



## SERVICE QUALITY AND BRAND IMAGE ON CUSTOMER SATISFACTION AND CUSTOMER LOYALTY AT PESONNA HOTEL PEKANBARU

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### Abstract

The purpose of this study are (1) to determine, test and analyze the influence of Service Quality and Brand Image on Customer Satisfaction at Hotel Pesonna Pekanbaru (2) To determine, test and analyze the influence of Service Quality, Brand Image and Customer Satisfaction on Customer Loyalty at Hotel Pesonna Pekanbaru . In this study, the population is visitors of Hotel Pesonna Pekanbaru who have visited at least 2 times. The sample of this study was 120 respondents who were taken using purposive sampling with data collection methods using questionnaires. The analysis used is descriptive analysis and verification analysis. The data in this study were processed using SPSS, SmartPLS, and Microsoft Excel. The results of this study indicate that Service Quality (X1) has a significant effect on Customer Satisfaction (Y1). Service Quality (X1) has a significant effect on Customer Loyalty (Y2). Brand Image (X2) has a significant effect on Customer Satisfaction (Y1). Brand Image (X2) has a significant effect on Customer Loyalty (Y2). Customer Satisfaction (Y1) has no significant effect on Customer Loyalty (Y2).

**Keywords:** Service Quality, Brand Image, Customer Satisfaction, Customer Loyalty

## 1.0 INTRODUCTION

The rapid development of the era can affect various aspects of a country's growth to increase and also affect business competition in a country, the hotel/accommodation service industry is also experiencing the impact of economic growth that keeps up with the times and the province of Riau is also affected by the development of this economic growth. .

The number of hotels that have increased from year to year has created competition between hotel managers who compete to provide the highest quality service. A hotel that has good service quality or is above consumer expectations, will definitely be remembered by consumers and will make them come back to the hotel or in good condition a consumer will provide recommendations to others and the hotel will get higher profits.

Tourism is one of the leading sectors, as people need entertainment to satisfy and make themselves happy. To enhance economic development the role of tourism is very large, in addition to unique and good tourist attractions, tourist visits must be supported by good accommodation facilities so that these tourist visits are more memorable and want to make these consumers come back.

In running a business in the service sector, the goal is to make customers feel satisfied with the services provided. The formation of good customer satisfaction (Putra & Renaldo, 2020) can provide several benefits, one of which is a good relationship between customers and business managers. For hoteliers, it is very important to know how much the quality of service has been provided and to what extent it affects customer loyalty. There are also several factors that affect customer loyalty besides service quality, namely brand image and customer satisfaction.

Consumer Loyalty is a customer's commitment to a brand, shop or supplier that is positive in long-term use. It can be concluded that customer loyalty to a product or service is very important for the sustainability of a business. Hotel Pesonna Pekanbaru is part of PT Pesonna Indonesia Jaya which was founded in 2015 and has the unique concept of «Lifestyle and Halal». Pesonna hotel provides simple modern accommodation with «Halal» values, which means bringing good and acceptable value in our services, product quality and our team members. Hotel Pesonna Pekanbaru is 3 stars and offers complete facilities at affordable rates. The image of the Pesonna

hotel brand with the concept of "Lifestyle and Halal" was built to create a complete, clean and guaranteed halal accommodation service experience to increase customer satisfaction and loyalty.

**Table 1. Room Sales Data at the Pesonna Hotel Pekanbaru**

Year	Room Available	Room Sold	%
2016	28,438	13,900	48.88%
2017	41,191	26,638	64.67%
2018	47,450	24,883	52.44%
2019	47,450	27,789	58.56%
2020	47,450	18,630	39.26%

Table 1 contains the number of rooms available, rooms sold and the percentage of hotel room sales at the Pesona Hotel Pekanbaru from 2016-2020. If you look at the table information, there has been a major decline in room sales in 2020, this decline is one of the phenomena this research is making. The phenomena from table 1 will be related to several variables in this study, so the following questions arise (1) is the decline in room sales at the Pesonna Pekanbaru hotel caused by a low level of service quality? (2) is the decline in room sales at the Pesona Hotel Pekanbaru caused by a low level of brand image? (3) is the decrease in room sales at the Pesona Hotel Pekanbaru caused by the low level of customer satisfaction? (4) is the decrease in room sales at the Pesona Hotel Pekanbaru caused by a low level of customer loyalty?

In addition to the influence of variables on decreasing room sales, this study will also analyze the influence of Service Quality and Brand Image on Customer Satisfaction at Pesonna Pekanbaru Hotel and the effect of Service Quality, Brand Image and Customer Satisfaction on Customer Loyalty at Pesonna Pekanbaru Hotel.

## 2.0 LITERATURE REVIEW

### Service Quality

According to (Tjiptono, 2011) service quality has a close relationship with customer satisfaction. Service quality encourages customers to establish strong relationships with the company. In the long run like this allows the company to understand carefully customer expectations and customer needs. Thus, the company can increase customer satisfaction (Suwarno, Komara, & Chandra, 2018) where the company maximizes customer experience can create customer loyalty or loyalty to companies that provide satisfactory quality. The notion of service quality is also cited according to (Sunyoto, 2012) that quality or quality in the service industry is a form of presentation of a product or service according to the size that applies where the product is held and the delivery is at least the same as what consumers want and expect.

According to (Tjiptono, 2011) there are five main dimensions in service quality, namely: (1) Reliability is the ability of a business actor or company to provide accurate services in accordance with the services promised. (2) Responsiveness is the ability and willingness of a service to be able to meet customer requests. (3) Assurance is the ability of business people or companies to show a sense of trust and a sense of security for consumers, which is carried out by employees or employee behavior (Renaldo, Sudarno, & Hutahuruk, 2020a) that is able to foster consumer confidence in companies and companies can create a sense of security for their consumers. (4) Empathy is the ability of business people or companies to understand the problems of their consumers and act in the interests of consumers. (5) Physical Evidence (Tangible) is the quality of service with the attractiveness of physical facilities, complete equipment/equipment,

### Brand Image

Brand Image Is the result of a collection of processes in which consumers compare the social status of the various attributes of a brand. The attributes in question include product, price, product quality and service quality.

### Customer Satisfaction

Satisfaction (Hafni, Renaldo, Chandra, & Thaief, 2020) is a person's feelings of pleasure or disappointment that arise after comparing the performance of the product in question with the expected performance. If performance meets expectations then the customer is satisfied. Customer value (Suyono, Suhardjo, Renaldo, Sudarno, & Sari, 2021) is the customer's comparison between all the benefits and all costs that must be incurred to accept the offers given. Total customer costs are a group of costs used in assessing (Renaldo, Sudarno, & Hutahuruk, 2020b), obtaining and using a product or service.

### Customer Loyalty

Loyalty is a customer's commitment to hold deeply to re-subscribe or re-purchase selected products/services consistently in the future, even though situational influences and marketing efforts have the potential to cause changes in behavior in relation to customer experience.

## Prior Research

Table 2. Research Gap Research Summary

No	Influence between Variables	Result	Researcher(s)
1	Service Quality on Customer Satisfaction	S+	(Aryani & Rosinta, 2010; Suratno et al., 2016)
		S-	
		TS	(Yuliaty, 2014)
2	Service Quality on Customer Loyalty	S+	(Aryani & Rosinta, 2010; Suratno et al., 2016)
		S-	
		TS	(Normasari, 2013)
3	Brand Image on Customer Satisfaction	S+	(Pangandaheng, 2013; Suratno et al., 2016)
		S-	
		TS	(Galang et al., 2018; Gunardi & Erdiansyah, 2019)
4	Brand Image on Customer Loyalty	S+	(Aprisia & mayliza, 2019)
		S-	
		TS	(Sapitri et al., 2020)
5	Customer Satisfaction on Customer Loyalty	S+	(Sembiring, 2014)
		S-	
		TS	(Nurmaulia & Sunindyo, 2019; Putra, 2016)

Source: Journal Recapitulation, 2020

## Relations between Variables and Hypothesis Formulation

### Relationship between Service Quality and Customer Satisfaction

Service quality is a benchmark in determining whether or not a service user is satisfied with the services provided, because through service quality one will be able to assess performance and feel whether or not consumers are satisfied with the services provided by the service provider. The relationship between service quality and customer satisfaction is strengthened in research journals that have been conducted (Aryani & Rosinta, 2010) the results show that service quality has an influence on customer satisfaction in FISIP UI students who visit KFC outlets, because service quality is the focus of KFC management's attention when run the business. Quality services that satisfy customers need to be carried out continuously, even though the complaints received are relatively low. Because about 95% of dissatisfied consumers choose not to make a complaint, most simply stop buying. In research (Suratno et al., 2016) it is also said that service quality has a significant positive relationship to customer satisfaction in research studies on the effect of corporate image and service quality on customer loyalty with customer satisfaction as an intervening variable at PT Pelabuhan Indonesia III Semarang.

In research (Yuliaty, 2014) on customers of Bank Syariah Mandiri KCP Medan Aksara it was concluded that the quality of internet banking services has no effect on customer satisfaction. 18.60%, while the remaining 81.40% comes from other variables that are not in the research. From research (Yusnaini, 2010) on the quality of internet banking services it is concluded that service quality has a significant positive influence on customer satisfaction, but it is also explained that there are several dimensions that have no effect on customer satisfaction, namely the dimensions of reliability and assurance.

In several previous studies, the variable customer quality and customer satisfaction has a significant influence relationship, the higher the level of customer satisfaction with a product or service caused by the quality of the product or service that meets customer expectations. However, not all dimensions of service quality have an effect on customer satisfaction, when a product or service cannot meet customer expectations it makes the level of customer satisfaction low and can make the quality of the product or service decrease in the eyes of consumers.

Based on some of the descriptions above, the hypothesis proposed in this study is:

H1: Service Quality has a positive effect on Customer Satisfaction at the Pesonna Hotel Pekanbaru

### Relationship between Service Quality and Customer Loyalty

In research (Suratno et al., 2016) states that there is a positive and significant influence between service quality on customer loyalty at PT Pelabuhan Indonesia III Semarang, these results prove that, respondents who feel satisfied when the quality of service provided, will provide a basis for the relationship long term for them to service providers, among others, will make repeat purchases. In research (Aryani & Rosinta, 2010) states that there is a positive and significant influence between service quality on customer loyalty in FISIP UI students who visit KFC outlets, the results of this study also prove the same thing, namely the more satisfied the response to the services provided will create a loyalty to the services provided.

In research (Normasari, 2013) Service Quality does not have a significant effect on Customer Loyalty, because in this study there were respondents who had not stayed at the Pelangi Hotel Malang, this became the basis that the population to be conducted in this study must be respondents who have at least stayed at Hotel

Pesonna Pekanbaru 2 or more times. In research (Nurmaulia & Sunindyo, 2019) service quality has a negative or no direct positive effect on loyalty. But it has a positive influence indirectly through the level of satisfaction

Based on some of the descriptions above, the hypothesis proposed in this study is:

H2: Service Quality has a positive effect on Customer Loyalty at the Pesonna Hotel Pekanbaru

#### **Relationship between Brand Image and Customer Satisfaction**

In research (Suratno et al., 2016) states that there is a positive and significant influence between brand image and customer satisfaction at PT Pelabuhan Indonesia III Semarang. This shows the high brand image, customer satisfaction will increase, and customers assume that a brand image will determine the description of the product or service offered, brand image will be built through good service quality or product quality which will later affect loyalty to the brand. In research (Pangandaheng, 2013) states that there is a positive and significant influence between brand image on customer satisfaction at PT. Haji Kalla Palu. In this study also explained that the reputation dimension has the greatest influence on customer satisfaction.

In research (Gunardi & Erdiansyah, 2019) states that brand image does not have a positive and significant effect on customer satisfaction at the Mangkok Ku restaurant. This research takes the opinion of research (Galang et al., 2018) which states brand image partially does not have a significant effect GO-RIDE customer satisfaction for students of the Faculty of Administration, Universitas Brawijaya, class of 2016/2017 and 2017/2018. In this study it was said that respondents gave a high score to the popularity of Go-Jek as the largest online motorcycle taxi application in Indonesia, but the lowest average score was in the statement regarding choosing to use Go-Jek because of a good corporate image, which means that the company's good image is not be a major consideration in choosing a transportation service,

Based on some of the descriptions above, the hypothesis proposed in this study is:

H3: Brand image has a positive effect on customer satisfaction at the Pesonna Hotel Pekanbaru

#### **Relationship between Brand Image and Customer Loyalty**

In research (Aprisia & Mayliza, 2019) states that there is a positive and significant influence between brand image and customer loyalty for Natasha Skin Care Padang customers. This shows the high brand image, customer loyalty will increase, in beauty products brand image is the most important variable for forming customer loyalty, and customers assume that a brand image will determine the description of the product or service offered, brand image will be built through service quality or good product quality will later affect loyalty to the brand.

In research (Sapitri et al., 2020) stated that brand image did not have a positive and significant effect on customer loyalty in a customer study of KFC Kawi Malang branch. In this study it is said that customers who consume KFC products on the basis of the quality of the product itself not from the company's brand image.

Based on some of the descriptions above, the hypothesis proposed in this study is:

H4: Brand Image has a positive effect on Customer Loyalty at the Pesonna Pekanbaru Hotel

#### **Relationship between Customer Satisfaction and Customer Loyalty**

In research (Sembiring, 2014) states that there is a positive and significant influence between customer satisfaction on customer loyalty in the study of McDonald's MT. Haryono Malang customers. This shows the high customer satisfaction, customer loyalty will increase, customer satisfaction can be the basis for the realization of loyal or loyal customers. Customers who achieve a high level of satisfaction will have an affinity for the product brand, not just a rational preference and will ultimately build customer loyalty.

In research (Nurmaulia & Sunindyo, 2019) states that the level of satisfaction has no positive and significant effect on customer loyalty in a study at PT Bank Rakyat Indonesia (Persero) Tbk Jamsostek branch office Jakarta. In research (Putra, 2016) states that the level of satisfaction has no positive and significant effect on customer loyalty in studies on online stores, there are several factors that influence it. First, in this study, researchers did not specify a particular brand so that there could be customers who are satisfied towards one online store but dissatisfied when assessing other online stores. Researchers do not specify a particular online store brand in order to get general results that can be used by all existing online stores. Second, it could be that the cause of customer dissatisfaction is not caused by the online store but by a third party involved in the transaction, for example, a courier service to deliver goods to customers.

Based on some of the descriptions above, the hypothesis proposed in this study is:

H5: Customer satisfaction has a positive effect on customer loyalty at the Pesonna Pekanbaru Hotel

### **3.0 METHODOLOGY**

#### **Place and time of research**

This research will be conducted at Pesonna Hotel Pekanbaru. Time of research and taking of questionnaires in July 2021

#### **Population**

The population of this study are consumers of the Pesonna Pekanbaru Hotel during the research period in 2021 and have visited the Pesonna Pekanbaru Hotel at least 2 times.

### Sample

The sample is part of the population which is certainly able to represent the population that is able to provide the necessary information (Chandra, Renaldo, & Putra, 2018) and those who meet the criteria determined by the researcher. In this study, a number of questionnaires were distributed and there were 120 people who gave responses via questionnaires to the researchers and after being selected, these 120 respondents were judged to have met the criteria for the population needed in this study.

### Operational Definition of Research Variables

In this study there are several variables. The following is the measurement of each variable to be studied.

**Table 3. Operational Definition of Research Variables**

No	Variable	Dimention	Indicator	Scale
1	Service Quality ( $X_1$ ) Quality is a dynamic condition related to products, services, people, processes, and the environment that meet or exceed expectations. In contrast, the definition of quality varies from controversial to more strategic sources (Tjiptono 2014).	Physical Evidence	Location	Interval
			Interior and Exterior Design	Interval
			Food and Drink	Interval
			Other facilities	Interval
			Cleanliness and Comfort Facilities	Interval
		Employee Responsiveness	Employee Response in Serving	Interval
			The speed of employees in serving complaints and solving problems	Interval
			Speed in providing information	Interval
		Reliability	The reliability of employees in serving customers	Interval
			Ease of Ordering	Interval
Guarantee	Security responsibility	Interval		
	Honesty From Employees	Interval		
Empathy	Friendliness and courtesy of service	Interval		
	Willingness to listen to criticism	Interval		
2	Brand Image ( $X_2$ ) is the extrinsic nature of the product/service including the way in which the company tries to satisfy the psychological or social needs of the customer. Source: (Kotler & Keller, 2014)	Reputation	Trust	Interval
			Brand Reputation	Interval
			Halal concept	Interval
3	Customer Satisfaction ( $Y_1$ )  is a person's feelings of pleasure or disappointment arising from comparing a	Promotion	The level of consumer satisfaction with the promotions offered	Interval
			The level of consumer	Interval

No	Variable	Dimension	Indicator	Scale
	product's perceived performance (or results) against their expectations. Source: (Kotler et al., 2012)		expectations of the promotions offered	
		Product quality	The level of consumer satisfaction with the quality of products offered	Interval
			The level of consumer expectations for the quality of products offered	Interval
		Service quality	The level of consumer satisfaction with the quality of services offered	Interval
			The level of consumer expectations of the quality of services offered	Interval
4	Customer Loyalty is a customer's commitment to a brand, store or supplier based on a very positive trait in long-term purchases. Source: (Dwi Ariyani and Febrina, 2010)	WoM	Say positive things	Interval
		Price	Reasonable Price	Interval
		Purchase intention	Desire to visit again	Interval

### Data Collection Technique

In this study, the data collection technique used in this study was distributing questionnaires to the population that had been determined by the researcher, namely visitors to the Pesonna Pekanbaru Hotel who had visited at least 2 times.

### Research Instruments

The indicators and measurements are in the form of intervals consisting of five levels of answers, each of which is weighted with a choice of answers, namely: (1) If the Respondent's Answer Strongly Agree is given a weight of 5 (2) If the Respondent's Answer Agree is given a weight of 4 (3) If the Respondent's Answer Less Agree is given a weight of 3 (4) If the Respondent's Answer Disagree is given a weight of 2 (5) If the Respondent's Answer Strongly Disagree is given a weight of 1.

### Data Analysis Technique

The descriptive analysis in this study contains a discussion of the characteristics of the respondents associated with the responses of the respondents. (1) Analysis of Respondents' Characteristics and (2) Analysis of Respondents' Responses

### Questionnaire Feasibility Test

(1) Validity Test is a test conducted to measure the accuracy of a research instrument or questionnaire. The questionnaire is said to be valid if the questions or statements from the questionnaire are able to reveal something that will be measured by the questionnaire. The accuracy of the questionnaire can be measured using the correlation coefficient. A questionnaire is said to be good and valid if the correlation coefficient is significant or  $r$  count  $> 0.3$  (Ghozali, 2016). (2) The reliability test is a questionnaire test conducted with the intention of measuring the consistency of the respondents' answers. The reliability test was carried out with the cronbach alpha statistical test. The Cronbach alpha test limit is  $\geq 0.70$  (Ghozali 2016).

### Structural Equation Analysis

As for the stages of structural equation analysis, there are 6 steps, namely: (1) Development of a model based on theory. (2) Compile path diagrams and structural equations. Based on the path diagram of the structural equation model (SEM) the equation forms as follows:

$$Y_1 = \beta_1 X_1 + \beta_2 X_2 + e_1$$

$$Y_2 = \beta_3 X_1 + \beta_4 X_2 + \beta_5 Y_1 + e_2$$

where:

Y1 = Customer Satisfaction

Y2 = Customer Loyalty

X1 = Service Quality

X2 = Brand Image

$\beta_1.. \beta_6$  = Standardized Coefficient

$e_1..e_2$  = error term

then (3) test the assumptions in Structural Equation Modeling (SEM). (4) Measurement Model Fit and (5) Data Processing and Hypothesis Testing

## 4.0 RESULTS AND DISCUSSION

### Descriptive Analysis

#### Respondent Profile Analysis

Based on the profile of the respondents, it turned out that on average the most dominant respondent in this study was the number of respondents' visits twice, from the gender profile of visitors to the Pesonna Pekanbaru Hotel, it was not too dominant to one gender, from the job type profile, more respondents chose other than the choice of students, civil servants, private employees, and entrepreneurs. After further investigation, other jobs consist of housewives, YouTubers, influencers, etc. From the age profile, more respondents were aged 35-45 years.

#### Analysis of Respondents' Responses to Variables

On average, the value (Renaldo, Andi, Nur, Junaedi, & Panjaitan, 2021) of respondents' responses to the service quality variable has a very high response. The lowest response from service quality in this study is about friendly and polite service and the highest response from service quality in this study is about the ease of placing an order. On average the value of respondents' responses to the brand image variable has a very high response, the lowest response from brand image in this study is about trust in the facilities provided in good condition and the highest response from brand image in this study is about the concept of halal and lifestyle offered by Hotel Pesonna Pekanbaru, on average the response value of respondents to the customer satisfaction variable has a very high response, the lowest response is the level of expectation of product quality and the highest response is the level of satisfaction with promotions given to the customer satisfaction variable. On average, the response value of the respondents to the customer loyalty variable has a very high response. The lowest average response of respondents is with student profiles, age <23 years and the number of visits is 2 times in almost every variable.

#### Questionnaire Test

Based on the results of the data validity test regarding the statements used to measure the variables of service quality, brand image, customer satisfaction, and customer loyalty, the Corrected Item-Total Correlation value is greater than 0.30 using SPSS, the result is that the statement items used to measure each statement of the variable service quality, brand image, customer satisfaction and customer loyalty is valid and no statement will be deleted.

#### Questionnaire Test Using Smart PLS Software

Table 4. Construct Reliability and Validity

Variable	Cronbach's Alpha	Composite Reliability	Average Variance Extracted (AVE)
Service Quality (X1)	0.818	0.872	0.577
Brand Image (X2)	0.901	0.953	0.91
Customer Satisfaction (Y1)	0.777	0.87	0.691
Customer Loyalty (Y2)	0.723	0.842	0.64

Source: SmartPLS, 2020

Based on table 4 it is known that the construct reliability and validity of testing using SmartPLS shows the Cronbach's Alpha value for all variables is above the value of 0.60. Thus it can be concluded that all research variables have sufficient reliability and pass the required minimum threshold. The value of Composite Reliability for all research variables is above the value of 0.70. Thus it can be concluded that all research variables have sufficient reliability and pass the required minimum threshold. The value of the AVE of each variable is above 0.5.

Therefore there are no convergent validity problems in the tested model so that the constructs in this research model can be said to have good discriminant validity.

#### Data Multicollinearity Test

**Table 5. Data Multicollinearity Test**

Research variable	VIF	Conclusion
Service Quality > Customer Satisfaction	2.719	Multicollinearity Does Not Occur
Brand Image > Customer Satisfaction	2.719	Multicollinearity Does Not Occur
Service Quality > Customer Loyalty	2.903	Multicollinearity Does Not Occur
Brand Image > Customer Loyalty	3.083	Multicollinearity Does Not Occur
Customer Satisfaction > Customer Loyalty	1.959	Multicollinearity Does Not Occur

Source: SmartPLS, 2020

Based on the results of table 5, it can be seen that the tolerance value of the variables Service Quality, Brand Image, Customer Satisfaction and Customer Loyalty is still in the range  $0.1 > VIF < 10$ . This shows that there is no multicollinearity problem between the independent variables in this research model, and it can also be concluded that this research model has a good relationship between variables.

**Table 6. Test of the Coefficient of Determination (R<sup>2</sup>)**

Influence Between Variables	R Square Adjusted	Percentage
Service Quality, Brand Image > Customer Satisfaction	0.481	48%
Service Quality, Brand Image, Customer Satisfaction > Customer Loyalty	0.522	52%

Source: SmartPLS, 2020

Based on model 1 it can be explained that the Adjusted R Square value is 0.481 or 48% of the customer satisfaction variable can be explained by service quality and brand image. Meanwhile, the remaining 52% is explained by other factors not examined by this study. Meanwhile, in model 2, the Adjusted R Square value is 0.522 or 52%, the customer loyalty variable can be explained by service quality, brand image, and customer satisfaction. While the remaining 48% is explained by other factors not examined by this study

#### PLS Equation Model Structure Analysis (SEM)

The Equation Model Structure Test (SEM) of this study aims to see the effect of exogenous variables on endogenous variables. The results of testing the Equation Model Structure (SEM) in this study are:

**Table 7. Analysis of PLS Equation Model Structure (SEM)**

Influence Between Variables	Original Sample (O)	Conclusion
Service Quality (X1) -> Customer Satisfaction (Y1)	0.307	Positive Influence
Service Quality (X1) -> Customer Loyalty (Y2)	0.120	Positive Influence
Brand Image (X2) -> Customer Satisfaction (Y1)	0.431	Positive Influence
Brand Image (X2) -> Customer Loyalty (Y2)	0.249	Positive Influence
Customer Satisfaction (Y1) -> Customer Loyalty (Y2)	0.440	Positive Influence

Source: SmartPLS, 2020

Based on the table 7, an equation model can be made in this study as follows: SEM structure Equation 1:

$$Y1 = 0.307X1 + 0.431X2$$

SEM structure Equation 2:

$$Y2 = 0.120X1 + 0.249X2 + 0.440Y1$$

In the SEM model equation Equation 1 and SEM model Equation 2 can be explained as follows: (1) The service quality variable has a positive effect on customer satisfaction of 0.307. It can be concluded that the higher the level of service quality, the higher customer satisfaction will be at Hotel Pesonna Pekanbaru. (2) The service quality variable has a positive effect on customer loyalty of 0.120. These results can be concluded that the higher the level of service quality, the higher the level of customer loyalty at Pesonna Hotel Pekanbaru. (3) Brand image variable has a positive effect on customer satisfaction of 0.431. These results can be concluded that the higher the level of brand image that exists, the higher customer satisfaction will also be in Hotel Pesonna Pekanbaru. (4) Brand image variable has a positive effect on customer loyalty of 0.249. From these results it can be concluded



that the higher the brand image, the higher the level of customer loyalty at the Pesonna Hotel Pekanbaru. (5) The variable customer satisfaction has a positive effect on customer loyalty of 0.440. These results can be concluded that the higher the customer satisfaction, the higher the level of customer loyalty at Pesonna Hotel Pekanbaru.

### **Hypothesis Test Analysis (t test)**

Based on the results of the hypothesis testing that has been done, it can be explained in the analysis, namely (1) the effect of service quality on customer satisfaction. Based on the results of testing the hypothesis the effect of service quality on customer satisfaction has a P-value of 0 or the P-value is smaller than the predetermined alpha of 0.05. So that the results of this study can be concluded that the service quality variable has a significant positive effect on customer satisfaction. Then the hypothesis testing that has been proposed is accepted. Acceptance of the hypothesis in this study means that high service quality will have an impact on customer satisfaction at Hotel Pesonna Pekanbaru. (2) The effect of service quality on customer loyalty. Based on the results of testing the hypothesis the effect of service quality on customer loyalty has a P-value of 0.036 or the p-value is smaller than the predetermined alpha of 0.05. So that the results of this study can be concluded that the service quality variable has a significant positive effect on customer loyalty. Then the hypothesis testing that has been proposed is accepted. Acceptance of the hypothesis in this study means that high service quality will have an impact on customer loyalty at Pesonna Hotel Pekanbaru. (3) The effect of brand image on customer satisfaction. Based on the results of testing the hypothesis the effect of brand image on customer satisfaction has a P-value of 0 or the P-value is smaller than the predetermined alpha of 0.05. So that the results of this study can be concluded that the brand image variable has a significant positive effect on customer satisfaction. Then the hypothesis testing that has been proposed is accepted. Acceptance of the hypothesis in this study can be interpreted that a high brand image will have an impact on customer satisfaction at Hotel Pesonna Pekanbaru. (4) The effect of brand image on customer loyalty. Based on the results of testing the hypothesis the effect of brand image on customer loyalty has a P-value of 0.005 or the P-value is smaller than the predetermined alpha of 0.05. So that the results of this study can be concluded that the brand image variable has a significant positive effect on customer loyalty. Then the hypothesis testing that has been proposed is accepted. Acceptance of the hypothesis in this study can be interpreted that a high brand image will have an impact on customer loyalty at Hotel Pesonna Pekanbaru. (5) The effect of customer satisfaction on customer loyalty. Based on the results of testing the hypothesis the influence of customer satisfaction on customer loyalty has a P-value of 0.297 or the P-value is greater than the predetermined alpha of 0.05. So that the results of this study can be concluded that the variable customer satisfaction is not significant to customer loyalty. So the hypothesis testing that has been proposed is rejected. Rejection of the hypothesis in this study means that not all places that have a high level of customer satisfaction will have an impact on increasing or decreasing customer loyalty at Pesonna Hotel Pekanbaru.

### **Discussion**

Based on the results of the structural model equation test that the service quality variable has a positive effect on customer satisfaction (Desmulyati, Sudarno, & Komardi, 2018). This can be explained that if the level of service quality increases, it will be able to increase customer satisfaction at Pesonna Pekanbaru Hotel. While based on the results of hypothesis testing it can be concluded that the service quality variable is significantly positive on customer satisfaction (Kuswoyo, Komara, & Junaedi, 2018). Then the hypothesis testing that has been proposed is accepted. Acceptance of the hypothesis in this study means that high service quality will have an impact on customer satisfaction (Hidayat, Chandra, & Panjaitan, 2018) at Hotel Pesonna Pekanbaru.

The results of this study state that H1: Service Quality has a positive effect on Customer Satisfaction at the Pesonna Pekanbaru Hotel is accepted and the results of this study are in line with the results of research conducted by (Aryani & Rosinta, 2010; Suratno et al., 2016) where the results of his research state that quality service has a positive influence on customer satisfaction. But the results of this study are in contrast to the results of research conducted by (Yuliaty, 2014; Yusnaini, 2010) where the results of his research state that service quality has no influence on customer satisfaction.

Based on the results of the structural model equation test that the service quality variable has a positive effect on customer loyalty. This can be explained that if the level of service quality increases, it will be able to increase customer loyalty at Pesonna Pekanbaru Hotel. While based on the results of hypothesis testing it can be concluded that the service quality variable is significantly positive on customer loyalty. Then the hypothesis testing that has been proposed is accepted. Acceptance of the hypothesis in this study means that high service quality will have an impact on customer loyalty at Pesonna Hotel Pekanbaru.

The results of this study state that H2: Service Quality has a positive effect on Customer Loyalty at the Pesonna Pekanbaru Hotel is accepted and the results of this study are in line with the results of research conducted by (Aryani & Rosinta, 2010; Suratno et al., 2016) where the results of his research state that quality service has a

positive influence on customer loyalty. But the results of this study are in contrast to the results of research conducted by (Normasari, 2013; Nurmaulia & Sunindyo, 2019) where the results of his research state that service quality has no effect on customer loyalty.

Based on the results of the structural model equation test that the brand image variable has a positive effect on customer satisfaction. This can be explained that if the level of brand image increases it will be able to increase customer satisfaction at Hotel Pesonna Pekanbaru. While based on the results of hypothesis testing it can be concluded that the brand image variable is significantly positive on customer satisfaction. Then the hypothesis testing that has been proposed is accepted. Acceptance of the hypothesis in this study can be interpreted that a high brand image will have an impact on customer satisfaction at Hotel Pesonna Pekanbaru.

The results of this study state that H3: Brand Image has a positive effect on Customer Satisfaction at the Pesonna Pekanbaru Hotel is accepted and the results of this study are in line with the results of research conducted by (Pangandaheng, 2013; Suratno et al., 2016) where the results of the research state that brand image has positive influence on customer satisfaction. But the results of this study are in contrast to the results of research conducted by (Galang et al., 2018; Gunardi & Erdiansyah, 2019) where the results of his research state that brand image has no effect on customer satisfaction.

Based on the results of the structural model equation test that the brand image variable has a positive effect on customer loyalty. This can be explained that if the level of brand image increases it will be able to increase customer loyalty at Hotel Pesonna Pekanbaru. While based on the results of hypothesis testing it can be concluded that the brand image variable is significantly positive on customer loyalty. Then the hypothesis testing that has been proposed is accepted. Acceptance of the hypothesis in this study can be interpreted that a high brand image will have an impact on customer satisfaction at Hotel Pesonna Pekanbaru.

The results of this study state that H4: Brand Image has a positive effect on Customer Loyalty at Pesonna Pekanbaru Hotel is accepted and the results of this study are in line with the results of research conducted by (Aprisia & Mayliza, 2019) whose research results state that brand image has a positive influence on customer loyalty. But the results of this study are in contrast to the results of research conducted by (Gunardi & Erdiansyah, 2019) where the results of his research state that brand image has no effect on customer loyalty.

Based on the results of the structural model equation test that the customer satisfaction variable has a positive effect on customer loyalty. This can be explained that if the level of customer satisfaction increases it will be able to increase customer loyalty at Hotel Pesonna Pekanbaru. While based on the results of hypothesis testing it can be concluded that the variable customer satisfaction is not significant to customer loyalty. So the hypothesis testing that has been proposed is rejected. Rejection of the hypothesis in this study means that the high level of customer satisfaction has no impact on increasing or decreasing customer loyalty at Pesonna Hotel Pekanbaru.

The results of this study state that H5: Customer satisfaction has a positive effect on customer loyalty at the Pesonna Hotel Pekanbaru was rejected because the results of this study found that customer satisfaction has a positive but not significant effect on customer loyalty. This can be explained that if the level of customer satisfaction increases, it will be able to increase customer loyalty but the value of the increase is not significant, this may be due to the first incomplete dimension for assessing loyalty from customer satisfaction. This is also said in research (Nurmaulia & Sunindyo, 2019; Putra, 2016) the results of his research stated that customer satisfaction has no effect on customer loyalty due to several factors not examined in the research conducted. But the results of this study are in contrast to the results of research conducted by (Sembiring, 2014) where the results of his research state that there is a positive and significant influence between customer satisfaction and customer loyalty.

## 5.0 CONCLUSION

Based on the results of the research described in the previous chapter, a conclusion can be made in this study, namely (1) increasing the level of service quality can increase the level of customer satisfaction, the higher the level of customer quality, the higher the level of customer satisfaction at Hotel Pesonna Pekanbaru (2) increasing the level of service quality can increase the level of customer loyalty, the higher the level of customer quality, the higher the level of customer loyalty at Hotel Pesonna Pekanbaru (3) increasing the level of brand image can increase the level of customer satisfaction, the higher the level of brand image, the higher the level of satisfaction customers at Hotel Pesonna Pekanbaru (4) an increase in brand image can increase the level of customer loyalty, the higher the level of brand image, the higher the level of customer loyalty at Hotel Pesonna Pekanbaru (5) an increase in the level of customer satisfaction does not have an impact on increasing customer loyalty, high or low levels of customer satisfaction at Hotel Pesonna Pekanbaru will not have an impact on customer loyalty at Hotel Pesonna Pekanbaru.

Based on the results of this study the suggestions that can be given are (1) It is suggested to the Pesonna Pekanbaru Hotel that it is necessary to maintain and develop service quality, and a better brand image. Because

the results of the study show that high service quality and brand image can have a significant impact on customer satisfaction and customer loyalty. (2) It is suggested to Pesonna Pekanbaru Hotel employees to be more friendly and polite at all times due to the results of the study, the assessment concerning the quality of service empathy in the statement of the questionnaire has the lowest average score even though it already has a high total average value of service quality. (3) It is hoped that further researchers will be able to consider other factors besides the factors being studied. Because the results of the study prove that the factors studied have a very good influence and only need to maintain and develop the factors studied. If there are still poor reviews from customers, please consider these aspects as another factor for future research.

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