



The Analysis Of Services Quality, Facilities And Infrastructure, And Their Effect On Consumer Loyalty In The New Normal (Case Study: Hospitality Industry In Banda Aceh)

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ABSTRACT

The purpose of this study is to analyze: (1) service quality, (2) facilities and infrastructure, (3) consumer satisfaction, and (4) its impact on consumer loyalty in the New Normal in Banda Aceh. The data collection method is a simple random sampling technique, with data analysis using path analysis. The samples are 120 respondents. The results of the analysis show that there is the direct influence of service quality (0.617) and facilities and infrastructure on consumer loyalty (0.372); the acquisition value is higher than the indirect effect of service quality on consumer loyalty with purchasing decisions as an intervening variable (0.026) and facilities and infrastructure on consumer loyalty with customer satisfaction as an intervening variable (0.010). The structural equations in this study are: Consumer satisfaction = 0.745 Service Quality + 0.281 facilities and infrastructure. Consumer loyalty = 0.035 Consumer satisfaction + 0.617 Quality of service + 0.372 facilities and infrastructure. From the results of the study, all variables show a very significant effect on consumer loyalty except for the variable of customer satisfaction on customer loyalty which was not significant. It means that every customer satisfaction will not necessarily lead to consumer loyalty.

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1. Introduction

Increasingly fierce competition between service providers characterizes the accommodation market (Nunkoo *et al.*, 2019). Consumers have benefited from this competition by being offered a wide choice of accommodation services (Chang, Hsu, & Lan, 2019), which has led to increased expectations (Buhalis & Sinarta, 2019). In order to remain competitive and to retain customers, as well as attract new customers, accommodation providers generally improve the quality of their services by prioritizing customer satisfaction as a key strategy (Amri, 2013; Rizal, 2019). Therefore, customer satisfaction is one of the most systematic topics documented in the hospitality literature (Hu *et al.*, 2019). Accommodation providers should explore the importance of various dimensions of service quality as well as the role of various dimensions of service quality to improve customer satisfaction (Farooq *et al.*, 2018).

In order to provide satisfaction to consumers, the hotel management has provided rooms with various facilities and satisfying services (Akbar, 2019). However, hotel management tends to overemphasize facilities at the expense of other essential things for service quality (Sufi & Shojaie, 2018). An innovative method is needed to evaluate hotel satisfaction with the quality of services, facilities, and infrastructure (Yfantidou *et al.*, 2019), prioritizing customer satisfaction (Ravishankar & Christopher, 2020).

The COVID-19 pandemic has crippled global tourism (Wirawan, Pujiastuti, & Astuti, 2020), the COVID-19 crisis has caused international distortions for the hospitality industry and a significant deterioration for the European hotel (hospitality) market (Nicola *et al.*, 2020). Based on researchers' observations, almost all hotels in Banda Aceh have also stopped operating, and even if some are open, it is specifically for Covid patients quarantine. Medium and long-term planning is needed to rebalance and



energize the economy for hotel management in Banda Aceh in the New Normal Era. So the government and other institutions' role is required to re-evaluate economic growth in the hospitality industry.

The phenomenon behind this research is the problem of consumer loyalty in utilizing hotel facilities in Banda Aceh in the New Normal Era. This phenomenon occurs due to the increasing number of hotels in Banda Aceh, especially before the Covid-19 pandemic, resulting in increasingly fierce competition for hotels, thus impacting consumer loyalty in choosing hotels as temporary lodging facilities or other events. The problem of consumer loyalty also occurs in hotels in Banda Aceh City. It can be seen from the hotel occupancy rate that does not reach the target set by the hotel management. One way to increase occupancy and consumer loyalty is to rely on the role of the government, especially in promoting tourism products in Aceh Province and especially in the city of Banda Aceh. Tourism activities are expected to impact increasing occupancy and consumer loyalty who come to Banda Aceh in the New Normal Era.

For this reason, a special study is needed to discover what consumers actually consider when they stay at hotels in Banda Aceh, making it easier for the hoteliers to determine the right strategy in order to achieve future success in the New Normal Era and the strategies applied in the Hospitality Industry in re-improving occupancy and increasing income.

2. Literature Riview

A. Consumer Loyalty

Consumer loyalty, in general, can be interpreted as someone's loyalty to a product, both goods, and services (Foedjiawati & Samuel, 2005). Consumer loyalty is a manifestation and continuation of customer satisfaction in using the facilities and services provided by the company (Anggayani & Osin, 2018) and keep being consumers of the company (Akbar, 2019). Loyalty is a fundamental concept in marketing strategy (Widyawati, 2018). The existence of consumers who are loyal to the brand is vital for the company to survive (Simamora, 2018). Loyalty can be defined as a deep commitment to repurchase a preferred product or service consistently in the future by repurchasing the same brand despite situational influences and marketing efforts that can lead to switching behavior.

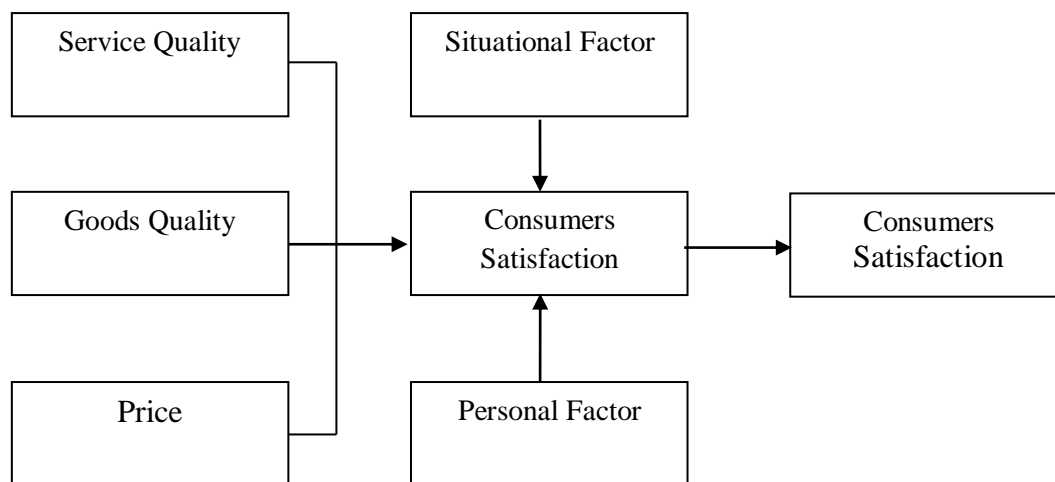
There are six reasons why an institution needs to gain customer loyalty (Santoso & Samboro, 2017); 1) Existing customers are more prospective, meaning that loyal customers provide great benefits to the institution, 2) The cost of getting new customers is much greater than maintaining and retaining existing customers, 3) Customers who already trust the institution in a certain matter will also believe in other matters, 4) The operating costs of the institution will be efficient if it has many loyal customers, 5) The institution can reduce psychological and social costs because old customers have had many positive experiences with the institution, 6) Loyal customers will always defend the institution and even try to attract and advise others to become customers (Lee, 2017).

B. Satisfaction

Customer satisfaction has become part of the goals of most companies (Akbar, 2019). Apart from obtaining the maximum profit, consumers satisfaction, at the same time, help the company to face increasingly fierce competition to maintain its survival. In line with that, the quality of service, especially for companies providing services, becomes essential to give more satisfaction to customers and ultimately become an added value for the company. It has become a common belief, especially in the business world, that customer satisfaction is one of the keys to the success of a business. By satisfying consumers, organizations can increase profits and gain a wider market share (Wibowo, 2019). Due to this belief, many studies have been conducted to measure customer satisfaction, so many definitions are given to "customer satisfaction". Customer satisfaction is a feeling or emotional assessment of customers to use a product or service where their expectations and needs are met. Suppose consumers feel that what they get is lower than what they expect (negative disconfirmation). In that case, the consumer will be dissatisfied, on the contrary, if the consumers get more than what they expected, they will be satisfied while in a situation where what is received is the same as expected. The consumer is dissatisfied and satisfied (neutral).

Satisfaction is a much broader concept and is merely an assessment of service quality (Mailensun & Bangun, 2019) but is also influenced by other factors. As shown in Figure 1, consumer satisfaction is influenced by consumer perceptions of service quality, service quality, price, and situational and personal factors of consumers.





Picture 1. Model of Relationship Between Service Quality and Consumer Satisfaction

C. Facilities and Infrastructure

In its implementation, there is an vague understanding of the notion of facilities and infrastructure (Akbar, 2019; Reksiana, 2018). For this reason, the meaning of facilities and infrastructure is first described. The facility is companies that provide services to consumers (Indrawan, 2017), both directly and indirectly, and their existences depend on the consumers. Meanwhile, infrastructure is all facilities that allow the economic process to run smoothly in such a way (Setiyawan & Kusbandono, 2018) so that it can make it easier for humans to meet their needs (Akbar, 2019; Setiyawan & Kusbandono, 2018).

The facilities and infrastructure include:

1. Water supply system
2. Electric power generator
3. Telecommunication network
4. Road network to airports, seaports, terminals, and stations
5. Emergency exit or emergency stairs
6. Restaurants and cafes (Akbar, 2019).

In general, facilities and infrastructure are means to support the effort carried out in public services (Rukayat, 2018). If these two things are not available, then all activities will not be able to achieve the expected results (Manullang & Purnamasari, 2019). Facilities are all types of tools, work equipment, and facilities that function as the main/supporting tool in executing work and in the context of interests related to work organizations (Nawawi & Puspitowati, 2017). Facilities and infrastructure are tools used in a productive process, both of which are auxiliary equipment and main equipment that function to realize the goals.

D. Quality of Service

Service is any action or activity that can be offered by one party to another. The services are intangible and do not result in any ownership (Akbar, 2019). Service is also a process consisting of a series of intangible activities that usually (but not always) occur in interactions between customers and employees, services and resources, physical or goods, and service provider systems, which are provided as solutions to customer problems (Yuen et al. al, 2018). Service is an activity, action or performance that is not visible. The word 'service' itself has many meanings, ranging from personal service to service as a product. The definition of service has been defined by many experts (Akbar, 2019).

There are four special characteristics of services that distinguish them from goods. Kotler & Armstrong (2001) mention these characteristics as follows:

1. Intangibility

Services are more of actions so that they cannot be seen, touched and felt before they are purchased. This characteristic makes services cannot be stored, leading to demand fluctuations that are uncontrollable. Services cannot be patented so that competitors can easily imitate them. Services cannot be displayed or communicated easily to consumers, or in other words, there are difficulties in promoting

services, so it's troublesome for consumers to assess the quality of services before experiencing or consuming the services. Another impact of this characteristic is that there are problems in calculating production costs, so that price determination often encounters obstacles.

2. *Inseparability* (cannot be separated)

Services cannot be separated from the service provider, because essentially, services are produced and experienced or consumed simultaneously so that the quality of the services is strongly influenced by the effectiveness of the interactions between service providers and consumers. Thus, the key to the success of the service business lies in the process of recruitment, compensation, training, and employee development.

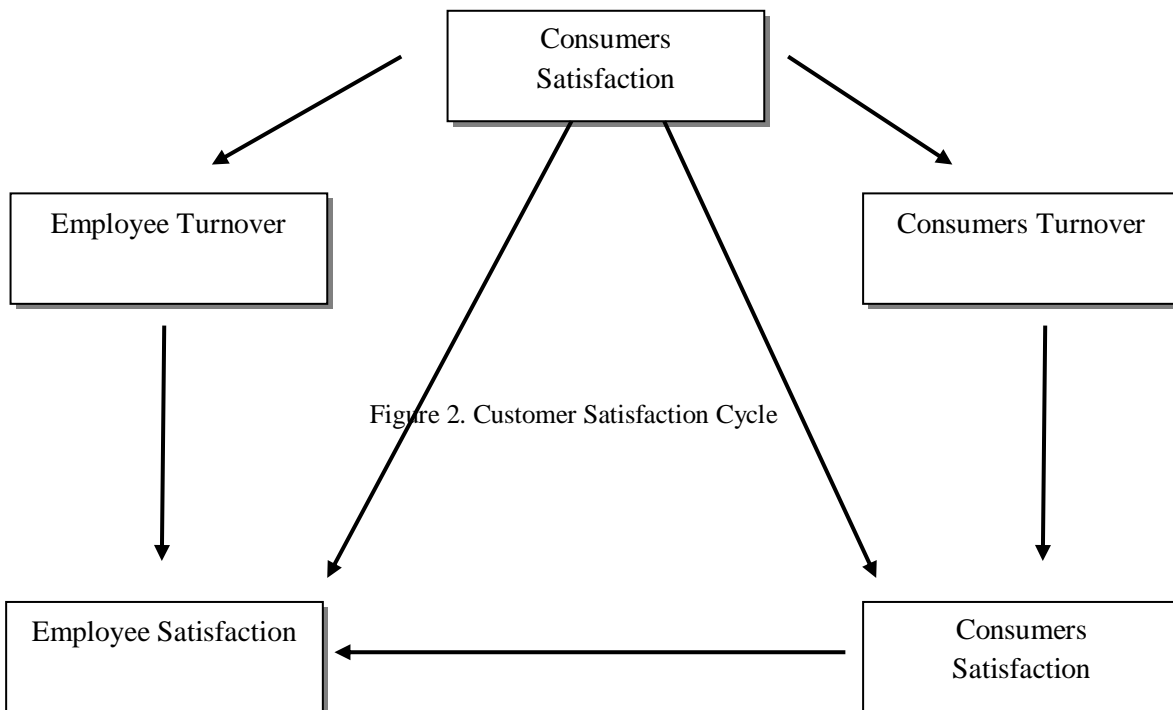
3. *Variability*

Services vary widely depending on who provides them, when, and where they are provided. This heterogeneity is also due to the fact that there are no identical consumers so that the services offered to each consumer are also different. Consumers are also very concerned about this high variability and often seek the opinion of others before deciding to choose a service provider.

1. *Perishability* (Not durable)

Services are perishable commodities because they cannot be stored for sale or use at a later date. This perishable nature of services is not a problem if demand is constant or regular, but in reality, consumer demand for services, in general, is highly varied and influenced by seasonal factors.

Based on the explanation of marketing and services that have been stated previously, it can be concluded that the marketing of services is a social and managerial process in which individuals and groups get what they need and want through creating offers that are basically intangible and do not result in any ownership, but has an added value that is intangible at the time of purchase.



3 Method

A. Location and Research Object



The research location is the hospitality industry in Banda Aceh which has been impacted by COVID-19, while the object of research is the influence of service quality and facilities and infrastructure on consumer satisfaction and its impact on consumer loyalty towards the hospitality industry in the city of Banda Aceh.

B. Population and Sampling

The population in this study are all consumers who use hotel services in the city of Banda Aceh. Sampling was done using the simple random sampling technique (simple random) towards 150 consumers who use the hospitality industry services in the city of Banda Aceh, where 50 people were sampled from each hotel. The criteria for respondents in this study was that the sample had stayed at hotels in the city of Banda Aceh more than once.

C. Data Collection Techniques

In collecting data for this study, the authors used data collection methods as follow:

1. Primary data, data collected directly by the author through a questionnaire consisting of questions distributed to hotel customers in Banda Aceh.
2. Secondary data, data obtained from hotel records in Banda Aceh.

D. Variable Measurement and Operational Scale

This study uses a multichotomous questionnaire (multiple choice answers) where the subject has five alternative responses using a Likert scale. This scale relates to a person's attitude towards something. This research questionnaire ranges from strongly disagree (STS) to strongly agree (SS). The operational variables in this study consist of exogenous variables, which is service quality (X1), and facilities and infrastructure (X2), then endogenous variables, namely consumer satisfaction (Y) and mediating variables, namely customer loyalty towards the Hospitality Industry in the city of Banda Aceh (Z).

E. Analysis and Hypothesis Testing Tools

Analysis of the data used in this study is a path analysis using the AMOS Version 26.0 program. Path analysis is a statistical technique used to examine the causal relationship between two or more variables. It is also used to see the direct and indirect effects of a set of variables as causal variables on effect variables.

This path analysis technique is data that has an ordinal scale, it must be increased to an interval scale using the method of successive intervals (MSI), with the following working steps:

- (a) Pay attention to the frequency (f) of the number of respondents who respond to the statement answers.
- (b) For each counted item of the frequency (f) of answers, determine how many respondents scored 1, 2, 3, 4 and 5.
- (c) Determine the proportion (p) by dividing the frequency by the number of respondents.
- (d) Calculate the cumulative proportion
- (e) Calculate the Z value for each cumulative proportion obtained using the normal distribution table.
- (f) Calculate the scale value (sv) with the following formula;

$$SV = \frac{\text{Density at lower limit} - \text{Density at upper limit}}{\text{Area under upper limit} - \text{Area lower limit}}$$

The smallest scale value is equal to one (1) and transforms each scale according to the smallest scale change to obtain the transformed scale value. All calculations use the *Methods of Successive Interval* (MSI) computer program.

A complete structure can be made to test the hypothesis that describes the causal relationship between the independent variable and the dependent variable through the path diagram in the following figure.

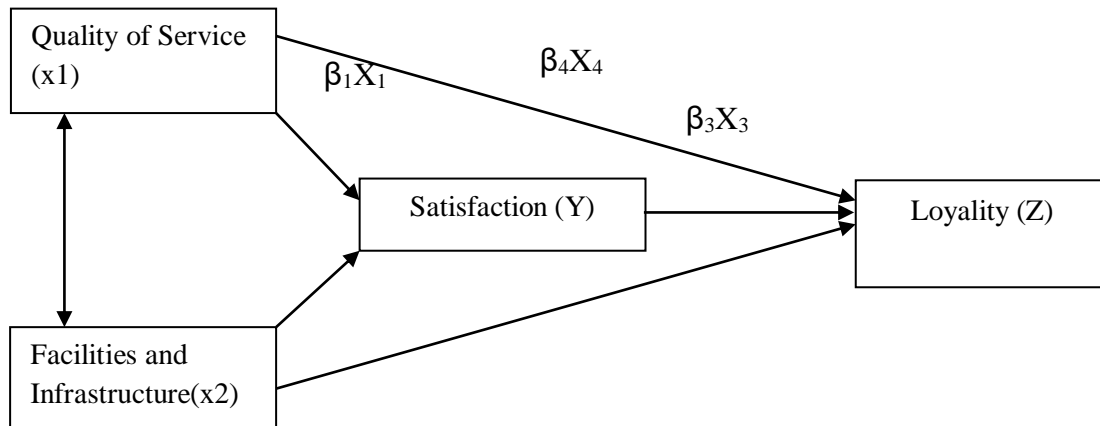


Figure 4. Method of Testing the Role of Mediating Variables

Equation 1 : Quality of service = $\beta_1 X_1$ β_1 must be significant
 Equation 2 : Facilities and infrastructure = $\beta_2 X_2$ β_2 must be significant
 Equation 3 : Customer satisfaction = $\beta_3 X_3$ β_3 must be significant
 Equation 4 : Consumer loyalty = $\beta_3 X_3 + \beta_4 X_4$ β_4 must be significant
 β_4 must be significant if $\beta_3 X_3$ is not significant, it is *fully mediated*; if $\beta_3 X_3$ is significant it is *partially mediated*.

4. Results and Discussion

The full model of Structural Equation Modeling (SEM) analysis, after analyzing the dimensionality unit level of the indicators that make up the latent variables that were tested with confirmatory factor analysis. The results of data processing and analysis at the full mode SEM stage were carried out by conducting conformity tests and statistical tests. The results of data processing for the full analysis of the SEM model can be seen in Figure 5 below.

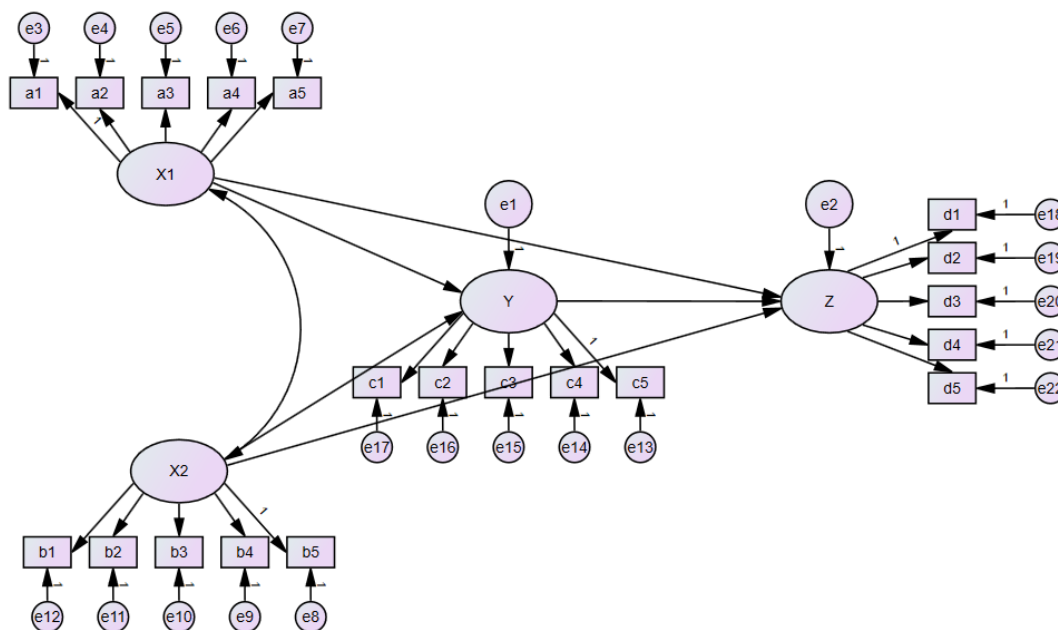


Figure 5. model as a whole



From the figure above, it can be seen that the overall model (simultaneous) of the existence of exogenous constructs and endogenous constructs is then tested against the suitability of the full SEM model, which is summarized as in the following table:

Table 1: Model Fit Test

No.	Indeks	Cut-off Valu	Hasil	Evaluasi Model
1	Chi-Square	Kecil	412,0	Marginal
2	Probabilitas Chi-Square	$\geq 0,05$	0,065	Baik
3	CMIN/DF	≤ 2.00	1,939	Baik
4	RMSEA	≤ 0.08	00.08	Baik
5	TLI	≥ 0.90	0,926	Baik
6	CFI	≥ 0.90	0,934	Baik

Hasil:result evaluasi model: Evaluation model Baik : Good

The research structural model in Table 1 above describes the relationship between variables and their respective indicators (measurement model) and the relationship between variables (structural model). The relationship between variables and their respective indicators (measurement model) can be said to be valid because the acquisition value is above 5% or 0.5. Whereas for the relationship between the variables investigated in this study, there are still 3 coefficients that are relatively small or below 5% (0.5).

The results of model testing based on Chi-Square statistics, Chi-Square Probability, CMIN/df, RMSEA, TLI, and GFI obtained values according to the requirements so that it can be concluded that the model fits the data. Therefore this research model is able to describe the relationship between the studied phenomena.

5. Hypothesis Testing

Hypothesis testing in this study was carried out two stages. The first stage was partial testing and the second stage was simultaneous testing.

a. Partial Hypothesis Testing

1) Direct Effects Hypothesis Test

This hypothesis test was done to see the overall/direct relationship (Direct Effects) between variables. The output results of table 2 on Regression Weight below, shows the estimated value of the influence of one variable on other variables and the probability that shows the significance of the effect of one variable on another variable. This hypothesis testing is also carried out based on the Critical Ratio (C.R) value of a causal relationship.

Table 2
Regression Weights on Full Model Structural Equation Modelling (SEM).

Indicator		Estimate	Standardized Estimate	S.E.	C.R.	P
Consumers_Satisfaction	← - Service of Quality	0,422	0,517	0,069	8,817	***
Consumers_Satisfaction	← - Facilities and Infrastructure	0,170	0,195	0,055	4,471	***
Consumer_Loyalty	← - Consumers_Satisfaction	0,039	0,035	0,086	0,310	0,456
Consumer_Loyalty	← - Service of Quality	0,389	0,428	0,094	5,953	***
Consumer_Loyalty	← - Facilities and Infrastructure	0,251	0,258	0,058	6,256	***

The analysis of these factors also shows the test value of each creation of a construct with other constructs. The results show that each indicator or dimension forming each latent variable shows good results except that the consumer decision constructs on consumer loyalty is not significant, namely with a probability value of 0.456, while the others show a value with a CR above 1.96 (critical value) and with a probability (P) that is smaller or below 5% (0.05). In Regression Weights, the probability value is less than 0.05 (0.001 is marked with a -*** sign). With these results, it can be said that the indicators forming the latent variables are significant indicators of the latent factors that are formed. Thus, the model used in this study is acceptable.

After acknowledging that there is a significant influence of the quality of service and facilities and infrastructure on consumer satisfaction and its impact on consumer loyalty, then the calculation of the total influence was carried out as presented in table 4 below:

Table 4.
Influence Range Calculation

Influence	Direct	Indirect	Total
Service quality → Consumer satisfaction	0,517		
Infrastructure → Consumer satisfaction	0,195		
Consumer satisfaction → Consumer loyalty	0,035		
Service quality → Consumer loyalty	0,428	0,026	0,643
Infrastructure → Consumer loyalty	0,258	0,010	0,268

From the table above, it can be seen that the direct influence of each variable is greater than the indirect effect. Consumer loyalty is more strongly influenced by the quality of services, facilities and infrastructure. Meanwhile, customer satisfaction does not necessarily make consumers loyal to the Hospitality Industry in Banda Aceh in the New Normal Era.

6. Sobel Test

The Sobel test was conducted to find out more about the significance of the indirect effect of service quality and infrastructure on consumer loyalty. This strategy is considered to have more statistical power in a more complete manner, with the test using this calculation for the Sobel test:

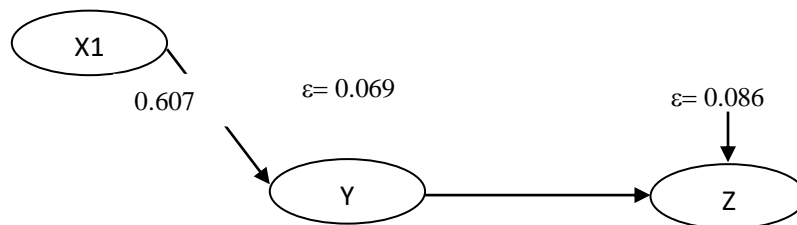


Figure: 4.
Path Analysis of Service Quality

The results of Path Analysis were then calculated by the formula below

$$\begin{aligned}
 Sab &= \sqrt{b^2 Sa^2 + a - Sb^2 + Sa^2 b^2} \\
 &= \sqrt{(0.607^2 \times 0.069^2) + (0.039^2 \times 0.086^2) + (0.069^2 \times 0.086^2)} \\
 &= 0.0018 + 0.00001 + 0.00004 \\
 &= 0.0018
 \end{aligned}$$

Then to test the significance of the indirect effect of the independent variable on the dependent variable, it is necessary to calculate the Z value of the ab coefficient by using the following formula below:

$$Z = \frac{Ab}{\dots}$$



$$Z = \frac{0.039 \times 0.607}{0.0018} = 13.152$$

From the results of the above calculations, it can be seen that the Z value (13.152) > 1.98 (absolute Z value); therefore, it can be said that there is a significant indirect effect of service quality on consumer loyalty in the new normal era of the Hospitality Industry in the city of Banda Aceh.

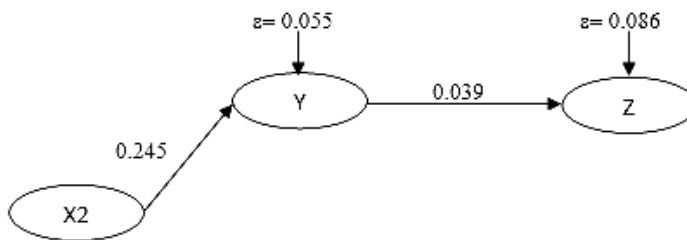


Figure: 5
Path Analysis of facilities and infrastructure

Then to test the significance of the indirect effect of the independent variable on the dependent variable, it is necessary to calculate the Z value of the ab coefficient by using the following formula below:

$$Z = \frac{ab}{S_{ab}}$$

$$S_{ab} = \sqrt{b^2 S_a^2 + a^2 S_b^2 + S_a^2 S_b^2}$$

$$= \sqrt{(0.245^2 \times 0.055^2) + (0.039^2 \times 0.086^2) + (0.055^2 \times 0.086^2)}$$

$$Z = \frac{0.039 \times 0.245}{0.00022} = 43.432$$

From the calculation results above, it can be understood that the value of Z (43,432) > 1.98 (absolute Z value); therefore, it can be concluded that there is a significant indirect effect of facilities and infrastructure on consumer loyalty in the new normal era of the Hospitality Industry in the city of Banda Aceh.

5. Conclusion

Based on the results and discussion described in the previous chapter, the following conclusions can be drawn: The descriptive results of the study indicate that the variables tested are Quality of Service, Facilities and Infrastructure, Consumer Satisfaction and Consumer Loyalty in the New Normal Era of the Hospitality Industry in the city of Banda Aceh. The results of the partial study show a positive and significant direct effect between service quality and consumer satisfaction in the new normal era of the Hospitality Industry in the city of Banda Aceh. The results of the partial study show a significant direct effect between facilities and infrastructure on consumer satisfaction in the new normal era of the Hospitality Industry in the city of Banda Aceh. From a partial study between Service Quality and Consumer Loyalty in the New Normal Era of the Hospitality Industry in Banda Aceh, the results show a positive and significant influence between the two variables. The results of the partial study show that there is a significant influence between facilities and infrastructure on consumer loyalty in the new normal era of the Hospitality Industry in the city of Banda Aceh. The results of the partial research show that there is no influence of consumer satisfaction on consumer loyalty in the new normal era of the Hospitality Industry in the city of Banda Aceh. The study results showed that the indirect effect was very significant between product quality and consumer loyalty through consumer satisfaction in the new normal era of the Hospitality Industry in the city of Banda Aceh. The results of the indirect effect research shows that there is a significant influence between facilities and infrastructure on

consumer loyalty through consumer satisfaction in the new normal era of the Hospitality Industry in the city of Banda Aceh.

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