

Building Customer Loyalty Through Customer Satisfaction Influenced by Social Media Marketing, Service Quality and Experiential Marketing

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Abstract: This research aimed to investigate the impact of social media marketing, service quality, and experience-based marketing on consumer satisfaction and loyalty in the hospitality industry, specifically at Villa Kembali in Seminyak, Bali. The study involved 161 guests selected as respondents using the accidental sampling method and the Slovin formula. Data was collected through questionnaires and analyzed using the PLS-SEM approach. The results revealed that customer loyalty can be fostered through customer satisfaction and effective marketing strategies via social media or creating memorable guest experiences. On the other hand, customer satisfaction can be influenced by providing high-quality service, unique experiences, and utilizing social media for marketing purposes. The study also highlighted the importance of service quality in building and retaining customer loyalty. These findings can be valuable for the management of Villa Kembali in formulating strategies to enhance customer satisfaction and loyalty through social media promotions and top-notch services, as well as creating unforgettable experiences for their guests.

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Introduction

Now, the tourism industry in Bali is slowly starting to bounce back after experiencing a slump due to the COVID-19 pandemic that occurred a few years ago. This is shown by the level of international tourist arrivals of 1,778,471 people from January to November 2022 (Central Bureau of Statistics of Bali Province, 2022). In order to restore the economic sector and tourism, the government has deployed various strategies, one of which is through tourism development, with the aim of increasing business opportunities, getting benefits, and overcoming various challenges of change both globally, nationally, and regionally (Tourism Law No. 10 of 2009).

To realize tourism development, there are several things that need to be considered again such as facilities and services that are able to provide a sense of comfort and convenience for tourists which will later help revive the tourist area. Not only that, support is needed from various fields in the tourism business ranging from lodging places, travel agents, money changers, transportation facilities, to tourism destinations (Article 14 of the Tourism Law). The business of providing rooms, facilities, and services is also known as the provision of accommodation, which is also the main and determining indicator that can affect the desire of tourists when visiting certain tourist destinations.

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With the provision of this accommodation will also provide convenience to tourists when they want to find lodging or other facilities in a short period of time while in the destination, one of the most frequently used accommodations is the villa.

As is known, villas are one form of accommodation that provides services and nuances to run a private life compared to other types of accommodation. In general, this villa is in the form of a single building or complex equipped with various facilities in it ranging from kitchens, bathrooms, living rooms, swimming pools, and other facilities. The advantages possessed by the villa are a sense of ease and comfort in accessing and staying, quality facilities and services, which also make the villa an option for tourists, especially foreign tourists when traveling. In addition, travelers tend to choose villas because of more personalized services such as private pools and total privacy because they are separated from other guests (Ramdhan & Pangestuti, 2018). Seeing that most tourists prefer to settle in villas, it opens up new opportunities to build a villa accommodation provider business for people who are involved in the tourism industry.

Bali, known as the center of national tourism, certainly has many tourist destinations that are in demand by domestic and foreign tourists, some of which are in the Seminyak area. The area is often the main destination when visiting Bali because of the beauty of the beach coupled with the scenery *Sunset*, nightlife venues, *restaurant*, *Cafeboutique artshop*, to the supermarket. With the large number of visits in Seminyak, it has increased demand related to the provision of lodging accommodation services in villas, one of which is Villa Kembali. Knowing that the presence of villas in Seminyak is now easier to find, makes villa business owners must have and develop marketing strategies effectively and on target. Here, villa accommodation providers must also know well what tourists and visitors want and need (Devi & Darma, 2019). If consumers feel satisfied and their desires have been fulfilled, a sense of loyalty will arise, which will increase the possibility of becoming loyal customers (Werthi et al., 2021). Loyal customers are of course always expected by every villa business owner.

Customer loyalty (*Customer loyalty*) Considered as an essential element because the level of loyalty is one way to increase the company's sales profits. In general, loyalty relates to customers' commitment to make consistent, repeated or return purchases of products or services in the future (Yesi, 2017). The presence of loyal customers can help the villa business compete with other lodging businesses that offer similar facilities and services. This sense of customer loyalty is not created in a short time but with the knowledge and experience that customers gain through purchases from time to time. When what is received has met customer expectations, then the purchase process related to villas, stays will occur repeatedly, it can be said that there is loyalty from customers (Son, 2017).

Through the theory developed by Griffin (2013), showing the existence of a series of factors that can have an influence on the level of customer loyalty, namely *Service Product* (Product Quality), *Service Quality* (Quality of Service), *Customer Value* (Consumer Value), *Trust* (Trust), *Experiential* (Experience with the Company/Product), and *Satisfaction* (Satisfaction). Customer satisfaction (*Customer satisfaction*) In general, it has a relationship with loyalty, because satisfaction describes the consumer's assessment of the product or service received whether it has met the expectations of the consumer. When consumers are satisfied with the services provided by villa accommodation, the greater the possibility of consumers returning to stay at the villa and consistently returning which will appear a sense of loyalty (Sleep, 2019). Customer satisfaction is one of the benchmarks of the company's success rate that can affect the company's level of sales and sustainability.

Various factors can increase consumer satisfaction, such as promotional strategies by providing information related to products offered by the company to consumers through *platform* Social media is also known as *social media marketing*. This marketing strategy Often applied by business people where they promote products or services and include as much information as possible that can provide understanding to potential customers which in turn can attract interest in making a purchase. In addition, they will also be part of a communication network with people through the internet or online (As'ad & Alhadid, 2014).

Not only *social media marketing*, there are other factors that can foster loyalty, namely the quality of service or *service quality* that shows the overall impression of the assessment made by customers of the products or services offered by the company (Hussain et al., 2015). So *service quality* This is the most important element that needs to be considered by each company to continue providing comfort and quality service so that consumers continue to be loyal to the company. Parasuraman (in Triyoga, 2015) states that the better the quality of services provided, the greater the possibility of satisfaction in consumers.

Then, other factors that can affect consumer loyalty are experience or *experience* (Griffin, 2013). Through application *experiential marketing*, companies can feel benefits such as establishing positive relationships between companies and consumers which ultimately fosters loyalty or loyalty. Experiential marketing can be defined as a step that companies apply not only to offer goods of good quality but also to provide emotional benefits in the form of memorable experience, namely through a memorable, unique experience, which consumers will not forget (Married and Married, 2016).

Furthermore, there is a lack of consistency in some findings in previous studies related to this phenomenon. Vinny & Hawigno (2021) through their research shows that *service quality* does not have a significant effect on *customer satisfaction*, but David Harianto (2013) found that *service quality* is able to significantly affect *customer satisfaction*. Then, Kuwat & Tribudiyatmanto (2021) through their findings stated that *experiential marketing* cannot explain *customer satisfaction*, different results were found by Wahyu Amrullah (2017) who found that *experiential marketing* significantly affects *customer satisfaction*. Regarding *social media marketing*, findings by Satrio Mulyo Purnomo (2013) revealed that *social media marketing* significantly does not affect *customer loyalty*, while research conducted by Dedi Hamartha (2022) shows that *social media marketing* significantly affects *customer loyalty*.

Next, the influence of *service quality* on *customer loyalty*, which in research conducted by Ika Nurul Febrianti (2020) shows that *service quality* does not have a positive influence on *customer loyalty*, contrary to the results found in Harmon Chaniago's research (2020) which shows *service quality* can affect *customer loyalty*. Furthermore, through their research, Kuwat & Tribudiyatmanto (2021) shows that *experiential marketing* has no effect on *customer loyalty*, while Astari Kirana (2021) shows that *experiential marketing* has a significant positive effect on *customer loyalty*. Finally, on the variable of satisfaction with loyalty, the findings obtained by Ayu Abriyanti (2015) suggest that *customer satisfaction* has no influence on *customer loyalty*, these findings contradict a study conducted by Satya Nitya (2019) where the findings of *customer satisfaction* can significantly affect *customer loyalty*.

Based on the phenomena described above, researchers feel interested in conducting research with the title "Building *Customer Loyalty* through *Customer Satisfaction* which Social Media Marketing, Service Quality, and Experiential Marketing influence".

Research Method

This study was conducted at Villa Kembali located at Jalan Sari Dewi No. 14D, Seminyak-Bali. Villa Kembali can be contacted through various means of communication, namely through the www.kembalivillas.com website, email info@kembalivillas.com, and telephone (0361) 737318. This location was chosen because of the current situation of the tourism sector in Seminyak, which has begun to experience congestion and a significant increase in the provision of villa lodging accommodation, as well as the increasingly fierce competition in the field of these services.

This phenomenon interests researchers to discover the factors that include social media marketing strategies, service quality, and experiential marketing in influencing customer satisfaction and *loyalty* at Villa Kembali. The population to be used in this study is each Villa Kembali consumer staying from September 2022 to February 2023. It obtained a population size of 271 people and an average of monthly guests for the previous six months.

**Table 1. Number of Guests Staying at Villa Kembali
September 2022 – February 2023**

| No | Month | Number of Guests Staying (person) | Number of Restay Guests (person) |
|---------|-----------|--------------------------------------|-------------------------------------|
| 1 | September | 277 | 194 |
| 2 | October | 264 | 185 |
| 3 | November | 253 | 177 |
| 4 | December | 281 | 197 |
| 5 | January | 285 | 200 |
| 6 | Pebruari | 266 | 186 |
| Sum | | 1.626 | 1.139 |
| Average | | 271 | 190 |

Source: Villa Kembali (March, 2023)

This study implements the Slovin formula because when determining samples, the number must represent the population so that the results of the study can be generalized and the calculation does not require a table of the number of samples, but can be carried out through simple formulas and calculations. The slovin formula for determining the sample is:

$$\text{Slovins: } n = \frac{N}{1 + N(e)^2} \quad e \dots\dots\dots (1)$$

Information:

- n = Sample size or number of respondents
- N = Total Population
- e = % slack, accuracy of sampling error;
- which is still tolerable (e value = 0.05 or 5%)

The total population in this study was 271 Villa Kembali consumers from September 2022-February 2023. Through the Slovin formula, the calculation:

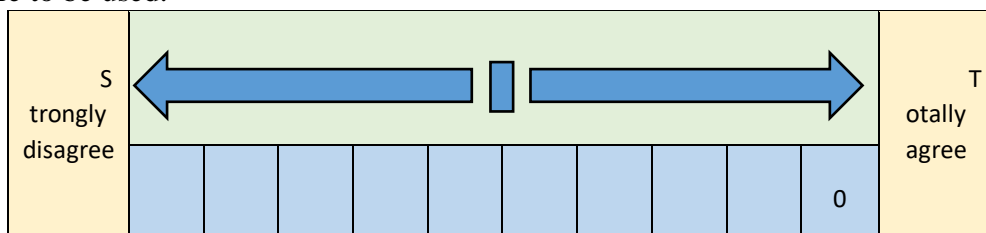
$$n = \frac{271}{1 + 271 (0,05)^2} \text{ rounded to } 161$$

With the calculation above, the sample in this study was 161 consumers. Respondents in this study were 161 consumers who stayed overnight during the study.

The data collection technique applied in this study is the distribution of questionnaires by utilizing *Google Form*. The distribution of this questionnaire will be carried out directly to 161 Villa Kembali consumers. Researchers utilize ordinal data on measurement scales in this study in the form of *semantic differential* developed by Osgood in (Suggestion, 2010). This scale is arranged on a continuum with a "very positive" answer to the right of the line and a "very negative" answer to the left of the line. In this study, respondents were able to provide answers in the range of 1 to 10, namely:

1. The further to the left of the respondent's answer (close to number 1) means strongly disagree (STS) with the statement.
2. The more to the right the respondent's answer (close to 10) means strongly agree (SS) with the statement.

The following will be presented *differential semantic scale scores* for assessment on the questionnaire to be used.



Result and Discussion

Result

This research was conducted at Villa Kembali, located in Jl. Sari Dewi No. 14 D, Seminyak-Bali. The population used in this study is all consumers who stayed at Villa Kembali from September 2022. The population in this study was 271 consumers. The sample determination was carried out through *the purposive sampling* method and with the Slovin formula, so that a total of 161 consumers had stayed at Villa Kembali. The collected data is sourced from the results of online questionnaire distribution through the *Google Form platform*. Participating respondents have completed a research statement and personal identity, including name, gender, age, and length of stay. The profiles of research respondents can be described in the table as follows:

Respondents by Gender

Table 2. Distribution of Respondents by Gender

| Gender | Number of Respondents | Percentage |
|--------|-----------------------|------------|
| Woman | 90 | 55,9% |
| Man | 71 | 44,1% |
| Total | 161 | 100% |

Source: Processed Primary Data, 2023

Gender in this study can be divided into two categories, namely female and male-foot. The results of the calculation of the frequency distribution of respondents, referring to Table 2, show that the participating respondents were dominated by Villa Kembali consumers, with a female gender consisting of 90 people or a percentage of 55.9%. While Villa Kembali consumers with male gender who participated in this study included 71 people or a percentage of 44.1%.

Respondents by age.

Table 3. Distribution of Respondents by Age

| Age | Number of Respondents | Percentage |
|-------------|-----------------------|------------|
| 20-25 Years | 49 | 30,4% |
| 26-30 Years | 9 | 5,6% |
| 31-35 Years | 80 | 49,7% |
| 36-40 Years | 8 | 4,8% |
| > 40 Years | 15 | 9,3% |
| Total | 161 | 100% |

Source: Processed Primary Data, 2023

The age in this study can be divided into several categories, namely consumers with an age range of 20-25 years, 26-30 years, 31-35 years, 36-40 years, and > 40 years. Based on the results of the calculation of the frequency distribution of respondents in Table 3, it can be seen that the majority of respondents who participated were Villa Kembali consumers with an age range of 31-35 years totaling 80 people or with a percentage of 49.7%. Then, respondents with an age range of 20-25 years totaled 49 people, or a percentage of 30.4%. The respondents over the age of 40 years are known to consist of 15 Villa Kembali consumers or with a percentage of 9.3%. While the minority of respondents who participated were consumers with an age range of 26-30 years consisting of 9 people and consumers aged 36-40 years consisting of 8 people.

Respondents by length of stay

Table 4. Distribution of Respondents by Length of Stay

| Length of Stay | Number of Respondents | Percentage |
|----------------|-----------------------|------------|
| 2 nights | 5 | 3,2% |
| 5 nights | 65 | 40,3% |
| >5 p.m. | 91 | 56,5% |
| Total | 161 | 100% |

Source: Processed Primary Data, 2023

The length of stay in this study can be divided into three categories, namely for 2 nights, 5 nights, and more than 5 nights. The results of the calculation of the frequency distribution of respondents in Table 4. show that more than 50% of participating respondents have stayed at Villa Kembali for more than 5 nights or with a percentage of 56.5%. Furthermore, followed by respondents who had stayed for 5 nights at Villa Kembali consisting of 65 people or with a percentage of 40.3%. The calculation of frequency distribution also shows that Villa Kembali consumers who only stay 2 nights consist of 5 people or with a percentage of 3.2%.

Descriptive Statistical Analysis

Descriptive Statistical Analysis is a test carried out by providing an overview or description of a data in research consisting of an average value (*mean*), standard deviation, maximum and minimum. Descriptive statistics aims to describe data into information that is easy to understand (Suggestion, 2019). To test descriptive statistics in this study was carried out with the help of the SPSS program (*Statistic Package of Social Science*) for Windows. The results of descriptive statistical testing can be shown as follows:

Table 5. Descriptive Statistical Test Results

| | N | Min | Max | Mean | Std. Deviation |
|-------------------------------|----|-----|-----|-------|----------------|
| <i>Customer Loyalty</i> | 61 | 4 | 40 | 31.11 | 9.219 |
| <i>Customer Satisfaction</i> | 61 | 7 | 50 | 41.13 | 10.402 |
| <i>Social Media Marketing</i> | 61 | 7 | 50 | 38.87 | 10.685 |
| <i>Service Quality</i> | 61 | 7 | 50 | 40.29 | 11.105 |
| <i>Experiential Marketing</i> | 61 | 6 | 50 | 39.55 | 11.783 |
| <i>Valid N (listwise)</i> | 61 | | | | |

Source: Processed Primary Data, 2023

Table 5. shows the descriptive statistical analysis results conducted with the help of SPSS software. Customer *loyalty* variables include four indicators, namely LOY1, LOY2, LOY3, and LOY4. Overall, the *customer loyalty* construct obtained the highest score of 40 with the lowest value of 4. With reference to the 10-point Likert scale, it can be calculated that this construct has the highest value with a scale of 10 and the lowest value with a scale of 1. Table 5. also shows that the mean obtained is 31.11 with a standard deviation with a score of 9.219.

The customer satisfaction variable has five indicators, namely SAT1, SAT2, SAT3, SAT4, and SAT5. Overall, the *customer satisfaction* construct obtained the highest score of 50 with the smallest value of 7. With reference to the 10-point Likert scale, it can be calculated that this construct has the highest value with a scale of 10 and the lowest value with a scale of 1. Table 5. also explains that the mean value obtained is 41.13 and the standard deviation with a score of 10.402

Social media marketing variables are composed of five indicators, namely SMM1, SMM2, SMM3, SMM4, and SMM5. Overall, *the social media marketing* construct obtained a maximum score of 50 with a minimum value of 7. With reference to the 10-point Likert scale, it can be calculated that this construct has the highest value with a scale of 10 and the lowest value with a scale of 1. Table 5. also shows that *the social media marketing* construct obtained a mean value of 38.87 and a standard deviation with a score of 10.685.

Service *quality* variables include five indicators, namely SQ1, SQ2, SQ3, SQ4, and SQ5. Overall, the *service quality* construct obtained the highest score of 50 with the lowest score of 7. With reference to the 10-point Likert scale, it can be calculated that this construct has the highest value with a scale of 10 and the lowest value with a scale of 1. Table 4.6 also shows that the mean obtained is 40.29 with a standard deviation with a score of 11.105

Experiential marketing *variables* have five indicators, namely EM1, EM 2, EM 3, EM 4, and EM5. Overall, *the Experiential marketing* construct obtained the highest score of 50 with the smallest value of 6. With reference to the 10-point Likert scale, it can be calculated that this construct has the highest value with a scale of 10 and the lowest value with a scale of 1. Table 5. also explains that the mean value obtained is 39.55 and the standard deviation with a score of 11.783.

Inferential Statistical Analysis

Questionnaires that have been collected and filled out completely will then be analyzed using *SmartPLS software*. This study analyzed the data through the PLS-SEM (*Partial Least Squares-Structural Equation Model*) approach. The hypothesis will be tested through the SEM approach because this research used a causality or influence relationships model.

PLS is also said to be an analytical method that *powerfull* where this method is not based on many assumptions / conditions, the data does not have to be normally distributed, where the data in the PLS approach is the data that *free distribution* (freely distributed). There are several stages carried out in the SEM-PLS approach, namely validity and reliability tests through testing *outer model* While the structural model is tested through analysis *inner model* to see the relationship between latent variables (Jena, 2020; Salisu, 2020).

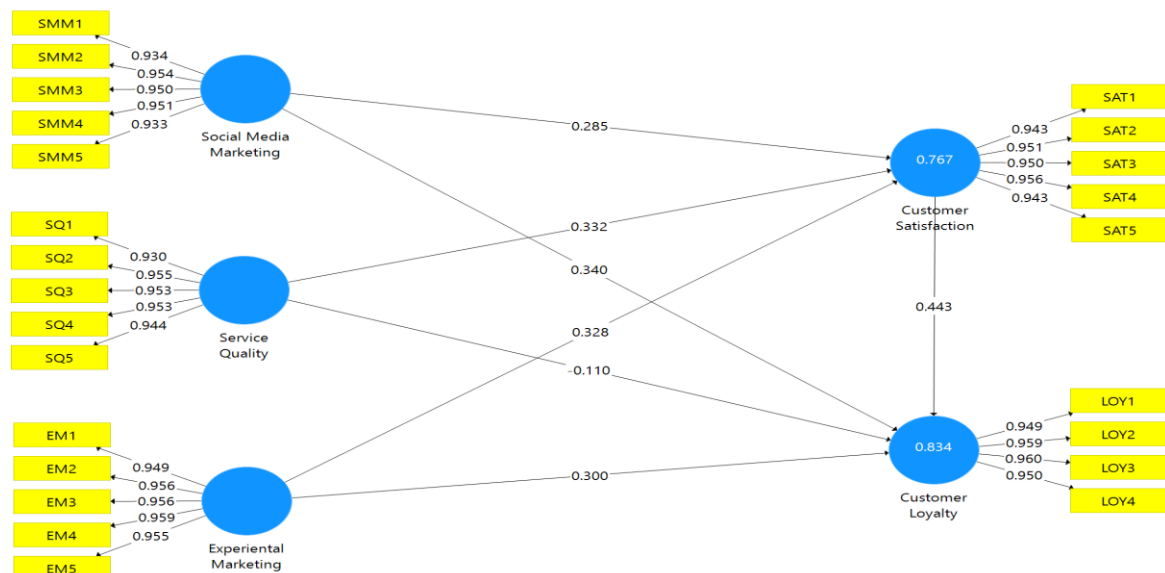


Figure 1. Output Outer Model PLS

Figure 1. shows the results of *outer model calculation* with the help of SmartPLS 3.2.9 software. Based on Figure 1, the structural equation referring to *the path coefficient* can be written as follows:

1. $Z = \beta_{1X1} + \beta_{2X2} + \beta_{3X3} + e_1$
 $Z = 0,285X1 + 0,332X2 + 0,328X3 + e_1$
2. $Y = \beta_{4X1} + \beta_{5X2} + \beta_{6X3} + \beta_{7Z} + e_2$
 $Y = 0,340X1 - 0,110X2 + 0,300X3 + 0,443Z + e_2$

Measurement Evaluation (Outer Model)

The first stage is to conduct a test *measurement model (Outer Model)* i.e. by testing each indicator's construct validity and reliability (Main, 2018:237). Hair et.al (2013) revealed that testing *outer model* Intended to explain the relationship between latent variables / constructs with each indicator.

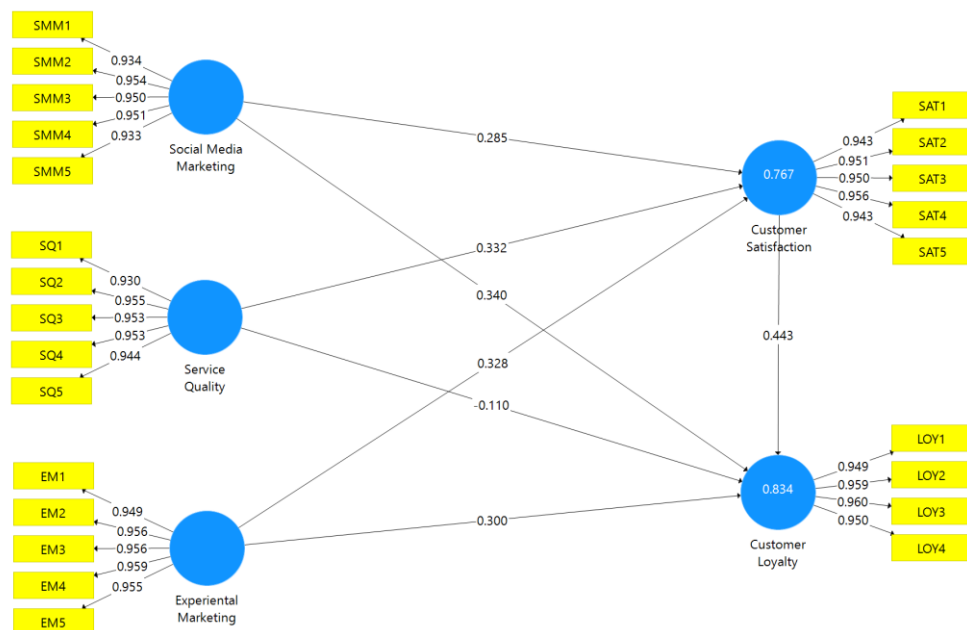


Figure 2. Outer Model PLS

Inner Model Evaluation

Hair et.al (2013) revealed that *the inner model* is used to test the relationship between constructs / variables that have been previously hypothesized. *Inner model* testing in PLS is evaluated by several methods, namely coefficient of determination analysis (R²), *effect size* analysis (F²), *predictive relevance* analysis (Q²), and hypothesis testing through path coefficient values, t-statistical values, and *p-values*.

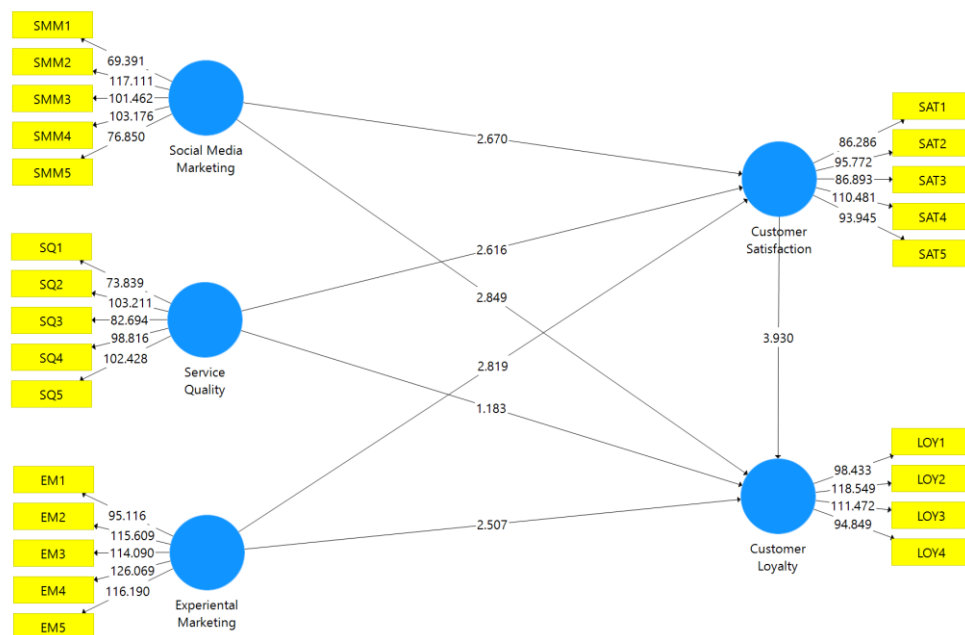


Figure 3. Output Inner Model PLS

Test Coefficient of Determination (R²)

Hair et.al (2013) states that the determination of the R-square value is intended to explain the influence of a variable on other variables, whether they are in the research construct or not. The test criteria for the coefficient of determination can be seen through the R-square value of 0.75; 0.50; 0.25, defined as the prediction power of large, moderate, and small. The higher the R-square value means the better the prediction model of the research model is peddling. The R² results can be seen in the table below:

Table 6. Test result Ra-Squire

| | <i>R Square</i> | <i>R Square Adjusted</i> |
|------------------------------|-----------------|--------------------------|
| <i>Customer Loyalty</i> | 0.834 | 0.830 |
| <i>Customer Satisfaction</i> | 0.767 | 0.763 |

Source: Processed Primary Data, 2023

Table 6. describes the results of testing the coefficient of determination through the R² value. First, the results of the analysis showed that the customer loyalty variable obtained an R² value with a score of 0.834 or indicated that *the customer loyalty* variable could be predicted by 83.4% by the variables of social media marketing, service quality, experiential marketing, and consumer satisfaction (*customer satisfaction*). The results show that the model's prediction power can be categorized as high because it is in the range above 0.75. The results of the R² analysis also showed that other external factors can predict 0.166 or 16.6% of the variation in customer loyalty variables.

Second, the results of the analysis showed that the customer satisfaction variable obtained an R² value with a score of 0.767 or indicated that *the customer satisfaction* variable could be predicted by 76.7% by the variables of social media marketing, service quality, and experiential marketing). The results show that the model's prediction power can be categorized as strong because it is in the

range above 0.75. The results of the R2 analysis also show that other external factors can predict 0.233 or 23.3% of the variation in customer satisfaction variables.

Test Effect Size (F2)

Testing *effect size* or F2 is intended to measure the strength or weakness of relationships between latent variables. In this study, *effect size* can be classified into several categories, namely F2 values > 0.35 can be stated that the relationship between latent variables is strong, F2 values in the range of 0.15 – 0.35 can be declared medium, and F2 values in the range of 0.02-0.15 can be categorized as weak (Cohen et al., 2010; Henseler et al., 2015). The F2 results can be seen in the table below:

Table 7. Test result F-Squire

| | Customer Loyalty | Customer Satisfaction | Experiential Marketing | Service Quality | Social Media Marketing |
|------------------------|------------------|-----------------------|------------------------|-----------------|------------------------|
| Customer Loyalty | | | | | |
| Customer Satisfaction | 0.274 | | | | |
| Experiential Marketing | 0.150 | 0.146 | | | |
| Service Quality | 0.017 | 0.127 | | | |
| Social Media Marketing | 0.196 | 0.110 | | | |

Source: Processed Primary Data, 2023

Table 7. shows the results of *effect size testing* through F2 values obtained between latent variable relationships. Based on the results of data analysis, it is known that the strength of the relationship between customer loyalty variables and customer satisfaction can be categorized as moderate because of the F2 value of 0.274 which is in the range of 0.15 – 0.35. The same thing was also obtained in the relationship between experience-based marketing variables (*Experiential marketing*) and customer satisfaction (*customer satisfaction*) which obtained an F2 value with a score of 0.150 and between marketing variables through social media (*social media marketing*) with customer loyalty (*customer loyalty*) with an F2 of 0.196 which is in the range of 0.15 – 0.35. Table 7. also explains that the strength of the relationship between other latent variables can be categorized as weak because the F2 value is in the range of 0.02 – 0.15.

Test Predictive Relevance (Q2)

Test *predictive relevance* or Q2 is intended to measure whether the observed values can be reconstructed properly and measure the model's predictive relevance level. The Q2 value can be calculated manually through the R2 value that has been obtained. The criteria in this test are, Q2 > 0 values indicate that the values that have been observed have been reconstructed properly. While the value Q2 < 0 shows no predictive relevance in the research model (Sarwono, 2018:347). The Q2 results can be seen in the table below:

$$Q2 = 1 - (1 - Ra_{21}) (1 - Ra_{22})$$

$$Q2 = 1 - (1 - 0,834) (1 - 0,767)$$

$$Q2 = 1 - (0,166) (0,233)$$

$$Q2 = 1 - 0,039$$

$$Q2 = 0,961$$

Q2 = 96,1%

The results of Q2 calculations carried out manually show that the *predictive relevance* value obtained is 0.961 or 96.1%. A Q2 value of 96.1% indicates that there is a diversity of data that the model of 96.1% can explain.

Test Hypoplant

Hypothesis testing in this study is carried out through the procedure *bootstrapping*, for which a direct effect test will be performed (*direct effect*) (Adelekan et al., 2018). The reference used for hypothesis decision making is to look at the value of the path coefficient (*original sample*), t-statistical values, and values *p-value*. A relationship between latent variables can be said to be significant if the value of the t-statistic obtained is greater than 1.65 and the value of *p-values* smaller than 0.05 for hypotheses *one-tailed*. The results of the hypothesis test can be seen in the table as follows:

Table 8. Results of *Bootstrapping* Direct Influence

| | <i>Original Sample</i> | <i>T Statistics</i> | <i>P Values</i> | Information |
|--|----------------------------|-------------------------|---------------------|---------------------|
| Social Media Marketing → Customer Satisfaction | 0.285 | 2.670 | 0.004 | Accepted Hypothesis |
| Service Quality → Customer Satisfaction | 0.332 | 2.616 | 0.005 | Accepted Hypothesis |
| Experiential Marketing → Customer Satisfaction | 0.328 | 2.819 | 0.003 | Accepted Hypothesis |
| Social Media Marketing → Customer Loyalty | 0.340 | 2.849 | 0.002 | Accepted Hypothesis |
| Service Quality → Customer Loyalty | -0.110 | 1.183 | 0.119 | Hypothesis Rejected |
| Experiential Marketing → Customer Loyalty | 0.300 | 2.507 | 0.006 | Accepted Hypothesis |
| Customer Satisfaction → Customer Loyalty | 0.443 | 3.930 | 0.000 | Accepted Hypothesis |

Source: Processed Primary Data, 2023

Table 8. presents the results of testing the PLS hypothesis through *bootstrapping* procedures that produce *direct effect output*. The interpretation of each relationship between latent variables can be explained as follows:

Correlation between *Social Media Marketing* and *Customer Satisfaction*

The first hypothesis reads "*social media marketing* has a positive and significant effect on *customer satisfaction*". The hypothesis test results, referring to Table 8, show that a positive path coefficient value of 0.285 was obtained. The t-statistic and *p-values* obtained were 2.670 (> 1.65) and

0.004 (< 0.05) respectively. The conclusion that can be drawn is that it has been proven that the finding of a positive and significant relationship in *social media marketing* variables to *customer satisfaction*. In other words, the first hypothesis is acceptable.

Correlation between *Service Quality* and *Customer Satisfaction*

The second hypothesis reads "*service quality* has a positive and significant effect on *customer satisfaction*". The hypothesis test results, referring to Table 8, show that a positive path coefficient value of 0.332 was obtained. The t-statistic and *p-values* obtained were 2.616 (> 1.65) and 0.005 (< 0.05) respectively. The conclusion that can be drawn is that it has been proven that there is a positive and significant relationship between the variable of service quality and *customer satisfaction*. In other words, the second hypothesis is acceptable.

Correlation between *Experiential Marketing* and *Customer Satisfaction*

The third hypothesis reads "*Experiential marketing* has a positive and significant effect on *customer satisfaction*". The hypothesis test results referring to Table 8 show that a positive path coefficient value of 0.328 is obtained. The t-statistic and *p-values* obtained were 2.819 (> 1.65) and 0.003 (< 0.05), respectively. The conclusion that can be drawn is that it has been proven that there is a positive and significant relationship between the experiential marketing variable and *customer satisfaction*. In other words, the third hypothesis is acceptable.

Correlation between *Social Media Marketing* and *Customer Loyalty*

The fourth hypothesis reads "*social media marketing* has a positive and significant effect on *customer loyalty*". The hypothesis test results referring to Table 8 show that a positive path coefficient value of 0.340 is obtained. The t-statistic and *p-values* obtained were 2.849 (> 1.65) and 0.002 (< 0.05) respectively. The conclusion that can be drawn is that it has been proven that the finding of a positive and significant relationship in *social media marketing* variables to *customer loyalty*. In other words, the fourth hypothesis is acceptable.

Correlation between *Service Quality* and *Customer Loyalty*

The fifth hypothesis reads "*service quality* has a positive and significant effect on *customer loyalty*". The hypothesis test results, referring to Table 4.14, show that a negative path coefficient value of -0.110 was obtained. The t-statistic and *p-values* obtained were 1.183 (< 1.65) and 0.119 (> 0.05) respectively. The conclusion that can be drawn is that it has been proven that there is a negative and insignificant relationship between the variable of service quality and *customer loyalty*. In other words, the fifth hypothesis is rejected. This is because Villa Kembali is a *private villa where there is limited interaction between waiters and guests who stay, and the stay only lasts less than 30 minutes*. The reasons that cause less interaction are as follows:

1. There is a Room only category option, where guests are not willing to have breakfast at the villa due to the guest's busy activity time in the morning and to reduce villa payment costs.
2. Consumers who stay have a high desire for privacy, so access to the villa becomes very limited, causing personal communication between waiters and guests to be inaccessible.
3. The dominant time of adventure activities in the morning so that at breakfast time where the hour is the most time to provide opportunities for direct service to consumers is limited because consumers are no longer in the villa and will only return at night.

Correlation between *Experiential Marketing* and *Customer Loyalty*

The sixth hypothesis reads "*Experiential marketing* has a positive and significant effect on *customer loyalty*". The hypothesis test results, referring to Table 8, show that a positive path coefficient value of 0.300 was obtained. The t-statistic and *p-values* obtained were 2.507 (> 1.65) and

0.006 (< 0.05) respectively. The conclusion that can be drawn is that it has been proven that there is a positive and significant relationship between the experiential marketing variable and *customer loyalty*. In other words, the sixth hypothesis is acceptable.

Correlation between *Customer Satisfaction* and *Customer Loyalty*

The seventh hypothesis reads "*customer satisfaction* has a positive and significant effect on *customer loyalty*". The hypothesis test results, referring to Table 8, show that a positive path coefficient value of 0.443 was obtained. The t-statistic and *p-values* obtained were 3.930 (> 1.65) and 0.000 (< 0.05) respectively. The conclusion that can be drawn is that it has been proven that a positive and significant relationship was found in the variable *customer satisfaction* with *customer loyalty*. In other words, the seventh hypothesis is acceptable.

Discussion

Correlation between *Social Media Marketing* and *Customer Satisfaction*

The findings in this study successfully prove that social media marketing (*social media marketing*) can positively and significantly influence customer satisfaction (*customer satisfaction*) at Villa Kembali. This finding can support some of the results of previous research conducted by Fajri & Ma'ruf (2018) which also succeeded in proving that *social media marketing* has a positive effect on *customer satisfaction*. Furthermore, a study conducted by Wibowo et al (2022) also found that there is a positive and significant influence on the relationship *between social media marketing* and *customer satisfaction*. The significant relationship between social media marketing and consumer satisfaction indicates that social media has an important role in determining the success of the business, one of which is by creating satisfied consumers.

Companies today are increasingly required to start utilizing social media in carrying out their marketing activities, building good relationships with consumers, and making social media a forum for consumer aspirations to help businesses present solutions that can meet consumer needs or desires. This activity can ultimately increase consumer satisfaction with the company.

Correlation between *Service Quality* and *Customer Satisfaction*

The findings in this study proved that service quality can have a positive and significant influence on customer satisfaction at Villa Kembali. The results of this study can be supported by several previous studies, one of which was conducted by Harianto (2013), which succeeded in finding that there is a positive and significant influence on *service quality* on *customer satisfaction*.

Satya Nitya (2019) in her research also proved that the better the quality of service provided to consumers will create a sense of satisfaction in their minds. In this case, it can be understood that quality service will cause consumers satisfaction towards Villa Kembali. In other words, service quality can be used as one of the benchmarks in the company's success, where companies that are able to provide quality service will be able to increase customer satisfaction so that consumers tend to come back to the company and recommend to other consumers.

Correlation between *Experiential Marketing* and *Customer Satisfaction*

The results of the data analysis have proven that experiential marketing can positively and significantly influence customer satisfaction at Villa Kembali. This study's results were in line with research conducted by Wahyu Amrullah (2017) which revealed that *experiential marketing* can have a positive and significant influence on *customer satisfaction*. In his study, Haridani Permata Sari (2021) also found a positive and significant influence on experience-based marketing relationships on consumer satisfaction. In other words, it can be understood that experience-based marketing

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strategies that can be implemented properly are proven to be able to increase customer satisfaction. This finding can strengthen the theory put forward by Schmitt which reveals that marketing activities through providing a unique experience for consumers by activating the five consumer senses, behaviors, feelings, thoughts, and social interactions are proven to touch the hearts of consumers so as to create a sense of satisfaction in consumers.

Correlation between *Social Media Marketing* and *Customer Loyalty*

The findings in this study successfully prove that social media marketing is able to have a positive and significant influence on consumer loyalty (*customer loyalty*) at Villa Kembali. The results of this study were in line with the results of Hamartha (2022) research which proved that *social media marketing* has a positive effect on *customer loyalty*. In his study, Dimas Eka Pratama (2016) found that marketing through social media can impact increasing consumer loyalty. In this case, it can be understood that marketing activities through social media that can be implemented properly by the company will be able to have an impact on the higher the level of consumer loyalty.

Companies that are able to build good relationships with consumers through social media can indirectly increase consumer loyalty to the company. Interactions established in social media between consumers and companies such as responding to advertisements or uploaded photos will encourage consumer loyalty with the brand. This is what will ultimately build consumer loyalty that continues to grow (Nugroho, 2020; Nadeem, 2015).

Correlation between *Service Quality* and *Customer Loyalty*

The findings in this study proved that service quality can have a negative and insignificant influence on customer loyalty at Villa Kembali. The results of this study were not in line with the results of the Harmon Chaniago study (2020), which proved that *service quality* has a positive effect on *customer loyalty*. This finding is also unable to strengthen the results of the Fradisa et al (2022) study which revealed that better service quality can encourage consumer loyalty.

This is because Villa Kembali is a *private villa where there is limited interaction between waiters and guests who stay, and the stay only lasts less than 30 minutes*. The reasons that cause less interaction are as follows:

1. There is a Room only category option, where guests are not willing to have breakfast at the villa due to the guest's busy activity time in the morning and to reduce villa payment costs.
2. Consumers who stay have a high desire for privacy, so access to the villa becomes very limited, causing personal communication between waiters and guests to be inaccessible.
3. The dominant time of adventure activities in the morning so that at breakfast time where the hour is the most time to provide opportunities for direct service to consumers is limited because consumers are no longer in the villa and will only return at night.

Correlation between *Experiential Marketing* and *Customer Loyalty*

The results of the data analysis have proven that experiential marketing can positively and significantly influence customer loyalty at Villa Kembali. The results can be supported by several previous studies, one of which was conducted by Astari Kirana (2021), which found that *experiential marketing* positively affects *customer loyalty*. Furthermore, in his research, Haridani Permata Sari (2021) proved that experience-based marketing can increase consumer loyalty.

In this case, it can be understood that well-executed experience-based marketing is proven to be able to create loyal consumers. By providing experience-based services with an emphasis on creating emotional bonds with consumers, it will indirectly increase consumer loyalty to the company. A well-implemented experience-based marketing strategy can certainly have an impact on establishing

good and harmonious relationships with consumers. A close bond between the company and consumers can be a determinant of the company's success in creating loyal customers, such as the desire of consumers to come back, make repeat purchases, or recommend to other consumers.

Correlation between Customer Satisfaction and Customer Loyalty

The findings in this study proved that customer satisfaction can positively and significantly influence customer loyalty at Villa Kembali. The results of this study are able to strengthen the findings of Satya Nitya (2019), who also succeeded in proving that consumer satisfaction is one of the main factors that can increase loyalty. In her study, Ika Nurul Febrianti (2020) also proved that consumers who are satisfied with the company tend to be loyal to the company. In this case, it can be understood that the satisfaction that arises in the minds of consumers will indirectly create loyalty that can develop over time.

Satisfaction can basically be created by providing services that make consumers feel comfortable and by providing products or services that meet the wants and needs of consumers. Satisfied consumers are more likely to make repeat purchases regularly or recommend to other consumers (Griffin, 2013). Thus, it is very important for companies to be able to provide products or services, and also provide services that are able to meet consumer expectations or expectations in order to increase satisfaction which then has an impact on increasing consumer loyalty. Their loyalty to the company can be shown through their desire to return and recommend to others (Wartini & Utami, 2015).

Conclusion

Referring to the results of research and discussion, the following conclusions can be drawn: Social media marketing was found to positively and significantly influence customer satisfaction. In this case, well-executed social media marketing can increase satisfaction in the minds of consumers. Service quality was found to positively and significantly influence customer satisfaction. In this case, quality service can increase consumer satisfaction. Experiential marketing was found to positively and significantly influence customer satisfaction. In this case, an appropriately implemented experience-based marketing strategy will be able to create consumer satisfaction. Social media marketing has been found to positively and significantly influence customer loyalty. In this case, social media marketing that is done well, especially in establishing relationships with consumers, will be able to increase consumer loyalty. Service Quality was found to have a negative and insignificant influence on Customer Loyalty. In this case, quality service is not a determinant of consumer loyalty. Experiential marketing is found to have a positive and significant influence on customer loyalty. In this case, a well-executed experience-based marketing strategy can create loyal consumers to the company. Customer satisfaction was found to positively and significantly influence customer loyalty. In this case, satisfied consumers with the company can increase loyalty in consumers.

Suggestion

The suggestions that can be given based on the discussion and conclusions of this study are as follows:

1. Villa Kembali management can strive to implement more effective marketing through the use of social media to attract consumers to purchase products or services, one of which is to stay at the villa. Villa Kembali management can create attractive promotions or interesting content that is equipped with reliable and accurate information to increase consumer interest in lodging.

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2. The management of Villa Kembali can strive to provide good quality and guaranteed service for visiting guests. The management can provide adequate facilities to improve and foster a sense of comfort in the minds of consumers so that this will continue to encourage consumers to return to visit. Good facilities can also be provided by always meeting the needs and desires of the guests.
3. Villa Kembali management can strive to implement experience-based marketing through interior design updates to increase customer comfort and increase interest in returning visits.
4. Future studies are expected to be able to use a larger and wider population and sample so as to provide new findings related to factors that can affect consumer satisfaction and loyalty. Further studies are expected to be able to re-examine factors that have not been studied such as brand image, trust, or other factors to provide new understanding for literature and can conduct research through a qualitative approach to provide in-depth and detailed exposure.

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This section can be written in case there are certain parties need to be acknowledged, such as research sponsors. The acknowledgment must be written in brief and clear. In addition, avoid hyperbole acknowledgment.

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