

The Influence Of Price, Location And Promotion On Customer Loyalty Mediated By Customer Satisfaction

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Keywords

Price, location, promotion, customer satisfaction, customer loyalty, hotel.

ABSTRACT

The discussion regarding the role of hotel management towards guests who come to visit to feel satisfied with the services provided and have the desire to visit again at Grand Cordela Hotel Bandung. Hotel management will find ways to attract new prospective customers by providing promotions and events/events so that potential customers are interested and become loyal customers to the Grand Cordela Hotel Bandung. The purpose of this study was to determine and analyze the effect of price, location, and promotion on customer loyalty which is influenced by customer satisfaction, which is at Grand Cordela Hotel Bandung under the operation of Omega Hotel Management - PT Perkasa Internusa Mandiri. The sample of this study used the entire population of guests staying at the Grand Cordela Hotel, Bandung. This research uses correlational quantitative methods and uses Structural Equation Models (SEM). For data processing this research uses the SmartPLS version 4.0 programme. The results of the questionnaire on 34 indicators with a total of 197 respondents were collected after checking and then proceeding with data processing, the results were 5 invalid indicators so the total valid indicators amounted to 29 (twenty-nine) indicators. In this study, there are 10 (ten) hypotheses but after data management, there is 1 (one) hypothesis that is rejected and 9 (nine) other hypotheses are accepted, namely location, promotion, and customer satisfaction have a positive and significant effect on customer loyalty, and price, location, promotion has a positive and significant effect on customer satisfaction and price, location, promotion has a positive and significant effect on customer loyalty mediated by customer satisfaction.

INTRODUCTION

The potential of the inner city of Bandung as a tourist sector is significant, providing a compelling incentive for hotel investors to invest in and develop their properties. The rapid growth of the hotel industry in Bandung is driven by intense competition within the city.

The diversity of destination tours and a wide range of culinary options serve as a strong attraction for travelers visiting this place. Bandung, a renowned city often referred to as the "City of Flowers," exerts a magnetic pull on domestic tourists residing outside the city, seeking a change of scenery or a weekend getaway. Bandung City earned recognition as a UNESCO Creative City, thanks to its plethora of thrilling tourist attractions and an array of culinary delights, catering to both domestic and international tourists. According to data from the Bandung City Tourism and Culture Agency (BPPS) for 2021, in reference to the number. However, in 2020, only as many as 30,210 people and 3,214,390 people went to Bandung, a very drastic decline because of the COVID-19 virus spread in Indonesia (Hall *et al.* 2021). There are visits in 2021. There is little increase in tourists abroad, as many as 37,417 people, and tourists domestic, as many as 3,704,263 people, because there is still the COVID-19 virus and prohibitions/restrictions for doing outside activities at home (Feyisa 2020).

The COVID-19 pandemic has had a profound impact on various sectors in Indonesia, particularly the hospitality industry (Altuntas dan Gok 2021). Many hotels in the country were compelled to shut their doors due to a decline in overnight stays and the cancellation of meetings and events (Bartik *et al.* 2020). The tourism sector bore the brunt of this crisis, with the government imposing travel restrictions, both domestically and internationally, along with large-scale activity limitations (PSBB)(Uğur dan Akbiyık 2020).

The government's recommendations to stay at home, work remotely (work from home), and engage in online learning further exacerbated the hospitality industry's financial woes (Ma *et al.* 2019). In a statement to Cnbcindonesia.com, Hariyadi P. Sukamdani, the General Chairman of The Indonesian Hotel and Restaurant Association (PHRI), revealed that hotels in Jakarta were operating at a mere 30% capacity, leaving a substantial 70% of hotel rooms unoccupied. This prompted cost-cutting measures, including staff reductions, by hotel management to mitigate the impact of COVID-19 (Gursoy dan Chi 2020).

In the face of intensifying competition, hotel companies are compelled to innovate in order to maintain a competitive edge. Marketing strategies within the hospitality sector emphasize competitive pricing, strategic hotel locations, and enticing promotions to cultivate customer loyalty (Center; Sari *et al.* 2018; Yang *et al.* 2018). Although research by Jang, S. and Moutinho, L. (2019) suggests that price promotions may have a negative influence on consumer spending due to unplanned expenditures, in the hospitality industry, promotions are often employed to maximize profit within the constraints of available capacity. Furthermore, according to Baunsele (2018), promotions can play a significant role in influencing customer decisions to choose a particular hotel by highlighting privileges and persuading potential customers (Nobar dan Rostamzadeh 2018; Rachmawati *et al.* 2019).

Research by Susilo H., Haryono, A. T., and Mukeri, M. (2018) underscores the significant relationship between prices and the facilities offered. If a consumer pays a lower price but receives subpar facilities, they may not find value in their expenditure, leading to a decrease in consumer interest in staying overnight (Sari dan Andjarwati 2018; Mellinas *et al.* 2019). Conversely, setting prices too low with excellent facilities can erode potential profits. Thus, a balance between pricing and the quality of facilities provided is essential.

Maximizing customer satisfaction can foster customer loyalty, ensuring that satisfied customers return even when competing hotels offer enticing alternatives (Gery 2018; Mohammed and Rashid 2018). Companies often employ loyalty programs, offer various incentives, and provide price promotions and discounts to influence customer decisions and enhance satisfaction (Khairawati 2020; Suprina *et al.* 2022; Do *et al.* 2023).

Customer satisfaction and loyalty are long-term objectives that contribute to the overall success of a business (Al Masud *et al.* 2018; Nunkoo *et al.* 2020). Customer loyalty, as found by Alam & Noor (2020), involves repeated purchases and future product use. However, research by Priyo. JS, Mohamad, B., and Adetunj, R. (2019) emphasizes that, in the hospitality industry, acquiring new customers and retaining existing ones is the most critical factor. Effective hotel management is essential for ensuring customer satisfaction and loyalty, allowing the company to remain competitive, sustainable, and consistently profitable (Ahani *et al.* 2019; Barusman *et al.* 2020; Putra and Dewi 2023). The fierce competition in the hospitality sector presents challenges in maintaining customer loyalty due to the wide array of alternatives available to customers from various hotels (Li *et al.* 2020; Othman *et al.* 2021; Veloso dan Gomez-Suarez 2023).

The Grand Cordela Hotel Bandung has proven its resilience and remains operational. It has successfully garnered a loyal customer base due to its excellent services, with many returning guests. Situated in a prime location in the East Bandung area, the hotel boasts convenient accessibility. It is within walking distance from Gedebage station, approximately 5.83 km from Bandung Supermall, 6 km from Trans Studio Bandung, and a 20-minute walk to Alhidayah Rancaloe Jami Mosque and

Darussa'adah Mosque. The hotel is 8 km away from the city center and a 20-minute drive from Husein Sastranegara airport. It's located in the Ujung Berung district, in close proximity to the Gelora Bandung Lautan Api Stadium and the subway station.

Grand Cordela Hotel Bandung offers a wide range of amenities to its customers, including a diverse breakfast menu, an outdoor swimming pool, a restaurant, meeting rooms, and a ballroom. Additional services provided include shuttle services and luggage storage. The hotel offers competitive prices compared to its competitors. The rooms are equipped with air conditioning, flat-screen satellite TV, a refrigerator, coffee/tea making facilities, a personal safe, and an en suite bathroom with a shower, slippers, and toiletries.

From a classification perspective, Grand Cordela Hotel Bandung caters to both business and leisure travelers, evident from its mix of overnight guests. Its strategic location is a key factor contributing to its profitability and customer satisfaction, allowing visitors to efficiently carry out their activities.

Data from Omega Hotel Management (OHM), the management operator of Grand Cordela Hotel Bandung, shows that in 2021 (COVID-19 period), the hotel's occupancy reached 45%, with gradual monthly increases. However, in July 2021, occupancy dropped to 38% due to the entry of the delta variant of the COVID-19 virus into Indonesia. But by August 2021, guest visits bounced back, increasing by 14% to reach 52%, and the trend continued, with December 2021 seeing an occupancy rate of 77%. Looking ahead to 2022, Grand Cordela Hotel Bandung is projected to experience further occupancy growth, with the average occupancy in 2022 expected to surpass 50%, a significant improvement from the pandemic year of 2021.

The increase in occupancy can be attributed to various factors, including the pricing strategy employed by the hotel, its strategic location, and the promotions offered to customers. These elements collectively satisfy customers and foster loyalty (Senggetang *et al.* 2019).

Competitive pricing, attractive promotions, and strategic location serve as strong incentives for potential customers to choose the hotel. Moreover, repeat customers tend to become loyal patrons, often recommending the hotel to friends and relatives and leaving positive reviews. Management values customer feedback and is quick to make improvements based on suggestions (Guadix *et al.* 2010). The hotel staff's prompt responses to customer requests contribute to a high level of customer satisfaction.

Promotions extended to customers play a pivotal role in influencing their decision to use hotel services and make bookings (Cheng *et al.* 2018; Davras dan Caber 2019). Grand Cordela Hotel Bandung employs unique pricing packages (bundling), discounts for extended stays, wedding packages, and staycation packages as powerful enticements for prospective customers. Pricing is a significant factor impacting customer satisfaction, as it affects their perception of the value and benefits received during their stay.

Experienced business travelers consider pricing, location, and promotions when choosing between Grand Cordela Hotel Bandung and other hotels in the vicinity. If these factors meet or exceed expectations, visitors are content and satisfied with their experience. Consequently, Grand Cordela Hotel Bandung's management works diligently to ensure that customers have a positive experience, thus enhancing customer satisfaction and, in turn, hotel occupancy.

In light of the aforementioned context, the author proposes the research title, "The Influence of Price, Location, and Promotion on Customer Loyalty, Mediated by Customer Satisfaction."

METHODS

This study uses quantitative methods. According to Ahyar *et al.* (2020), Quantitative methods are systematic, organized, and neatly arranged following procedures, which are not influenced by circumstances and the environment. Researchers use an approach that takes a theoretical framework, ideas experienced, and results of previous research and then develops them into new problems and solutions to be accounted for or tested by evaluating empirical knowledge in the field (Hair *et al.* 2019).

This research uses a hypothetical-deductive research paradigm. The hypothetical-deductive method uses scientific studies and step-by-step, logical, organized, and comprehensive methods for finding solutions to problems. The hypothetical-deductive method is a valuable and systematic approach to obtaining deep knowledge to solve fundamental and business problems. The hypothesis-deductive method consists of seven steps: identifying problems, defining the problem, developing a hypothesis, determining the measuring instruments used, collecting data, analyzing data, and finally interpreting the results obtained, Sekaran & Bougie, (2019).

RESULTS

1. The Effect of Price on Customer Loyalty

Hypothesis 1 (H1) posits that the influence of price on customer loyalty is not accepted. According to the results of hypothesis testing, where the variable "price" in relation to customer loyalty has a p-value of 0.053, which is greater than the standard significance level of 0.05, H1 is rejected or not accepted. This implies that price does not significantly influence customer loyalty.

This research outcome differs from previous studies conducted by Cakici, AC. et al. (2019), Wantara et al. (2019), and Putri et al. (2021), where customers considered the offered price to be a significant factor, leading to repeated purchasing decisions. In contrast, this study, particularly in the context of Grand Cordela Hotel Bandung, reveals that the average value for the indicator "factors affecting price affordability in booking a hotel" is very low, indicating that price alone is not the predominant factor influencing customers to return and stay at the hotel loyally.

As more individuals become financially sensitive and prudent, hotel management's ability to adjust prices competitively can attract both new and loyal customers. The management of Grand Cordela Hotel Bandung demonstrates flexibility in pricing by considering the season, with prices varying significantly between high and low seasons. Consistent pricing decisions by the hotel's internal management can establish trust with customers. When customers receive fair and consistent prices, they are more likely to be satisfied and remain loyal. It is apparent that while price may not have a significant influence on customer loyalty in the hospitality sector, there are many other factors that can shape and affect customer loyalty. Price may impact a customer's immediate decision but does not significantly affect their long-term loyalty.

2. The Effect of Location on Customer Loyalty

Second hypothesis (H2) asserts that the influence of location on customer loyalty is accepted. The results of hypothesis testing indicate that the variable "location" in relation to customer loyalty has a p-value of 0.019, which is less than the standard significance level of 0.05. Therefore, H2 is accepted, signifying that the location significantly and positively influences customer loyalty.

This research outcome aligns with previous studies conducted by Orhan, E (2023) and Hariono, R., and Marlin, M., A., E (2021). These studies emphasize that customers tend to choose locations that fulfill their objectives and, consequently, are more likely to return to the hotel. This underscores the pivotal role of location in hotel investments, as a strategic location saves customers time and effort, making it a valuable asset for building customer loyalty over time.

The strategic location of Grand Cordela Hotel Bandung, particularly in a business-centric area, attracts a substantial number of professional employees and business travelers. This feature encourages them to return for overnight stays, whether for work or business activities. A well-chosen location, in this context, proves to be a critical factor in both retaining and enhancing customer loyalty. Customers who visit for business meetings, in particular, seek efficient, time-saving, and easily accessible locations. This can be observed in Grand Cordela Hotel Bandung's occupancy trends in 2021, which reflect increased occupancy during customer business meetings.

3. The Effect of Promotions on Customer Loyalty

Third hypothesis (H3) posits that the influence of promotions on loyal customers is accepted. The results of the tests conducted by the researcher indicate that the variable "promotion" in relation to customer loyalty has a p-value of 0.037, which is less than the standard significance level of 0.05. Therefore, H3 is accepted, signifying that promotions significantly and positively influence customer loyalty.

This research outcome aligns with previous studies conducted by Setiawan et al. (2018) and Wahyuni, R., and Syaifullah (2021), which emphasize that promotions are influential in enticing customers to return and stay at the hotel. However, it contrasts with the research results of Jang et al. (2019) and Fadli et al. (2021), which suggest that promotional pricing can sometimes have a negative impact by making customers feel that it would incur additional costs or lead to excessive spending on other needs.

Grand Cordela Hotel Bandung offers various promotions and incentives to customers, such as discounts, special pricing, or even one night free for loyal customers. These promotions aim to attract customers back and create a deep positive experience and a sense of attachment. The hotel strategically plans and implements promotions, aligning them with customer needs to effectively build and maintain customer loyalty.

Effective promotions can not only retain existing customers but also encourage them to remain loyal. When customers perceive that they are receiving more value or additional benefits at the same price or even a lower cost, they tend to be satisfied and more likely to remain loyal. Promotions can also be utilized to introduce new products or services to existing customers. If customers are satisfied with these new promotions, they may explore the new offerings and subsequently become loyal customers.

4. The Effect of Price on Customer Satisfaction

Hypothesis 4 (H4) posits that the influence of price on customer satisfaction is accepted. The results of the tests conducted by the researcher indicate that the variable "price" in relation to customer satisfaction has a p-value of 0.003, which is less than the standard significance level of 0.05. Therefore, H4 is accepted, signifying that price significantly and positively influences customer satisfaction.

This research outcome is consistent with findings from research conducted by Fadli, M. and Rubiyanti, R. (2021) and Susilo et al. (2018), which support the idea that price plays a pivotal role in influencing customers before they make a purchasing decision. When the price paid aligns with customer expectations and the perceived value, customers tend to feel satisfied and are more likely to recommend Grand Cordela Hotel Bandung to others. Customer satisfaction hinges on the customer's perception that the price paid is commensurate with the benefits received.

Grand Cordela Hotel Bandung strategically offers competitive prices to customers, coupled with facilities and services such as in-room breakfast service and access to exercise facilities. The price-point is set while keeping customer satisfaction and benefit in mind. The price offered to customers can shape their expectations, and when prices are set at a higher range, customers tend to have higher expectations regarding the services and facilities they will receive. Grand Cordela Hotel Bandung maintains competitive pricing while providing facilities equivalent to those of a 4-star hotel, ensuring that customers feel satisfied and enjoy the offered amenities.

5. The Effect of Location on Customer Satisfaction

Hypothesis 5 (H5) posits that the influence of location on customer satisfaction is accepted. The results of the tests conducted by the researcher indicate that the variable "location" in relation to customer satisfaction has a p-value of 0.000, which is significantly lower than the standard significance level of 0.05. Therefore, H5 is accepted, signifying that the location significantly and positively influences customer satisfaction.

This research outcome is in line with findings from studies conducted by Mexano HG (2018), Fauzi et al. (2022), and Setio, S., & Wahjudono, DBK (2020), all of which support the idea that a hotel's

location near customers' desired destinations contributes to customer satisfaction by saving them time and effort in reaching their intended places.

The strategic location of Grand Cordela Hotel Bandung, situated in a business-centric area, provides a substantial benefit to most of its customers, particularly employees seeking a convenient location for private and work-related travel. The presence of nearby offices and industries, along with facilities like seminar halls and meeting rooms at the hotel, further enhances customer satisfaction. This is evident in the increased occupancy during the transition period of COVID-19, where a majority of respondents are private employees traveling for work purposes. Most travelers appreciate the strategic location of Grand Cordela Hotel Bandung, which not only satisfies their needs but also provides essential facilities for their office-related activities.

6. The Effect of Promotion on Customer Satisfaction

Hypothesis 6 (H6) posits that the influence of promotions on customer satisfaction is accepted. The results of the tests conducted in the research indicate that the variable "promotion" in relation to customer satisfaction has a p-value of 0.000, which is significantly lower than the standard significance level of 0.05. Therefore, H6 is accepted, signifying that promotions significantly and positively influence customer satisfaction.

This research outcome aligns with findings from studies conducted by Fadli et al. (2021), Susilo et al. (2018), and Sudirman et al. (2022). These studies suggest that promotions provided by hotel management, such as discounts, bonuses, or special offers, play a crucial role in enhancing customer satisfaction by providing additional entertainment or facilities through these promotions.

According to the data collected in the questionnaires, it can be concluded that the promotions offered by Grand Cordela Hotel Bandung to customers, which may include discounts, bonuses, or special deals, create a positive impression and experience for customers. Such promotions make customers feel valued and noticed, leading to increased satisfaction. Notably, during the transition period of COVID-19, Grand Cordela Hotel Bandung took proactive measures and health protocols to ensure the comfort of prospective loyal customers and provide discounts as well as special offers to enhance customer satisfaction. This included packages focused on relaxation and recovery, designed to alleviate the stress and challenges faced during the COVID-19 period.

7. The Influence of Customer Satisfaction on Customer Loyalty

Hypothesis 7 (H7) states that influence satisfaction customer to loyalty customer can be accepted according to the tests carried out n Where v variable satisfaction customer to loyalty customer has a p-value of $0.000 < 0.05$ then H7 accepted It means variable satisfaction customer influential positive and significant to loyalty customer. Research results This is supportive and consistent with several previous studies, like research conducted by Lai, IKW (2019), which shows that satisfaction customerswith can be interpreted as a response to fulfillment, considering customers have to fulfill the desires of customers. The research results of El-Adly (2019), Sari et al. (2018), and the results of the study.

Khairawati (2020) states that if customers are satisfied with what the hotel offers, p This will enhance the taste for return and upgrade satisfaction customers can create loyalty customers, so the results study from Flores et al. (2020) stated that there exists a positive and significant influence on satisfaction customers and loyal customer service that is Where the more tall level satisfaction customers and a higher level of loyalty, and vice versa, the more low-level perception satisfaction among customers, so more loyalty is also the low customer to industry service hospitality.

Based on the collected results, questionnaires can conclude that Grand Cordela Hotel Bandung customers are satisfied with the services provided. This can prove that customers come to return (repeater) stay and recommend to others to stay at the Grand Cordela Hotel Bandung occupancy. Grand Cordela Hotel Bandung makes an effort to notice DNA response bait back from its customers so that customers will feel appreciated and earn attention. Suitable from the hotel will tend to become

loyal and give customers benefits period long for hotels. Loyal and satisfied customers tend to give constructive feedback to the hotel and help the hotel Keep repair services and facilities to increase satisfaction (new) customers and become loyal customers.

8. The effect of price on customer loyalty is mediated by customer satisfaction

Hypothesis 8 (H8) posits that the influence of price on customer loyalty is mediated by customer satisfaction, and this hypothesis is accepted. The results of the tests conducted in the research indicate that the variable "price" in its influence on customer loyalty, when mediated by customer satisfaction, has a p-value of 0.000, which is significantly lower than the standard significance level of 0.05. Therefore, H8 is accepted, signifying that price significantly and positively influences customer loyalty when mediated by customer satisfaction.

This research outcome is consistent with the findings of Fadli et al. (2021), which suggest that while price alone may not be significantly related to customer loyalty, attractive prices can positively influence customers to feel satisfied and decide to return and stay at the hotel. Grand Cordela Hotel Bandung offers price specials to returning customers and provides complete facilities, enhancing customer satisfaction and encouraging them to recommend the hotel to others.

During the COVID-19 period, Grand Cordela Hotel Bandung implemented pricing and facilities adjustments to prevent the spread of the virus, including changing rooms, seating arrangements that ensured social distancing, and reduced guest capacity. These measures instilled trust and satisfaction in business travelers, facilitating their return to activities. Loyal customers are more likely to accept price increases if they have previously had a satisfying experience with the hotel.

9. The influence of location on customer loyalty is mediated by customer satisfaction

Hypothesis 9 (H9) posits that the influence of location on customer loyalty is mediated by customer satisfaction, and this hypothesis is accepted. The results of the tests conducted in the research indicate that the variable "location" in its influence on customer loyalty, when mediated by customer satisfaction, has a p-value of 0.000, which is significantly lower than the standard significance level of 0.05. Therefore, H9 is accepted, signifying that the location significantly and positively influences customer loyalty when mediated by customer satisfaction.

This research outcome aligns with the findings of Hariono et al. (2021), which emphasize that a convenient and strategic hotel location contributes to customer satisfaction. The primary objective of selecting a hotel location is to enhance the customer experience and encourage their return. Grand Cordela Hotel Bandung's location offers easy access for transportation, ample parking space, and 24-hour security, all of which contribute to customer satisfaction during their activities. Business travelers find it convenient to hold brief meetings at Grand Cordela Hotel Bandung due to its strategic location and easy accessibility, which further enhances customer satisfaction and encourages repeat visits.

The majority of guests coming to Grand Cordela Hotel Bandung, especially employees traveling for work, have stayed at the hotel multiple times for extended periods. This indicates that customers are satisfied with the hotel's strategic location, which allows them to balance work-related activities and leisure. The ease of exploring and accessing the road to the hotel further contributes to their satisfaction and loyalty.

10. The effect of promotions on customer loyalty is mediated by customer satisfaction

Hypothesis tenth or H10 states that Influence promotion influential to loyalty customer satisfaction mediated customer can accept according to the results of tests carried out by researchers, Where v variable promotion to loyalty mediated customers has a p-value of $0.000 < 0.05$ then H10 is accepted It means variable promotion influential positive and significant to loyalty customers mediated by satisfaction customer.

The research results are consistent with previous studies conducted by Setiawan et al. (2018) and Habibarrhman et al. (2022), which highlight the impact of hotel promotions on boosting hotel revenue. Promotions offered by the hotel to customers can lead to increased customer satisfaction

and the likelihood that satisfied customers will refer others to the hotel. Grand Cordela Hotel Bandung extends promotions not only to new customers but also to customer loyalty (repeaters). The fact that customers return for repeated visits demonstrates that Grand Cordela Hotel Bandung is successful in satisfying its customers.

Promotions provided by Grand Cordela Hotel Bandung encompass various special packages, such as price reductions, in-room breakfast offers, and relaxation services aimed at enhancing customer satisfaction and providing additional value for the services they receive. Effective promotions play a role in educating customers about the facilities or services offered, as customers become more aware of the benefits of these promotions and are encouraged to try the products or services. When customers have a positive experience with promotions, it fosters an emotional connection, motivates them, and elicits positive feedback. This, in turn, leads to repeat stays. Satisfied customers are more likely to return to the same hotel in the future rather than seeking alternatives.

Promotions must align with the promised value and create a positive customer experience. Overly excessive promotions or failing to meet customer expectations can impact customer satisfaction and loyalty. Therefore, Grand Cordela Hotel Bandung must carefully design promotions, ensuring that they are wise in their approach and monitor the impact on customer satisfaction and loyalty.

CONCLUSION

The research results pertaining to Grand Cordela Hotel Bandung indicate that several factors influence customer loyalty. Price, while not significantly influential on its own, is impacted positively by temporary strategic location and appropriate promotions. Customer satisfaction is a significant driver of loyalty. Furthermore, price, location, and promotions also affect customer loyalty through the mediation of customer satisfaction. This comprehensive analysis provides valuable insights into the factors influencing customer loyalty at the hotel.

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