The Influence of Service Quality on Customer Satisfaction and Loyalty at Pyramid Suites Hotel Banjarmasin

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Authors' contributions

This work was carried out in collaboration among all authors. All authors read and approved the final manuscript.

Article Information

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ABSTRACT

Aims: This study aims to analyse and describe how much influence of service quality has on customer satisfaction and loyalty.
Study Design: This type of research is quantitative, with a conclusive causal approach, research that aims to obtain a conclusion from the data that obtained and processed which explains the causal relationship between the variables.
Place and Duration of Study: the study was conducted at Pyramid Suites Hotel Banjarmasin, started in September 2020 until July 2021.
Methodology: The population in this study are guests of Hotel Pyramid Suites who stay more than three times. The research sample was 100 respondents. The data collection technique used a questionnaire which was then used as a score tabulation for each variable studied. The data analysis method used in this study is Smart PLS 3.
Results: Tangible has a negative effect on customer satisfaction of -0.411, then the t-statistic value is 2.930, this value > t-table of 1.96 and the P value is 0.004 which is smaller than 0.05. Reliability has a positive effect on customer satisfaction of 0.563, then the t-statistical value is 2.679 and the P

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value is 0.008. Responsiveness has a positive influence on customer satisfaction of 0.280, then the t-statistic value is 2.012, this value is > 1.96 and the P value is 0.045. Assurance has a positive effect on customer satisfaction of 0.184, then the t-statistic value is 2.684, the P value is 0.008. Empathy has a positive influence on customer satisfaction of 0.337, then the t-statistic value is 3.084, the P value is 0.002. Customer satisfaction has a positive influence on customer loyalty of 0.802, then the t-statistic value is 18.260, and the P value is 0.000.

Conclusion: The results show that service quality which consist of tangible, reliability, responsiveness, assurance, empathy affect customer satisfaction and customer satisfaction affects customer loyalty

Keywords: Tangible, reliability; responsiveness; assurance; empathy; customer satisfaction; customer loyalty.

1. INTRODUCTION

In general, we know that the hotel industry is an industry that provides lodging or accommodation services. In addition, the hotel industry also provides places and facilities for organizing activities in hotels such as meetings, seminars and parties, weddings and competitions and art and cultural exhibitions. The hospitality industry consists of customer service which focuses on aspects of friendliness, efficiency and customer service as its foundation. The hotel chooses its domicile in an area that has the potential to be visited, such as beautiful panoramas, customs, unique social and culture, as a centre of government, trade, religion and for other spiritual activities. The hotel as a temporary residence must reflect the cultural patterns of its people in a broad sense. The hotel is expected to reflect a dynamic, creative residential atmosphere, and create a homogeneous atmosphere in the midst of a heterogeneous atmosphere in the area where the hotel operates.

There are many hotels in Banjarmasin and they compete with each other in providing special prices and services to customers who come to their hotels, customers who are increasingly smart, price conscious and demand more, in that they will be more careful in buying a product or service offered, not to mention the communication technology advancement that makes it easier for customers to access the information offered only by using their mobile phone.

One of the hotels in Banjarmasin which survive this rivalry is the Pyramid Suites Hotel, started operating in 2017, located on Jalan Skip Lama, Central Banjarmasin. Pyramid Suites is a new local hotel in Banjarmasin. As the name implies, Pyramid Suites offers a different concept. Luxurious buildings and designs are offered with a predominantly desert gold color. Pyramid Suites has 115 rooms divided into 7 types. 75 deluxe rooms, 18 grand deluxe rooms, 6 family rooms, 4 junior suites, 4 executive suites and 1 presidential suite. Full facilities are offered. 5 meeting rooms, 1 swimming pool, spa and fitness center called Platinum Health and Club, Scarlett Restaurant which operates 24 hours a day, C'est La Vie Lounge, Business Center, The Carat Diamond Shop and Armani Executive Club and Karaoke. For spa and fitness, there are such as whirlpool saunas or hot tubs, Jacuzzis and swimming pools.

Quoted from agoda.com. Hotel Pyramid Suites Banjarmasin is one of the best recommended hotels in Banjarmasin, with various promos offered, good quality prices, products and services certainly have a significant effect on customer satisfaction and loyalty, coupled with positive assessment results from all customers for the accommodation and services provided. , Hotel Pyramid Suites was awarded booking.com in 2018 with 9.2 points, in 2020 from Agoda Customer Review Awards with 8.5 points and in 2020 TripAdvisor Travelers Choice with a perfect score. Hotel Pyramid Suites always improves the quality and innovation of existing services. Until now, the public's interest in the Pyramid Suites Hotel is quite high. As for one of the facilities provided by Hotel Pyramid Suites for guests who have stayed more than 3x, the hotel provides facilities as a member to make it easier for visitors to make further room reservations.

The choices of various hotels which offer their best service in order to attract new guests and keep current ones lead to tough competition and only some survives. Loyalty to a certain hotel is becoming rare since competitors may offer lower price and special offer which is difficult to ignore. This research is to reveal the influence of service quality consisting of physical evidence, reliability,

responsiveness, assurance, empathy to satisfaction of the guest and at the same time we would like to find out whether satisfaction is may influence loyalty among tight rivalry and difficult time during pandemic.

2. MATERIALS AND METHODOLOGY

2.1 Dimensions of Service Quality

According to Berry, Parasuraman, and Zeithaml [1] suggested five determinants of service quality;

Tangible is the ability of a company to show its existence to external parties. The appearance and ability of the company's reliable physical facilities and infrastructure as well as the state of the surrounding environment is one way for service companies to provide quality service to customers. Among them include physical facilities (buildings, books, bookshelves, tables, chairs and so on), as well as the appearance of employees.

Reliability is the company's ability to provide services in accordance with what was promised accurately and reliably. Performance must be in accordance with customer expectations which is reflected in timeliness, equal service to all customers without errors, sympathetic attitude and high accuracy.

Responsiveness is the willingness to help customers immediately and try to make it every easy for them in order to give good perceptions of service quality.

Assurance is the knowledge, courtesy and ability of company employees to foster customer trust in the company. This includes several components, including:

- *Communication*, continuously providing information to customers in clear language and use of words so that customers can easily understand what employees are informed and respond quickly and responsively to complaints and complaints from customers.
- *Credibility*, the need for guarantees for a trust given to customers, believability or honesty, instilling trust, providing good credibility for the company in the future.
- *Security* is a high trust from customers for the service received. Of course, the

services provided are able to provide a guarantee of trust.
- *Competence*, the skills possessed and needed in providing services to customers that can be carried out optimally.
- *Courtesy*, in service there is a moral value owned by the company in providing services to customers. Guarantee of courtesy offered to customers in accordance with the existing conditions and situations.

Empathy is to give sincere personal attention given to customers by trying to understand consumer desires in that a company is expected to have an understanding and knowledge of customers, understand specific customer needs, and have a comfortable working time for customers.

Based on the five dimensions of service quality, customer satisfaction can be measured, understood and used as a good result for the benefit of improving the quality of services provided to customers, both first-time customers or customers who have made repeated purchases.

2.2 Customer Satisfaction

It is true that customer satisfaction is a complicated and subjective things to measure then again you should be able to identify what matters the most for you to reveals whether the customer is satisfied with the service you provide. There are six core concepts regarding the object of measurement. Tjiptono & Diana [2]:

2.2.1 Overall customer satisfaction

Measuring the level of customer satisfaction with the company's production/services and assessing/comparing it with the overall level of customer satisfaction with competitors' products/services.

2.2.2 Dimensions of customer satisfaction

Identify key dimensions of customer satisfaction, ask customers to rate the company's products/services based on price, speed of service, service facilities, or friendliness of customer service staff, ask customers to rate competitors' products and/or services based on the same specific items. Ask customers to determine the dimensions they think are most

important in assessing overall customer satisfaction.

2.2.3 Expectation confirmation

Satisfaction is not measured directly, but is concluded based on confirmation or confirmation between customer expectations and the actual performance of the company's products on a number of important dimension attributes.

2.2.4 Repurchase intention

Customer satisfaction is measured behaviourally by asking whether the customer will buy the same product again or will use the company's services again.

2.2.5 Willingness to recommend

The willingness of customers to recommend products to friends or family is an important measure to be analysed and followed up.

2.2.6 Customer dissatisfaction

Several aspects are often reviewed to determine customer dissatisfaction, including: complaints, product returns or returns, warranty costs, product recalls (product recalls from the market), and customer defections (customers who switch to competitor).

2.3 Dimensions of Customer Satisfaction

Things that can affect customer satisfaction can be seen from the size or dimensions of customer satisfaction according to Kotler & Keller [3] as follows.

2.3.1 Remain loyal

Satisfied customers tend to be loyal or loyal. Customers who are satisfied with the products they consume will have a tendency to repurchase from the same manufacturer.

2.3.2 Purchase the products offered

The desire to buy other products or foods offered because of the desire to repeat good experiences and avoid bad experiences.

2.3.3 Recommend products

Satisfaction is a factor that encourages word of mouth communication, which is positive. This can be in the form of recommendations to other potential customers and saying good things about
the product and the company that provides the product.

2.3.4 Willing to pay more

Customers tend to use price as a benchmark for satisfaction. When the price is higher, customers tend to think the quality will be higher too.

2.3.5 Give feedback

Even though satisfaction has been achieved, customers always want more. Then customers will provide input or suggestions so that their wishes can be achieved.

2.4 Characteristics of Customer Loyalty

Loyal customers are an important asset for the company. This can be seen from the characteristics it has. Griffin in Sangadji and Shopiah [4] states that loyal customers have the following characteristics:

a. Make purchases regularly.
b. Make purchases across all product or service lines.
c. Recommend other products.
d. Demonstrate immunity from the attractiveness of similar products from competitors.

In addition, according to Hasan [5], indicators of customer loyalty include:

a. The existence of purchase demands and the proportion of purchases or purchase probability.
b. The degree or measure of customer proximity to a brand.
c. There is a positive feeling towards the brand.
d. Regular use of the same product or service.

Based on some of the characteristics of customer loyalty stated above, it can be concluded that the characteristics of customer loyalty are the existence of purchase demands and the proportion of purchases, or purchase probability, the level or measure of customer proximity to a product or service, positive feelings towards the product or service, use of the product or service. the same service on a regular basis.
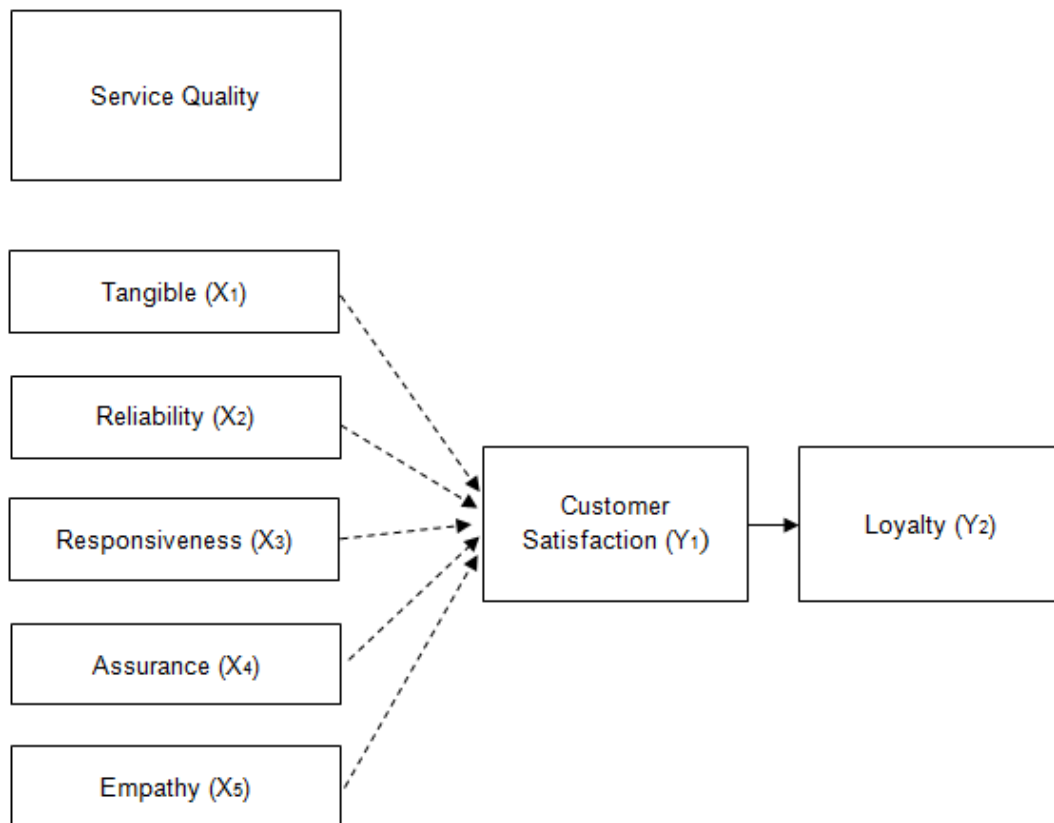
2.5 Research Framework and Hypotheses

Fig. 1. Research framework

2.6 Hypothesis

Based on the description that has been stated previously, the authors propose the following hypothesis.

H1: It is assumed that tangible has an effect on customer satisfaction at the Pyramid Suites Hotel Banjarmasin.

H2: It is assumed that reliability has an effect on customer satisfaction at the Pyramid Suites Hotel Banjarmasin.

H3: It is assumed that responsiveness has an effect on customer satisfaction at the Pyramid Suites Hotel Banjarmasin

H4: It is assumed that the assurance has an effect on customer satisfaction at the Pyramid Suites Hotel Banjarmasin.

H5: It is assumed that empathy has an effect on customer satisfaction at the Pyramid Suites Hotel Banjarmasin.

H6: It is assumed that customer satisfaction has an effect on customer loyalty at the Pyramid Suites Hotel Banjarmasin.

2.7 Methodology

This type of research is quantitative with a conclusive causal approach to obtain a conclusion from the data that has been collected and processed which explains the causal relationship between the variables discussed in this study. Partial Least Square (PLS) analysis is used to obtain the relationship of latent variables and aims to predict the structural indicators of the construct. Chin [6] in Ghozali (2014) states that because Partial Least Square (PLS) does not assume a certain distribution for parameter estimation, parametric techniques to test the significance of parameters are not needed. The Partial Least Square (PLS) evaluation model is based on predictive measurements that have non-parametric properties. In the Partial Least Square (PLS) evaluation method, there are the following stages.

Outer model analysis can be seen from several indicators:

- Convergent Validity is an indicator that is assessed based on the correlation between item scores and construct scores, which can be seen from the standardized loading factor which describes the magnitude of the correlation among each indicator and its construct. Individual reflexive measures are said to be high if the correlation is >0.7 of the measured construct
- Discriminant Validity is a measurement model with reflexive indicators assessed based on cross-loading of measurements with constructs. If the construct's correlation with the measurement item is greater than the size of the other constructs, it indicates that their block size is better than the other blocks. Meanwhile, according to another method to assess discriminant validity, namely by comparing the value of the square root of Average Variance Extracted (AVE).
- Composite Reliability is an indicator to measure a construct that can be seen in the latent variable coefficient view. To evaluate composite reliability, there are two measuring instruments, namely internal consistency and Cronbach's alpha >0.7, so it can be said that the construct has high reliability.
- Cronbach's Alpha is a reliability test carried out to strengthen the results of composite reliability. A variable can be declared reliable if it has Cronbach's alpha value > 0.7.

The inner model analysis can be evaluated by using R-square for the dependent construct. Stone-Geiser Q-square for predictive relevance and t-test and significance of the coefficients of structural path parameters. In evaluating the inner model with PLS (Partial Least Square) it begins by looking at the R-square for each dependent latent variable. Then the interpretation is the same as the interpretation in the regression. Changes in the value of the R-square can be used to assess the effect of certain independent latent variables on the dependent latent variable whether it has a substantive effect.

2.8 Population and Sample

In this study, the population is Pyramid Suites Hotel members, namely guest visitors who stay more than three times at the Pyramid Suites Banjarmasin hotel, totalling 133 people. The data was obtained from the company's internal data obtained from 2017 to 2020. Sugiono [7] suggests that the sample is part of the number and characteristics possessed by the population. The sampling method in this study was to use purposive sampling, where respondents were selected because of the ease of accessibility and proximity to the researcher. This sampling was carried out at a critical value of 5% so that the sample size could be calculated as follows:

$$n = \frac{133}{1+133.(0,05)^2} \quad n = 99.8$$

With the results of these calculations, the sample is 99.8 which is rounded up to 100 respondents provided that the number of samples is not less than the specified minimum sample.

3. RESULTS AND DISCUSSION

3.1 Convergent Validity Test

Based on Fig 2 above, it can be concluded that the test results show the loading factor value > 0.7, so that the indicators used in this study have met convergent validity.

It can be concluded that the loading factor value of each indicator has a value of > 0.7, which means that the overall convergent validity is met.

Based on Table 2. it can be concluded that the AVE (Average Variance Extracted) values have each value > 0.5, which means that the overall convergent validity is met.

3.2 Discriminant Validity Test

Based on Table 3. it can be concluded that the cross loading value measurement has the highest value for the intended construct compared to the loading factor value for other constructs, so the test of discriminant validity as a whole has been fulfilled.

3.3 Reliability Test

Based on Table 4, it shows that all latent variables measured in this study have Cronbach's Alpha and Composite Reliability values greater than 0.7, so it can be said that all latent variables are reliable.
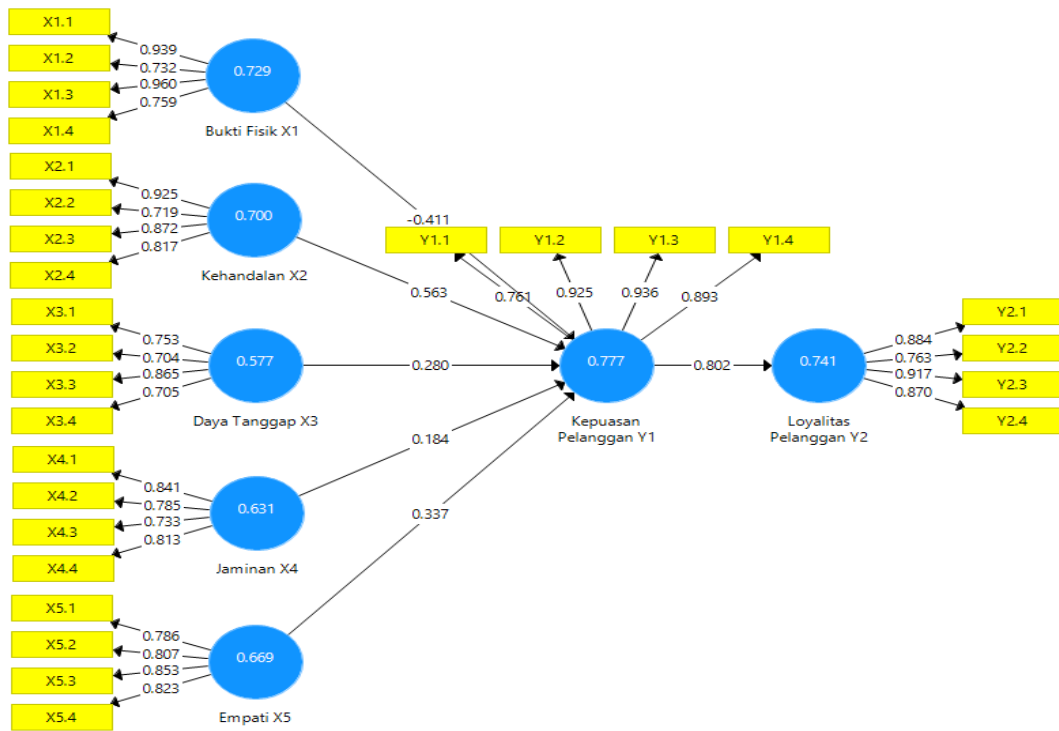
Fig. 2. Algorithm of outer model & AVE

Table 1. Outer model

	Tangible (X₁)	Reliability (X₂)	Responsiveness (X₃)	Assurance (X₄)	Empathy (X₅)	Satisfaction (Y₁)	Customer Loyalty (Y₂)
X₁.₁	0.939						
X₁.₂	0.732						
X₁.₃	0.960						
X₁.₄	0.759						
X₂.₁		0.925					
X₂.₂		0.719					
X₂.₃		0.872					
X₂.₄		0.817					
X₃.₁			0.753				
X₃.₂			0.704				
X₃.₃			0.865				
X₃.₄			0.705				
X₄.₁				0.841			
X₄.₂				0.785			
X₄.₃				0.733			
X₄.₄				0.813			
X₅.₁					0.786		
X₅.₂					0.807		
X₅.₃					0.853		
X₅.₄					0.823		
Y₁.₁						0.761	
Y₁.₂						0.925	
Y₁.₃						0.936	
Y₁.₄						0.893	
Y₂.₁							0.884
Y₂.₂							0.763
Y₂.₃							0.917
Y₂.₄							0.870

Source: Data is processed using SmartPLS.3, 2021

Table 2. Average Varian extracted (AVE)

Construct	Average Varian Extracted (AVE)
Tangible X_1	0.729
Reliability X_2	0.700
Responsiveness X_3	0.577
Assurance X_4	0.631
Empathy X_5	0.669
Customer Satisfaction Y_1	0.777
Customer Loyalty Y_2	0.741

Source: Data is processed using SmartPLS.3, 2021

Table 3. Cross loading

	Tangible (X_1)	Reliability (X_2)	Responsiveness (X_3)	Assurance (X_4)	Empathy (X_5)	Customer Satisfaction (Y_1)	Customer Loyalty (Y_2)
$X_{1.1}$	0.939	0.885	0.476	0.376	0.438	0.431	0.420
$X_{1.2}$	0.732	0.561	0.350	0.283	0.247	0.261	0.221
$X_{1.3}$	0.960	0.887	0.449	0.318	0.397	0.417	0.359
$X_{1.4}$	0.759	0.644	0.257	0.175	0.298	0.296	0.293
$X_{2.1}$	0.954	0.925	0.478	0.353	0.448	0.478	0.423
$X_{2.2}$	0.406	0.719	0.638	0.457	0.516	0.712	0.588
$X_{2.3}$	0.894	0.872	0.445	0.320	0.370	0.410	0.358
$X_{2.4}$	0.863	0.817	0.493	0.373	0.463	0.429	0.403
$X_{3.1}$	0.401	0.535	0.753	0.373	0.538	0.590	0.417
$X_{3.2}$	0.238	0.290	0.704	0.423	0.488	0.445	0.402
$X_{3.3}$	0.422	0.589	0.865	0.454	0.672	0.754	0.591
$X_{3.4}$	0.300	0.504	0.705	0.382	0.523	0.599	0.571
$X_{4.1}$	0.238	0.316	0.417	0.841	0.303	0.455	0.398
$X_{4.2}$	0.229	0.282	0.349	0.785	0.283	0.386	0.355
$X_{4.3}$	0.322	0.453	0.495	0.733	0.699	0.632	0.904
$X_{4.4}$	0.269	0.393	0.385	0.813	0.296	0.478	0.495
$X_{5.1}$	0.249	0.396	0.544	0.469	0.786	0.638	0.764
$X_{5.2}$	0.334	0.401	0.521	0.408	0.807	0.456	0.639
$X_{5.3}$	0.386	0.443	0.549	0.346	0.853	0.583	0.659
$X_{5.4}$	0.382	0.553	0.741	0.508	0.823	0.800	0.662
$Y_{1.1}$	0.506	0.582	0.555	0.562	0.631	0.761	0.618
$Y_{1.2}$	0.314	0.527	0.774	0.563	0.751	0.925	0.700
$Y_{1.3}$	0.374	0.586	0.774	0.548	0.716	0.936	0.713
$Y_{1.4}$	0.324	0.615	0.715	0.586	0.677	0.893	0.785
$Y_{2.1}$	0.315	0.485	0.642	0.527	0.846	0.753	0.884
$Y_{2.2}$	0.147	0.253	0.455	0.508	0,654	0.423	0.763
$Y_{2.3}$	0.348	0.472	0.506	0.729	0.728	0.639	0.917
$Y_{2.4}$	0.448	0.634	0.627	0.728	0.651	0.829	0.870

Source: Data is processed using SmartPLS.3, 2021

Table 4. Composite reliability

Construct	Cronbach's Alpha	Composite Reliability	Discription
Tangible X_1	0.871	0.914	Reliable
Reliability X_2	0.861	0.903	Reliable
Responsiveness X_3	0.755	0.844	Reliable
Assurance X_4	0.809	0.872	Reliable
Empathy X_5	0.839	0.890	Reliable
Cust. Satisfaction Y_1	0.902	0.933	Reliable
Customer Loyalty Y_2	0.885	0.919	Reliable

Source: Data is processed using SmartPLS.3, 2021

3.4 Determinant Coefficient R^2, R Square Test

Goodness of fit in PLS is identified by Q^2. The value of Q^2 has the same meaning as the coefficient of determination (R-square) in regression analysis Sarwono and Narimawati [8].

Based on Table 5, stating that the value of customer satisfaction and customer loyalty is able to explain the R-square construct, it can be seen that Q^2 is as follows:

$$Q^2 = 1-(1-R^2_1)(1-R^2_2)$$
$$Q^2 = 1 – (1-0.802)(1-0.644)$$
$$Q^2 = 1 – (0.198)(0.356)$$
$$Q^2 = 1 - 0.070488$$
$$Q^2 = 0.929512 = 93$$

Which means that the model can explain 93% of the data, which consists of customer satisfaction with a value of 80.2% with the remaining 19.8% and customer loyalty with a value of 64.4% with the remaining 35.6 which is not included in this study.

3.5 Hypotheses Test

3.5.1 Effect of tangible on customer satisfaction

The results showed that tangible had a negative effect on customer satisfaction. The calculation results in Table 6 show that the original sample of tangible is -0.411, then the t-statistic value of the physical evidence variable is 2.930, this value > t-table is 1.96 and the P value is 0.004,

this value is < 0.05, which means significant, in that tangible has a negative and significant effect on customer satisfaction, it can be concluded that H1 is acceptable. There are 2 indicator values that are considered less attractive to respondents, causing both indicator values to be negative. The indicator values in question are; Hotel Pyramid Suites has complete facilities such as swimming pool, fitness, and convention center, Spa and Food and Beverage outlets, then adequate internet speed.

3.5.2 Effect of reliability on customer satisfaction

The results showed that reliability had a positive effect on customer satisfaction. The calculation results in Table 6 show that the original sample value of the reliability variable is 0.563, then the t-statistical value of the reliability variable is 2.679, this value > t-table is 1.96 and the P value is 0.008, this value is <0.05. Then the reliability variable has a positive and significant effect on customer satisfaction, it can be concluded that H2 is acceptable. There are 60 employees who support the operation of this hotel and most of them are able to give a sympathetic attitude, such as welcoming customers warmly, offering help without being asked for example employees are always ready at the entrance to help customers both bring goods and process reservations, but from all reliability indicators there is one indicator, namely hotel employees can do their job well , which is deemed necessary to be further improved, so that the value of these indicators can be higher.

Table 5. Value of R^2

	R-Square	Adjusted R Square
Cust. Satisfaction Y_1	0.802	0.792
Customer Loyalty Y_2	0.644	0.640

Source: Data is processed using SmartPLS.3, 2021

Table 6. Hypotheses test

Construct	Original Sample (O)	Mean (M)	Deviation Standard (STDEV)	T Statistic	P Values
Tangible X_1-> Cus. Satisfaction Y_1	-0.411	-0.402	0.140	2.930	0.004
Reliability X_2 -> Cus. Satisfaction Y_1	0.563	0.564	0.210	2.679	0.008
ResponsivenessX_3 -> Cus. Satisfaction Y_1	0.280	0.255	0.139	2.012	0.045
Assurance X_4 -> Cus. Satisfaction Y_1	0.184	0.173	0.068	2.684	0.008
Empathy X_5 -> Cus. Satisfaction Y_1	0.337	0.357	0.109	3.084	0.002
Cus. Satisfaction Y_1 -> Cus. loyalty Y_2	0.802	0.812	0.044	18.260	0.000

Source: Data is processed using SmartPLS.3, 2021

3.5.3 Effect of responsiveness on customer satisfaction

The results of this study indicate that responsiveness has a positive influence on customer satisfaction. The calculation results in Table 6 show that the original sample value of the responsiveness variable is 0.280, then the t-statistic value of the customer satisfaction variable is 2.012, this value is > 1.96 and the P value is 0.045, this value is < 0.05. Then the responsiveness has a positive and significant effect on customer satisfaction, it can be concluded that H3 is accepted. Hotel employees provide fast service and procedures for managing room reservations and events quickly. Respondents stated that employees were very responsive from the receptionist to the restaurant section. The check-in process is enough by showing the identity and booking code number (especially those who have previously ordered online) or those who place an order directly, it only takes approximately 3-5 minutes, so customers are satisfied.

3.5.4 Effect of assurance on customer satisfaction

The results of this study indicate that the assurance has a positive effect on customer satisfaction. The calculation results in Table 6 show that the original sample value of the guarantee variable is 0.184, then the t-statistic value of the customer satisfaction is 2.684, this value is > 1.98 and the P value is 0.008, this value is < 0.05. Assurance has a positive and significant effect on customer satisfaction, it can be concluded that H4 is accepted. Customer privacy data guaranteed by the hotel will not be misused. In terms of security, there are several security people with a shift work system, so that the hotel guard is 24 hours non-stop, plus some insurance from the hotel for certain things such as the valet parking system. If the customer uses the Valet service, the hotel is fully responsible for everything that happens to the customer's car. This creates a sense of customer trust in the hotel.

3.5.5 Effect of empathy on customer satisfaction

The results of this study indicate that empathy has a positive influence on customer satisfaction. The calculation results in Table 6 show that the original sample value of empathy variable is 0.337, then the t-statistic value of the customer satisfaction is 3.084, this value is > 1.98 and the P value is 0.002, this value is < 0.05. Then the empathy has a positive and significant effect on customer satisfaction, it can be concluded that H5 is accepted. Respondents feel that their needs are met because hotel employees are able to understand what customers need. The COVID-19 pandemic, which requires us to always keep our distance and avoid crowds, has made hotel employees provide breakfast services in the room, in addition to improving the health program, the hotel also provides a hand sanitizer complete with masks. This is done by employees sincerely and wholeheartedly, using good communication so that good relations between employees and customers are established.

3.5.6 The effect of customer satisfaction on customer loyalty

The results of this study indicate that customer satisfaction has a positive influence on customer loyalty. The calculation results in Table 6 show that the original sample value of the customer satisfaction variable is 0.802, then the t-statistic value of the customer loyalty is 18.260, this value is > 1.98 and the P value is 0.000, this value < 0.05. Then the customer satisfaction has a positive and significant effect on customer loyalty, it can be concluded that H6 is accepted. Customers are satisfied, the quality of a comfortable mattress and a fragrant room are the reasons for being comfortable in a hotel room. In addition, the fast and easy room reservation process is also the reason for customer satisfaction. So that makes customers recommend using the services at the Pyramid Suites Banjarmasin hotel to their friends or relatives.

4. CONCLUSION

Tangible affect Customer Satisfaction at the Pyramid Suites Hotel Banjarmasin inasmuch as the Pyramid Suites Hotel Banjarmasin has a modern interior design and has employees who look neat and professional in giving service so that customers feel satisfied after staying at the Pyramid Suites Hotel Banjarmasin. Some facilities provided by the Hotel influence negatively to satisfaction.

Reliability affects customer satisfaction at the Pyramid Suites Hotel Banjarmasin because the

Pyramid Suites Hotel Banjarmasin offered fair service to all customers, employees provide services in accordance with what was promised and hotel employees are sympathetic to all hotel customers. This gives a positive impression on customers which also has a good impact on the hotel.

Responsiveness affects customer satisfaction at the Pyramid Suites Hotel Banjarmasin because the procedure for managing room reservations and events is fast, hotel employees provide fast service and hotel employees respond to customer requests immediately. So that customers feel satisfied because the hotel provides responsive service.

Assurance affects customer satisfaction at the Pyramid Suites Hotel Banjarmasin because hotel employees are able to convince customers of hotel security, hotel employees give a sense of trust to customers, Hotel Pyramid Suites Banjarmasin has employees who have competence in serving customers and hotel employees give a sense of trust to customers. customers, so that customers feel safe and satisfied with the guarantees provided by the hotel.

Empathy affects customer satisfaction at the Pyramid Suites Hotel Banjarmasin because hotel employees understand customer needs, hotel employees give sincere attention, hotel employees serve wholeheartedly and hotel employees are able to establish good relationships with customers. So that it makes customers satisfied with the service they get.

Customer Satisfaction affect customer loyalty at the Pyramid Suites Hotel Banjarmasin because customers are satisfied with the comfort while in a hotel room, customers are satisfied with the service of hotel employees when making room reservations, customers will recommend to friends or relatives to use the services at the Pyramid hotel. Banjarmasin Suites. From the overall service obtained, customers feel very satisfied so that it creates loyalty to the Pyramid Suites Hotel.

All dimension of service quality contributes to satisfaction and loyalty of customers of Pyramid Suites Hotel, only tangible influences negatively. Facilities such as swimming pool, Spa, Gym, Karaoke room, meeting room and ball room for certain events etc. seemed not to be very influential since people coming back to the hotel it is because of the impression they experienced during their previous stay. The warmth welcome and quick response and feeling of being taken care of by the hotel staff is more important than facilities offered by the hotel management. It is important for any hotel managements to treat their guests the way they want to be treated and serve their guests to its maximum efforts.

DISCLAIMER

The products used for this research are commonly and predominantly use products in our area of research and country. There is absolutely no conflict of interest between the authors and producers of the products because we do not intend to use these products as an avenue for any litigation but for the advancement of knowledge. Also, the research was not funded by the producing company rather it was funded by personal efforts of the authors.

CONSENT

As per international standard or university standard, respondents' written consent has been collected and preserved by the author(s).

COMPETING INTERESTS

Authors have declared that no competing interests exist.

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