

# The Influence Of Hospitality Marketing Performance On The Lack Of Visitors In The Hospitality Business

Hospitality  
Marketing  
Performance

Indah Juneta Miaty, Muslim, Abdul Haeba Ramli

*Universitas Esa Unggul*

*Author correspondence: [abdul.haeba@esaunggul.ac.id](mailto:abdul.haeba@esaunggul.ac.id)*

**1065**

Submitted:  
MAY 2024

Accepted:  
JULY 2024

## ABSTRACT

Hotels are an important part of tourism and a place for anyone to rest. The aim of this research was to determine the influence of facilities, brand image, product quality, promotions and service quality on customer satisfaction and customer loyalty. This type of research is quantitative with a purposive sampling technique distributed through questionnaires to 145 employee respondents to visitors to 4 Star Hotels who live in Tangerang and Bogor. Primary data analysis was carried out using the Structural Equation Modeling (SEM) method. The results of this research show that the 6 (six) proposed hypotheses are accepted, and the promotion variable has the greatest direct influence on customer satisfaction. Based on these findings, it can be seen that the role of facilities, brand image, product quality, promotion and service quality influence customer satisfaction and the level of satisfaction influences customer loyalty in 4 star hotels. Mediationally, it can be seen that the results show negative results for the service quality and service quality variables. product quality on customer loyalty through hotel customer satisfaction.

**Keywords:** image facilities, product and service quality, promotion, customer satisfaction, customer loyalty

## INTRODUCTION

Hotels are an important part of tourism and a place for anyone to rest. Hotel services are highly perishable due to the short lifespan of hotel rooms and availability on certain days (Alnaim et al., 2022). Basically, customer loyalty interacts with customers in depth with sellers to improve relationships (Diatmono et al., 2020; Nurdiansyah et al., 2020; R. A. Pratama et al., 2023). Every consumer who is committed to purchasing the chosen product in the future forms an attitude of customer loyalty (Imran, Mariam, et al., 2020; Juwaini et al., 2022; Yunus et al., 2023). The nature of customer loyalty becomes comprehensive if it includes behavior and attitudes from different constructs, therefore customer loyalty is very important (Ismagilova et al., 2021; Mariam et al., 2023; Sukarno et al., 2020; Supiati et al., 2021). In recent years, consumer behavior has received great attention in the hotel industry. Considering they are repositioning to attract consumers and gain a competitive position in the hotel industry market most effectively (Ahn & Kwon, 2020; Ramli et al., 2020; Steven et al., 2023).

The importance of facilities for the availability of an agency to facilitate existing performance. The hotel industry needs accommodation services such as additional facilities that can provide different value from star hotels, because with complete facilities the satisfaction received varies from each visitor who enjoys these facilities (K. Chandra et al., 2019; Mariam et al., 2020; Rather, 2019). Industrial economic development must have a balance of facilities in terms of positive sectors and the state with the aim of facilitating the flow of turnover in the world of hotels. Every facility is important for operations, because without facilities an operation will not run well. Serving guests throughout the day from check-in and check-out is the duty of the receptionist to serve

**JIMKES**

Jurnal Ilmiah Manajemen  
Kesatuan  
Vol. 12 No.4, 2024  
pp. 1065 - 1080  
IBI Kesatuan  
ISSN 2337 - 7860  
E-ISSN 2721 - 169X  
DOI: 10.37641/jimkes.v12i4.2171

guests so that they can more easily gain access (Imran, Arvian, et al., 2020; Kalim et al., 2024; Keshavarz & Jamshidi, 2018).

The formation of a company image is very important and positive for consumers and influences evaluations of consumers' cognition, beliefs and attitudes towards the company. Some companies provide a good shopping experience to improve their brand image, because this implementation will invite more visitors to find out the facts from the image provided (Bachtiar et al., 2023; Ernawati, 2021; Rizky et al., 2023). Consumer brand image can be determined by examining consumer brand attitudes and brand image through various brand management approaches. The role of brand image may be different from that perceived by society, but a company must have its own brand image according to the services they provide to society regarding needs and uses (Ardianti, 2022; Situmorang et al., 2023; Takaya et al., 2020).

Product quality has a high level of influence on income, because basically a high level of product quality is a target for all groups to enjoy (Hafni, 2020; K. Kurniawati et al., 2024; Meidiyanty et al., 2023). Factors that make consumers feel satisfied include the level of good product quality, because a high level of product quality provides standardization for places that provide quality products (Febriani et al., 2023; Miao et al., 2022; Nurcahyani et al., 2023). The quality of products such as delicious food is important for every consumer, delicious products give consumers a sense of satisfaction to try the food a second time. Product quality includes durability, usability and durability of the product (M. P. Pratama et al., 2023; Suhan et al., 2022; Utama et al., 2020).

Previous studies have been conducted regarding the influence of facilities, brand image, product quality, promotions and service quality on customer satisfaction and customer loyalty (Amalia et al., 2024; Megawaty et al., 2024; Mulyadi et al., 2020; Rumaidlany et al., 2022; Sinurat et al., 2024; Yin & Lin, 2022), other research states that the influence of service quality and product quality is part of consumer needs (Ghazmahadi et al., 2020; Mulyadi et al., 2020; Sardar et al., 2021).

The aim of this research is to determine the effect Facilities, Brand Image, Product Quality, Promotion, Service Quality on Customer Satisfaction and Customer Loyalty in the hotel business. Based on the background, the researcher took the title "The Influence of Hospitality Marketing Performance on the Lack of Visitors in the Hotel Business".

## **LITERATURE REVIEW**

### **Facilities**

Facilities are something that makes the customer's business easier. Ideally, high-end facilities require ongoing maintenance and professional staff's dedicated attention to handling and operation (Gopi & Samat, 2020; Khasanah et al., 2021; Mariam et al., 2022; Takaya et al., 2019). Superior hotel facilities lead to increased customer satisfaction. This should also not result in hoteliers blaming substandard hotel facilities for failing to achieve high levels of customer satisfaction (Eki & Ramli, 2024; Ramli, 2013; Vitram et al., 2023). Facilities are everything that is physically provided by the service seller to provide convenience to customers (Arbol & Ramli, 2024; E. Kurniawati & Ramli, 2024; Lakhsmidevy, 2018).

### **Brand Image**

Brand image is a combination of perceived quality and other associations regarding a particular brand that consumers know (Amgad et al., 2021; Mariam & Ramli, 2022; Ramli, 2017). Brand image is one of the essential factors in maintaining or increasing business sales (Cuong, 2020; Mariam & Ramli, 2022). Brand image is an important component for developing a business (Mulya & Ramli, 2023; Rinaldi & Ramli, 2023; Ristanti & Iriani, 2020). Brand Image and corporate identity are two different things, although closely related. Brand image is another variable that directly or indirectly influences international competitiveness.

### **Product Quality**

The quality of a product depends on the ability of the product itself to have good functions which include durability, reliability, accuracy and smooth operation, as well as

improving service and other important attributes (Eksangkul & Nuangjamnong, 2022; Indriani & Ramli, 2024; Ramli, 2020a; Ramli & Novariani, 2020). Several studies have discussed the relationship between consumer satisfaction and product quality using critical incident techniques. Product quality is the overall characteristics of a product or service that can satisfy customer needs explicitly or implicitly (Indriani & Ramli, 2024; Miati, 2020; Salma & Ramli, 2023).

### **Promotion**

Promotion is an activity that communicates the advantages of a product and encourages target consumers to buy it (Novarian & Ramli, 2020; Rahmawati & Ramli, 2024; Verplanken & Sato, 2011). From the above definition, we can conclude that advertising is the process of influencing target consumers and persuading them to buy or switch to products produced by a company (Mariam & Ramli, 2023; Novarian & Ramli, 2020; Phromlert et al., 2019). Promotion can be defined as a form of marketing communication. Promotion is one of the key components of the 4Ps in the marketing mix and is very important to study because it is an important part of achieving market share (A. Chandra & Tan, 2022; Harahap & Ramli, 2023; Ramli, 2019). Promotion is an organizational tool to inform, persuade and remind consumers directly and indirectly about its products and brands (Atulkar, 2020; Dewi & Ramli, 2023; Kadir & Ramli, 2024).

### **Service Quality**

Service quality is a consumer's overall assessment based on their overall experience (Novianti & Ramli, 2023; Rodríguez et al., 2020; Sylvyani & Ramli, 2023). Services in the hotel industry, service quality is one of the strongest competitive advantages of modern hotel companies (Garepasha et al., 2020; Mariam & Ramli, 2021; Ramli & Mariam, 2020). Service quality is defined as the overall assessment made by consumers regarding the superiority of a service (Sari & Ramli, 2023; Sylvia & Ramli, 2023; Tarkang et al., 2020).

### **Customer Satisfaction**

Customer satisfaction is a post-purchase behavior that describes the feelings a person feels when using a particular product or service (Maharani & Ramli, 2024; Ramli, 2020b; Yin & Lin, 2022). Customer Satisfaction is a consumer's overall assessment based on their overall experience (Gunawan & Ramli, 2023; Rubio et al., 2017; Samuel & Ramli, 2024). Customer satisfaction is one of the important issues in business and influences many results including sales performance (Davis et al., 2021; Eki & Ramli, 2024; Mariam & Ramli, 2020). Customer satisfaction comes from assessing anticipated performance compared with the reality of perceived performance and price paid.

### **Customer Loyalty**

Customer loyalty is a worthwhile goal in a saturated and competitive market as banks struggle to maintain their competitive position against new entrants and customer savvy (Özkan et al., 2020). Customer loyalty is a deep commitment to repurchase or support a selected product or service in the future, even when situational influences or marketing efforts may cause a change in behavior (Ramanta, 2021). Customer loyalty is a customer's desire to remain loyal to an organization and continue patronage over time (Manyanga et al., 2022).

### **The Relationship of Facilities to Customer Satisfaction**

The relationship between facilities and customer satisfaction is such that it is more intense for high-income customers, in contrast to middle-income customers who have a more intense relationship with the perception of the organization's personnel and business (Baquero, 2023). Basically, good facilities will provide good satisfaction for customers (Sudrajad, 2023). Research on hospitals argues that customer satisfaction increases because the facilities of the place are complete (Gonzalez, 2019). Research from Sudrajad, (2023) The research results show that facilities influence customer satisfaction at Warkop Sawah Kopi, Tanjungsari Boyolangu Tilungagung Village. The research results show that service facilities have a significant effect on customer satisfaction (Mubarok et al., 2023) Likewise, research results show that service facilities have a significant effect on customers (Dewi et al., 2020).

**H1:** The Effect of Facilities on Customer Satisfaction.

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

Consumers form slightly different brand associations depending on a company's brand management approach, which can further influence brand perceptions such as attitudes towards the brand and brand image (Hsieh et al., 2023). Statement from (Kusuma & Marlana, 2021) means that customer satisfaction is closely related to Brand Image. From research Lucky et al., (2023) argue that brand image has a positive effect on customer satisfaction in consuming products from a brand or company. Research from Sutrisna & Putri, (2023). The results show that brand image has a positive and significant effect on consumer satisfaction. A positive brand image also leads to appropriate customer satisfaction. Consumers who feel they have purchased from a reputable company are more satisfied and confident with their purchase (Song et al., 2019). The price image of a product generally forms consumer perceptions based on a comparison between the price and the value they receive (Lucky et al., 2023).

**H2:** The Influence of Brand Image on Customer Satisfaction.

### **The Relationship between Product Quality and Customer Satisfaction**

Product quality has an influence and contributes to customer satisfaction, based on previous research showing that consumers value organic food as a source of trust (Chopin et al., 2023). According to Dewi et al., (2020) Product quality also has a relationship with customer loyalty. Research from Kaswengi & Lambey-Checchin, (2020) confirms the quality of fresh food products since logistics services and the marketing offer of a product are closely interrelated to maintain customer satisfaction. Research from Yulistria, (2023). The results show that product quality influences customer satisfaction at PT Mitra Bangun Perwira. The research results confirm that product quality has a significant effect on customer satisfaction and loyalty (Caren Alada & Caroline Castaño, 2019). Other research also confirms that product quality has a significant effect on customer satisfaction and loyalty (Zhong & Moon, 2020). A number of studies have found that product quality has a relationship with customer satisfaction. Research from Bekele, nd (2019) found that product quality dimensions such as product features and aesthetics have a strong positive relationship with customer satisfaction. Additionally, more research reveals that product quality has a positive effect on customer satisfaction (Sari & Ali, 2020).

**H3:** The Effect of Product Quality on Customer Satisfaction.

### **The Relationship of Promotion to Customer Satisfaction**

Study Blom et al., (2021) from showing that customer satisfaction can vary with promotions. Research from Kusuma & Marlana, (2021) emphasized that it is not only brand image that is related to customer satisfaction, but also other factors, namely promotion. Promotions are designed to combine personal selling and sales with the goal of influencing purchasing decisions and customer satisfaction (Mubarok et al., 2023). Research from Astono, (2023). The results show that promotions have a positive and significant effect on customer satisfaction. Research from Blom et al., (2021) The results show that promotions have an effect on customer satisfaction. The research results confirm that promotions have a significant effect on customer satisfaction (Rehman et al., 2022). Likewise, research results confirm that promotions have a significant effect on customer loyalty (Zinaida & Anggraini, 2022).

**H4:** The Effect of Promotion on Customer Satisfaction.

### **The Relationship between Service Quality and Customer Satisfaction**

In addition to product quality, take into account the quality of service, especially the service of preparing fresh food products (Gonzalez, 2019). In the services marketing literature, it is assumed that customers can evaluate the performance of a service, and the results are compared with existing expectations before purchase or consumption (Özkan et al., 2020). Research from Mubarok et al., (2023) argue that the relationship between service quality is a major part of the level of customer satisfaction. Research from (Sudrajad, 2023). The results of the research show that Service Quality influences Customer Satisfaction at Warkop Sawah Kopi, Tanjungsari Boyolangu Tilungagung

Village. Research from Mubarak et al., (2023) shows that service quality influences customer satisfaction. Research from Gligor et al., (2019) The results show that service quality influences customer satisfaction.

**H5:** The Effect of Service Quality on Customer Satisfaction.

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

Customer trust in the company and the quality of the customer's relationship with the company and employees will determine loyalty (Syam & Fahri, 2024). Research shows that customer satisfaction influences the lack of value of customer loyalty (Slack & Singh, 2020). Basically, optimal customer satisfaction will be able to create customer loyalty (Khairawati, 2019). Research from Özkan et al., (2020) The results show that there is an influence of customer satisfaction on customer loyalty. Study Slack & Singh, (2020) from showing customer satisfaction partially inhibits the level of service quality on customer loyalty in supermarkets. Research from Ramanta, (2021). The results show that the customer satisfaction variable has a significant effect on CV customer loyalty. Gift of Tuminting Furniture.

**H6:** The Effect of Customer Satisfaction on Customer Loyalty.

#### **The Effect of Facilities on Customer Loyalty is mediated by Customer Satisfaction**

The relationship between facilities and customer satisfaction is such that it is more intense for high-income customers, in contrast to middle-income customers who have a more intense relationship with the perception of the organization's personnel and business. (Baquero, 2023). Basically, good facilities will provide good satisfaction for customers (Sudrajad, 2023). Research on hospitals argues that customer satisfaction increases because the facilities of the place are complete (Gonzalez, 2019). Research from Sudrajad, (2023) The research results show that facilities influence customer satisfaction at Warkop Sawah Kopi, Tanjungsari Boyolangu Tilungagung Village. The research results show that service facilities have a significant effect on customer satisfaction (Mubarak et al., 2023). Likewise, research results show that service facilities have a significant effect on customers (Dewi et al., 2020).

**H7:** The Effect of Facilities on Customer Loyalty is mediated by Customer Satisfaction.

#### **The Influence of Brand Image on Customer Loyalty Mediated by Customer Satisfaction**

Consumers form slightly different brand associations depending on a company's brand management approach, which can further influence brand perceptions such as attitudes towards the brand and brand image (Hsieh et al., 2023). Statement from (Kusuma & Marlina, 2021) means that customer satisfaction is closely related to Brand Image. From research Lucky et al., (2023) argue that a positive brand image greatly influences consumer loyalty and commitment in consuming products from a brand or company. Research from Sutrisna & Putri, (2023). The results show that brand image has a positive and significant effect on consumer satisfaction. A positive brand image also leads to appropriate customer satisfaction. Consumers who feel they have purchased from a reputable company are more satisfied and confident with their purchase (Song et al., 2019). The price image of a product generally forms consumer perceptions based on a comparison between the price and the value they receive (Lucky et al., 2023).

**H8:** The Influence of Brand Image on Customer Loyalty Mediated by Customer Satisfaction.

#### **The Influence of Product Quality on Customer Loyalty is Mediated by Customer Satisfaction**

Product quality has an influence and contributes to customer satisfaction, based on previous research showing that consumers value organic food as a source of trust (Chopin et al., 2023). According to Dewi et al., (2020) Product quality also has a relationship with customer loyalty. Research from (Kaswengi & Lambey-Checchin, 2020) confirms the quality of fresh food products since logistics services and the marketing offer of a product are closely interrelated to maintain customer satisfaction. Research from Yulistria, (2023). The results show that product quality influences customer satisfaction at PT Mitra

Bangun Perwira. The research results confirm that product quality has a significant effect on customer satisfaction and loyalty(Alada & Castaño, 2019). Other research also confirms that product quality has a significant effect on customer satisfaction and loyalty(Zhong & Moon, 2020).A number of studies have found that product quality has a relationship with customer satisfaction. Research fromBekele, nd (2019)found that product quality dimensions such as product features and aesthetics have a strong positive relationship with customer satisfaction. Additionally, more research reveals that product quality has a positive effect on customer satisfaction(Sari & Ali, 2020).

**H9:** The Effect of Product Quality on Customer Loyalty Mediated by Customer Satisfaction.

**The Effect of Promotions on Customer Satisfaction Customer Loyalty is Mediated by Customer Satisfaction.**

StudyBlom et al., (2021)from showing that customer satisfaction can vary with promotions. Research fromKusuma & Marlana, (2021)emphasized that it is not only brand image that is related to customer satisfaction, but also other factors, namely promotion. Promotions are designed to combine personal selling and sales with the goal of influencing purchasing decisions and customer satisfaction(Mubarok et al., 2023).Research fromAstono, (2023). The results show that promotions have a positive and significant effect on customer satisfaction. Research fromBlom et al., (2021)The results show that promotions have an effect on customer satisfaction. The research results confirm that promotions have a significant effect on customer satisfaction(Rehman et al., 2022). Likewise, research results confirm that promotions have a significant effect on customer loyalty(Zinaida & Anggraini, 2022).

**H10:** The Effect of Promotions on Customer Loyalty Mediated by Customer Satisfaction.

**The Effect of Service Quality on Customer Loyalty is Mediated by Customer Satisfaction.**

In addition to product quality, take into account the quality of service, especially the service of preparing fresh food products(Gonzalez, 2019).In the services marketing literature, it is assumed that customers can evaluate the performance of a service, and the results are compared with existing expectations before purchase or consumption(Özkan et al., 2020).Research fromMubarok et al., (2023)argue that the relationship between service quality is a major part of the level of customer satisfaction. Research fromSudrajad, (2023). The results of the research show that Service Quality influences Customer Satisfaction at Warkop Sawah Kopi, Tanjungsari Boyolangu Tilungagung Village. Research fromMubarok et al., (2023)shows that service quality influences customer satisfaction. Research fromGligor et al., (2019) The results show that service quality influences customer satisfaction.

**H11:** The Effect of Service Quality on Customer Loyalty Mediated by Customer Satisfaction.

**Research Model**

From the hypothesis above, the following is the research model framework (Fig 1).

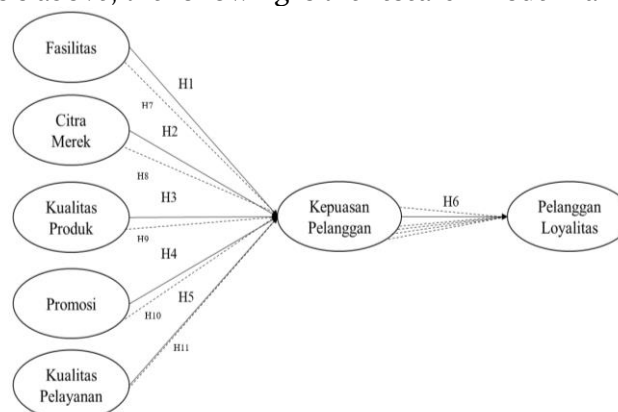


Figure 1. Research Model

## **METHODS**

In the study conducted by the author, the measurements of the variables studied were adopted from previous research. Where the customer satisfaction variable, the author uses 3 statements adopted from (Erkmen & Hancer, 2019). Next, the service quality variable is measured with 4 questions adopted from (Erkmen & Hancer, 2019). Facilities are measured with 6 questions adopted from (Syam & Fahri, 2024). Brand image is measured with 3 questions adopted from (Erkmen & Hancer, 2019). Product quality is measured by 6 questions adopted from research (Erkmen & Hancer, 2019). Promotion uses 3 questions adopted from research (Mubarak Syam & Fahri, 2024). Service quality is measured by 4 questions adopted from research (Erkmen & Hancer, 2019).

The Likert scale in this study using 4 scales ranging from 1 (strongly disagree) to 4 (strongly agree) was used to measure all of these items. The accumulated measurements amounted to 29 statements which can be seen in detail in appendix 2 (operational variables) and appendix 3 (questionnaire). In terms of research objectives, this study is empirical research that uses descriptive surveys in the data collection method. The population of this study includes all hotel managers at both upper and middle levels in 4-star hotels.

The data in this research will be accumulated using a survey method by distributing online questionnaires via Google Form to specific respondents. The population in this study were hotel visitors in the Tangerang and Bogor areas. The research sample used a purposive sampling technique with the sample criteria being that they had visited at least once to a hotel domiciled in Tangerang or Bogor. Based on the provisions of SEM PLS analysis, therefore, the number of respondents required is five times the number of questions contained in the questionnaire (Hair et al., 2018) namely (29x5) 145 people.

## **RESULTS AND DISCUSSION**

### **Outer Model Testing**

Convergence validity can be determined by looking at the loading factors in the outer loading table and also by looking at the Average Variance Extracted (AVE) value. As stated by Hair et al. (2021), the threshold value that must be met to reduce convergent validity is  $>0.07$  for factor loading and  $>0.05$  for AVE. The results of this research show that there are 29 indicators that have factor loadings greater than 0.7, meaning that they can be interpreted as having an AVE value greater than 0.5. Based on this data, it is known that the variables Facilities, Brand Image, Product Quality, Promotion and Service Quality have an influence on the level of customer satisfaction of at least 0.094% to 1%, while the remaining variables were not studied. In this study, it shows that around 99% of the data. The variables Brand Image, Product Quality, Promotion and Service Quality on Customer Loyalty are 0.029 or 0.3%, but 99.7% is explained by other variables not examined in this research.

### **Inner Model Testing (Hypothesis Testing)**

Testing the inner model (hypothesis testing) of research by looking at the results of the significance of the path coefficient. According to Hair et al. (2021) if the statistical T value is greater than the T table (1.655) at the 5% level, with a p-value  $< 0.05$  then it can be said that there is a significant influence while the direction of the relationship can be determined by looking at the original sample value. Based on the results of calculations using the bootstrapping method, the results in the table below are obtained:

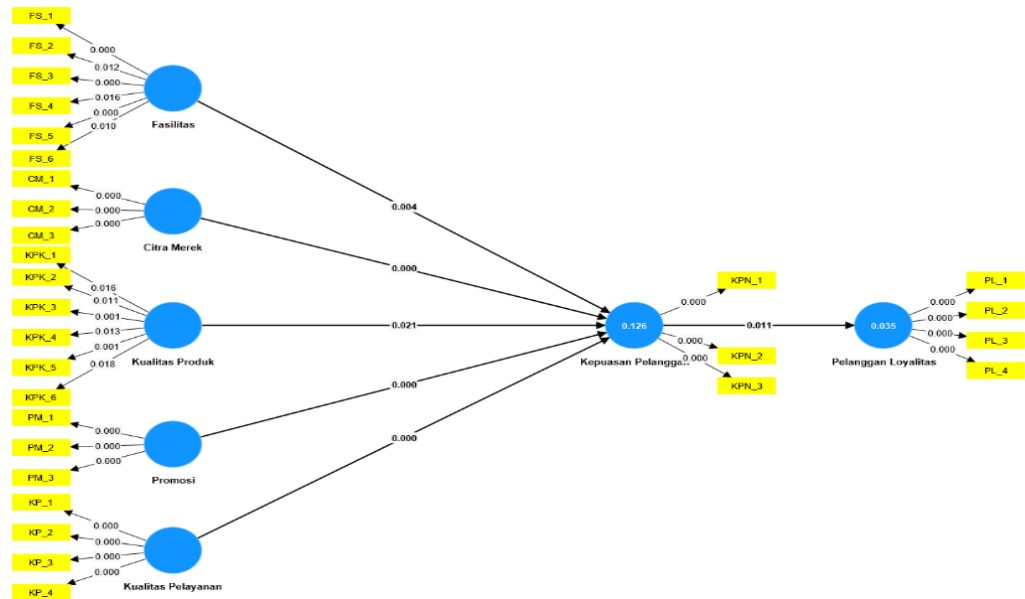


Figure 2. Hypothesis Test Results

Table 2. Hypothesis Test Results

	Hypothesis	Original Sample (O)	T Statistics ( O/STDEV )	P Values	Results
FS->KPN	H1	-0.167	2,878	0.004	Accepted
CM->KPN	H2	-0.195	3,864	0,000	Accepted
KPK->KPN	H3	-0.143	2,317	0.021	Accepted
PM-> KPN	H4	-0.210	4,557	0,000	Accepted
KP-> KPN	H5	-0.193	3,635	0,000	Accepted
KPN->PL	H6	-0.188	2,546	0.011	Accepted

Source: Results of researcher data processing, 2024

Inner model testing (hypothesis testing) is a two-way test to see cause and effect by looking at the results of the significance of the path coefficient. If the statistical t value is greater than the t table (1.655) at the 5% level, with a p-value < 0.05 it can be said that there is a significant influence. Based on the table above, the results of six hypotheses are obtained, namely H1, H2, H3, H4, H5 and H6 with T statistics greater than T table (1.960) and p-value < 0.05, so these six hypotheses can be said to have a significant and positive influence.

**Mediation Effect Analysis**

Table 3. Mediation Hypothesis Test Results

	Hypothesis	Original sample (O)	Sample mean (M)	T statistics ( O/STDEV )	P values	Results
FS -> KPN -> PL	H7	0.031	0.035	2,124	0.034	Accepted
CM -> KPN -> PL	H8	0.037	0.042	2,297	0.022	Accepted
KP -> KPN -> PL	H9	0.027	0.031	1,597	0.110	Rejected
PM-> KP -> PL	H10	0.040	0.049	1,992	0.046	Accepted
KP -> KPN -> PL	H11	0.036	0.047	1,652	0.099	Rejected

Source: Results of researcher data processing, 2024

The test results above show that the influence of brand image, facilities and promotions on customer loyalty through customer satisfaction has a positive effect with a P value of less than 0.5 and a T statistic of more than 1,655. Meanwhile, the influence of service

quality and product quality on customer loyalty through customer satisfaction has a negative effect from the P value of more than 0.5 and the T statistic of less than 1,655.

## **DISCUSSION**

The first findings of the research can provide an illustration that the space of a 4-star hotel has comfort that matches its star value with visualization that is soothing to the eye. Every visitor is provided with all aspects of need in the room. It can also be seen that the level of lighting is appropriate and the colors of the hotel do not tire the eyes and the equipment is more than adequate. It can be concluded that the facility variable has an influence on customer loyalty through customer satisfaction. Customers who receive the required facilities will definitely get satisfaction, such as hotel visitors who provide all their needs in terms of comfort, bathing and food. The level of individual loyalty will increase because an important role has been fulfilled, namely facilities. So it can be concluded that the brand image variable has an influence on customer loyalty through customer satisfaction. With the influence of brand image, the level of satisfaction is received because what is experienced matches what is discussed. Then customers will be loyal to the hotel.

It can be concluded that the product quality variable has no influence on customer loyalty through customer satisfaction. Each person has their own standard of product quality received, therefore the mediation of the customer satisfaction variable influences hotel customer loyalty. So it can be concluded that the promotional variable has an influence on customer loyalty through customer satisfaction. The role of promotion always influences someone to search further whether what they see and hear is in accordance with the existing facts or not. However, the influence of customer satisfaction definitely influences the loyalty of hotel visitors.

The role of service quality is that sometimes it does not match customer expectations which makes them disappointed from what they expected. So it can be concluded that the service quality variable has no influence on customer loyalty through customer satisfaction. Service is a very important factor, but not all customers are satisfied and therefore it affects their loyalty in returning to the hotel. So it can be concluded that the facility variable has an influence on customer satisfaction. Basically, good facilities will provide good satisfaction for customers (Cahya Hadi Sudrajad, 2023). Research on hospitals argues that customer satisfaction increases because the facilities of the place are complete (Gonzalez, 2019).

A good image will have an impact on customer satisfaction because it is present in a place that has a good perspective among the community. So it can be concluded that the brand image variable has an influence on customer satisfaction. From research Lucky et al., (2023) argue that a positive brand image greatly influences consumer loyalty and commitment in consuming products from a brand or company. Research from (Sutrisna & Putri, 2023).

The level of product quality shows how good the service value is in terms of consumption, primary needs such as cleanliness, comfort and so on that Novhotel provides for individual needs. So it can be concluded that the product quality variable has an influence on customer satisfaction. Based on research from Dewi et al., (2020) Product quality also has a relationship with customer loyalty. Research from Kaswengi & Lambey-Checchin, (2020) confirms the quality of fresh food products since logistics services and the marketing offer of a product are closely interrelated to maintain customer satisfaction. Based on the results received, the promotion is running well, which is a form of success for 4 Star Hotels in the Bogor and Tangerang areas which attract customers because what is marketed is in line with consumers' expectations to experience the services of the hotel. It can be concluded that the promotion variable has an influence on customer satisfaction. Research from Ari Dwi Astono, (2023). The results show that promotions have a positive and significant effect on customer satisfaction. Other research from Blom et al., (2021) The results show that promotions have an effect on customer satisfaction.

## **CONCLUSION**

This research is known to examine the influence of hotel marketing performance on the lack of visitors in the hotel business. This research also explains that many factors influence customer satisfaction and customer loyalty from the level of facilities, brand image, product quality, promotions and service quality provided by hotel employees who live in Tangerang and Bogor. This research proves that the quality of the product has appropriate standards. Many types of food are provided ranging from regional to international food, the service provided is also satisfying with the charming restaurant visualization and familiar aromas with delicious desserts providing an assessment that the quality of the products provided by the Hotel has been well realized for hotel visitors. The results of this research also prove that the level of hotel marketing is running well because there are visitors who know about the existence of 4 star hotels in the Bogor and Tangerang area from social media or advertisements. Visitors also get discounts from booking rooms if certain criteria are met, such as the minimum number of rooms and length of stay at the hotel.

In this research there are also results which show that the food service provided seems good and the response from employees to all visitors' needs is met. How the waiter provides a level of satisfaction from a fast and responsive attitude towards visitors provides satisfaction in itself. The level of atmosphere in the Hotel is very good because the comfort provided by the waiters to visitors is very friendly in interacting. The findings in this research are related to visitors who came, some because of recommendations from friends who had already subscribed, some also from those who felt comfortable after trying once at a 4-star hotel in the Tangerang and Bogor areas. Sometimes some visitors provide incentives to employees at the hotel for the appreciation given because of the level of customer satisfaction that the service provided is satisfactory and meets standards.

Based on these findings, it can be seen that the role of facilities, brand image, product quality, promotion and service quality influence customer satisfaction and the level of satisfaction influences customer loyalty in 4 star hotels. Mediationally, it can be seen that the results show negative results for the service quality and service quality variables. product quality on customer loyalty through hotel customer satisfaction.

## **LIMITATIONS AND RECOMMENDATION**

Some conclusions from this research, or first limitations that can be improved and developed. This concern relates to the responses of the research participants, which were limited to those who had at least checked into a Hotel; as a result, loyalty scores are somewhat erratic and can only be recorded directly after careful consideration. Regarding the variables used in this research, there are many other factors that might influence customer loyalty and satisfaction, and these factors are mainly related to user categories, which are defined more broadly or biasedly. The next research step is to adjust the hypothesis and sample size to comply with research standards. From the mediation results it can be seen that the hypothesis of product quality and service quality has no effect on customer loyalty through customer satisfaction because each person has their own standards in terms of product quality and level of satisfaction.

## **MANAGERIAL IMPLICATIONS**

This research provides visualization regarding managerial implications for hotel employee performance to stabilize the level of facilities that have an impact on customer satisfaction and customer loyalty. Next, brand image has an impact on customer satisfaction and customer loyalty. The level of product quality that has an impact on customer satisfaction and customer loyalty. Hotel marketing performance is very important to attract visitors and increase hotel occupancy. Service quality and product quality indirectly do not affect customer satisfaction through loyalty, this must be improved again in terms of service that is in accordance with the cultural criteria of the surrounding environment and the quality of the products presented must be in accordance with standardization. Hospitality facilities play an important role in attracting and retaining visitors. Appropriate, high-quality amenities will enhance the guest experience,

extend their stay, and increase the likelihood of return visits and recommendations to others.

## REFERENCE

- [1] Ahn, J., & Kwon, J. (2020). CSR perception and revisit intention: the roles of trust and commitment. *Journal of Hospitality and Tourism Insights*, 3(5), 607–623. <https://doi.org/10.1108/JHTI-02-2020-0022>
- [2] Alnaim, A. F., Sobaih, A. E. E., & Elshaer, I. A. (2022). Measuring the Mediating Roles of E-Trust and E-Satisfaction in the Relationship between E-Service Quality and E-Loyalty: A Structural Modeling Approach. *Mathematics*, 10(13). <https://doi.org/10.3390/math10132328>
- [3] Amalia, D., Ramli, A. H., & Larasati, A. (2024). Hedonic Motive , Utilitarian Motive , Shopping Intention Dan Impulsive Buying Pada E-Commerce Shopee. *Jurnal Bisnisan: Riset Bisnis Dan Manajemen*, 06(01), 132–147. <https://doi.org/https://doi.org/10.52005/bisnisan.v6i1.200>
- [4] Amgad, A. S., Ahmed, S., Khan, M. A., Al Homaidi, E. A., & Mansour, A. M. (2021). Exploring the relationship of marketing & technological innovation on store equity, word of mouth and satisfaction. *Cogent Business and Management*, 8(1). <https://doi.org/10.1080/23311975.2020.1861752>
- [5] Arbol, D. M., & Ramli, A. H. (2024). Trust , Perceived Behavioral Control , Perceived Value and Efect Moderation of Optimism-Pessimism Level on Behavioral Intention. *Jurnal Ilmiah Manajemen Kesatuan*, 12(3), 701–718. <https://doi.org/10.37641/jimkes.v12i3.2567>
- [6] Atulkar, S. (2020). Brand trust and brand loyalty in mall shoppers. *Marketing Intelligence and Planning*, 38(5), 559–572. <https://doi.org/10.1108/MIP-02-2019-0095>
- [7] Bachtiar, I. H., Supiati, Gazali, Safrin, A., Ramli, A. H., & Mariam, S. (2023). Pelatihan Pencatatan Keuangan Usaha Dalam Rangka Pemberdayaan Pelaku Ekonomi Kreatif Di Desa Pabben-Tengah. *Jurnal Pengabdian Masyarakat AbdiMas*, 9(3), 442–446. <https://doi.org/10.47007/abd.v9i05.6729>
- [8] Chandra, A., & Tan, P. H. P. (2022). Analysis of Factors Affecting E-Loyalty With E-Trust and E-Satisfaction as Mediation Variables on Halodoc Application Users in Indonesia. *Quantitative Economics and Management Studies*, 3(6), 983–997. <https://doi.org/10.35877/454ri.qems1272>
- [9] Chandra, K., Takaya, R., & Ramli, A. H. (2019). The Effect Of Green Brand Positioning, And Green Brand Knowledgeon Brand Image, And Green Purchase Intentionin Green Products Consumers. *International Journal of Business and Management Invention (IJBMI) ISSN*, 8(07), 47–52. [www.ijbmi.org](http://www.ijbmi.org)
- [10] Cuong, D. T. (2020). Impact of Customer Satisfaction and Brand Image on Brand Loyalty. *Jour of Adv Research in Dynamical & Control Systems*, 12(October), 3151–3159. <https://doi.org/10.5373/JARDCS/V12I6/S20201280>
- [11] Davis, F., Francis Gnanasekar, M. B., & Parayitam, S. (2021). Trust and product as moderators in online shopping behavior: evidence from India. *South Asian Journal of Marketing*, 2(1), 28–50. <https://doi.org/10.1108/sajm-02-2021-0017>
- [12] Dewi, N. P. K., & Ramli, A. H. (2023). E-Service Quality , E-Trust dan E- Customer Satisfaction Pada E-Customer Loyalty Dari Penggunaan E-Wallet OVO. *Jurnal Ilmiah Manajemen Kesatuan*, 11(2), 321–338. <https://doi.org/10.37641/jimkes.v11i2.2000>
- [13] Dewi, E., Tarigan, S., Wijaya, M., & Marbun, P. (2020). The Influence of Lifestyle, Physical Environment, and Menu Variety on Customer Loyalty through Customer Satisfaction in the Coffee Shop. *International Journal of Research and Reviews (Ijrrjournal.Com)*, 7, 3.
- [14] Diatmono, P., Mariam, S., & Ramli, A. H. (2020). Analysis of Human Capital in Talent Management Program, Training and Development to Improve Employee Competence Case Study in BSG Group. *Business and Entrepreneurial Review*, 20(1), 45–66. <https://doi.org/10.25105/ber.v20i1.6812>
- [15] Eki, E., & Ramli, A. H. (2024). The effect of implementing remote work policies post-Covid-19 on private bank back office employees. *Jurnal Manajemen Strategi Dan Aplikasi Bisnis*, 7(2), 315–331. <https://doi.org/DOI:https://doi.org/10.36407/jmsab.v7i2.1331>
- [16] Eksangkul, N., & Nuangiamnong, C. (2022). The Factors affecting Customer Satisfaction and Repurchase Intention: A Case Study of Bubble Tea in Bangkok, Thailand. *Journal*, 2(2), 8–20.

- [17] Ernawati, R. (2021). Analisis Pengaruh Promosi, Harga, dan Citra Merek terhadap Keputusan Pembelian pada Situs E-commerce Zalora di Jakarta. *Business Management Analysis Journal (BMAJ)*, 4(2), 80–98. <https://doi.org/10.24176/bmaj.v4i2.6663>
- [18] Febriani, F. A., Ramli, A. H., & Reza, H. K. (2023). Pengaruh Budaya Organisasi Terhadap Kinerja Karyawan Melalui Keterikatan Karyawan. *Jurnal Ilmiah Manajemen Kesatuan*, 11(2), 309–320. <https://doi.org/10.37641/jimkes.v11i2.1999>
- [19] Garepasha, A., Aali, S., Bafandeh Zende, A. R., & Iranzadeh, S. (2020). Relationship dynamics in customer loyalty to online banking services. *Journal of Islamic Marketing*, 12(4), 830–863. <https://doi.org/10.1108/JIMA-09-2019-0183>
- [20] Ghazmahadi, Basri, Y. Z., Kusnadi, & Ramli, A. H. (2020). The Influence Of Strategic Management Information System, Strategic Partnership On Organizational Performance Mediated By Organizational Culture In Occupational Safety and Health (OSH) Service Centre In Indonesia. *INTERNATIONAL JOURNAL OF CREATIVE RESEARCH AND STUDIES*, 4(1), 32–39.
- [21] Gopi, B., & Samat, N. (2020). The influence of food trucks' service quality on customer satisfaction and its impact toward customer loyalty. *British Food Journal*, 122(10), 3213–3226. <https://doi.org/10.1108/BFJ-02-2020-0110>
- [22] Gunawan, T., & Ramli, A. H. (2023). The Influence Of Firm Size , Leverage , Liquidity , Cash Turnover On Profitability. *Jurnal Ilmiah Akuntansi Kesatuan*, 11(3), 638–652. <https://doi.org/10.37641/jiakes.v11i3.2383>
- [23] Hafni, R. D. (2020). Pandangan Citra Brand Kopi Janji Jiwa Di Kalangan Mahasiswa. *Jurnal Ilmiah Komunikasi Makna*, 8(1), 12. <https://doi.org/10.30659/jikm.v8i1.7977>
- [24] Harahap, R. O., & Ramli, A. H. (2023). Pengaruh Work-Life Balance Terhadap Perceived Work Productivity Pada Non-Government Organization. *Jurnal Pengabdian Kepada Masyarakat Nusantara (JPkMN)*, 4(3), 2915–2922. <https://doi.org/https://doi.org/10.55338/jpkmn.v4i2.1659>
- [25] Imran, B., Arvian, D., & Ramli, A. H. (2020). Work Life Balance Effect (Case Investigation on PT PJB Power Plant Maintenance Unit). *Proceedings of the International Conference on Management, Accounting, and Economy (ICMAE 2020)*, 151(Icmae), 68–71. <https://doi.org/10.2991/aebmr.k.200915.017>
- [26] Imran, B., Mariam, S., Aryani, F., & Ramli, A. H. (2020). Job Stress, Job Satisfaction and Turnover Intention. *Proceedings of the International Conference on Management, Accounting, and Economy (ICMAE 2020)*, 151(Icmae), 290–292. <https://doi.org/10.2991/aebmr.k.200915.065>
- [27] Indriani, S., & Ramli, A. H. (2024). Earnings Management , Leverage , Good Corporate Governance , And Tax Avoidance. *Jurnal Ilmiah Akuntansi Kesatuan*, 12(1), 93–106. <https://doi.org/10.37641/jiakes.v11i3.2064>
- [28] Ismagilova, E., Rana, N. P., Slade, E. L., & Dwivedi, Y. K. (2021). A meta-analysis of the factors affecting eWOM providing behaviour. *European Journal of Marketing*, 55(4), 1067–1102. <https://doi.org/10.1108/EJM-07-2018-0472>
- [29] Juwaini, A., Chidir, G., Novitasari, D., Iskandar, J., Hutagalung, D., Pramono, T., Maulana, A., Safitri, K., Fahlevi, M., Sulisty, A. B., & Purwanto, A. (2022). Peran e-trust pelanggan, kualitas layanan e-pelanggan, dan kepuasan e-pelanggan terhadap loyalitas e-pelanggan. *International Journal of Data and Network Science*, 6(2), 477–486. <https://doi.org/10.5267/j.ijdns.2021.12.006>
- [30] Kadir, I., & Ramli, A. H. (2024). The Role of Transformational Leadership and Performance Incentives on Job Performance Mediated by Mediating Work Engagement in Hospitals. *Journal of Research Administration*, 6(1), 5827–5847. <https://journalra.org/index.php/jra/article/view/1812>
- [31] Kalim, M. N., Prasetyo, W. B., Ramli, A. H., & Mariam, S. (2024). Perceived Value , E-Trust , E-Satisfaction , and E-Loyalty on Online Trip Clients in Jakarta. *Majalah Ilmiah Bijak*, 21(1), 86–102. <https://ojs.stiami.ac.id/index.php/bijak/article/view/3673>
- [32] Kaswengi, J., & Lambey-Checchin, C. (2020a). How logistics service quality and product quality matter in the retailer–customer relationship of food drive-throughs: The role of perceived convenience. *International Journal of Physical Distribution and Logistics Management*, 50(5), 535–555. <https://doi.org/10.1108/IJPDLM-01-2019-0036>
- [33] Keshavarz, Y., & Jamshidi, D. (2018). Service quality evaluation and the mediating role of perceived value and customer satisfaction in customer loyalty. *International Journal of Tourism Cities*, 4(2), 220–244. <https://doi.org/10.1108/IJTC-09-2017-0044>
- [34] Khairawati, S. (2019). Effect of customer loyalty program on customer satisfaction and its

- impact on customer loyalty. *International Journal of Research in Business and Social Science* (2147- 4478), 9(1), 15–23. <https://doi.org/10.20525/ijrbs.v9i1.603>
- [35] Khasanah, S., Abduh, S., Tanti, E., & Ramli, A. H. (2021). The Effect of Organizational Culture , Job Satisfaction and Compensation Mediated by Motivaton on Women Navi's Performance at The Indonesian Navy Headquarters. *INTERNATIONAL JOURNAL OF CREATIVE RESEARCH AND STUDIES*, 5(5), 106–115.
- [36] Kurniawati, E., & Ramli, A. H. (2024). The Influence of Procedural Justice, Organizational Trust, and Organizational Commitment on Work Engagement. *Jurnal Ilmiah Manajemen Kesatuan*, 12(3), 755–772. <https://doi.org/10.37641/jimkes.v12i3.2336>
- [37] Kurniawati, K., Elistia, E., Mariam, S., & Ramli, A. H. (2024). THE INFLUENCE OF TRANSFORMATIONAL LEADERSHIP ON ORGANIZATIONAL CULTURE, CHANGE MANAGEMENT AND TURNOVER INTENTION. *Dinamika Kreatif Manajemen Strategis*, 06(1), 177–207. <https://journalpedia.com/1/index.php/dkms/index>
- [38] Lakhsmidevy, D. ayu alit. (2018). Pengaruh Service Quality, Customer Satisfaction, dan Brand Trust di Mediasi Oleh Customer Commitment Terhadap Customer Loyalty Penumpang Maskapai Low Cost Carrier Di Bali. *Jurnal Dinamika Manajemen Dan Bisnis*, 1(2). <https://doi.org/10.21009/jdmb.01.2.03>
- [39] Maharani, R., & Ramli, A. H. (2024). The Roles of Family-Supportive Supervisor Behaviour, Work-Life Balance, Job Satisfaction, Motivation, and Job Performance Among Married Private Employees. *Journal of Human Resource Management*, XXVII(1), 39–54. <https://doi.org/10.46287/PKYK4429>
- [40] Mariam, S., Febrina, E., Anwar, M., Sutisna, Imran, B., & Ramli, A. H. (2020). Unique Capability for Poultry Distributor Companies. *Proceedings of the International Conference on Management, Accounting, and Economy (ICMAE 2020)*, 151(Icmae), 54–58. <https://doi.org/10.2991/aebmr.k.200915.014>
- [41] Mariam, S., Panji Kresna, E., & Ramli, A. H. (2022). The Effect of Differentiation, Price, and Facility on Customers' Satisfaction (Case Study on Goen Authentic In East Jakarta). *Majalah Ilmiah Bijak*, 19(1), 96–106. <https://doi.org/10.31334/bijak.v19i1.2193>
- [42] Mariam, S., Putra, A. H. P. K., Ramli, A. H., & Aryani, F. (2023). Analysis of the Effect of Debt Level , Market Orientation , and Financial Literacy on Microenterprise Financial Performance : The Mediating Role of Consumer Behaviour. *ATESTASI: JURNAL ILMIAH AKUNTANSI*, 6(2), 469–494. <https://doi.org/doi.org/10.57178/atestasi.v6i2.706> : 2621-1963 : 2621-1505
- [43] Mariam, S., & Ramli, A. H. (2021). Effect of Resources on Competitive Strategies Through Unique Capability in Chicken Distributor Companies in Dki Jakarta Province. *ICSTIAMI 2019, July 17-18, Jakarta, Indonesia*. <https://doi.org/10.4108/eai.17-7-2019.2302897>
- [44] Mariam, S., & Ramli, A. H. (2022). Pengenalan Digital Marketing E-Katalog bagi UMKM Binaan Jakpreneur. *Jurnal Komunitas : Jurnal Pengabdian Kepada Masyarakat*, 5(1), 74–83. <https://doi.org/10.31334/jks.v5i1.2429>
- [45] Mariam, S., & Ramli, A. H. (2023). Pelatihan Dan Pendampingan Membangun Praktik Digital Marketing Unggul Untuk Peningkatan Pemasaran UMKM Di Kota Jakarta Barat. *Indonesian Collaboration Journal of Community Services*, 3(4), 379–390. <https://doi.org/https://doi.org/10.53067/icjcs.v3i4.149>
- [46] Mariam, S., & Ramli, A. H. (2020). Peran Mediasi Strategic Change Management pada Usaha Mikro Kecil dan Menengah dalam Kondisi Pandemi Covid-19. *Prosiding Seminar Stiarni*, 7(2), 46–52. <https://ojs.stiarni.ac.id/index.php/PS/article/view/954>
- [47] Megawaty, M., Hendriadi, H., Toaha, M., Kausar, A., Ramli, A. H., & Mariam, S. (2024). Pendampingan Peningkatan Kapasitas Usaha Kerajinan Kue Tradisional di Kelurahan Lembo. *Jurnal Komunitas : Jurnal Pengabdian Kepada Masyarakat*, 6(2), 290–298. <https://ojs.stiarni.ac.id/index.php/jks/article/view/3791>
- [48] Meidiyanty, E., Ramli, A. H., & Mariam, S. (2023). Peran Mediasi Dari Inovasi Karyawan Pada Hubungan Antara Internet Banking dan Kinerja Karyawan. *Jurnal Bisnisman: Riset Bisnis Dan Manajemen*, 5(2), 106–117. <https://doi.org/https://doi.org/10.52005/bisnisman.v5i2.162>
- [49] Miao, M., Jalees, T., Zaman, S. I., Khan, S., Hanif, N. ul A., & Javed, M. K. (2022). The influence of e-customer satisfaction, e-trust and perceived value on consumer's repurchase intention in B2C e-commerce segment. *Asia Pacific Journal of Marketing and Logistics*, 34(10), 2184–2206. <https://doi.org/10.1108/APJML-03-2021-0221>
- [50] Miati, I. (2020). Pengaruh Citra Merek (Brand Image) Terhadap Keputusan Pembelian Kerudung Deenay (Studi pada Konsumen Gea Fashion Banjar). *Abiwara : Jurnal Vokasi*

- Administrasi Bisnis*, 1(2), 71–83. <https://doi.org/10.31334/abiwara.v1i2.795>
- [51] Mulya, M. R. Z., & Ramli, A. H. (2023). Pengaruh Agile Work Practice Terhadap Safety Compliance dan Emotional Fatigue Melalui Job Demand pada Wartawan Indonesia. *Jurnal Aplikasi Manajemen Dan Bisnis*, 9(3), 1020–1027. <https://doi.org/http://dx.doi.org/10.17358/jabm.9.3.1020>
- [52] Mulyadi, H., Basri, Y. Z., Ramli, A. H., & Takaya, R. (2020). Influence of Competency , Organization Learning On Strategic Change Management and Its Implications on Military Sealift Command. *International Journal of Business and Management Invention*, 9(10), 13–21. <https://doi.org/10.35629/8028-0910011321>
- [53] Novarian, F., & Ramli, A. H. (2020). The Mediating Role of Job Satisfaction in the Hospital. *Proceedings of the International Conference on Management, Accounting, and Economy (ICMAE 2020)*, 151(Icmae), 293–297. <https://doi.org/10.2991/aebmr.k.200915.066>
- [54] Novianti, I. E., & Ramli, A. H. (2023). The influence of intrinsic and extrinsic motivation on employee engagement And Job Satisfaction In The Snack Food Industry. *Jurnal Ilmiah Manajemen Kesatuan*, 11(3), 1389–1400. <https://doi.org/10.37641/jimkes.v11i3.2306>
- [55] Nurcahyani, W., Ramli, A. H., Larasati, A., & Reza, H. K. (2023). Influence Audit Fee , Tenure Audit And KAP Rotation On Audit Quality Empirical Study on BUMN Banking in Indonesia. *Jurnal Ilmiah Akuntansi Kesatuan*, 11(3), 613–624. <https://doi.org/10.37641/jiakes.v11i3.1259>
- [56] Nurdiansyah, R., Mariam, S., Ameido, M. A., & Ramli, A. H. (2020). Work Motivation, Job Satisfaction and Employee Performance. *Business and Entrepreneurial Review*, 20(2), 153–162. <https://doi.org/10.25105/ber.v20i2.8006>
- [57] Phromlert, C., Deebhijarn, S., & Sornsaruht, P. (2019). How website quality, e-service quality, e-satisfaction, and social value affect poshtel e-loyalty in Thailand. *African Journal of Hospitality, Tourism and Leisure*, 8(5), 1–14.
- [58] Pratama, M. P., Ramli, A. H., & Mariam, S. (2023). Customer Engagement , Customer Satisfaction , Customer Commitment And Customer Loyalty. *Jurnal Ilmiah Manajemen Kesatuan*, 11(3), 1437–1452. <https://doi.org/10.37641/jimkes.v11i3.2309>
- [59] Pratama, R. A., Prasetyo, W. B., & Ramli, A. H. (2023). E-Loyalty In Online Shopping. *JIMKES Jurnal Ilmiah Manajemen Kesatuan*, 11(3), 1377–1388. <https://doi.org/10.37641/jimkes.v11i3.2313>
- [60] Rahmawati, A., & Ramli, A. H. (2024). E-Trust , Perceived Ease Of Use , E-Satisfaction And E-Loyalty For Users Of The Tiktok Shop Application. *Jurnal Ilmiah Manajemen Kesatuan*, 12(1), 279–294. <https://doi.org/10.37641/jimkes.v12i1.2209>
- [61] Ramli, A. H. (2013). Pengaruh Sistem Penyampaian Jasa terhadap Citra Rumah Sakit Swasta Tipe C di Makassar. *Media Riset Bisnis & Manajemen*, 13(2), 147–168. <https://doi.org/httphttps://doi.org/10.25105/mrbm.v13i2.1132>
- [62] Ramli, A. H. (2017). Organizational Commitment and Employee Performance At Distributor Companies. *Business and Entrepreneurial Review*, 17(2), 121–134. <https://doi.org/10.25105/ber.v17i1.5193>
- [63] Ramli, A. H. (2019). Person-Organization Fit Dalam Rantai Distribusi Pemasaran. *Jurnal Manajemen Dan Pemasaran Jasa*, 12(1), 77–92. <https://doi.org/10.25105/jmpj.v12i1.3763>
- [64] Ramli, A. H. (2020a). Employee Innovation Behavior in Health Care. *Proceedings of the International Conference on Management, Accounting, and Economy (ICMAE 2020)*, 151(Icmae), 31–34. <https://doi.org/10.2991/aebmr.k.200915.008>
- [65] Ramli, A. H. (2020b). The mediator role of leader-member exchange in empirical test. *Jurnal Manajemen Dan Pemasaran Jasa*, 13(1), 127–136. <https://doi.org/10.25105/JMPJ.V13I1.6152>
- [66] Ramli, A. H., Arsil, Takaya, R., & Mariam, S. (2020). Professional Identity in Private Hospital. *Proceedings of the International Conference on Management, Accounting, and Economy (ICMAE 2020)*, 151(ICMAE), 167–171. <https://doi.org/10.2991/aebmr.k.200915.039>
- [67] Ramli, A. H., & Mariam, S. (2020). Organisational commitment and job performance in banking industry. *International Journal of Scientific & Technology Research*, 9(3), 1708–1713.
- [68] Ramli, A. H., & Novariani, F. (2020). Emotional Intelligence, Organizational Commitment and Job Performance in the Private Hospital. *Proceedings of the International Conference on Management, Accounting, and Economy (ICMAE 2020)*, 151(Icmae), 280–284. <https://doi.org/10.2991/aebmr.k.200915.063>
- [69] Rather, R. A. (2019). Consequences of Consumer Engagement in Service Marketing: An Empirical Exploration. *Journal of Global Marketing*, 32(2), 116–135. <https://doi.org/10.1080/08911762.2018.1454995>

- [70] Rinaldi, G., & Ramli, A. H. (2023). Pengaruh Tranformational Leadership Terhadap Turnover Intention Pada Karyawan Perusahaan Swasta di Jakarta. *Jurnal Pengabdian Kepada Masyarakat Nusantara (JPkMN)*, 4(4), 3088–3094. <https://doi.org/http://doi.org/10.55338/jpkmn.v4i4.1699>
- [71] Ristanti, A., & Iriani, S. S. (2020). Pengaruh Kualitas Produk dan Citra Merek terhadap Keputusan Pembelian Konsumen Nature Republic di Surabaya. *Jurnal Ilmu Manajemen*, 8(3), 1026. <https://doi.org/10.26740/jim.v8n3.p1026-1037>
- [72] Rizky, A. O., Ramli, A. H., & Mariam, S. (2023). LEADER-MEMBER EXCHANGE , COMMUNICATION SATISFACTION , JOB SATISFACTION , EMPLOYEE ENGAGEMENT DAN EMPLOYEE PERFORMANCE. *JURNAL LENTERA BISNIS*, 12(September), 667–682. <https://doi.org/10.34127/jrlab.v12i3.891>
- [73] Rodriguez, P. G., Villarreal, R., Valiño, P. C., & Blozis, S. (2020). Pendekatan PLS-SEM untuk memahami E-SQ, E-Satisfaction, dan E-Loyalitas untuk E-Retailer fesyen di Spanyol. *Journal of Retailing and Consumer Services*, 57. <https://doi.org/10.1016/j.jretconser.2020.102201>
- [74] Rubio, N., Villaseñor, N., & Yagüe, M. J. (2017). Creation of consumer loyalty and trust in the retailer through store brands: The moderating effect of choice of store brand name. *Journal of Retailing and Consumer Services*, 34, 358–368. <https://doi.org/10.1016/j.jretconser.2016.07.014>
- [75] Rumaidlany, D., Mariam, S., & Ramli, A. H. (2022). Pengaruh Brand Image Dan Brand Awareness Terhadap Keputusan Pembelian Pada Mc Donald’S Di Palmerah Jakarta Barat. *Jurnal Lentera Bisnis*, 11(2), 102. <https://doi.org/10.34127/jrlab.v11i2.567>
- [76] Salma, A. N., & Ramli, A. H. (2023). Pengaruh Ethical dan Transformational Leadership Terhadap Employee Creativity , OCB dan Work Engagement Pada UMKM. *Jurnal Pengabdian Kepada Masyarakat Nusantara (JPkMN)*, 4(3), 2946–2953. <https://doi.org/https://doi.org/10.55338/jpkmn.v4i2.1675>
- [77] Samuel, L., & Ramli, A. H. (2024). Pengaruh Kepemimpinan Digital dan Pemberdayaan Karyawan Terhadap Kinerja Karyawan Dimediasi oleh Komitmen Organisasi Pada Industri Manufaktur. *Journal of Economics and Business UBS*, 13(1), 282–295. <https://doi.org/https://doi.org/10.52644/joeb.v13i1.1501>
- [78] Sardar, A., Manzoor, A., Shaikh, K. A., & Ali, L. (2021). An Empirical Examination of the Impact of eWom Information on Young Consumers’ Online Purchase Intention: Mediating Role of eWom Information Adoption. *SAGE Open*, 11(4). <https://doi.org/10.1177/21582440211052547>
- [79] Sari, P. I. P., & Ramli, A. H. (2023). The Effect Of Leverage , Company Size , Company Risk On Tax Avoidance In 2020-2022 Case Study of a Manufacturing Company in the Raw Materials Sector. *Jurnal Ilmiah Akuntansi Kesatuan*, 11(3), 625–636. <https://doi.org/10.37641/jiakes.v11i3.2074>
- [80] Sinurat, A. E. T., Ramli, A. H., & Purnomo, S. H. (2024). Pengaruh E-Service Quality , E-Trust , E-Customer Satisfaction Terhadap E-Customer Loyalty Pada Marketplace Shopee. *Jurnal Bisnisman: Riset Bisnis Dan Manajemen*, 5(3), 80–102. <https://doi.org/https://doi.org/10.52005/bisnisman.v5i03>
- [81] Sitti Ardianti. (2022). Pengaruh customer experience, Customer satisfaction dan citra merek terhadap loyalitas pelanggan Tokopedia. *Ekonomi Dan Bisnis Islam*, 8.5.2017, 2003–2005.
- [82] Situmorang, N., Ramli, A. H., & Reza, H. K. (2023). PENGARUH PENGEMBANGAN KARIR TERHADAP TURNOVER INTENTION MELALUI KINERJA KARYAWAN YANG DIMODERASI OLEH BUDAYA ORGANISASI. *Jurnal Lentera Bisnis*, 12(September), 633–646. <https://doi.org/10.34127/jrlab.v12i3.890>
- [83] Steven, J., Ramli, A. H., & Mariam, S. (2023). E-Service Quality , E-Wallet Dan Kepercayaan Terhadap Minat Beli Pada Pengguna Pembayaran Non Tunai Aplikasi Shopee. *Jurnal Ilmiah Manajemen Kesatuan*, 11(2), 267–278. <https://doi.org/10.37641/jimkes.v11i2.1997>
- [84] Suhan, M., Nayak, S., Nayak, R., Spulbar, C., Bai, G. V., Birau, R., Anghel, L. C., & Stanciu, C. V. (2022). Exploring the sustainable effect of mediational role of brand commitment and brand trust on brand loyalty: an empirical study. *Economic Research-Ekonomiska Istrazivanja*, 35(1), 6422–6444. <https://doi.org/10.1080/1331677X.2022.2048202>
- [85] Sukarno, D. B., Umar, H., & Ramli, A. H. (2020). The Effect of Corporate Entrepreneurship, Organizational Culture Through Innovation of Firm Performance in The Strategic Industry of State Deffense. *American Research Journal of Business and Management*,

- 6(1), 1–5. <https://doi.org/10.21694/2379-1047.20008>
- [86] Supiati, S., Hafidah, A., & Ramli, A. H. (2021). Analysis of Market Retribution Management Systems in Efforts of Increasing Regional Original Income in The Office of Pd. Makassar Raya Market, Makassar City. *Business and Entrepreneurial Review*, 21(1), 23–46. <https://doi.org/10.25105/ber.v21i1.9224>
- [87] Sylvia, S., & Ramli, A. H. (2023). The Influence Of E-WOM On Purchase Intention With Brand Image As A Mediator Variable. *Jurnal Ilmiah Manajemen Kesatuan*, 11(3), 1535–1544. <https://doi.org/10.37641/jimkes.v11i3.2307>
- [88] Sylvyani, N. R., & Ramli, A. H. (2023). Transformational Leadership , Knowledge Sharing Dan Organizational Commitment Terhadap Job Satisfaction. *Jurnal Ilmiah Manajemen Kesatuan*, 11(2), 339–352. <https://doi.org/10.37641/jimkes.v11i2.2001>
- [89] Takaya, R., Arsil, & Ramli, A. H. (2020). Perceived Organizational Support and Turnover Intention. *Proceedings of the International Conference on Management, Accounting, and Economy (ICMAE 2020)*, 151(Icmae), 59–63. <https://doi.org/10.2991/aebmr.k.200915.015>
- [90] Takaya, R., Ramli, A. H., & Lukito, N. (2019). The effect of advertisement value and context awareness value on purchase intention through attitude brands and advertising attitude in smartphone advertising. *International Journal of Creative Research and Studies*, 3(3), 106–118. <http://www.ijcrs.org/issue-details/191>
- [91] Tarkang, M. M. E. M., Alola, U. V., Nange, R. Y., & Ozturen, A. (2020). Investigating the factors that trigger airline industry purchase intention. *Current Psychology*, 41(4), 1716–1727. <https://doi.org/10.1007/s12144-020-00815-z>
- [92] Utama, R., Basri, Y. Z., & Ramli, A. H. (2020). The Influence of Service Quality And Product Quality on Customer Loyalty with Customer Satisfaction as Mediating on The Purchase Of Indonesian Navy Ships. *International Journal of Creative Research and Studies*, 4(6), 56–67.
- [93] Verplanken, B., & Sato, A. (2011). The Psychology of Impulse Buying: An Integrative Self-Regulation Approach. *Journal of Consumer Policy*, 34(2), 197–210. <https://doi.org/10.1007/s10603-011-9158-5>
- [94] Vitram, K. L., Rasa, M. I., & Harto, S. (2023). Customer Intimacy, Customers Experience, Customer Satisfaction, Customer Bonding Dan Customer Value Dalam Loyalitas Nasabah Di Bank Syariah. *Ekonomi & Bisnis*, 22(1), 44–54. <https://doi.org/10.32722/eb.v22i1.5765>
- [95] Yin, L. X., & Lin, H. C. (2022). Predictors of customers' continuance intention of mobile banking from the perspective of the interactivity theory. *Economic Research-Ekonomiska Istrazivanja*, 35(1), 6820–6849. <https://doi.org/10.1080/1331677X.2022.2053782>
- [96] Yunus, R. R. S., Septyanto, D., & Ramli, A. H. (2023). Analysis of Factors Affecting Customer Satisfaction and Customer Loyalty in the Shopee Marketplace. *Majalah Ilmiah Bijak*, 20(2), 293–310. <https://doi.org/https://doi.org/10.31334/bijak.v20i2.3427>