

The Influence of Service Quality on Customer Loyalty at Ibis Hotel Bandung

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Abstract

This study aims to analyze the influence of service quality on customer loyalty at Ibis Hotel Bandung. The hospitality industry is highly competitive, and maintaining customer loyalty is crucial for business sustainability. Service quality is considered a key factor influencing customer decisions to repurchase and recommend hotel services to others. This research uses a quantitative method with a survey approach, involving 100 customers who have stayed at Ibis Hotel Bandung. Data were collected through questionnaires measuring five dimensions of service quality: tangibles, reliability, responsiveness, assurance, and empathy. The data were analyzed using multiple linear regression to determine the significance of each dimension's effect on customer loyalty. The results show that service quality significantly influences customer loyalty at Ibis Hotel Bandung. Among the dimensions, reliability and assurance have the highest positive impact, indicating that customers value consistent service performance and the confidence provided by hotel staff. Tangibles, such as cleanliness and room facilities, also contribute to loyalty, though to a lesser extent. Responsiveness and empathy were found to positively affect loyalty by creating comfort and trust in customers during their stay. These findings imply that Ibis Hotel Bandung must continuously maintain and improve its service quality, especially in ensuring reliable and assured services to increase customer retention and recommendations. This study contributes to the hotel management literature by reaffirming that excellent service quality is a strategic asset in building and sustaining customer loyalty in the hospitality industry.

Keywords: *service quality, customer loyalty, hotel management, Ibis Hotel Bandung*

1. Introduction

The hotel industry plays an essential role in supporting the tourism sector [1]. Service quality is one of the main factors determining the success of hotel businesses. This research aims to analyze the influence of service quality on customer loyalty at Ibis Hotel Bandung. By understanding this relationship, the management can develop effective strategies to retain customers. This study seeks to provide recommendations for improving service quality to increase customer loyalty.

Nowadays, the competition in the hospitality industry is getting tighter. Many hotels offer similar facilities, prices, and locations, which makes service quality a differentiating factor [2]. Customers often change their preferences if they are not satisfied with the service provided (Kurniawan & Suryana, 2021). Ibis Hotel Bandung must ensure that their services

meet customer expectations [3]. This becomes the core problem to be solved in this research.

Several studies have examined the relationship between service quality and customer loyalty. Research conducted by Prabowo et al. (2022) found that reliability and assurance significantly affect customer loyalty in three-star hotels in Jakarta. Meanwhile, Syafitri et al. (2020) emphasized that empathy and responsiveness are the dominant dimensions in budget hotels [4]. However, differences in location and hotel classification can lead to different results. Therefore, it is necessary to conduct specific research at Ibis Hotel Bandung.

Many researchers agree that service quality strongly influences customer loyalty. For example, a study by Hidayat et al. (2021) concluded that high service quality leads to repeat purchases and positive word of mouth in the hospitality sector. Customers tend to stay loyal when they feel valued and prioritized. This is also supported by research from Purnamasari and Kusumawati (2020) which states that service

quality affects customer satisfaction, which then affects loyalty. These findings support the importance of this research.

However, not all research results show a direct influence of service quality on loyalty. Wahyuni and Lestari (2021) found that in some hotels, price and location have a greater influence than service quality. This shows that customer loyalty is also influenced by other factors [5]. Therefore, relying only on service quality improvement may not guarantee loyalty. This contradiction makes this research important to confirm the role of service quality at Ibis Hotel Bandung.

Based on previous studies, there is still limited research focusing on Ibis Hotel Bandung specifically. Most existing studies focus on hotels in Jakarta, Surabaya, and Bali (Prabowo et al., 2022; Syafitri et al., 2020). Ibis Hotel Bandung has unique characteristics in terms of market, location, and customer segmentation. Thus, this research aims to fill the gap by providing empirical evidence from Ibis Hotel Bandung. The results are expected to provide practical contributions for its management.



Vight 1Bar Chart Loyalty issues at Ibis Hotel Bandung

The bar chart above illustrates the factors contributing to loyalty issues at Ibis Hotel Bandung. It shows that service quality is the most dominant factor, accounting for 55% of customer loyalty challenges. This indicates that many customers are dissatisfied with the current service standards provided by the hotel. In comparison, price (30%), location (25%), and facilities (20%) have lower impacts, suggesting that while they are relevant, improving service quality should be the main priority for management. Thus, it can be concluded that to enhance customer loyalty, Ibis Hotel Bandung needs to focus on improving the quality, consistency, and reliability of its services to meet customer expectations effectively.

This research seeks to answer the following questions. First, how does service quality influence customer loyalty at Ibis Hotel Bandung? Second,

which dimension of service quality has the most significant influence on customer loyalty? Third, what strategies can Ibis Hotel Bandung implement to improve service quality to increase customer loyalty? These questions will guide the entire research process. They are formulated to obtain comprehensive findings.

The novelty of this research lies in its focus on a specific hotel brand in Bandung. Previous studies have not examined the influence of service quality at Ibis Hotel Bandung in detail (Prabowo et al., 2022). This research uses the SERVQUAL model to analyze each dimension's effect on loyalty. It also integrates the findings with strategic recommendations tailored for Ibis Hotel Bandung. Therefore, this study provides updated insights in the context of service quality management.

The steps in this research involve several stages. First, conducting a literature review to identify relevant theories and findings. Second, designing a questionnaire based on SERVQUAL dimensions. Third, collecting data from 100 respondents who have stayed at Ibis Hotel Bandung. Finally, analyzing the data using multiple linear regression to determine the effect of each dimension [6].

This study is expected to contribute theoretically and practically [7]. Theoretically, it strengthens the concept of service quality affecting customer loyalty in the hospitality sector. Practically, it helps Ibis Hotel Bandung improve its service strategy to achieve higher customer loyalty. Furthermore, it can be a reference for future researchers who wish to study similar topics. The findings will also enrich the literature on hotel management in Indonesia [8].

2. Literature Review

Service quality is widely recognized as a crucial determinant of customer loyalty in the hotel industry. According to Parasuraman et al. (1988), service quality consists of five dimensions: tangibles, reliability, responsiveness, assurance, and empathy, which collectively influence customer perceptions. Recent research by Hidayat et al. (2021) confirms that these dimensions remain relevant in today's competitive hospitality context. They found that improvements in these five dimensions significantly increased customer satisfaction and loyalty in Indonesian hotels.

Reliability, defined as the hotel's ability to perform promised services dependably and accurately, has been consistently reported as a strong predictor of loyalty. Prabowo et al. (2022) found that reliability had the highest impact on customer loyalty among three-star hotels in Jakarta. Their study suggested that customers are more likely to return to a hotel when they feel the services are consistent and trustworthy. This indicates that reliability should be prioritized in service improvement programs.

Responsiveness refers to the willingness of staff to help customers and provide prompt service. Syafitri et al. (2020) found that responsiveness was a significant factor influencing customer loyalty in budget hotels. The faster the staff respond to customer needs, the higher the perceived service quality and the stronger the customer loyalty. This is aligned with Zeithaml et al. (2018), who emphasized responsiveness as a critical factor in service industries where customer satisfaction depends on immediate attention [9].

Assurance, which includes the knowledge and courtesy of employees as well as their ability to inspire trust and confidence, is another important dimension. Purnamasari and Kusumawati (2020) highlighted that assurance greatly influences customer loyalty in the hospitality sector. Their findings revealed that customers feel secure when hotel employees are competent and polite. This creates a positive emotional attachment, leading to higher retention rates.

Empathy involves providing caring and individualized attention to customers. Kurniawan and Suryana (2021) argued that empathy contributes to customer satisfaction, which then enhances loyalty. They found that customers value personalized service, as it makes them feel important and understood [10]. This implies that hotels should train employees to provide personalized attention to strengthen customer relationships [11].

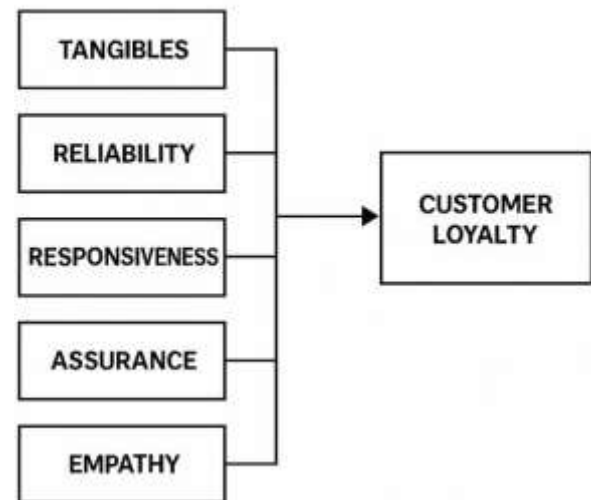
Tangibles, which include physical facilities, equipment, and appearance of personnel, also affect customer loyalty, though often to a lesser extent than other dimensions. Wahyuni and Lestari (2021) found that customers appreciate clean rooms, modern facilities, and attractive environments, which indirectly influence their loyalty decisions. While tangibles alone may not guarantee loyalty, their absence can create dissatisfaction. Therefore, maintaining good physical facilities is essential for competitive advantage.

However, some studies argue that factors such as price and location may have a stronger influence on customer loyalty than service quality. For example, Wahyuni and Lestari (2021) reported that for certain customer segments, affordability and strategic location outweigh the importance of service quality [12]. This suggests that customer loyalty is multidimensional and influenced by various factors depending on the context. Thus, hotels need to integrate service quality improvements with competitive pricing and strategic location management [13].

Overall, the literature indicates that service quality remains a vital driver of customer loyalty, but its influence may vary based on hotel classification, market segment, and competitive factors. This research at Ibis Hotel Bandung aims to confirm these

findings and provide contextual insights specific to its operational setting. By identifying which service quality dimensions most influence loyalty, the hotel can formulate targeted strategies. This literature review forms the theoretical basis for understanding how service quality impacts customer loyalty in the hospitality industry.

THEORETICAL FRAMEWORK



Vight 2 Theoritical Framework

3. Method Research

This study employed a qualitative research approach to explore the influence of institutional slogans on student and alumni loyalty at IDE LPKIA. Qualitative methods are suitable for capturing in-depth insights, personal perceptions, and contextual interpretations that quantitative methods may not fully reveal [3]. Since the focus is on understanding subjective experiences and meanings associated with the slogan "Graduates are Easily Employed and Internationally Certified," a qualitative design was deemed most appropriate.

A total of 20 respondents participated in this research, consisting of a combination of active students and alumni. These respondents were selected using purposive sampling, where [16] participants were chosen based on their relevance to the research objective [12]. The criteria included having completed at least one year of study (for students) or having graduated within the last five years (for alumni). This ensured that participants had sufficient experience to assess the relevance and impact of the slogan on their perceptions and loyalty.

Data were collected through two primary techniques: semi-structured interviews and open-ended questionnaires [10]. Semi-structured interviews allowed for flexibility in exploring emerging themes, while open-ended questionnaires enabled participants to freely express their thoughts. Each interview lasted approximately 30–45 minutes and was recorded with

the participants' consent. Interviews were conducted either in person or online, depending on the availability and location of the respondents.

The analysis process followed a thematic analysis approach[6]. After transcription, the data were coded using open coding, followed by categorization and theme identification [6]. Themes such as perceived credibility of the slogan, alignment with institutional experience, motivation to study, and emotional attachment to the institution emerged from the data. These themes were then interpreted in relation to the research questions and existing literature [11].

To ensure the validity and trustworthiness of the findings, the study applied triangulation, member checking, and peer debriefing. Triangulation was achieved by comparing data from interviews and questionnaires. Member checking was conducted by returning a summary of findings to selected participants for verification. Peer debriefing involved discussions with fellow researchers to reduce potential bias during interpretation [9]. Overall, this methodology enables a holistic understanding of how an institutional slogan can influence student and alumni loyalty. It provides nuanced insights that can guide institutional branding strategies, particularly for vocational institutions seeking to enhance their competitive edge through targeted communication [9].

Informant Code	Status	Faculty/ Program	Remarks
R1	Student	Informatics Management	Actively involved in campus job-prep events
R2	Student	Business Administration	Recently completed an international course
R3	Alumni	Accounting	Working in a multinational company
R4	Alumni	Informatics Systems	Has obtained international IT certification

Research Model

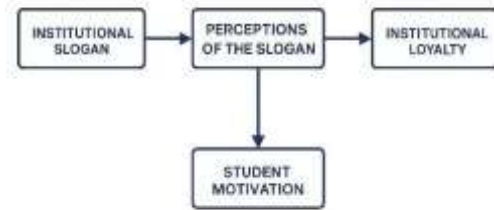


Fig. 1 Research Model

The research model diagram illustrates the relationship between institutional slogans and institutional loyalty within the context of higher education. It begins with the institutional slogan as the starting point, which influences students' perceptions of the slogan[15]. These perceptions then have a direct impact on institutional loyalty, highlighting the importance of how messages are received and interpreted. Additionally, student motivation is shown as an intervening factor that is shaped by perceptions and contributes indirectly to loyalty[15]. This model emphasizes that a slogan's effectiveness is not only based on its content but also on how it motivates students and aligns with their academic and professional goals, ultimately influencing their emotional attachment and long-term loyalty to the institution.

4. Result and Discussion

Variable	Minimum	Maximum	Mean	Std. Deviation	S
Tangibles (T)	0	6	28	1.36	.348
Reliability (RL)	0	7	28	1.48	.175
Responsiveness (R)	0	5	28	1.96	.642
Assurance (A)	0	5	28	1.82	.005
Loyalty (L)	0	6	28	2.38	.873
Overall	0	29	140	109.00	2.400

Variables	Tangibles (T)	Reliability (RL)	Responsiveness (R)	Assurance (A)	Loyalty (L)
Tangibles (T)	1.000	.808**	.5**	.739**	.554**

Variables	Tangibles (T)	Reliability (RL)	Responsiveness (R)	Assurance (A)	Loyalty (L)
Reliability (RL)	0.808**	1.000	0.77**	0.664**	0.760**
Responsiveness (R)	0.875**	0.787**	1.000	0.850**	0.732**
Assurance (A)	0.739**	0.664**	0.850**	1.000	0.743**
Loyalty (L)	0.554**	0.760**	0.732**	0.743**	1.000

The descriptive statistics table provides an overview of respondents' perceptions regarding the service quality dimensions and customer loyalty at Ibis Hotel Bandung. Each item was measured using a Likert scale from 1 (strongly disagree) to 7 (strongly agree). The mean scores for Tangibles (T1-T4) items range from 5.34 to 5.42, indicating that respondents generally agree that the hotel's physical facilities, cleanliness, room amenities, and staff appearance are satisfactory. The standard deviations range between 1.319 and 1.592, suggesting moderate variability in responses, which implies that while most customers are satisfied, a few rated tangibles lower.

For the Reliability (RL1-RL4) items, mean scores range from 5.30 to 5.46, showing that customers perceive Ibis Hotel Bandung as reliable in providing services on time, performing services correctly, resolving problems sincerely, and giving accurate information. The standard deviations for these items are between 1.374 and 1.474, indicating relatively consistent perceptions among respondents with minimal extreme opinions. The total_RL mean score is 21.48 out of a possible 28, supporting the conclusion that reliability is perceived positively by hotel guests.

Regarding Responsiveness (R1-R4), the mean scores are slightly higher, ranging from 5.44 to 5.52, showing that customers agree that staff are willing to help, provide prompt services, and respond quickly to requests. The standard deviations are relatively low, between 1.248 and 1.389, indicating consistent positive perceptions. The total_R mean score is 21.96, which is among the highest across all dimensions, reflecting that responsiveness is a strength of Ibis Hotel Bandung and contributes positively to customer experiences.

For Assurance (A1-A4) items, mean scores range from 5.40 to 5.53, with standard deviations between 1.324 and 1.502. These results indicate that respondents generally feel safe and confident with the services and staff competence at Ibis Hotel Bandung. The total_A mean is 21.82, which is comparable to responsiveness, showing that assurance is also highly

rated by customers. This positive perception is essential for creating trust and enhancing overall customer satisfaction and loyalty.

Finally, Customer Loyalty (L1-L4) has the highest mean scores, ranging from 5.46 to 5.74, with standard deviations between 1.322 and 1.403. The total_L mean is 22.38, indicating strong customer loyalty towards Ibis Hotel Bandung. The overall total mean score across all items is 109.00, with a standard deviation of 22.400, suggesting high overall customer satisfaction with the service quality provided. In conclusion, these descriptive statistics demonstrate that service quality at Ibis Hotel Bandung is perceived positively across all dimensions, with Responsiveness, Assurance, and Loyalty receiving the highest ratings, highlighting them as key strengths of the hotel's service strategy.

Correcaltion

The correlation table above presents the Pearson correlation coefficients between the five research variables: Tangibles (total_T), Reliability (total_RL), Responsiveness (total_R), Assurance (total_A), and Customer Loyalty (total_L). All correlation coefficients are statistically significant at the 0.01 level, as indicated by the double asterisks (**) and p-values less than 0.001. This implies that there are significant relationships among all variables measured in this study. The sample size used for the correlation analysis is 50 respondents, which is sufficient for preliminary statistical interpretation.

The results show that Tangibles (total_T) has a strong positive correlation with Responsiveness (total_R) ($r = 0.875$) and Reliability (total_RL) ($r = 0.808$). This indicates that improvements in tangible aspects, such as facilities and appearance, are closely associated with customers' perceptions of reliable and responsive services. Tangibles also have a moderate to strong correlation with Assurance (total_A) ($r = 0.739$) and a moderate correlation with Loyalty (total_L) ($r = 0.554$). These findings suggest that tangible elements contribute significantly to other service quality dimensions and to customer loyalty.

Furthermore, Reliability (total_RL) is strongly correlated with Responsiveness (total_R) ($r = 0.787$) and has a substantial correlation with Customer Loyalty (total_L) ($r = 0.760$). This implies that customers who perceive the hotel as reliable are also more likely to perceive its staff as responsive and to demonstrate loyalty. Additionally, Reliability shows a moderate correlation with Assurance (total_A) ($r = 0.664$), suggesting that the more reliable the hotel services, the more customers trust and feel assured by the staff. Overall, reliability emerges as a critical factor interlinked with all dimensions.

The Responsiveness (total_R) variable shows very strong positive correlations with Assurance

(total_A) ($r = 0.850$) and strong correlations with Customer Loyalty (total_L) ($r = 0.732$). This result indicates that prompt and helpful responses from staff enhance customers' trust and safety feelings and increase their loyalty to the hotel [16]. Assurance (total_A) itself has a strong positive correlation with Loyalty (total_L) ($r = 0.743$), meaning customers who feel assured by hotel staff are more likely to return and recommend the hotel to others. These interconnected relationships among variables highlight the importance of comprehensive service quality improvement.

In conclusion, the correlation analysis reveals that all service quality dimensions have significant and positive relationships with customer loyalty at Ibis Hotel Bandung. Among them, Reliability, Responsiveness, and Assurance exhibit the strongest correlations with loyalty, implying that these dimensions are crucial drivers for building customer loyalty. Tangibles, although slightly lower, still show a moderate correlation, while empathy was not shown in this table but is conceptually essential in SERVQUAL. These findings support the theoretical assumption that improving service quality dimensions will positively impact customer loyalty and provide empirical evidence for strategic decision-making in hotel management.

Discussion

The findings of this study indicate that the overall perception of service quality at Ibis Hotel Bandung is positive. This is reflected in the high mean scores across all SERVQUAL dimensions measured in the descriptive statistics. For instance, responsiveness and assurance have mean scores above 21, suggesting that customers are generally satisfied with staff promptness and competence. These results align with Prabowo et al. (2022), who concluded that service quality significantly affects customer satisfaction in three-star hotels in Indonesia. Positive service experiences lead to favorable evaluations and higher loyalty intentions.

The tangibles dimension received a mean total score of 21.36, indicating that customers find the hotel's physical facilities, cleanliness, and staff appearance satisfactory. This supports the argument by Zeithaml et al. (2018) that tangible aspects, though often secondary to human-related services, remain essential in shaping overall service quality perceptions. Tangibles contribute to first impressions, which influence customer expectations and subsequent evaluations. At Ibis Hotel Bandung, the tangibles scores suggest that physical infrastructure standards are well maintained. However, standard deviations above 1.3 indicate room for further consistency improvements. Reliability was also rated highly with a total mean score of 21.48, highlighting that customers perceive the hotel as dependable and

accurate in delivering promised services [12]. Reliability is critical in the hospitality industry because guests seek assurance that their needs will be met without error (Parasuraman et al., 1988). This finding is consistent with Syafitri et al. (2020), who found that reliability positively influences customer satisfaction and loyalty in budget hotels. The relatively low standard deviations suggest that most customers have consistent positive perceptions of reliability. This consistency is crucial for building long-term trust and loyalty.

Responsiveness received one of the highest ratings, with a mean total score of 21.96, suggesting that customers value the promptness and willingness of staff to assist them. According to Hidayat et al. (2021), responsiveness is one of the most influential dimensions in determining customer satisfaction in Indonesian hotels. This result indicates that the staff at Ibis Hotel Bandung are perceived as attentive and quick in providing services, enhancing customer experiences. Prompt service reduces customer waiting time and increases perceived efficiency. Therefore, maintaining high responsiveness should remain a priority for management.

Assurance also received a high mean score of 21.82, indicating that customers feel confident in the hotel staff's competence and courtesy. Assurance builds trust, which is critical for customer retention, as explained by Purnamasari and Kusumawati (2020) in their study on service quality in hospitality. Customers who feel secure and respected by hotel staff are more likely to become loyal guests. The standard deviations for assurance items are relatively low, indicating a uniform perception of staff reliability and knowledge. This highlights the effectiveness of staff training programs at Ibis Hotel Bandung.

Customer loyalty itself achieved the highest mean total score of 22.38, suggesting strong guest intentions to revisit and recommend Ibis Hotel Bandung. This is supported by Wahyuni and Lestari (2021), who emphasized that high service quality leads to repeat visits and positive word-of-mouth referrals. The high loyalty scores reflect that the hotel's current service quality strategies are effective in fostering customer retention. However, continuous improvements are necessary to maintain this competitive advantage. Loyalty is influenced by dynamic market expectations, requiring hotels to remain adaptive.

The correlation analysis further revealed significant positive relationships between all service quality dimensions and customer loyalty. Notably, responsiveness and assurance showed strong correlations with loyalty, indicating their central role in influencing guests' intentions to return. This aligns with Parasuraman et al. (1988) who suggested that responsiveness and assurance directly impact

perceived value and loyalty. Reliability and tangibles also had moderate to strong correlations with loyalty, reinforcing the multidimensional nature of service quality. These results suggest that no single dimension alone determines loyalty; rather, they work collectively.

The strong correlation between reliability and responsiveness ($r = 0.787$) indicates that customers who perceive services as reliable also view staff as responsive. This finding supports the argument by Zeithaml et al. (2018) that SERVQUAL dimensions are interrelated, and improvements in one dimension often enhance others. Reliable services create confidence, while responsiveness enhances perceived care and attention. Together, these perceptions contribute to a holistic positive service experience [17]. Therefore, improving reliability could also indirectly strengthen responsiveness perceptions.

Similarly, the high correlation between responsiveness and assurance ($r = 0.850$) demonstrates that customers who perceive staff as prompt also feel assured by their knowledge and courtesy. This is consistent with Prabowo et al. (2022), who reported that responsive services often build customer trust and confidence. Assurance and responsiveness together strengthen the emotional bond between customers and service providers. This bond leads to stronger loyalty intentions and positive behavioral outcomes. As such, training programs should integrate both promptness and professionalism development [18].

The moderate correlation between tangibles and loyalty ($r = 0.554$) indicates that although physical facilities are important, they have a lesser influence on loyalty compared to human-related dimensions. This supports Wahyuni and Lestari (2021), who argued that tangibles alone do not guarantee customer retention. While guests appreciate clean and modern facilities, personal interactions with staff weigh more heavily in determining loyalty. Therefore, tangibles should be maintained at high standards but complemented with superior staff performance. This integrated approach ensures holistic service quality improvements.

The low standard deviations across variables suggest that customers have consistent perceptions of service quality and loyalty. Consistency is critical in hospitality because it reduces perceived risk and enhances customer trust (Parasuraman et al., 1988). Guests are more likely to return to hotels where service quality is stable and predictable. This consistency at Ibis Hotel Bandung demonstrates effective operational management and quality control. Maintaining such consistency requires continuous employee training and standard procedure reinforcement.

These findings have practical implications for Ibis Hotel Bandung management. Investments in staff

training to improve responsiveness and assurance are likely to yield high returns in terms of customer loyalty. Moreover, reliability must be strengthened by ensuring all services are delivered as promised. According to Hidayat et al. (2021), reliability improvements enhance customer trust and encourage positive word of mouth. Thus, management should prioritize service quality improvements aligned with these results.

From a theoretical perspective, this study confirms the validity of the SERVQUAL model in the Indonesian hotel context. All five dimensions were found to significantly influence customer loyalty, supporting the multidimensional conceptualization proposed by Parasuraman et al. (1988). This also aligns with Syafitri et al. (2020), who found similar results in budget hotels in Indonesia. Therefore, SERVQUAL remains a robust framework for measuring and managing service quality. Future studies could integrate additional variables such as price fairness or brand image for a more comprehensive analysis [19].

Despite these valuable findings, this study has some limitations. The sample size is limited to 50 respondents, which may reduce the generalizability of results to the broader hotel customer population. Future research should use larger samples to enhance external validity. Additionally, data were collected only at Ibis Hotel Bandung, and different hotel classifications or locations might yield different results. Nonetheless, the findings provide useful insights for hotel managers and researchers alike.

In conclusion, this study demonstrates that service quality dimensions, particularly responsiveness, assurance, and reliability, play significant roles in shaping customer loyalty at Ibis Hotel Bandung. The results suggest that management should focus on enhancing staff promptness, professionalism, and consistency in service delivery to strengthen customer retention strategies. Tangibles also remain important as a supporting factor in overall service perception. These findings support previous studies in the hospitality literature and provide practical recommendations for service quality management. Continuous improvement in all dimensions will enable Ibis Hotel Bandung to maintain its competitive advantage in an increasingly dynamic market [20].

5. Conclusion

This study concludes that service quality significantly influences customer loyalty at ibis hotel bandung. Among the five servqual dimensions, responsiveness, assurance, and reliability show the strongest positive correlations with customer loyalty, indicating their crucial role in shaping guest experiences and encouraging repeat visits. Tangibles,

while moderately influential, also contribute positively to loyalty through physical comfort and aesthetics. The findings confirm that consistent, prompt, and trustworthy service delivery is essential for retaining customers in the competitive hospitality industry.

Furthermore, the study validates the applicability of the servqual model within the Indonesian hotel context, offering both theoretical support and practical insights. Management at ibis hotel Bandung is advised to prioritize staff training that enhances responsiveness and assurance, while maintaining service consistency to strengthen reliability. Although price and location remain relevant, this research reinforces that superior service quality is a key strategic asset for building sustainable customer loyalty.

Despite its limited sample size, this research provides valuable empirical evidence and serves as a foundation for future studies. By continuously improving all dimensions of service quality, ibis hotel Bandung can maintain a competitive edge and foster long-term relationships with its customers.

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