Determinants of Customer Satisfaction and It's Implication on Customer Loyalty of Budget Hotel in DKI Jakarta

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ABSTRACT

This study aims to prove and analyze the increase of customer loyalty through an increase in marketing mix mediated by customer satisfaction. The population in this study is budget hotel customers in DKI Jakarta province. The research method used in this research is descriptive survey method and explanatory survey with a minimum sample size of 200 respondents, with the data analysis method used is structural equation modeling. Based on the results of the study, the following findings found that the marketing mix has a positive and significant direct effect on customer satisfaction and customer loyalty with contributions of 30.25% and 8.41%, customer satisfaction has a positive and significant effect on customer loyalty with a contribution of 18.49%, the marketing mix affects customer loyalty through customer satisfaction with a contribution of 5.76%, the marketing mix and customer satisfaction simultaneously have a positive and significant impact on customer loyalty with a contribution of 41%. Customer satisfaction partially has the most dominant influence on customer loyalty. Research findings also show that customer satisfaction is a partial mediating effect of the marketing mix on customer loyalty.

Keywords: Marketing Mix, Customer Satisfaction, Customer Loyalty
JEL Classifications: M30, M31, L83

1. INTRODUCTION

Tourism is one of the engines of the world economy that has proven to be able to contribute to the prosperity of a country. Tourism development is able to excite business activities to produce significant social, cultural and economic benefits for a country. When tourism is planned properly, it should provide benefits to the community at the destination or destination. So that it can be seen its tourism success in the government revenue sector from the tourism sector that can encourage other sectors to develop (Cabiddu et al., 2013).

Tourism is not only a quick yielding industry or is quick to produce, but also absorbs millions of workers. This industry also does not require very large capital, but rather capital expertise, networking, and hospitality or hospitality. The government's decision to boost tourism as the largest foreign exchange earner in 2019 is also not

only the responsibility of the Ministry of Tourism, but also other ministries and needs to involve the private sector and the local community (Yasuyuki and Watkins, 2014).

The government's decision to boost tourism, spurred provinces in Indonesia to further improve tourism management in their respective regions. DKI Jakarta is one of the provinces in Indonesia and at the same time as the State Capital of Indonesia which has tourist attraction so that it can attract many tourists visiting Jakarta. Tourism growth in the city of Jakarta is growing very rapidly, in addition to being supported by good infrastructure and infrastructure, the grandeur of the city of Jakarta as a metropolitan city is a special attraction for foreign and national tourists to visit the city of Jakarta.

Foreign tourists visiting Jakarta for March 2015 increased by 16.87% compared to the previous month's visit, or from 178,124

visits in February 2015 to 208,180 visits in March 2015. Likewise when compared to visits in the same month of the previous year (March, 2014), the number of foreign tourist arrivals in March 2015 experienced an increase of 2.05%.

The increase in the number of foreign tourists who travel, leads to higher demand for facilities and infrastructure to support the needs of tourists. Service businesses that can meet the needs of tourists are transportation, restaurants, travel and accommodation bureaus. The most rapid demand is demand for accommodation services. Accommodation is the main sector that is the biggest source of income for the national tourism industry. The hotel is one of the accommodation facilities that has an important role in the development of the tourism industry, because it serves as a place to stay for tourists who come during a tour (Tajeddini, 2010).

In line with the increase in the number of tourists to DKI Jakarta, it has a positive impact on the hotel services business. Based on data from the DKI Jakarta Central Bureau of Statistics (BPS DKI Jakarta, 2015), room occupancy rate (ROR) of starred hotels in Jakarta in March 2015 reached 56.82%, up by 4.20 points from the ROR in February 2015, if observed based on hotel classification starred ROR Five-star hotel is the highest, reaching 60.80% and the lowest is ROR three-star hotel which only reaches 52.70%. Meanwhile, when compared to March 2014, the aggregate ROR of all star-rated hotels in March 2015 decreased by 0.50 points, according to the hotel classification, the decrease in ROR occurred in two and five star hotels, each at 0.53 points and 5.75 points and conversely, the increase in ROR occurred in one, three-star and four-star hotels by 3.12 points, 1.10 points and 3.72 points, respectively.

The average length of stay of foreign guests in March 2015 reached 2.18 days, an increase of 0.03 days from the average length of stay of foreign guests in March 2014 which only reached 2.15 days. On the contrary, the average length of stay of Indonesian guests in March 2015 decreased by 0.13 days compared to the average length of stay of Tamiu Indonesia in March 2014. In aggregate, the average length of stay of foreign guests and Indonesian guests in March 2015 reaching 1.86 days decreased by 0.11 days compared to the average length of stay of foreign guests and Indonesian guests in the same period the previous year which was 1.97 days.

The high level of fluctuations in the ROR and the average length of stay of guests in star-rated hotels in Jakarta until 2015, especially the increase in RORs occurred in one- and two-star hotels, indicating higher competitors in the hotel business. The increase in RORs in one and two star hotels in DKI Jakarta is inseparable from the increasingly fertile growth of new hotels in Jakarta. Entering 2013, the growth of new hotels in DKI Jakarta became more fertile with the emergence and emergence of new hotels, especially hotels in one and two plus star levels which are better known as budget hotels.

Ali (2016) states that budget hotels are one and two plus star hotels that provide services that are needed by guests, so that guests do not need to pay more what they do not need while in the hotel. Budget hotels or known as cheap hotels will become

a very potential hotel industry due to the increasing market. The increase in the number of budget players in this hotel, due to the cost of making a budget hotel is not too large, but its occupancy is always high so that it promises considerable profits. For the past three years, the hotel budget industry has been growing and will increasingly become a trend in the future, especially in big cities that often become transit of traders. So that the high development of hotel budget industry in DKI Jakarta has an impact on ROR of several budget hotels in the last three years (2013–2015) which experienced a decline in the level of fluctuations which reached an average decline of 5.31% per year.

Then with the tight competition in the hotel business as shown in the occupancy rate, average and growth, hotel companies, especially hotel budgets in DKI Jakarta, are required to find and build a management system that is able to professionally retain its customers. Through their research results stated that when customers receive a higher level of satisfaction when purchasing a service product, this means that they will repeat the purchase operation for the same product. Still according to Ayed Al Muala And Majed Al Qurneh stated that loyal customers will increase revenue and create efficiency in the operation of the company. This understanding shows that loyal customers will continue to make purchases even if the company has a higher price or tariff offer and on high profit margins. Thus loyalty can provide high profits for the company. Based on this statement, the high level of fluctuations in occupancy (budget) of hotel budget in DKI Jakarta tends to be caused by the relatively low level of customer loyalty. The low level of customer loyalty/guest budget hotels is indicated based on data from the researchers' initial survey results (2016) in several budget hotels in DKI Jakarta, which shows low budget hotel guests who have plans to return to stay at budget hotels where guests stay only 35%. Likewise, guests who make purchases or use other services owned by the hotel budget are still low at only 40%, while the guests who stated they would not recommend the budget hotel where they were staying reached 55%, and on the contrary many of the budget hotel guests were interested in staying in other hotels that reached 60%.

Haryati and Ndubisi (2011) stated that there is a direct relationship between the quality of relationships and customer loyalty. Furthermore (Wang, 2009) also emphasized that customer commitment and satisfaction act as important factors in building customer loyalty. This statement implies that hotel budget service providers increase customer loyalty is to reach customers through means of communication, customized services and convenience for customers. Based on the description, the low level of customer loyalty in hotel budget in DKI Jakarta is allegedly caused by the low level of customer satisfaction. This is indicated based on the results of the guest comment recapitulation in several budget hotels in DKI Jakarta in the past year 2016, which shows that overall negative comments on hotel budget in DKI Jakarta are still relatively high, reaching an average of 41% with negative comments. the highest reached 58% over a period of 1 year. Negative comments on budget hotels in Jakarta are still relatively high which indicates low customer satisfaction in budget hotels which are thought to have an impact on the low customer loyalty of budget hotels. This is based on data from the researchers' survey

on the trend of the initial survey results of satisfaction and loyalty to budget hotel customers in DKI Jakarta (Ren et al., 2016), which shows a positive linear trend between customer satisfaction with budget hotel customer loyalty in DKI Jakarta. The trend of the above data appears at the time of satisfaction has a score of 45.00 loyalty only reaches around a score of 13.00, but when satisfaction increases to a score of 51.00 loyalty increases to around 15.00 and vice versa when the score of satisfaction returns down on the score 45.00 drastically decreases until it reaches a score of around 12.00, which is lower than the previous achievement. Overall the trend above shows that when satisfaction reaches the lowest score of 40.00 loyalty reaches the lowest point, that is at a score of around 10.00, and vice versa when the satisfaction score reaches the highest score (63.00) then the loyalty reaches the highest score of around 19.00.

According to Haryati and Ndubisi (2011) customer perceptions of products, people, processes and physical evidence have a positive impact on customer satisfaction. While customer perceptions of prices, places and promotions have a negative impact on customer satisfaction. Still according to (Zablah et al., 2016) which also states that customer satisfaction has a positive impact on customer loyalty (Ren et al., 2016) through the results of his research on budget hotels in Thailand, which concluded that every P in the service marketing mix might not be as important in the respondents' views, and only three of the seven were considered the most important marketing mixes, people, process and physical. evidence. Based on some of the above statements, other factors that allegedly cause low customer satisfaction and loyalty in budget hotels in DKI Jakarta are allegedly caused by inaccurate marketing mixes. This is indicated by several things such as the inappropriate expectation of services provided by officers and budget hotels do not always provide 24-h room service. Besides basic services (beds, bathrooms, and breakfast), lack of other facilities that are despised such as free Wi-Fi, restaurants, business rooms. Some budget hotels do not provide free soap, toothpaste, shaving mustaches and towels. The number of employees is relatively limited, the hotel budget rarely provides safe deposit boxes in rooms, not all budget hotels provide mini bars and relatively limited parking spaces.

2. LITERATURE REVIEW

2.1. Marketing Mix
Service marketing is required for an expanded marketing mix with the addition of elements that have developed. Service marketing is said to be one form of product which means every action or action offered from one party to another and is intangible. While the marketing tool known as "4P" and developed into "7P" is used very precisely for service marketing. According to (Wijoyo, 2014) 7P is defined as follows:
1. Product, is everything that can be offered to the market to satisfy a customer's desires or needs. Products can be in the form of sub-categories that explain two types of goods and services aimed at the target market.
2. Price, is a flexible marketing mix where a price will be stable within a certain period of time but in an instant the price can increase or decrease contained in the income from the sale.

3. Place, is a variety of activities carried out by companies to make their products easily available and available to target consumers.
4. Promotion, is all activities carried out by the company to communicate and promote its products to the target market.
5. People, namely the process of selection, training, and motivating employees that can be used as a differentiation of the company in meeting customer satisfaction.
6. Physical evidence, is a tangible manifestation offered to customers or prospective customers.
7. Process, is a form of activity carried out to market goods or services to prospective customers.

2.2. Customer Satisfaction
According to Zablah et al. (2016) customer satisfaction is formulated as a post-purchase evaluation, where the perception of alternative performance of products and services selected meets or exceeds expectations before purchase. If the perception of performance cannot meet or exceed expectations before purchase, then dissatisfaction occurs. In the concept of customer satisfaction there are two influencing elements, namely hope and performance. Performance is the consumer's perception of what is received after consuming the product. Expectations are consumers' estimates of what will be received if they consume products (goods or services). The level of customer satisfaction can be determined based on the dimensions proposed by Joo and Ready (2012), has conducted various studies on several types of services, and successfully identified five characteristics used by customers in evaluating customer satisfaction based on service quality. The five characteristic dimensions are (Ukil, 2016):
1. Tangibles, which include physical evidence, equipment, employees, and means of communication. The importance of this tangibles dimension will foster the image of service providers, especially for new consumers in evaluating the quality of services.
2. Reliability, namely the company's ability to carry out services in accordance with what was promised in a timely manner.
3. Responsiveness, namely the ability of the company, which is carried out directly by employees to provide services quickly and responsively.
4. Assurance, which includes employee knowledge and behavior to build trust and confidence in consumers in consuming the services offered.
5. Empathy, which is the ability of a company that is carried out directly by employees to give attention to consumers individually, including sensitivity to consumer needs.

2.3. Customer Loyalty
Consumer loyalty is the final effect of a purchase, which is defined as an attitude and intention to behave in the future, and expressed through things like commitment to give recommendations to others, intention or desire to tell things positive things about the company, and willingness to pay dearly (Fraering and Minor, 2013). Kang et al. (2015) state that the concept of customer loyalty (loyalty) includes five factors, namely the overall satisfaction experienced by a customer when doing business with a company, the willingness to build relationships with the company, willingness to buy back, willingness to recommend the company to others, and

not switch to competing products. While (Jung and Yoon, 2013) states the characteristics of loyal customers are:

1. Make a regular purchase (repeat buyer), which is to make regular purchases, which is meant to conduct transactions periodically on a certain period of time continuously.
2. Purchasing outside the service or product line, which is buying products offered by the company outside of the products that are usually consumed by the company, including new products or other pre-existing products.
3. Referring to others, namely referring the company to relatives or relatives explaining the quality of the company so that relatives or relatives want to try to consume or use company services.
4. Demonstrate immunity to the attraction of other companies, namely showing immunity in which consumers are not easily incited by promotions or interests that arise from other companies (Figure 1).

3. METHODOLOGY

The research method used is descriptive method of survey and explanatory survey. The type of investigation in this study is causality, which is the type of investigation which states the relationship between the marketing mix variables and the customer loyalty variables directly or indirectly through hotel customer satisfaction. The object of research which is the independent variable in this research is the marketing mix. While the dependent variable is customer satisfaction and customer loyalty. The nature of this research is descriptive and verification.

Population is an object that is in an area and meets certain conditions related to research problems. The type of population used in this study is a limited population, which is a population that has a quantitatively clear data source that can be counted. In this study the analysis unit was Budget Hotels in DKI Jakarta, which amounted to 21 hotels.

Related to the provisions in structural equation modeling (SEM), (Kassim et al., 2009) states that the sample size is determined by a minimum ratio of 1:5, ie., each parameter is represented by 5 respondents. Based on the SEM provisions, in this study used a sample ratio of 1:5 with a total of 40 indicators, so that the minimum sample size is 200 respondents. The determination of the minimum sample size is carried out as follows:

1. Determining the number of samples at Budget Hotels in DKI Jakarta, in this case consists of 21 Budget Hotels using

the Slovin formula, as follows (Lecturer, 2018), namely: $n = N/1+N(e)^2$, Where: N = Population size, n = sample units, e = Error tolerated (10%), so that n = 21/(1+21 (0.10)^2) = 17.35 or 17 budget hotels.

2. Taking the number of samples in this study by using stratified random sampling technique or sample size for each using a size proportional to the population strata.

4. RESULTS AND DISCUSSION

Based on Table 1, the suitability index of NFI, NNFI, RFI, IFI and CFI models has a measure of suitability of the measurement model with the good fit category, which exceeds the minimum suitability of the model. While the suitability index of the GFI, RMSEA, and AGFI models has a measure of suitability of the model below the size of the suitability of the minimum measurement model, however the size of the model suitability is still good to be used to continue the analysis of subsequent measurements.

Full model of SEM equation by using LISREL 8.80 program obtained two models, namely standardized model and t-values model, each model as shown in the following Figures 2 and 3.

SEM model measurement analysis based on the two models above in each variable shows that all indicators in the formation of exogenous latent variables Marketing Mix and endogenous latent variables customer satisfaction and customer loyalty have good validity, this is indicated by all indicators having standardized loading factor ≥0.5 and t count ≥1.96 (at α = 5%) (Filipe et al., 2017). Measurement of reliability of exogenous and endogenous latent variables has good model reliability, it is indicated by all variables having construct reliability values >0.70 and extract variance values > 0.50 (VE >0.50).

1. The path coefficient value of the marketing mix variable on customer satisfaction is 0.55 with a tvalue value of 9.78 > 1.96, so that it can be said to be significant. The magnitude of the path coefficient shows that the magnitude of the effect of the marketing mix on customer satisfaction is 0.55% with a coefficient of determination of 0.3025. While the path coefficient value of the marketing mix variable on customer loyalty is 0.29 with a tvalue value of 3.01 > 1.96, so it can be said to be significant. The path coefficient value shows that the magnitude of the effect of the marketing mix on customer loyalty is 0.29 with a coefficient of determination of 0.0841. Based on the two tests of the hypothesis, it can be
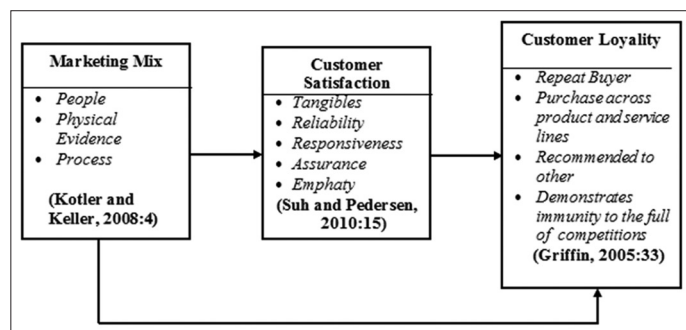
Figure 1: Framework

Table 1: Model suitability index

Indicator GOF	Expected size	Result	Conclusion
Ukuran absolute fit			
GFI	GFI>0.90	0.86	Marginal fit
RMSEA	RMSEA<0.08	0.089	Marginal fit
Ukuran incremental fit			
NNFI	NNFI>0.90	0.92	Good fit
NFI	NFI>0.90	0.93	Good fit
AGFI	AGFI>0.90	0.78	Marginal fit
RFI	RFI>0.90	0.91	Good fit
IFI	IFI>0.90	0.94	Good fit
CFI	CFI>0.90	0.94	Good fit

Source: Processing results with LISREL 8.80

Figure 2: Standardized model

Chi-Square=321.35, df=51, P-value=0.00000, RMSEA=0.089

Figure 3: *t*-value model

Chi-Square=321.35, df=51, P-value=0.00000, RMSEA=0.089
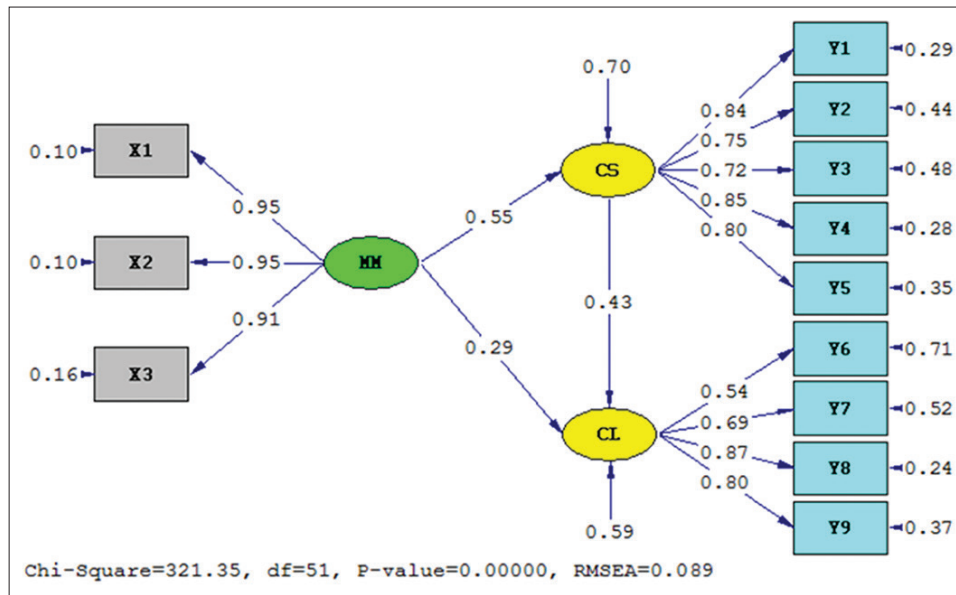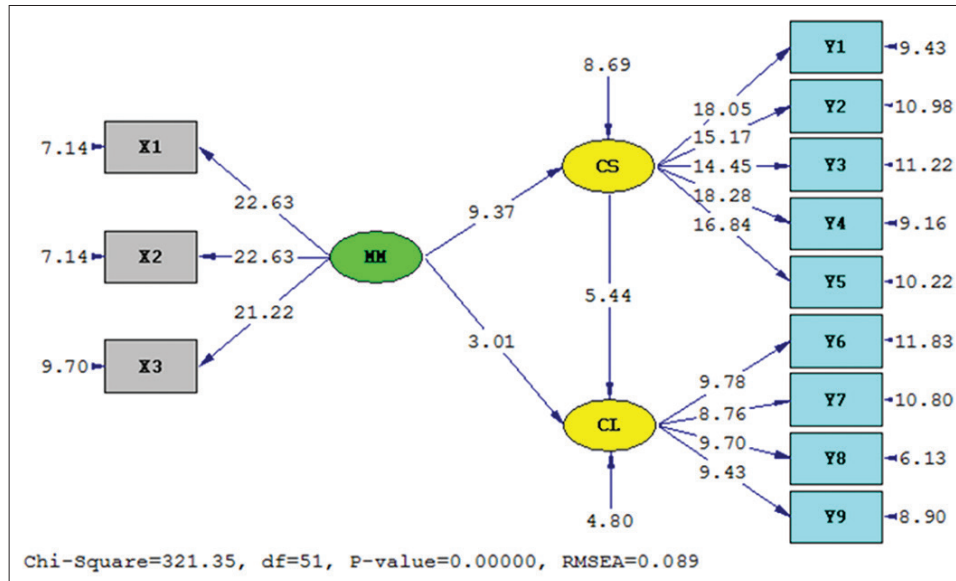
concluded that the marketing mix proved to have a positive and significant effect on customer satisfaction and customer loyalty.

2. The path coefficient value of customer satisfaction variable on customer loyalty is 0.43 with tvalue value of 5.44 > 1.96, so that it can be said to be significant. The path coefficient value shows that the magnitude of the effect of customer satisfaction on customer loyalty is 0.43 with a coefficient of determination of 0.1849. Based on the testing of these hypotheses, customer satisfaction proved to have a positive and significant effect on customer loyalty.

3. The path coefficient value of the marketing mix variable on customer loyalty through customer satisfaction is 0.24 with a tvalue value of 4.64 > 1.96 (sobel test), so that it can be said to be significant. The path coefficient value shows that the influence of the marketing mix on customer loyalty through customer satisfaction is 0.24 with a determination

coefficient of 0.576. Based on the testing of the hypothesis, the marketing mix proved to have a positive and significant effect on customer loyalty through customer satisfaction.

4. The path coefficient value of the marketing mix variable on customer loyalty through customer satisfaction is 0.24 with a tvalue value of 4.64 > 1.96 (Sobel test), so that it can be said to be significant. The path coefficient value shows that the influence of the marketing mix on customer loyalty through customer satisfaction is 0.24 with a determination coefficient of 0.576. Based on the testing of the hypothesis, the marketing mix proved to have a positive and significant effect on customer loyalty through customer satisfaction [Table 2].

The above test results indicate that directly the marketing mix variables affect the customer loyalty variables with a contribution of 8.41%. The marketing mix variable has an indirect effect on customer loyalty variables through customer satisfaction with

Table 2: Structural equation model

CS=0.55*MM	Errorvar.=0.70	R^2=0.30	(1)
(0.059)		(0.080)	
9.37		8.69	
CL=0.43*CS+0.29*MM	Errorvar.=0.59	R^2=0.41	(2)
(0.080)	(0.096)	(0.12)	
5.44	3.01	4.80	
CL=0.53*MM	Errorvar.=0.72	R^2=0.28	(3)
(0.085)			
6.20			

Source: Lisrel output 8.80

a contribution of 5.76%. So that the marketing mix directly or indirectly through customer satisfaction influences customer loyalty with a contribution of 28.00%. While simultaneously the marketing mix and customer satisfaction affect customer loyalty with a contribution of 41.00%. This shows that customer satisfaction in this study is a partial mediating variable on the effect of marketing mix variables on customer loyalty (Cengiz, 2010; Wijoyo, 2014).

The findings of this study are to increase customer loyalty at Budget Hotels in DKI Jakarta Province, especially those reflected in the high dimensions recommended to other or customers recommending that others be able to increase if the Budget Hotel is able to increase customer satisfaction, especially reflected in the high dimensions of assurance, customer satisfaction. increased if the company is able to increase the marketing mix, especially reflected in the high dimensions of people and the physical evidence dimensions of the Budget Hotel (Keller et al., 2014).

5. CONCLUSION

1. The marketing mix reflected by the high number of people and physical evidence has a positive and significant effect on customer satisfaction which is reflected by the high assurance and customer loyalty that is reflected in the high recommended to other or the desire to recommend to others, this indicates that the increase the marketing mix will result in increased customer satisfaction and employee performance at budget hotels in DKI Jakarta.

2. Customer satisfaction reflected by high assurance (high customer satisfaction with guarantees and security) has a positive and significant effect on customer loyalty that is reflected in the high recommended to other or the desire to recommend to others, this indicates that increasing customer satisfaction will lead to increased customer loyalty at budget hotels in DKI Jakarta.

3. The marketing mix reflected in the high level of service people (people) and physical evidence has a positive and significant impact on customer loyalty which is reflected in the high recommended to other or the desire to recommend to others, through customer satisfaction which is reflected in the high assurance. This shows that increasing the marketing mix will lead to increased customer satisfaction which has implications for increasing customer loyalty at Budget Hotels in DKI Jakarta.

4. The marketing mix reflected by the high number of people and physical evidence and customer satisfaction reflected

in the high assurance simultaneously has a positive and significant impact on customer loyalty which is reflected in the high recommended to other or the desire to recommend to others, this shows that increasing the marketing mix and customer satisfaction simultaneously will lead to increased customer loyalty at Budget Hotels in DKI Jakarta Province with a coefficient of determination (R^2) of 41%. Another finding from this study is that partially customer satisfaction is the most dominant variable in increasing customer loyalty, as well as customer satisfaction is a partial mediating variable on the effect of customer satisfaction on customer loyalty.

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