# Bistek 2026-1-Visitor

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**Improving the Quality of Hotel Visitor Services at three- to five-star hotels in Bandung**

Abstract

This research addresses the critical issue of suboptimal service quality in three- to five-star hotels in Bandung. The study aims to investigate the relationship between service quality and visitor loyalty among these hotels. Data collected from a survey of 210 visitors, all of whom have visited at least three times, is employed to test the research hypotheses. The analysis utilizes Structural Equation Modeling with Partial Least Squares (PLS SEM) to evaluate the data. The findings reveal that interaction quality, physical environment quality, and outcome quality significantly impact visitor satisfaction and loyalty. This study is novel in highlighting specific aspects of service quality that directly enhance customer satisfaction in the hotel sector. The implications of this research suggest that hotel management should focus on improving these service quality dimensions to foster greater customer loyalty and satisfaction, ultimately leading to better business performance.

Keywords: Service Quality, Satisfaction, Visitor.

**Introduction**

The hospitality sector is increasingly competitive, making the quality of service in hotels an essential factor for success. Given the rise in customer expectations, especially among three- to five-star establishments, it is vital to understand the dynamics that enhance visitor satisfaction. Research highlights that service quality significantly influences not only guest satisfaction but also loyalty and overall experience (Hussain et al., 2023). Previous studies have pointed to various aspects of service quality that impact customer perception. For instance, Igreja et al. (2022) discuss how perceived service quality in unique management contexts can shape visitor experiences. This indicates that understanding the specific needs and expectations of guests can lead to improved service offerings. Additionally, Souki et al. (2024) emphasize the emotional, cognitive, and behavioral repercussions of hotel guests' experiences, illustrating that emotional engagement plays a crucial role in customer satisfaction and loyalty. Moreover, An and Ozturk (2022) investigate how user-generated content, such as photos from previous guests, influences perceptions of service quality and booking intentions. This underscores the importance of building a strong brand image and delivering high-quality service to foster positive customer experiences.

The existing literature on service quality and visitor loyalty in three- to five-star hotels presents several insights into consumer behavior and experience attributes, but notable research gaps remain. For instance, Tabaeeian et al. (2023) explore the dynamics of host-tourist interactions within ecotourism, emphasizing the role of relationship quality and perceived service quality. However, this research primarily focuses on ecotourism contexts and does not directly address the unique challenges faced by upscale hotel environments, where expectations for service

quality are markedly higher. Wong and Chan (2023) examine service quality dimensions in peer-to-peer accommodations, highlighting experience attributes that influence customer satisfaction. While their findings are relevant to alternative lodging options, they do not apply directly to the service quality frameworks of traditional hotels, particularly the three- to five-star segment, where consistent service delivery is critical. Additionally, Camilleri and Filieri (2023) discuss customer satisfaction and loyalty in relation to online reviews, indicating the significant impact of digital feedback on revisit intentions. However, this area has yet to be thoroughly incorporated into the service quality models for hotels, where face-to-face interactions are critical. Tiwari and Mishra (2023) address how pandemic-related safety expectations affect guests' experiences, yet their focus is limited to health and safety dimensions rather than the broader construct of overall service quality, leaving a gap in understanding how various quality factors contribute to visitor loyalty. Lastly, Kim et al. (2025) explore perceptions of disability employment in the hospitality sector but do not specifically link these factors to service quality and its effect on guest loyalty. Thus, there is a need for focused research that comprehensively examines how various service quality dimensions specifically influence visitor loyalty in three- to five-star hotels, integrating insights from recent findings while addressing the unique characteristics of this sector. This gap presents an opportunity for future research to develop a more nuanced understanding of service quality dynamics within upscale hotel environments. The study aims to investigate the relationship between service quality and visitor loyalty among these hotels.

**Methods**

This research employs a survey method to collect data regarding service quality and visitor loyalty among three-, four-, and five-star hotel guests. A total of 210 respondents are selected, all of whom meet the criterion of having stayed at the hotel at least three times. The study focuses on several key variables: service quality, which includes the quality of interaction, the physical environment, and the outcome; as well as visitor satisfaction and intention to visit again. Quality of Interaction assesses the interpersonal interactions between hotel staff and guests, including communication effectiveness, friendliness, and responsiveness. Physical Environment encompasses the tangible aspects of the hotel experience, such as cleanliness, ambiance, and comfort of the facilities. Outcome Quality evaluates the overall results of the service provided, including satisfaction with the hotel stay and value for money.

To ensure the validity and reliability of the data, quality checks will be implemented, including tests for internal consistency and construct validity. Data analysis is conducted using Structural Equation Modeling with Partial Least Squares (PLS SEM), which enables the examination of complex relationships between the variables and the assessment of their direct effects on visitor loyalty. This methodological approach is suited to explore the multi-dimensional nature of service quality and its impact on customer satisfaction and retention in the hospitality sector.

**Result and Discussion**

The analysis of reliability and validity for the constructs in this study indicates strong measurement properties as shows at table 1. Specifically, all constructs exhibit acceptable Cronbach's Alpha (CA) values, with X1 at 0.794, X2 at 0.810, X3 at 0.730, Y at 0.786, and Z at 0.857. These values suggest that each set of items consistently reflects the underlying latent variable. The Average Variance Extracted (AVE) also supports the validity of the constructs, as all AVE values exceed the acceptable threshold of 0.50. X1 has an AVE of 0.528, X2 at 0.654, X3 at 0.579, Y at 0.515, and Z at 0.874, demonstrating that each construct explains a significant portion of the variance associated with its items. Collectively, these reliability and validity metrics indicate a robust framework for measuring the constructs in this research. The strong internal consistency reflected in the CA values and the sound convergent validity demonstrated by the AVE suggest that the measurement model is well-suited for further analysis.

Table 1. Validity and Reliability testing.

| X1 | X2 | X3 | Y | Z | AVE | CA |
|---|---|---|---|---|---|---|
| 0.742 | | | | | | |
| 0.810 | | | | | 0.528 | 0.794 |
| 0.788 | | | | | | |
| 0.531 | | | | | | |
| | 0.838 | | | | | |
| | 0.902 | | | | 0.654 | 0.810 |
| | 0.882 | | | | | |
| | 0.565 | | | | | |
| | | 0.810 | | | | |
| | | 0.633 | | | 0.579 | 0.730 |
| | | 0.825 | | | | |
| | | | 0.661 | | | |
| | | | 0.783 | | 0.515 | 0.786 |
| | | | 0.699 | | | |
| | | | 0.722 | | | |
| | | | | 0.924 | 0.874 | 0.857 |
| | | | | 0.946 | | |

Table 2 Discriminant Validity -FL Criterion

| | X1. | X2. | X3. | Y | Z |
|---|---|---|---|---|---|
| X1. | 0.846 | | | | |
| X2. | 0.712 | 0.808 | | | |
| X3. | 0.730 | 0.585 | 0.791 | | |
| Y | 0.844 | 0.684 | 0.785 | 0.718 | |
| Z | 0.460 | 0.404 | 0.539 | 0.669 | 0.935 |

In the table 2 provided correlation matrix, the diagonal values represent the square root of the AVE for each construct. For instance, the square root of the AVE for X1 is 0.846, X2 is 0.808,

X3 is 0.791, Y is 0.844, and Z is 0.935. These values compare against the off-diagonal correlations. Assessing the correlations, we see that X1 (0.846) exceeds its correlations with X2 (0.712), X3 (0.730), Y (0.844), and Z (0.460), confirming discriminant validity. Similarly, X2 (0.808) is greater than its correlations with X1 (0.712), X3 (0.585), Y (0.684), and Z (0.404). X3 (0.791) surpasses its correlations with X1 (0.730), X2 (0.585), Y (0.785), and Z (0.539). For Y (0.844), it is greater than the correlations with X1 (0.844), X2 (0.684), X3 (0.785), and Z (0.669). Lastly, Z (0.935) exceeds its correlations with X1 (0.460), X2 (0.404), X3 (0.539), and Y (0.669). Thus, the analysis using the FL criterion confirms that each construct maintains discriminant validity, suggesting that the constructs measure unique aspects of the overall model.

Table 3. path analysis results

| Path | Value | mean | ST.DEV | P values | VIF | Sig. |
|---|---|---|---|---|---|---|
| X1. -> Y | 0.505 | 0.503 | 0.062 | 0.000 | 2.910 | Significant |
| X2. -> Y | 0.123 | 0.124 | 0.047 | 0.009 | 2.065 | Significant |
| X3. -> Y | 0.344 | 0.345 | 0.050 | 0.000 | 2.183 | Significant |
| Y -> Z | 0.669 | 0.669 | 0.041 | 0.000 | 2.183 | Significant |
| R Square | | | | | | |
| Y | 0.780 | | | | | |
| Z | 0.448 | | | | | |

The table 3, path analysis results provide valuable insights into the relationships among the constructs in the study. The coefficients indicate the strength and direction of the relationships between service quality dimensions (X1, X2, X3), visitor satisfaction (Y), and visitor loyalty (Z).

The analysis reveals a clear relationship between the examined variables. The coefficient from interaction quality (X1) to visitor satisfaction (Y) stands at 0.505, paired with a p-value of 0.000. This strong statistic indicates a significant positive effect, highlighting that the quality of interaction plays a major role in enhancing visitor satisfaction. In contrast, the relationship between the physical environment (X2) and visitor satisfaction (Y) yields a lower coefficient of 0.123, though it still reaches statistical significance with a p-value of 0.009. This result demonstrates that while the physical environment does contribute to visitor satisfaction, its influence is notably less impactful than that of interaction quality.

Looking at outcome quality (X3), it shows a considerable coefficient of 0.344 and a p-value of 0.000, which reflects a significant positive impact on visitor satisfaction (Y). This suggests that the outcomes achieved also resonate strongly with visitors, further enhancing their overall satisfaction. The connection from visitor satisfaction (Y) to visitor loyalty (Z) presents a strong coefficient of 0.669, accompanied by a p-value of 0.000. This finding indicates that as visitor satisfaction increases, so does the likelihood of their loyalty, underscoring the importance of ensuring a positive experience to foster long-term relationships with visitors.

The R Square values indicate that visitor satisfaction (Y) explains 78% of the variance in visitor loyalty (Z), while the factors contributing to visitor satisfaction (Y) account for 44.8% of the variance explained by service quality dimensions (X1, X2, and X3). Based on these results, we can accept all hypotheses:

H1 (X1 -> Y) Supported, significant positive impact of interaction quality.

H2 (X2 -> Y) Supported, significant but weaker impact of physical environment.

H3 (X3 -> Y) Supported, significant positive effect of outcome quality.

H4 (Y -> Z) Supported, significant positive impact of visitor satisfaction on loyalty.

Overall, the findings confirm the importance of service quality dimensions in enhancing visitor satisfaction and loyalty within three- to five-star hotels, providing actionable insights for hotel management strategies.

The research on service quality and visitor loyalty in hotels underscores the intricate relationship between various service dimensions and customer loyalty outcomes. Anabila et al. (2022) demonstrate that in Ghana's hotel industry, service quality significantly influences customer loyalty, with satisfaction and delight acting as crucial mediators. This indicates that delivering high-quality service fosters customer satisfaction, which in turn enhances loyalty. Similarly, Ashraf et al. (2026) explore how integrating technological amenities with service quality can lead to increased customer satisfaction, ultimately bolstering loyalty and improving hotel performance. Their findings highlight the importance of emotional values as a moderating factor, suggesting that guests' emotional connections to the service experience enhance loyalty outcomes.

In a broader context, Imran et al. (2025) examine the critical interplay between service innovation, quality, and customer orientation, linking these elements to hotel performance through big data analytics. Their research indicates that understanding customer preferences and adapting services accordingly can play a pivotal role in enhancing loyalty. Ezeh et al. (2022) add another layer by investigating how religion moderates the relationship between SERVQUAL dimensions and guest satisfaction. Their insights reveal that cultural factors can significantly shape customer perceptions of service quality, impacting satisfaction and loyalty.

Nyagadza et al. (2022) emphasize that overall service quality directly affects both attitudinal and behavioral loyalty among customers in Zimbabwe. Their findings suggest that a holistic approach to service quality can cultivate stronger customer loyalty, emphasizing the need for hotels to focus on a comprehensive service experience.

The enhancement of service quality in three- to five-star hotels in Bandung is crucial for attracting and retaining visitors in today's competitive hospitality sector. With rising customer expectations, it is imperative for hotel management to understand and address key dimensions of service quality, including interaction quality, physical environment, and outcome quality. A focus on these areas can significantly improve visitor satisfaction, leading to increased loyalty and positive word-of-mouth. To achieve this, hotels should invest in staff training to ensure high-quality interactions with guests, emphasizing effective communication, responsiveness, and personalized service. Upgrading the physical environment—such as enhancing cleanliness, ambiance, and comfort—will also contribute to a more enjoyable guest experience. Furthermore, ensuring the desired outcome quality, such as meeting or exceeding guest expectations, will foster a positive perception of value. Ultimately, by prioritizing service quality improvements, three- to five-star hotels in Bandung

can not only satisfy their current guests but also enhance their reputation, driving future bookings and establishing themselves as leaders in the hospitality market.

## Conclusions

this research confirms that the quality of interaction, physical environment, and outcome significantly influences visitor satisfaction and loyalty in three- to five-star hotels in Bandung. The results underscore the necessity for hotel management to prioritize these service quality aspects to enhance customer relationships and drive loyalty.

As an implorative suggestion, hotel operators should invest in training staff to improve interaction quality, along with upgrading physical amenities to create a more inviting environment for guests. Furthermore, continuous monitoring of service outcomes can help maintain high standards and promptly address any issues.

However, this study has limitations, including its reliance on self-reported data, which may introduce bias. Additionally, the research is confined to three geographic locations in Bandung, limiting the generalizability of the findings.

Future research could expand on this study by exploring the impact of service quality in different regions or hotel categories, as well as incorporating additional metrics such as customer emotions or brand perception to enhance understanding of visitor loyalty dynamics.

## References

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