3.95
Total						48.31
Average mean: 4.03						

Based on the distribution results of the Customer Satisfaction variable items above, it can be explained that:

1. In item (X2.1) "The quality of BeSt Sport Wisata Batu service is in accordance with my expectations" from 60 respondents, 13 respondents (21.7%) answered strongly agree, 35 respondents (58.3%) answered agree, 11 respondents (18.3%) answered neutral, 1 respondent (1.7%) answered disagree and 0 respondents (0%) answered strongly disagree. The results of the respondents' answers showed an average value (mean) of 4.00, which indicates that in general respondents agreed that "The quality of BeSt Sport Wisata Batu service is in accordance with my expectations".
2. In item (X2.2) "The available facilities are in accordance with the description of my purpose of staying" from 60 respondents, 16 respondents (26.7%) answered strongly agree, 32 respondents (53.3%) answered agree, 9 respondents (15%) answered neutral, 3 respondents (5%) answered disagree and 0 respondents (0%) answered strongly disagree. The results of the respondents' answers showed an average value (mean) of 4.02, which indicates that in general the respondents agreed that "The available facilities are in accordance with the description of my purpose of staying".
3. In item (X2.3) "The services provided such as 24-hour responsiveness provide benefits as promised" from 60 respondents, 16 respondents (26.7%) answered strongly agree, 26 respondents (43.3%) answered agree, 18 respondents (30%) answered neutral, 0 respondents (0%) answered disagree and 0 respondents (0%) answered strongly disagree. The results of the respondents' answers showed an average value (mean) of 3.97, which indicates that in general respondents agree that "The services provided such as 24-hour responsiveness provide benefits as promised".
4. In item (X2.4) "I plan to use BeSt Sport Wisata Batu services again" from 60 respondents, 17 respondents (28.3%) answered strongly agree, 31 respondents (51.7%) answered agree, 11 respondents (18.3%) answered neutral, 0 respondents (0%) answered disagree and 1 respondent (1.7%) answered strongly disagree. The results of the respondents' answers showed an average value (mean) of 4.05, which indicates that in general the respondents agreed that "I plan to use BeSt Sport Wisata Batu services again".
5. In item (X2.5) "I am interested in trying new products or services offered" from 60 respondents, 15 respondents (25%) answered strongly agree, 29 respondents (48.3%) answered agree, 14

respondents (23.3%) answered neutral, 1 respondent (1.7%) answered disagree and 1 respondent (1.7%) answered strongly disagree. The results of the respondents' answers showed an average value (mean) of 3.93, which indicates that in general the respondents agreed that "I am interested in trying new products or services offered".

6. In item (X2.6) "I feel satisfied with the service I received" from 60 respondents, 16 respondents (26.7%) answered strongly agree, 34 respondents (56.7%) answered agree, 10 respondents (16.7%) answered neutral, 0 respondents (0%) answered disagree and 0 respondents (0%) answered strongly disagree. The results of the respondents' answers showed an average value (mean) of 4.10, which indicates that in general the respondents agreed that "I feel satisfied with the service I received".
7. In item (X2.7) "BeSt Sport Wisata Batu service is able to meet my needs during my stay" from 60 respondents, 17 respondents (28.3%) answered strongly agree, 30 respondents (50%) answered agree, 10 respondents (16.7%) answered neutral, 3 respondents (5%) answered disagree and 0 respondents (0%) answered strongly disagree. The results of the respondents' answers showed an average value (mean) of 4.02, which indicates that in general respondents agree that "BeSt Sport Wisata Batu service is able to meet my needs during my stay".
8. In item (X2.8) "I feel my desires are fulfilled when using BeSt Sport Wisata Batu services" from 60 respondents, 15 respondents (25%) answered strongly agree, 32 respondents (53.3%) answered agree, 12 respondents (20%) answered neutral, 1 respondent (1.7%) answered disagree and 0 respondents (0%) answered strongly disagree. The results of the respondents' answers showed an average value (mean) of 4.02, which indicates that in general the respondents agreed that "I feel my desires are fulfilled when using BeSt Sport Wisata Batu services".
9. In item (X2.9) "The services provided helped me achieve my goals during my stay" out of 60 respondents, 19 respondents (31.7%) answered strongly agree, 32 respondents (53.3%) answered agree, 8 respondents (13.3%) answered neutral, 1 respondent (1.7%) answered disagree and 0 respondents (0%) answered strongly disagree. The results of the respondents' answers showed an average value (mean) of 4.15, which indicates that in general the respondents agreed that "The services provided helped me achieve my goals during my stay".
10. In item (X2.10) "The services and facilities of BeSt Sport Wisata Batu are in accordance with my expectations" from 60 respondents, 17 respondents (28.3%) answered strongly agree, 34 respondents (56.7%) answered agree, 7 respondents (11.7%) answered neutral, 1 respondent (1.7%) answered disagree and 0 respondents (0%) answered strongly disagree. The results of the respondents' answers showed an average value (mean) of 4.10, which indicates that in general the respondents agreed that "The services and facilities of BeSt Sport Wisata Batu are in accordance with my expectations".
11. In item (X2.11) "The service provided by BeSt Sport Wisata Batu exceeded my initial expectations." Of the 60 respondents, 16 respondents (26.7%) answered strongly agree, 30 respondents (50%) answered agree, 12 respondents (20%) answered neutral, 2 respondents (3.3%) answered disagree and 0 respondents (0%) answered strongly disagree. The results of the respondents' answers showed an average value (mean) of 4.00, which indicates that in general the respondents agreed that "The service provided by BeSt Sport Wisata Batu exceeded my initial expectations".
12. In item (X2.12) "My experience with the BeSt Sport Wisata Batu facilities is completely in accordance with what was advertised" of 60 respondents, 14 respondents (23.3%) answered strongly agree, 34 respondents (56.7%) answered agree, 8 respondents (13.3%) answered neutral, 3 respondents (5%) answered disagree and 1 respondent (1.7%) answered strongly disagree. The results of the respondents' answers showed an average value (mean) of 3.95, which indicates that in general the respondents agreed that "My experience with the BeSt Sport Wisata Batu facilities is completely in accordance with what was advertised".

Based on Table 4.7, it can be seen that the assessment of customer satisfaction at the BeSt Sport Wisata Batu hotel and villa from respondents' answers has an average of 4.03. This average is included in the very good category, where the average respondent chose the answer agree on the statement items in the customer satisfaction variable. Looking at each statement item, the highest frequency is found in item X2.9 with an average of 4.15, with the statement "The services provided helped me achieve my goals during my stay." This means that this category is included in the very good category which shows that the services provided by the hotel and villa have been in accordance

with the needs and expectations of customers, thus providing a satisfying stay experience and supporting their activities optimally.

The lowest frequency was found in item X2.5 with an average of 3.93, with the statement "I am interested in trying the new product or service offered." This means that this item is included in the good category. It was concluded that although the majority of respondents were interested in new products or services, the level of enthusiasm was still at a reasonable level. This indicates that hotels and villas need to improve their promotional strategies or approaches in introducing innovations to attract more customers.

Description of Customer Loyalty Variables

The customer loyalty variable (Y) contains 10 statements. The following table and explanation of the frequency distribution of the customer loyalty variable:

Table 9. Description of Customer Loyalty Variables

Customer Loyalty	Respondents' Answers (%)					Mean
	STS	TS	N	S	SS	
Y.1.1	0	5.0	36.7	33.3	25.0	3.78
Y.1.2	1.7	3.3	16.7	55.0	23.3	3.95
Y.1.3	0	0	21.7	48.3	30.0	4.08
Y.1.4	0	1.7	16.7	55.0	26.7	4.07
Y.1.5	0	0	18.3	56.7	25.0	4.07
Y.1.6	0	5.0	18.3	56.7	20.0	3.92
Y.1.7	1.7	5.0	23.3	46.7	23.3	3.85
Y.1.8	0	1.7	13.3	60.0	25.0	4.08
Y.1.9	1.7	1.7	20.0	53.3	23.3	3.95
Y.1.10	1.7	1.7	15.0	55.0	26.7	4.03
Total						39.78
Average mean: 3.98						

Based on the distribution results of the Customer Loyalty variable items above, it can be explained that:

1. In item (Y.1) "I often use the BeSt Sport Wisata Batu service repeatedly" from 60 respondents, 15 respondents (25%) answered strongly agree, 20 respondents (33.3%) answered agree, 22 respondents (36.7%) answered neutral, 3 respondents (5%) answered disagree and 0 respondents (0%) answered strongly disagree. The results of the respondents' answers showed an average value (mean) of 3.78, which indicates that in general the respondents agreed that "I often use the BeSt Sport Wisata Batu service repeatedly".
2. In item (Y.2) "I am very satisfied with the quality of services and facilities provided by BeSt Sport Wisata Batu" from 60 respondents, 14 respondents (23.3%) answered strongly agree, 33 respondents (55%) answered agree, 10 respondents (16.7%) answered neutral, 2 respondents (3.3%) answered disagree and 1 respondent (1.7%) answered strongly disagree. The results of the respondents' answers showed an average value (mean) of 3.95, which indicates that in general the respondents agreed that "I am very satisfied with the quality of services and facilities provided by BeSt Sport Wisata Batu".
3. In item (Y.3) "I am satisfied with the price offered by BeSt Sport Wisata Batu according to the quality of service" from 60 respondents, 18 respondents (30%) answered strongly agree, 29 respondents (48.3%) answered agree, 13 respondents (21.7%) answered neutral, 0 respondents (0%) answered disagree and 0 respondents (0%) answered strongly disagree. The results of the respondents' answers showed an average value (mean) of 4.08, which indicates that in general the respondents agreed that "I am satisfied with the price offered by BeSt Sport Wisata Batu according to the quality of service".
4. In item (Y.4) "My experience while using the BeSt Sport Wisata Batu service was very satisfying" from 60 respondents, 16 respondents (26.7%) answered strongly agree, 33 respondents (55%) answered agree, 10 respondents (16.7%) answered neutral, 1 respondent (1.7%) answered disagree and 0 respondents (0%) answered strongly disagree. The results of the respondents' answers showed an average value (mean) of 4.07, which indicates that in general the respondents agreed that "My experience while using the BeSt Sport Wisata Batu service was very satisfying".

5. In item (Y.5) "I feel I have a positive emotional bond with the stay experience provided by BeSt Sport Wisata Batu" from 60 respondents, 15 respondents (25%) answered strongly agree, 34 respondents (56.7%) answered agree, 11 respondents (18.3%) answered neutral, 0 respondents (0%) answered disagree and 0 respondents (0%) answered strongly disagree. The results of the respondents' answers showed an average value (mean) of 4.07, which indicates that in general the respondents agreed that "I feel I have a positive emotional bond with the stay experience provided by BeSt Sport Wisata Batu".
6. In item (Y.6) "I always have a positive experience while staying at BeSt Sport Wisata Batu" from 60 respondents, 12 respondents (20%) answered strongly agree, 34 respondents (56.7%) answered agree, 11 respondents (18.3%) answered neutral, 3 respondents (5%) answered disagree and 0 respondents (0%) answered strongly disagree. The results of the respondents' answers showed an average value (mean) of 3.92, which indicates that in general the respondents agreed that "I always have a positive experience while staying at BeSt Sport Wisata Batu".
7. In item (Y.7) "I have high trust in this brand" from 60 respondents, 14 respondents (23.3%) answered strongly agree, 28 respondents (46.7%) answered agree, 14 respondents (23.3%) answered neutral, 3 respondents (5%) answered disagree and 1 respondent (1.7%) answered strongly disagree. The results of the respondents' answers showed an average value (mean) of 3.85, which indicates that in general the respondents agreed that "I have high trust in this brand".
8. In item (Y.8) "I would voluntarily recommend BeSt Sport Wisata Batu to friends or family" out of 60 respondents, 15 respondents (25%) answered strongly agree, 36 respondents (60%) answered agree, 8 respondents (13.3%) answered neutral, 1 respondent (1.7%) answered disagree and 0 respondents (0%) answered strongly disagree. The results of the respondents' answers showed an average value (mean) of 4.08, which indicates that in general the respondents agreed that "I would voluntarily recommend BeSt Sport Wisata Batu to friends or family".
9. In item (Y.9) "My level of satisfaction with the BeSt Sport Wisata Batu service makes me want to share good experiences with others" of 60 respondents, 14 respondents (23.3%) answered strongly agree, 32 respondents (53.3%) answered agree, 12 respondents (20%) answered neutral, 1 respondent (1.7%) answered disagree and 1 respondent (1.7%) answered strongly disagree. The results of the respondents' answers showed an average value (mean) of 3.95, which indicates that in general the respondents agreed that "My level of satisfaction with the BeSt Sport Wisata Batu service makes me want to share good experiences with others".
10. In item (Y.10) "I have full confidence in the quality of services provided by BeSt Sport Wisata Batu, so I feel comfortable" of 60 respondents, 16 respondents (26.7%) answered strongly agree, 33 respondents (55%) answered agree, 9 respondents (15%) answered neutral, 1 respondent (1.7%) answered disagree and 1 respondent (1.7%) answered strongly disagree. The results of the respondents' answers showed an average value (mean) of 4.03, which indicates that in general the respondents agreed that "I have full confidence in the quality of services provided by BeSt Sport Wisata Batu, so I feel comfortable".

Based on Table 4.8, it can be seen that the assessment of customer loyalty at the BeSt Sport Wisata Batu hotel and villa from respondents' answers has an average of 3.98. This average is included in the good category, where the average respondent chose the answer agree on the statement items in the customer loyalty variable. Looking at each statement item, the highest frequency is found in item Y.3 with an average of 4.08, with the statement "I am satisfied with the price offered by BeSt Sport Wisata Batu according to the quality of service." This means that this category is included in the very good category which shows that the majority of respondents feel that the price offered is comparable to the quality of service provided. This reflects that BeSt Sport Wisata Batu has succeeded in creating satisfactory value for customers through the match between price and quality of service.

The lowest frequency was found in item Y.1 with an average of 3.78, with the statement "I often use the BeSt Sport Wisata Batu service repeatedly." This means that this item is included in the good category. It can be concluded that although customers are quite satisfied with the service

provided, the level of loyalty or reuse of the service is still considered moderate. BeSt Sport Wisata Batu needs to improve its strategy to encourage customer engagement.

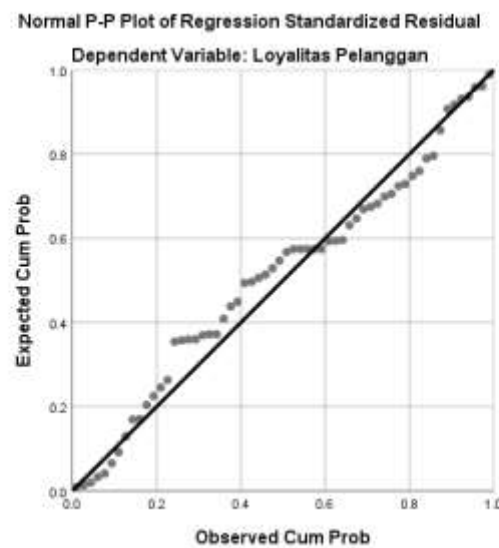
Classical Assumption Test

Classical assumption tests are conducted to ensure that the available data meets the requirements for selecting an appropriate analysis model.

Normality Test

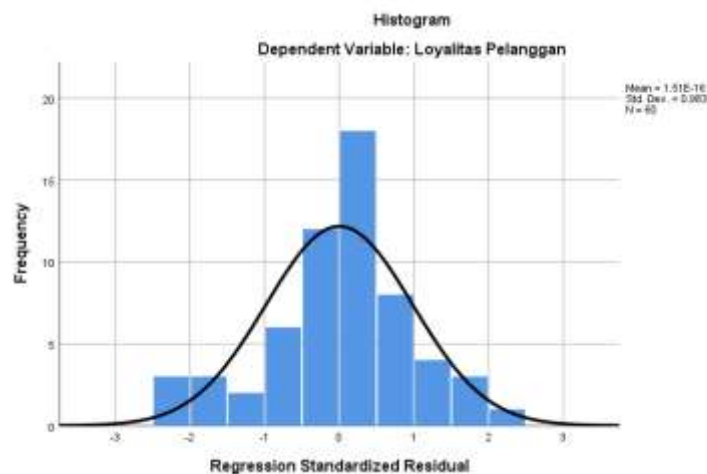
According to the normality test, the aim is to determine whether data follows a normal distribution. According to Amruddin et al. (2022), this test can be performed through visualizations such as normal probability plots and histograms. Data is considered normally distributed if the normal probability plot shows the residual points forming a straight line or nearly so. Meanwhile, in a histogram, a normal distribution is indicated by a residual graph that resembles a bell-shaped curve.

The p-plot of the Regression Standardized Residual curve can be used to identify data normality. If the distribution image shows data points spread around the diagonal line and their distribution follows the direction of the diagonal line, then the variable can be said to be normal.



Picture1P-Plot Graph

Based on the results of the normality test using the graphical approach above, it can be seen that the data has a normal distribution, as evidenced by the distribution of points around the diagonal line and following the direction of the diagonal line. The normality test can also be verified by examining the shape of the histogram graph, which is as follows:



Picture2Normality Test Using Histogram Method

The histogram above shows a pattern that is neither skewed to the left nor skewed to the right, and almost all of the variable bars are within the histogram. Therefore, it can be concluded that the data is normally distributed.

Heteroscedasticity Test

The heteroscedasticity test is performed to determine whether residual variance in a regression model differs from one observation to another. Decision-making can be seen in the following scatterplot graph:

1. If there are points that form a certain regular pattern, such as wavy, widening, then narrowing, then heteroscedasticity has occurred.
2. If there is no clear pattern and the points are spread above and below the number 0 on the Y axis, then heteroscedasticity does not occur.

Based on the heteroscedasticity test that has been carried out using the SPSS 26.0 for Windows program, the results can be seen in the following scatterplot image:

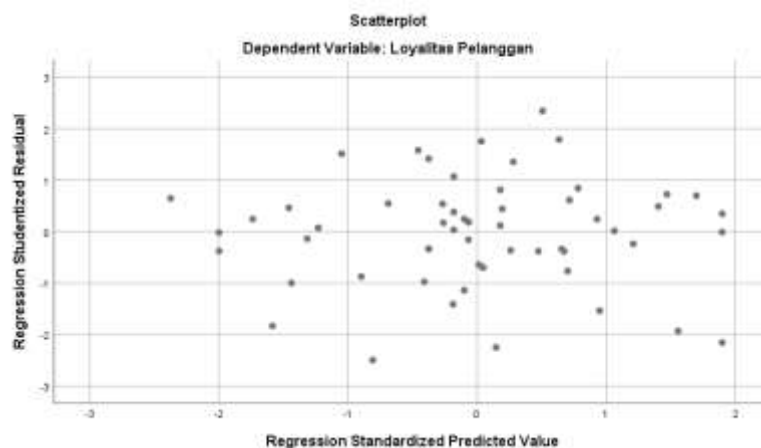


Figure 4.3 Scatterplot Heteroscedasticity Test

Based on the results of the scatterplot, it can be seen that the points are spread above and below the number 0 on the Y axis, and do not form a clear pattern, so it can be concluded that the regression model in this study is free from heteroscedasticity.

Multicollinearity Test

Multicollinearity testing can be done by looking at the value of Tolerance and Variance Inflation Factor (VIF) where the Tolerance value is not less than 0.1 and the VIF value is not more than 10. Multicollinearity means there is a perfect relationship between the independent variables.

Table 10. Multicollinearity Test

Coefficients							
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	1,171	3.155		.371	.712		
Quality of Service	.162	.101	.254	1,611	.113	.182	5,509
Customer satisfaction	.554	.140	.625	3,968	.000	.182	5,509

a Dependent Variable: Customer Loyalty

Source: Data processed 2025

The calculation results in the table above can be seen that the Tolerance value for service quality (X1) = 0.182, and customer satisfaction (X2) = 0.182. This shows that the Tolerance value for both independent variables is > 0.1 . While the VIF value for Service Quality (X1) = 5.509 and

customer satisfaction (X_2) = 5.509 which means the VIF value of both independent variables is <10 . It can be concluded that there are no symptoms of multicollinearity in the data.

Multiple Regression

Multiple linear regression analysis was conducted to determine the extent of influence of the independent variables (service quality, customer satisfaction) on the dependent variable (customer loyalty). The general multiple linear regression equation is:

$$Y = a + b_1X_1 + b_2X_2 + e$$

Based on the calculation results using the SPSS 26 for Windows program, the results of the multiple linear regression equation are as follows:

Table 11. Multiple Linear Regression Calculation Results

Coefficients							
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	b	Std. Error	Beta			Tolerance	VIF
(Constant)	1,171	3.155		.371	.712		
Quality of Service	.162	.101	.254	1,611	.113	.182	5,509
Customer satisfaction	.554	.140	.625	3,968	.000	.182	5,509

a Dependent Variable: Customer Loyalty

Source: Data processed 2025

Based on Table 4.10, the constant value (value a) is 1.171 and for service quality (value b) is 0.162 while customer satisfaction (value b) is 0.554, thus the multiple linear regression equation can be obtained as follows:

$$Y = 1.171 + 0.162X_1 + 0.554X_2 + e.$$

Which mean :

- The constant value of 1.171 indicates that if the independent variables (service quality and customer satisfaction) are assumed to be 0, then the Y value (customer loyalty) is 1.171.
- The X_1 coefficient of 0.162 shows that every 1 (unit) in the X_1 variable (service quality) will result in an increase in customer loyalty of 0.162 or vice versa if every decrease in the X_1 variable of 1 (unit) will result in a decrease in customer loyalty of 0.162.
- The X_2 coefficient (customer satisfaction) of 0.554 shows that every increase in the X_2 variable (customer satisfaction) of 1 (unit) then customer loyalty increases by 0.554 or conversely every decrease in the X_2 variable of 1 (unit) then customer loyalty will decrease by 0.554.

Thus, it can be concluded that service quality and customer satisfaction influence customer loyalty.

Coefficient of Determination Test R^2

The coefficient of determination (R^2) aims to measure the extent of the contribution between the independent variables of service quality and customer satisfaction simultaneously to the dependent variable of customer loyalty. The results of the coefficient of determination test are shown in the square number as shown in the following table: R^2

Table 12. Determination Test Results R^2

Model Summary				
Model	R	R Square	Adjusted R Square	Standard Error of the Estimate
1	.862a	.743	.734	2,915

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

Source: Data processed 2025

Based on Table 4.11, the coefficient of determination (Adjusted R Square) of 0.734 indicates that 73.4% of the variation in customer loyalty can be explained by two independent variables: service quality and customer satisfaction. Meanwhile, the remaining 26.6% is explained by other factors outside this research model, such as price, promotion, location, and so on.

Hypothesis Testing Partial Test

The partial test essentially aims to determine the extent to which one independent variable (service quality and customer satisfaction) individually influences the dependent variable (customer loyalty) using a significance level of 0.05. This influence can be seen from the calculated t and t table values. If the calculated t value is greater than the t table, there is a partial influence between the service quality and customer satisfaction variables on customer loyalty, with the following provisions:

If the significance level is <0.05 or $t \text{ count} > t \text{ table}$ then H_a is accepted.

If the significance level is >0.05 or $t \text{ count} < t \text{ table}$ then H_o is accepted.

Table 13. Partial Test Results

Coefficients							
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	1,171	3.155		.371	.712		
Quality of Service	.162	.101	.254	1,611	.113	.182	5,509
Customer satisfaction	.554	.140	.625	3,968	.000	.182	5,509
a Dependent Variable: Customer Loyalty							

The t-table value can be seen in the t-distribution table with a significance level of 5% using the formula:

$$t \text{ table} = t(a/2 ; nk-1)$$

$$= (0.025;57) = 2.002$$

a: confidence level (0.05)

n: number of samples

k : number of independent variables

1 : fixed formula

The result of the addition obtained a t table of 2.002.

Based on the results from table 4.11 above, the following results were obtained:

- The service quality variable has a t-value of $1.611 < 2.002$ t-table and a significance level of $0.113 > 0.05$. The results indicate that partially, service quality has a positive but insignificant effect on customer loyalty. Thus, the null hypothesis (H_o) is accepted and the alternative hypothesis (H_a) is rejected.
- The Customer Satisfaction variable has a t-value of $3.968 > 2.002$ t-table and a significance level of $0.000 < 0.05$. The results indicate that partially customer satisfaction has a positive and significant effect on customer loyalty. Thus, the null hypothesis (H_o) is rejected and the alternative hypothesis (H_a) is accepted.

Simultaneous Test

The F statistical test is tested simultaneously to determine the influence of one independent variable simultaneously on the dependent variable tested at a significance level of 0.05 with the provision that $F \text{ count} > F \text{ table}$, with the following criteria:

If $F \text{ count} > F \text{ table}$, then H_o is rejected and H_a is accepted.

If $F \text{ count} < F \text{ table}$, then H_o is accepted and H_a is rejected.

F table is obtained with the formula:

$Df 1 = k$ (number of independent variables)

$Df 2 = nk-1$

$df(N1) = 2$

$df(N2) = nk-1 = 60-2-1 = 57$

$f \text{ table} = 3.16$

k : Number of independent variables

n : Number of samples

Table 14. Simultaneous Test Results

ANOVA					
Model	Sum of Squares	df	Mean Square	F	Sig.

1	Regression	1399,840	2	699,920	82,370	.000b
	Residual	484,343	57	8,497		
	Total	1884.183	59			
a. Dependent Variable: Customer Loyalty						
b. Predictors: (Constant), Customer Satisfaction, Service Quality						

Source: Data processed 2025

Based on Table 4.12, the calculated f value is $82.370 > 3.16$ f table with a significance level of $0.000 < 0.05$. The results show that the null hypothesis (H_0) is rejected and the alternative hypothesis (H_a) is accepted, which means that service quality and customer satisfaction together influence customer loyalty.

DISCUSSION

The Influence of Service Quality on Customer Loyalty

Although the descriptive analysis results indicate that the average respondent gave a high rating to service quality, as indicated by the mean value above 4.00 in Table 4.8, the results of the multiple regression test indicate that service quality does not have a significant effect on customer loyalty partially. This indicates that although customer perceptions of service are quite good, this does not necessarily form customer loyalty directly.

One possible cause is the minimal variation in respondents' answers, with most responding with "Agree" and "Strongly Agree." This situation results in a less varied data distribution, making it difficult for statistical analysis to demonstrate a significant relationship between variable X1 (service quality) and variable Y (customer loyalty).

On the other hand, this also indicates that other factors beyond service quality may be more dominant in shaping customer loyalty, such as price, location, room comfort, or entertainment facilities, which were not specifically examined in this study. Therefore, even if service quality is perceived as good, customer loyalty does not automatically form, as loyalty requires a consistent experience, an emotional connection, and value beyond just basic service.

However, although service quality is theoretically believed to be able to encourage customer loyalty, the results of this study indicate that this influence is not statistically significant. The service quality variable (X1) has a positive but insignificant effect on customer loyalty (Y). This means that partially, service quality does tend to have a positive influence on customer loyalty, but this influence is not strong enough to be considered significant.

Within the service quality variable, several indicators showed weaknesses, particularly reliability (mean = 11.89) and responsiveness (mean = 11.92). The low scores on these two indicators were one of the factors contributing to the insignificant relationship between service quality and customer loyalty in this study.

Several items included in this indicator, such as staff's neat appearance, ability to provide prompt service as promised, and staff's responsibility in addressing customer needs, although showing positive trends, were not yet strongly perceived by customers. This was reflected in respondents' assessments, which tended to be neutral to disagree, indicating that customers had not yet fully experienced consistent and reliable service.

Thus, although service quality theoretically has a positive influence on customer loyalty, in practice, weaknesses in the reliability and responsiveness aspects significantly hinder the formation of loyalty. Therefore, the relationship between service quality and customer loyalty in this study is insignificant because customers have not experienced truly superior, responsive, and consistently reliable service quality.

The results of this study are supported by previous research by Novitasari (2021) which shows that the results of hypothesis testing show that there is no significant influence between service quality and customer loyalty at the Tanjung Surabaya Hotel, so H_0 is accepted and H_a is rejected.

The Influence of Customer Satisfaction on Customer Loyalty

The results of this study support the theory proposed by Izogo and Ogba (2015), and Minb and Huu (2016), that high customer satisfaction will encourage the formation of loyalty. The results of this study indicate that the customer satisfaction variable (X2) has a partial positive and significant effect on customer loyalty (Y), which means there is a positive and significant influence between customer satisfaction and customer loyalty.

This indicates that the higher the level of satisfaction experienced by customers during their stay at the BeSt Sport Wisata Batu hotel and villa, the higher their tendency to become loyal. This loyalty arises from customer satisfaction with various aspects of the service and their stay experience, such as the match between expectations and the reality of the service.

In contrast to the results for the service quality variable (X1), which, although positive but not significant, showed that customer satisfaction plays a stronger and more direct role in shaping loyalty. This means that, although service quality is important, what determines customer loyalty more in the context of this study is customer satisfaction with the overall experience while using hotel and villa services at BeSt Sport Wisata Batu.

The results of this study are supported by previous research conducted by Nadeak & Yudhira (2023) which showed that customer satisfaction has a significant effect on customer loyalty at Mikie Holiday Resort and Hotel Berastagi and this finding is in line with the results of research by Haninda and Indriyani (2023), which also proved that customer satisfaction contributes significantly to the formation of customer loyalty at Hotel Gunawangsa Surabaya.

The Influence of Service Quality and Customer Satisfaction on Customer Loyalty

The results of this study confirm the findings of Putri et al. (2021) and Susnita (2020), who explained that the combination of good service and high levels of satisfaction will simultaneously drive customer loyalty. The results of the study, conducted through simultaneous testing, were conducted to determine the effect of service quality (X1) and customer satisfaction (X2) variables simultaneously on customer loyalty (Y). These results indicate that service quality (X1) and customer satisfaction (X2) variables simultaneously have a positive effect on customer loyalty (Y).

In addition to conducting simultaneous tests, this study also conducted a coefficient of determination analysis aimed at measuring the influence of service quality and customer satisfaction simultaneously on the customer loyalty variable (Y). The results of this study are supported by previous research conducted by Putri & Yosepha (2022) who stated that service quality and customer satisfaction have a positive and significant effect on customer loyalty at the Notary & PPAT Office of Indah Khaerunnisa, SH, M.Kn. The findings of Susnita (2020) who, in her research at the Libra Hotel in Majalengka Regency, showed that service quality and customer satisfaction have a positive and significant simultaneous impact on customer loyalty.

CONCLUSION

Based on the research results and discussion, it can be concluded that service quality, although positively influencing customer loyalty at BeSt Sport Wisata Batu, is not partially significant. Conversely, customer satisfaction has been shown to have a positive and significant influence on customer loyalty. When analyzed simultaneously, both service quality and customer satisfaction have a positive and significant influence on customer loyalty.

Based on the results of this study, several recommendations can be made to improve customer loyalty. Hotels and villas at BeSt Sport Wisata Batu are expected to continue to focus on customer satisfaction, particularly by creating a stay experience that meets customer expectations. Consistently positive experiences will build positive perceptions in the minds of customers, which in turn can strengthen their long-term loyalty. Furthermore, meeting customer needs, providing timely service, and employee responsiveness must be continuously prioritized. Improving the quality of facilities and security is also crucial to ensure customers feel comfortable and safe during their stay.

To maintain customer loyalty, companies need to maintain key aspects such as satisfaction with price, a satisfying stay experience, positive emotional bonds, and a willingness to recommend the hotel to others. Furthermore, companies need to increase the frequency of repeat visits, the consistency of positive experiences, and brand trust, as these factors play a significant role in strengthening customer loyalty.

For future researchers, the results of this study are expected to serve as a reference for further research. Larger studies with a larger sample size and the addition of other relevant variables such as customer trust, price, or emotional value could provide a deeper understanding of the factors influencing customer loyalty in the hospitality sector.

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