Analysis of the Influence of Customer Experience on Consumer Satisfaction and Loyalty Using Deluxe Rooms at the Aston Pontianak Hotel

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Abstract

This research aims to determine the influence of customer experience on consumer satisfaction and loyalty using Deluxe rooms at the Aston Pontianak Hotel. The population in this study were consumers who had stayed in deluxe rooms at the Aston Pontianak hotel more than once. The sample in this research was 100 people using purposive sampling techniques. Data analysis uses SEM (Structural Equation Modeling) analysis. The research results show that customer experience does not have a positive effect on consumer satisfaction, this is proven by the statistical t value of 1.805 (p = 0.072). This means that there is a possibility that the relationship between customer experience and consumer satisfaction may occur by chance and is not statistically significant. However, even though it is not statistically significant, it is still possible that there is a positive but not significant relationship in this study. Customer experience has a positive effect on consumer loyalty, this is proven by the statistical t value of 7.103 (p = 0.000). In other words, the better the customer experience provided by the Aston Pontianak Hotel to its consumers, the higher the likelihood that consumers will become loyal and continue to choose to stay at the hotel. Consumer loyalty has a positive effect on consumer satisfaction, this is proven by the statistical t value of 7.019 (p = 0.000). In other words, the higher the level of consumer loyalty towards the Aston Pontianak Hotel, the greater the possibility that consumers will feel satisfied with the service and experience provided by the hotel.

Introduction

As time goes by, people's lifestyles are increasingly instantaneous because most people have high mobility in their daily activities. This is followed by the provision of various services that help the community meet their needs, one of which is hotels. A hotel is a business that is managed commercially and aims to provide the best service for guests or tourists who stay at the hotel. The service provided by the hotel to guests is the main thing because it is related to the comfort of the guests while staying at the hotel. Because guests want the best service, satisfying guests will certainly create a good hotel image in the eyes of staying guests. In general, all hotels have basic principles in serving guests, namely being polite, courteous, friendly and caring about guests' needs during their stay at the hotel. In the city of Pontianak, especially South Pontianak District, there are 26 officially registered hotels, namely 14 star hotels, 12 non-star hotels, with a total of 2,331 rooms. Hotel Aston Pontianak is one of the 4 star hotels in the area, located at Jl. Gajah Mada No. 21, Ex. Mainland Malay Continent, District. South Pontianak, Pontianak City, and started operating for the first time on October 10 2010. Hotel Aston provides various facilities according to 4 star hotel standards, as well as different room types and facilities. The room types available and offered to consumers are as follows:

Table 1. Hotel Aston Pontianak Facilities available according to room type in 2021

No.	Room type		Available Facilities
1	*Superior*	1	Coffee/tea maker
		2	Mini-bar
		3	In-room safe
		4	City view
2	*Deluxe*	1	Coffee/tea maker
		2	Mini-bar
		3	In-room safe
		4	City lounge or garden view
3	*Executive*	1	Coffee/tea maker
		2	Mini-bar
		3	In-room safe
		4	Bathtub
		5	City lounge or garden view
4	*Suite*	1	Coffee/tea maker
		2	Mini-bar
		3	In-room safe
		4	Bathtub
		5	Hair dryer
		6	Refrigerator
		7	Pool or city view
5	*Family Suite*	1	Coffee/tea maker
		2	Mini Bar
		3	In-room safe
		4	Bathtub
		5	Hair dryer
		6	Refrigerator
		7	Balcony
		8	Dining table
		9	Living room
		1	Sofa
		1	Pool or city view

Source: Processed Data, 2022

Based on Table 1, it is known that each room has different facilities according to room type. Other facilities in the room include TV, telephone, AC, hot and cold shower, two bottles of mineral water, Wi-Fi. Apart from in-room facilities, the hotel has a very spacious lobby space, paid facilities, such as Laundry, Airport Shuttle, Restaurant, Majesty Coffee Shop, Garden Lounge, Wine Lounge, Karaoke and Spa. restaurant/cafe. meeting rooms, swimming pool, fitness center and parking facilities. The different types and facilities available in the rooms of course determine the different rates for each type. Below are the room rates according to the types offered:

Table 2. Hotel Aston Pontianak Room Type, Deposit and Room Rates/night in 2021 (in Rupiah)

N	Room Type	Deposits	Rates /Kamar/mlm
1	*Superior*	300.000	1.389.080
2	*Deluxe*	300.000	1.510.080
3	*Executive*	500.000	1.631.080
4	*Suite*	700.000	2.538.580
5	*Family Suite*	800.000	3.567.080
6	*Extra Bed*	-	300.000

Source: Hotel Aston Pontianak, 2022

In Table 2 it is known that the lowest room rate is the superior type Rp. 1,389,080 per night and the highest is a Family Suite room IDR 3,538,080/night.

The following is the Room Occupancy Rate (ROR) of the Aston Pontianak Hotel for 2019-2021:

Table 3. Hotel Aston Pontianak Room Occupancy Rate (ROR) Per Year 2019-2021

No.	Year	Amoun Room	Number of rooms	Number of rooms Available/Year	Calculation ROR (%)
1	2019	155	44.000	56.575	77,77
2	2020	155	28.479	56.730	50,20
3	2021	155	43.173	56.575	76,31

Source: Processed Data, 2022

Based on Table 3, it is known that the percentage of occupancy rates fluctuates. In 2019 the room occupancy rate was 77.77%, in 2020 it decreased to 50.20%. The Covid-19 pandemic caused a decrease in the occupancy rate in 2020 and in 2021 the occupancy rate increased to 76.31%. Based on observations made by researchers on reviews of consumers who have stayed and provided comments on the official website of the Aston Pontianak hotel regarding the services and facilities available, both regarding complaints and those who recommend staying, including; (1) Not suitable for families because the room smells of cigarettes; (2) Alley Entrance Hotel "The first thing that struck me was that the hotel was located in a narrow street, not on a side street. "In my opinion, the location is not strategic, considering that this hotel is a 4 star."; (3) Recommended Hotels

"One of the hotels you can stay in when visiting the city of Pontianak. Easy to reach, clean, and room facilities are complete and spacious. The location is very strategic around Jl. Gajah Mada, famous as a culinary area and hanging out at night. The hotel also implements strict health protocols to prevent the transmission of Covid-19. One thing that I always appreciate from every hotel is its commitment to protecting the environment by reducing the use of plastic by providing refillable drinking water."

Good Service

"The service is good, and the rooms are also comfortable. My child likes it here because he can play in the swimming pool. The restaurant's cooking is also delicious, and there are many food menus available." Based on the results of interviews with the management of the Aston Pontianak Hotel, the most popular room type is the deluxe room type. The hotel always asks for comments from consumers who stay overnight by preparing forms to fill in the services and

facilities available and providing comments on the hotel website, then the hotel carries out evaluations and follows up with improvements and improving services as soon as possible.

Service quality has a very close relationship to customer satisfaction, namely quality provides an encouragement to customers to have a strong relationship with the company. In the long term, ties like this allow companies to thoroughly understand customer expectations and their needs. According to Yuliarmi and Riyasa (2010) "companies can increase customer satisfaction which in turn customer satisfaction can create customer loyalty or loyalty to companies that provide satisfactory quality.

The results of research conducted by Agustiono (2020), customer experience has a positive and significant influence on customer satisfaction. Customer satisfaction has a positive and significant influence on customer loyalty. Azhari (2015), customer experience has a direct influence on customer satisfaction. Customer experience has a positive effect on customer loyalty. Customer satisfaction has a positive effect on customer loyalty. The purpose of this research is to determine the influence of Customer Experience on Consumer Satisfaction and Loyalty Using Deluxe Rooms at the Aston Pontianak Hotel.

Literature Review and Hypothesis

Customer Experience

According to Schmitt (1999), "Customer experience is a strategic process in managing or implementing customer experience with a product or company, so customer experience needs to be a concern for business people in satisfying their customers.

"According to Chen and Lin (2014): Customer experience is cognitive recognition or perception that stimulates customer motivation." This recognition or perception can increase the value of products and services. Customer experience results from consumer interactions with the company physically and emotionally. The results of these interactions can leave an impression on consumers and influence company ratings. According to Meyer and Schwager (2007): Customer experience is the customer's internal and subjective response as a result of direct or indirect interaction with the company. This direct relationship is usually due to the initiative of the consumer. This usually occurs in the purchasing and service departments. Meanwhile, indirect relationships often involve unplanned meetings, such as product and brand appearances, advertising, and other promotional events. According to Schmitt (1999), Customer Experience Indicators, there are five main dimensions of customer experience, namely: Sense, Feel, Think, Act , Relate.

Customer satisfaction

According to Kotler and Keller (2013: 177), "Customer satisfaction is a person's feeling of happiness or disappointment that arises after comparing the performance (results) of the product in question against the expected performance." According to Hasan (2013: 89), "Consumer satisfaction is one of the essential goals for business activities, seen as one of the best indicators for achieving profits in the future, and becomes a trigger for efforts to increase consumer satisfaction." According to Alma (2011: 285), "Customer satisfaction is a function of perceived performance and expectations. If the product or service purchased meets the consumer's expectations, they will be satisfied, and vice versa." Customer Satisfaction Indicators, according to Tjiptono (2014: 101), indicators that form customer satisfaction consist of: Conformity to Expectations, Interest in Returning, Willingness to Recommend.

Customer loyalty

According to Hasan (2014: 121), "Customer loyalty is people who buy regularly and repeatedly. They continuously and repeatedly come to the same place to satisfy their desires by having a product or getting a service and paying for it." According to Oliver (2010: 128), "Customer loyalty is a customer's persistent commitment to re-subscribe or repurchase a chosen product or service consistently in the future, even though situational influences and marketing efforts have the potential to cause changes in behavior.

"According to Sangadji & Sopiah (2013: 104), "Customer loyalty is a customer's commitment to a store brand or supplier based on a positive attitude and is reflected in consistent repeat purchases." Customer Loyalty Indicators, according to Hasan (2014: 122), indicators of customer loyalty are repeat purchases, customer commitment to products/services, word of mouth recommendations.

Methods

This research uses associative research. According to Siregar (2017: 15), "Associative research is research that aims to determine the relationship between two or more variables. "With this research, a theory will be built that can function to explain a phenomenon in research." So, this research aims to determine the relationship between customer experience and consumer satisfaction and loyalty using Deluxe rooms at the Aston Hotel Pontianak. The data used in this research consists of primary data and secondary data. Primary data in this research was collected through: Researchers conducted direct interviews with Aston Hotel management and consumers to obtain information related to the problem under study. The questionnaire in this research was given to consumers who used Aston Hotel Deluxe Rooms. Secondary data in this research consists of competitors of 4- and 3-star hotels in South Pontianak District, Pontianak City. According to Sugiyono (2017: 80), "Population is a generalization area consisting of objects/subjects that have certain qualities and characteristics determined by researchers to be studied and then conclusions drawn." The population in this study were consumers who had stayed in deluxe rooms at the Aston Pontianak hotel more than once. According to Sugiyono (2017): "The sample is part of the number and characteristics possessed by the population". The author set the sample size to 100 respondents. The sampling technique used was purposive sampling. According to Sugiyono (2017): "Purposive sampling is a technique for determining samples with certain considerations." The criteria for determining the sample in this research are; (1) Hotel Aston Pontianak customers who are over 18 years old; (2) Customers who have used the Deluxe Hotel Aston Pontianak room services more than once.

The variables in this research consist of; (1) The independent variable in this research is Customer Experience (X1); (2) The dependent variable in this research is Consumer Satisfaction (Y1); (3) The dependent variable in this research is Consumer Loyalty (Y2).

The variables measured in this study used a Likert scale, with alternative answers: strongly agree (score 5), agree (score 4), disagree (3), disagree (score 2) and strongly disagree (score 1). Model Fit Analysis, Construct Reliability and Validity Analysis, Discriminant Validity Analysis, Path Coefficients Analysis, Total Indirect Effects Analysis, SEM Analysis. Most of the respondents in this study were male (54%), aged between 28 – 37 years (31%), had a bachelor's degree (59%), private employees (45%), never married (66%), monthly income of Rp. 4,000,000 – Rp. 4,999,999 (33%). Model Fit Analysis is used to evaluate the extent to which the structural model built fits the observed data. In this analysis, metrics such as Goodness of Fit Index (GFI), Adjusted Goodness of Fit Index (AGFI), Comparative Fit Index (CFI), and Root Mean Square Error of Approximation (RMSEA) can be used. These metrics

provide information about the degree to which the model fits existing empirical data (Muhson, 2022). The basis for decision making in Model Fit analysis is as follows; (1) If the SRMR value is smaller than 0.100 then the model is fit; (2) If the SRMR value is greater than 0.100 then the model is not fit.

Based on the results of the Fit Model analysis using SmartPLS, the following results were obtained:

Table 4. Model Fit

	Saturated Model	Estimated Model
SRMR	0.084	0.084
d_ULS	4.713	4.713
d_G	4.306	4.306
Chi-Square	1.722.154	1.722.154
NFI	0.606	0.606

Source: Processed Data, 2023

Table 4 shows that the SRMR value found was 0.084. Because this value is smaller than 0.100, the model is fit. Construct Reliability and Validity Analysis.

Construct Reliability and Validity analysis is used to evaluate the quality of the constructs in the structural model. Reliability measures the extent to which a construct is reliable and consistent. Commonly used metrics are Composite Reliability (CR) and Cronbach's Alpha. Validity measures the extent to which a construct measures what it is supposed to measure.

The metrics used in this case are Average Variance Extracted (AVE) and Construct Validity (CV). Based on the results of the Construct Reliability and Validity analysis using SmartPLS, the following results were obtained:

Table 5. Construct Reliability and Validity Analysis

	Cronbach's Alpha	rho A	Composite Reliability	Average Variance Extracted (AVE)
Consumer Loyalty	0.947	0.949	0.954	0.633
Consumer	0.958	0.963	0.963	0.685
Customer	0.941	0.946	0.949	0.608

Source: Processed Data, 2022

Table 5 shows that; (1) The Consumer Loyalty variable has good reliability estimates because all reliability measures exceed 0.7. The validity is also good because the AVE value of 0.633 is more than 0.5; (2) The Consumer Satisfaction variable has good reliability estimates because all reliability measures exceed 0.7. The validity is also good because the AVE value of 0.685 is more than 0.5; (3) The Customer Experience variable has good reliability estimates because all reliability measures exceed 0.7. The validity is also good because the AVE value of 0.608 is more than 0.5.

Discriminant Validity Analysis

Discriminant Validity tests the extent to which a construct differs from one another. The purpose of this analysis is to ensure that each construct in the structural model truly measures a unique concept and does not overlap with each other. One method commonly used is to test whether the AVE value of each construct is greater than the square of the correlation between

that construct and other constructs in the model. Based on the results of Discriminant Validity analysis using SmartPLS, the following results were obtained:

Table 6. Discriminant Validity

	Customer Experience	**Satisfaction Consumer**	**Loyalty Consumer**
Customer Experience	0.780	-	-
Consumer Satisfaction	0.216	0.828	-
Consumer Loyalty	0.600	0.533	0.795

Source: Processed Data, 2022

Table 6 shows that the numbers on the diagonal are the roots of AVE and the other numbers are the correlation coefficients between variables. The condition for this construct to have good discriminant validity is that the AVE root value must be greater than the correlation coefficient. Because all correlation coefficient numbers are smaller than the root value of AVE, it can be concluded that everything developed in the model has good discriminant validity.

Path Coefficients Analysis

Path Coefficients are coefficients that describe the direct relationship between constructs in the model. Path Coefficients indicate the strength and direction of the relationship between constructs. A positive path coefficient indicates a positive relationship between the constructs, while a negative path coefficient indicates a negative relationship. The statistical significance of the path coefficient is also important to determine whether the relationship is significantly different from zero. Based on the results of the Path Coefficients analysis using SmartPLS, the following results were obtained:

Table 7. Path Coefficients

	Original Sample (O)	**Sample Mean (M)**	**Standard Deviation (STDEV)**	**T Statistics (|O/STDEV|)**	**P Values**
Customer Experience -> Consumer Satisfaction	-0.162	-0.176	0.090	1.805	0.072
Customer Experience -> Consumer Loyalty	0.600	0.617	0.084	7.103	0.000
Consumer Loyalty -> Consumer Satisfaction	0.631	0.647	0.090	7.019	0.000

Source: Processed Data, 2022

Table 1.7 shows that; (1) Customer Experience has no positive effect on Customer Satisfaction with a t statistic of 1.805 (p = 0.072); (2) Customer Experience has a positive effect on Consumer Loyalty with a t statistic of 7.103 (p = 0.000); (3) Consumer Loyalty has a positive effect on Consumer Satisfaction with a t statistic of 7.019 (p = 0.000).

Total Indirect Effects

Total Indirect Effects measures the indirect influence of a construct on other constructs through intermediary constructs. This involves adding up the path coefficients of each path involved in the indirect path. Indirect influence is an indirect influence on the goal construct through an intermediary path. Indirect effects can provide additional insight into the relationships between

constructs in the model. Based on The results of the Total Indirect Effects analysis using SmartPLS obtained the following results:

Table 8. Total Indirect Effects

	Original Samples (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV	P Values
Customer Experience -> Consumer Satisfaction	0.378	0.399	0.076	4.993	0.000
Customer Experience -> Consumer Loyalty					
Consumer Loyalty -> Consumer Satisfaction					

Source: Processed Data, 2022

Table 8 shows that the Customer Experience variable has an indirect influence on Consumer Satisfaction through Consumer Loyalty with a t statistic of 4.993 (p = 0.000).

SEM Analysis

SEM (Structural Equation Modeling) analysis is a statistical method used to test the relationship between latent variables, as well as the relationship between latent variables and observational variables (indicators) in a model. SEM analysis allows researchers to model and test hypotheses about the relationships between these variables. In SEM analysis, a structural model is built to describe the relationship between latent constructs (variables that are not directly observed) based on measurements of observable indicators. This model involves building and testing hypotheses about direct and indirect relationships between latent constructs. Based on the results of SEM (Structural Equation Modeling) analysis using SmartPLS, the following is an image of the complete analysis results:
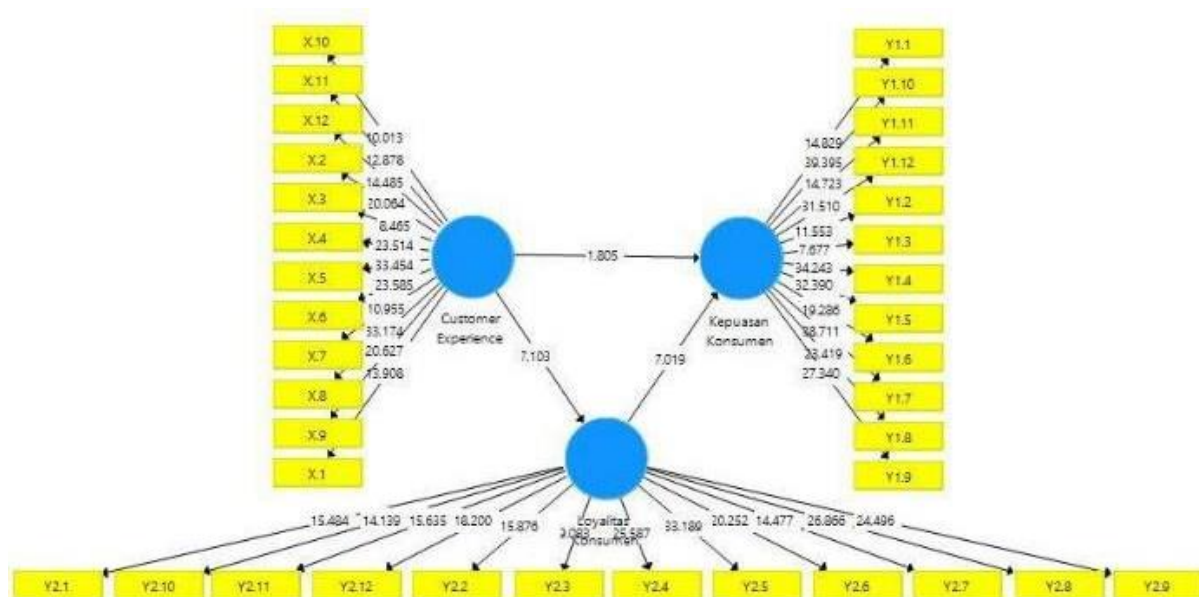

Figure 1. SEM (Structural Equation Modeling) Analysis

Figure 1 shows the results of SEM (Structural Equation Modeling) analysis. Based on is a recapitulation of the results of hypothesis testing using SEM analysis:

Table 9. Recapitulation of Hypothesis Testing Results

Statement	Value	Description
Customer experience has no positive effect on consumer satisfaction	p = 0,072	H1 rejected H0 accepted
Customer experience positive effect on loyalty consumer	p = 0,000	H1 accepted H0 rejected
Consumer loyalty has a positive effect on satisfaction consumer	p = 0,000	H1 accepted H0 rejected

Source: Processed Data, 2022

Based on the tests that have been carried out it is known that:

Customer Experience does not have a positive influence on consumer satisfaction

This is proven by the t statistic of 1.805 ($p = 0.072$). These results attract attention and raise questions about the reasons behind the lack of relationship between customer experience and consumer satisfaction in the context of deluxe rooms at the Aston Pontianak Hotel. There are likely several factors that can explain this phenomenon. First, there may be a gap between consumers' expectations and the reality they experience when staying in a deluxe room. Although customer experience can include aspects such as service, facilities and environment, there may be a mismatch between consumers' expectations of a deluxe room and what they actually encounter during their stay. Second, there may be other factors outside of consumer experience that are more dominant in affect their satisfaction, such as price or hotel location. This suggests that other aspects, apart from customer experience, have a stronger role in shaping consumer satisfaction in the deluxe rooms of the Aston Pontianak Hotel.

Customer Experience has a Positive Influence on Consumer Loyalty

This is proven by the t statistic of 7.103 ($p = 0.000$). These findings are important and provide valuable insight into the importance of customer experience in influencing consumer loyalty in the context of deluxe rooms at the Aston Pontianak Hotel. Through a positive customer experience, consumers can experience a higher level of satisfaction while staying in a deluxe room. This positive experience includes various aspects, such as friendly and responsive service, adequate quality facilities, and a comfortable and clean environment. When consumers are satisfied with the experience they have had, they tend to become more loyal to the hotel. Consumer loyalty basically means that the consumer chooses to return to use Aston Pontianak hotel services in the future, and may also recommend this hotel to others. The influence of positive customer experience on consumer loyalty can occur because there is a close relationship between consumer satisfaction and the intention to return to using hotel services and recommend the hotel to others. In the context of this research, the results show that the pleasant experience provided by the customer experience in deluxe rooms at the Aston Pontianak Hotel contributes to building consumer loyalty. This shows that investment in improving the quality of customer experience can bring long-term benefits to the hotel.

Consumer Loyalty Has a Positive Influence on Consumer Satisfaction

This is proven by the t statistic of 7.019 ($p = 0.000$). These findings provide important insight into the relationship between consumer loyalty and consumer satisfaction in the context of deluxe rooms at the Aston Pontianak Hotel. When consumers show loyalty to the Aston Pontianak hotel, this shows that they consistently choose and use the services of this hotel for a longer period of time. Consumer loyalty is often a strong indicator of consumer satisfaction,

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because satisfied consumers are more likely to continue using the services of the same hotel and have the intention to return in the future. The positive influence of consumer loyalty on consumer satisfaction can be explained by several factors. First, consumers who are loyal to the Aston Pontianak hotel tend to have more realistic expectations and are in line with previous experience.

They develop a stronger relationship with the hotel, and the positive experiences they have from each previous visit influence their perception of satisfaction levels. Second, consumer loyalty is often related to the consistent quality of service provided by the hotel. In the context of this research, the influence of consumer loyalty on consumer satisfaction may reflect the reliability and consistency of services provided by Aston Pontianak hotel employees. Consumers who have become loyal tend to feel satisfied because they know what to expect from the hotel, and they feel appreciated and recognized as loyal customers. The results of this research emphasize the importance of building and maintaining consumer loyalty to increase the level of consumer satisfaction in the hotel industry. By focusing efforts on strengthening relationships with loyal customers and ensuring consistency in providing good service, Aston Pontianak hotels can maximize customer satisfaction and obtain long-term benefits such as positive recommendations and repeat visits.

Conclusion

Based on the test results and analysis above, the author makes the following conclusions; (1) Characteristics of Deluxe Hotel Aston Pontianak room guests, the majority of whom are 54% male, 31% aged between 28 – 37 years, 59% with a bachelor's degree, 45% work as private employees, 66% are single, 33% have a monthly income of around Rp. 4,000,000 – Rp. 4,999,999, and 58% have no dependents; (2) Customer experience does not have a positive effect on consumer satisfaction, this is proven by the statistical t value of 1.805 ($p = 0.072$). This means that there is a possibility that the relationship between customer experience and consumer satisfaction may occur by chance and is not statistically significant. However, even though it is not statistically significant, it is still possible that there is a positive but not significant relationship in this study; (3) Customer experience has a positive effect on consumer loyalty, this is proven by the statistical t value of 7.103 ($p = 0.000$). In other words, the better the customer experience provided by the Aston Pontianak Hotel to its consumers, the higher the likelihood that consumers will become loyal and continue to choose to stay at the hotel.

Based on the conclusions above, the author provides the following suggestions; (1) Even though in this research customer experience did not have a significant positive effect on customer satisfaction, it is still important for Hotel Aston Pontianak to continue to pay attention to customer experience. Improvements in things like service, facility quality, responsiveness to customer issues, and personal interactions with customers can help create a more positive and engaging experience for consumers; (2) Research shows that customer experience has a positive effect on consumer loyalty. Therefore, hotels need to prioritize efforts to build strong consumer loyalty. This can be achieved through attractive loyalty programs, special incentives for loyal customers, and efforts to build long-term relationships with customers; (3) Research findings show that consumer loyalty has a positive effect on consumer satisfaction. Hotel Aston Pontianak must continue to monitor and increase the level of consumer satisfaction by strengthening factors that influence loyalty, such as service quality, adequate facilities and positive interactions with customers; (4) This research is limited to the influence of customer experience on consumer satisfaction and loyalty using deluxe rooms at the Aston Pontianak Hotel. For future researchers, it is recommended to expand the scope of this research by involving another room or even another hotel to gain a more comprehensive understanding of

the relationship between these variables; (5) Future researchers can consider including additional variables that can influence the relationship between customer experience, consumer satisfaction, and consumer loyalty. For example, price variables, promotions, brand image, and other environmental factors can play an important role in consumer decisions and behavior.

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