



UDC 332

THE ROLE OF CUSTOMERS SATISFACTION IN MEDIATING THE EFFECT OF SERVICE QUALITY ON CUSTOMER LOYALTY AT UDARA BALI BEACH RESORT YOGA & SPA

Candrawati Ni Made Ayu Diah Sukarni*, Giantari I G. Ayu K., Sukaatmadja I Putu Gde,
Supartha I Wayan Gede

Faculty of Economics and Business, University of Udayana, Bali, Indonesia

*E-mail: ayu.candra20@student.unud.ac.id

ABSTRACT

The development of the tourism business in Bali has an impact on improving the local community's economy. Competition is so intense in the field of accommodation, causing hotels and resorts to be able to capture market share by building customer loyalty. This study aims to explain the mediating role of customer satisfaction on the effect of service quality on customer loyalty at Bali Beach Resort Yoga & Spa. This study uses a consumer behavior model with a sample size of 100 people and uses a purposive sampling technique. Data was collected using a questionnaire method, data analysis techniques using path analysis, and a Sobel test. The study reveals that service quality positively and significantly influences customer loyalty, indicating that improved service quality leads to increased customer loyalty. Additionally, service quality positively impacts customer satisfaction, meaning that enhanced service quality results in higher customer satisfaction. Furthermore, customer satisfaction has a positive and significant effect on customer loyalty, implying that as customer satisfaction rises, so does customer loyalty. Customer satisfaction partially mediates the effect of service quality on customer loyalty. Udara Bali can use the implications of this research to develop strategies that are right according to consumer behavior patterns

KEY WORDS

Customer, satisfaction, service quality, customer loyalty.

Accommodation companies in the field of tourism are places that tourists can inhabit by spending some costs (Monica, 2017). One of the resorts in Bali Province is Udara Bali Beach Resort Yoga & Spa, which was established in 2017 and is located in the Seseh Beach area, Badung Regency. The intensity of competition is getting tighter, causing business people to prepare contingency strategies to deal with the crisis after the COVID-19 pandemic. Business actors generally have problems maintaining their business, especially if they want to improve business performance (Giantari et al., 2022).

Udara Bali provides a different experience from hotels regarding location, service, and facilities. This is an attraction for domestic and international tourists. To maintain sales stability, the resort needs to increase customer loyalty. Customer loyalty is one of the keys that must be a concern for a company (Dharmawati et al., 2023). According to Kolonio and Soepeno (2019), customer loyalty is a result or result of customer satisfaction with a product or service, which is reflected in repurchase orders. This behaviour can be explained by the consumer behaviour model proposed by Kotler and Keller (2016). Maximizing service quality factors is essential to increasing customer loyalty and Udara Bali's profitability.

Service quality is a behaviour in meeting customer needs (Pattaray et al., 2021). Service quality is seen from the customers' assessment of the services provided (Nugraha, 2020). When the company can provide satisfying service, customers will be encouraged to establish a good bond or relationship with the company (Mandasari & Sumartini, 2019). In this case, customer satisfaction is the basis for a company to perform well in its market competition.

According to Octavia (2019), customer satisfaction is something that customers can determine based on the quality of service and products they obtain. Satisfaction reflects a person's assessment of performance results and expectations (Respati, 2022). This satisfaction can increase long-term and sustainable value creation (sustainability) in



companies closely related to loyalty. Sustainability is part of customer loyalty (Fransiska & Bernarto, 2021). Satisfied customers will be more likely to use services or buy repeated products and services from a company (Felix, 2017).

This research was conducted based on the findings of previous researchers regarding service quality, customer satisfaction, and customer loyalty. The results of previous research conducted by Pratiwi et al. (2020), Mandasari & Sumartini (2019), and Nugraha (2020) revealed that service quality significantly has a positive effect on customer loyalty. Different results were expressed in Cahyadi's research (2014), which showed that there was no significant influence between service quality and consumer loyalty. These results are supported by research by Sachro and Pudjiastuti (2013), who found that there is no significant positive effect between service quality and consumer loyalty.

Based on the research gap found in several previous studies between service quality variables and customer loyalty, it is suspected that other variables can indirectly influence these variables. Customer satisfaction was chosen as a mediating variable because this variable describes something personal in responding to events or experiences provided by the service seller (Azhari, 2015). This finding is supported by the results of Namukasa's research (2013), which shows that satisfaction is an intervening variable in the relationship between service quality and loyalty.

The experience felt by customers can remind them of positive and negative experiences with a company. A company's success in handling this will bring benefits and build high customer loyalty. Thus, it is essential to study customer loyalty, which is influenced by service quality and mediated by customer satisfaction for customers of Udara Bali Beach Resort Yoga & Spa located in Badung Regency. The research conceptual framework is presented in Figure 1.

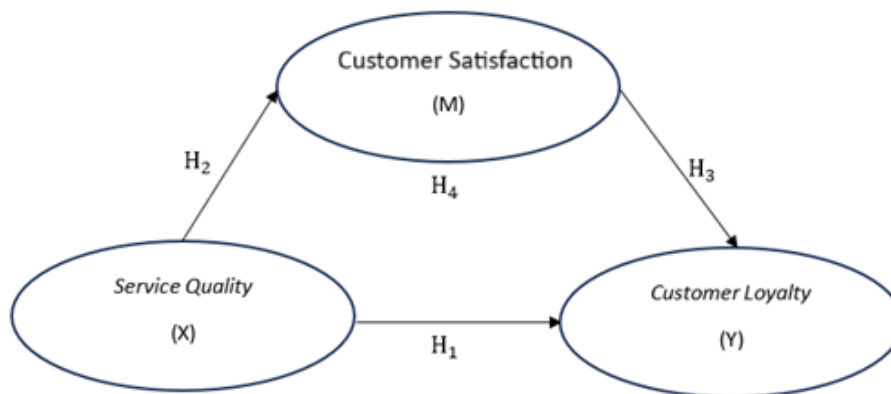


Figure 1 – Conceptual framework

Hypothesis:

- H1: Service Quality has a positive and significant effect on Customer Loyalty;
- H2: Service Quality has a positive and significant effect on Customer satisfaction;
- H3: Customer satisfaction has a positive and significant effect on Customer Loyalty;
- H4: Customer satisfaction can mediate Service Quality on Customer Loyalty.

METHODS OF RESEARCH

This research uses quantitative methods based on the associative form of causality. This research was conducted at Udara Bali Beach Resort Yoga & Spa. The population in this study was Udara Bali customers, and the research sample was 60. The data analysis used in this research is inferential statistical analysis. Likert scale is data measurement scale used in this study, with five answer options, from strongly agree to disagree strongly. The research variables and their measurement indicators are presented in the table.



Table 1 – Measurement of research variables

Variables	Indicator	Sources
Service Quality (X)	(X1.1) Readiness to respond to customer requests	Pratiwi <i>et al.</i> (2020); Dwiyono & Ruyani (2023)
	(X1.2) Ease of access to the ordering system	
	(X1.3) Employee attitude in providing services	
	(X1.4) Guaranteed hotel security system	
	(X1.5) The building concept provides a comfortable atmosphere	
Customer satisfaction (M)	(M1.1) <i>Overall satisfaction</i>	Yuliamir <i>et al.</i> (2023); Salim <i>et al.</i> (2015)
	(M1.2) <i>Confirmation of expectation</i>	
	(M1.3) <i>Comparison to ideal</i>	
Customer Loyalty (Y)	(Y1.1) <i>Re-visit</i>	Pratiwi <i>et al.</i> (2020)
	(Y1.2) <i>Recommend to others</i>	
	(Y1.3) <i>Willing to pay more</i>	

The instrument test results have shown validity and reliability, with a Pearson Correlation value greater than 0.3, declared valid. The reliability test shows reliability because the value is more significant than 0.60.

RESULTS AND DISCUSSION

To test the hypothesis in this study using validity and reliability tests. Validity and reliability testing before distributing questionnaires to respondents was carried out to determine the research questionnaire's feasibility. 3.1 Validity Test. The validity test measures whether a questionnaire is accurate or not. A research instrument can be valid if the significance level is smaller than 0.05 ($\alpha = 5\%$). Validity testing used Pearson Product Moment correlation with a correlation coefficient ≥ 0.3 .

Table 2 – Validity test results

No	Variable	Instrument	Pearson Correlation	Information
1	<i>Customer Loyalty (Y)</i>	Y1	0,854	Valid
		Y2	0,809	Valid
		Y3	0,782	Valid
2	<i>Service Quality (X)</i>	X1	0,779	Valid
		X2	0,783	Valid
		X3	0,852	Valid
		X4	0,653	Valid
		X5	0,622	Valid
3	<i>Customer Satisfaction (M)</i>	M1	0,886	Valid
		M2	0,883	Valid
		M3	0,788	Valid

Table 2 shows that all instruments in the variables have a Pearson Correlation greater than 0.3. Thus, all variables used in this study are valid and can be used as research instruments.

A reliability test is used to evaluate a questionnaire by measuring indicators of variable data constructs. The Cronbach's Alpha (α) statistical test is applied in this context. A construct or variable is considered reliable if it yields a Cronbach's Alpha value greater than 0.7 (Ghozali, 2018, p. 46).

Table 3 – Reliability test results

No	Variable	Cronbach's Alpha	Information
1	<i>Customer loyalty (Y)</i>	0,746	Reliable
2	<i>Service Quality (X)</i>	0,787	Reliable
3	<i>Customer Satisfaction (M)</i>	0,805	Reliable

Table 3 shows that the reliability test on each Cronbach's Alpha variable shows a value greater than 0.60. This shows that all variable instruments in this study have consistency in measuring variables or that all instruments have met the reliability requirements.

a. Inferential Statistical Test Results



In this study, the path analysis technique was used to see the effect of the causal relationship of each exogenous variable on endogenous variables.

Table 4 – Path Analysis Results on Substructure 1

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	4,181	1,083		3,861	0,000
<i>Service Quality</i>	0,363	0,060	0,522	6,055	0,000
R2: 0,272					

Table 4 shows the results of path analysis, so the structural equation formed can be formulated as follows:

$$M = \beta_2 X + e_1$$

$$M = 0,363X + e_1$$

The service quality variable has a coefficient value of 0.361, which shows that service quality positively influences customer satisfaction. This means that if service quality increases, customer satisfaction will increase by 0.363.

Table 5 – Path Analysis Results on Substructure 2

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	3,483	0,980		3,553	0,001
<i>Service Quality</i>	0,223	0,059	0,357	3,767	0,000
<i>Customer Satisfaction</i>	0,302	0,085	0,336	3,546	0,001
R2: 0,366					

The results of Table 5 can be formulated as follows:

$$Y = \beta_1 X + \beta_3 M + e_2$$

$$Y = 0,223X + 0,302M + e_2$$

The service quality variable has a coefficient of 0, 223, which shows that service quality positively influences customer loyalty. This means that if service quality increases, customer loyalty will increase by 0.223. The Customer Satisfaction variable has a coefficient of 0.302; this shows that Customer Satisfaction positively influences Customer Loyalty, which means that if Customer Satisfaction increases, Customer Loyalty will increase by 0.302.

The following is the calculation of the error variable value for each structure.

$$e_i = \sqrt{1 - R_i^2}$$

$$e_1 = 0,853$$

$$e_2 = 0,796$$

The calculation of error effects resulted in an error effect of 0.853 for substructure 1 (e1) and 0.796 for substructure 2 (e2). The total coefficient of determination was calculated as follows:

$$R^2_m = 1 - (e_1)^2 - (e_2)^2 = 0,538$$

The total coefficient of determination is calculated to be 0.538, indicating that Service Quality and Customer Satisfaction together account for 53.8% of the variance in the Customer Loyalty variable. The remaining 46.2% is influenced by other factors not considered in this research model. The path analysis model is presented in Figure 2.

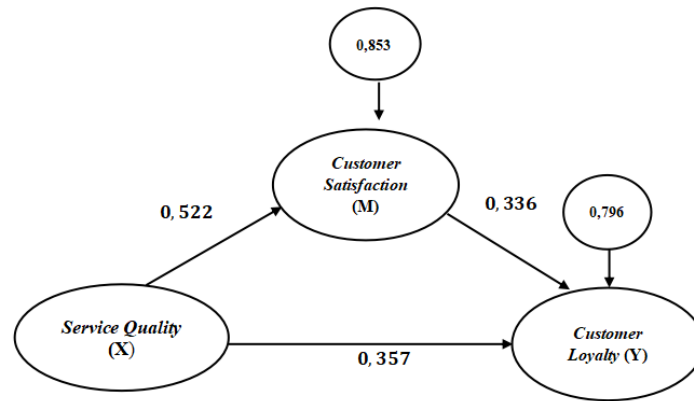


Figure 2 – Path Analysis Model

From the illustration in Figure 2, the calculation of each structural equation's direct, indirect and total effects is presented in Table 6.

Table 6 – Direct Effect, Indirect Effect of Service Quality (X), on Customer Satisfaction (M) and Customer Loyalty (Y)

Variable Influence	Direct influence	Indirect effect through M	Total effect	P-Value	Result
X → M	0,522		0,522	0,000	Significant
M → Y	0,336		0,336	0,001	Significant
X → Y	0,357	0,175	0,532	0,000	Significant

Table 7 – Normality test results (One-Sample Kolmogorov-Smirnov)

Equation	Asymp. Sig. (2-tailed) Kolmogorov-Smirnov
Substructure 1	0,181
Substructure 2	0,165

Table 7 shows that the equation model in this study has fulfilled the normality assumption with Asymp. Sig (2-tailed) Kolmogorov-Smirnov exceeding 0.05.

Table 8 – Multicollinearity Test Results (Tolerance and Variance Inflation Factor)

Model	Collinearity Statistics	
	Tolerance	VIF
Substructure 2	0,728	1,374
Customer Satisfaction	0,728	1,374

Table 8 shows that the equation model in this study is free from multicollinearity symptoms because no exogenous variables have a tolerance value of less than 0.10 and a VIF value of more than 10.

Table 9 – Heteroscedasticity Test Results

Equation	Model	t	Sig.
Substructure 1	Service Quality	0,947	0,346
Substructure 2	Service Quality	0,171	0,864
	Customer Satisfaction	1,818	0,072

Table 9 shows that the equation model in this study is free of heteroscedasticity because it has a significant value of more than 0.05.

$$\text{Sobel Test } Z = \frac{ab}{\sqrt{b^2sa^2 + a^2sb^2}} = 3,14$$

The Sobel test results indicate that the calculated Z value is 3.14, which is greater than



1.96. This suggests that the customer satisfaction variable mediates the relationship between service quality and customer loyalty. Specifically, customer satisfaction serves as a partial mediator in this context.

The statistical test results demonstrate that service quality has a positive and significant impact on customer loyalty. This finding suggests that as the quality of service improves, customer loyalty among Udara Bali customers increases accordingly. In this study, the service quality variable is measured using several indicators: readiness to respond to customer requests, easy access to the booking system, guaranteed hotel security system, and building concepts that provide a comfortable atmosphere. The guaranteed hotel security system indicator obtained the highest average value based on the respondents' answers. This indicates that customer loyalty at Udara Bali tends to be more influenced by guaranteed hotel security factors. This study illustrates that the security aspects of rooms and storage areas positively and significantly impact consumer behaviour in increasing loyalty. These results are from the consumer behaviour model Kotler and Keller (2016) put forward. Research conducted by Velia and Aksari (2023) revealed that service quality positively and significantly affects customer loyalty. Research by Pratiwi et al. (2020) suggests that service quality positively and significantly affects customer loyalty. These results are also supported by research by Carranza et al. (2018), which found that service quality positively and significantly affects customer loyalty. The results of Mandasari and Sumartini's research (2019), research results show that service quality has a positive and significant effect on customer loyalty.

The statistical test results show that service quality positively and significantly affects customer satisfaction. This result means that the better the service quality provided, the higher the customer satisfaction of Udara Bali customers. In this study, the service quality variable is measured using several indicators: readiness to respond to customer requests, easy access to the booking system, guaranteed hotel security system, and building concepts that provide a comfortable atmosphere. The guaranteed hotel security system indicator obtained the highest average value based on the respondents' answers. This indicates that Udara Bali's customer satisfaction tends to be more influenced by the guaranteed hotel security factor. This study illustrates that the security system in rooms and storage areas positively and significantly impacts customer satisfaction. These results are based on the consumer behaviour model proposed by Kotler and Keller (2016). This research conducted by Velia and Aksari (2023) revealed that service quality positively and significantly affects customer satisfaction. Research by Pratiwi et al. (2020) indicates that service quality has a positive and significant impact on customer satisfaction. Similarly, findings from Khesavars et al. (2018) reveal that service quality significantly enhances customer satisfaction. Mandasari and Sumartini's (2019) study also confirms that improved service quality leads to higher customer satisfaction.

Hypothesis testing results indicate that customer satisfaction has a positive and significant effect on customer loyalty. This means that as Udara Bali customers experience higher satisfaction, their loyalty to the brand also increases. In this study, the customer satisfaction variable is measured using several indicators: overall satisfaction, confirmation of expectation, and comparison to ideal. The comparison to the ideal indicator obtained the highest average based on respondents' answer value. This indicates that the increasing loyalty of Udara Bali customers is due to the healing activities offered that can positively impact customer health. This is the motivation in the consumer behaviour model proposed by Kotler and Keller (2016). Research conducted by Velia and Aksari (2023) states that customer satisfaction positively and significantly affects customer loyalty. Research by Pratiwi et al. (2020) suggests that customer satisfaction positively and significantly affects customer loyalty. Kim's research (2016) results, namely customer satisfaction, have a positive and significant effect on customer loyalty. According to Mandasari and Sumartini's research (2019), customer satisfaction positively and significantly affects customer loyalty. This means that the higher the customer satisfaction, the higher the loyalty.

The statistical test results reveal that customer satisfaction significantly mediates the relationship between service quality and customer loyalty. Service quality directly impacts



customer loyalty, with customer satisfaction acting as a partial mediator. The findings show that service quality has a positive and significant effect on both customer loyalty and customer satisfaction. Moreover, when customer satisfaction is considered, it further strengthens the positive relationship between service quality and customer loyalty. Therefore, the higher the satisfaction of Udara Bali customers with the service quality, the stronger their loyalty becomes. This partial mediation shows that apart from the direct influence of service quality on customer loyalty, there is an additional influence through customer satisfaction as a mediator of the relationship between the two variables. In this study, the customer satisfaction variable is measured using several indicators: overall satisfaction, confirmation of expectations, and comparison to ideal. The comparison to the ideal indicator obtained the highest average value based on the respondents' answers. This indicates that the satisfaction felt by Udara Bali customers is often caused by good service quality, which ultimately builds customer loyalty. This is the consumer behaviour model proposed by Kotler and Keller (2016). The results of research conducted by Velia & Aksari (2023) and Pratiwi et al. (2020) suggest that service quality positively and significantly affects customer loyalty with customer satisfaction as an intervening variable. These results are also supported by research by Carranza et al. (2018), with the result that service quality has a positive and significant effect on customer loyalty, with customer satisfaction as a mediating variable. This is based on the results of Mandasari and Sumartini's research (2019), which states that customer satisfaction significantly mediates the effect of service quality on customer loyalty.

This study's results have enriched the theory of consumer behaviour related to customer loyalty, service quality and customer satisfaction. In the consumer behaviour model proposed by Kotler and Keller (2016), the process of forming consumer behaviour is based on a process before and after purchase. A buyer will assess a product, impacting the decision-making process for purchasing these goods or services. The findings indicate that service quality has a positive and significant effect on customer loyalty, as well as on customer satisfaction. Additionally, customer satisfaction positively influences customer loyalty and serves as a mediator in the relationship between service quality and customer loyalty. This research has added to empirical studies and strengthened and developed previous research results, and customer satisfaction partially mediates the effect of service quality on customer loyalty.

The study's results offer valuable insights for Udara Bali in shaping effective strategies based on consumer behavior patterns identified through the questionnaire. To sustain and grow the business, Udara Bali should focus on enhancing service quality by ensuring high-security measures in rooms and storage areas, consistently greeting customers, providing easy website access, and designing comfortable spaces for customer activities. These improvements are aimed at maintaining high customer loyalty, securing a preferred status among consumers, and ultimately benefiting the company.

CONCLUSION

The research on Udara Bali's visitors reveals that service quality significantly and positively impacts customer loyalty. This means that higher service quality leads to greater customer loyalty. Additionally, service quality positively affects customer satisfaction, indicating that improved service quality enhances customer satisfaction. Furthermore, customer satisfaction also positively influences customer loyalty, showing that greater satisfaction leads to increased loyalty. Customer satisfaction partially mediates the relationship between service quality and customer loyalty, as service quality positively affects customer loyalty through the mediation of customer satisfaction.

REFERENCES

1. Aditia, A.R.R., Wadud, M. and DP, M.K. (2020) 'Pengaruh Kualitas Produk terhadap Kepuasan Konsumen Sepeda Motor NMAX pada PT Yamaha A. Rivai Palembang',



- Jurnal Nasional Manajemen Pemasaran & SDM, 1(01), pp. 23–37.
2. Agustianti, R., Nussifera, L., Angelianawati, L., Meliana, I., Sidik, E. A., Nurlaila, Q & Hardika, I. R. (2022). Metode Penelitian Kuantitatif and Kualitatif. Tohar Media.
 3. Amha, G.G. (2020). 'Determinants of customer satisfaction and customer loyalty in Amhara credit and saving institute (acsi): The case of chimaera zone Dakota town', *International Journal of Marketing & Human*, 1(1), pp. 34–
 4. 51.
 5. Badan Pusat Statistik. (2023). Data Jumlah Kunjungan Wisatawan Mancanegara ke Bali Tahun 2023. Februari. BPS Provinsi Bali.
 6. Badan Pusat Statistik. (2023). Tingkat Penghunian Kamar (TPK) Hotel Menurut Kabupaten/Kota di Provinsi Bali (Persen). Desember. BPS Provinsi Bali.
 7. Cahyadi, C. (2014) 'Pengaruh Kualitas Layanan and Kualitas Makanan dengan peran Moderasi Atmosphere Pada Restoran Sushi Tei Galaxy Mall di Surabaya', *Jurnal Ilmiah Mahasiswa Universitas Surabaya*, 3(1), pp. 1–12.
 8. Carranza, R., Díaz, E. and Martín-Consuegra, D. (2018) 'The influence of quality on satisfaction and customer loyalty with an importance-performance map analysis: Exploring the mediating role of trust', *Journal of Hospitality and Tourism Technology*, 9(3), pp. 380–396.
 9. Dharmawati, D., Cahyono, Y., Soesanto, D. R., & Suryani, P. (2022). Peran Kepuasan Pelanggan dalam Memediasi Pengaruh Kualitas Produk terhadap Loyalitas Pelanggan. *Lensa*, 16(1), 9-18.
 10. Dwiyono, G. and Ruyani, N.A. (2023) 'Studi tentang Pengaruh Kualitas Layanan Terhadap Kepuasan and Loyalitas Pelanggan di Beberapa Hotel di Bandung', *Prosiding6681(6)*, pp. 717–725.
 11. Fasochah and Harnoto (2013) 'Analisis Pengaruh Kepercayaan and Kualitas Layanan terhadap Loyalitas Pelanggan dengan Kepuasan Konsumen sebagai Variabel Mediasi (Studi pada RS Darul Istiqomah Kaliwungu Kendal) Hartono', *Jurnal Ekonomi Manajemen Akuntansi*, 20(34), pp. 1–14.
 12. Febriantoro, W. (2018). Kajian and strategi pendukung perkembangan e-commerce bagi UMKM Di Indonesia. *Jurnal Manajerial*, 17(2), 184.
 13. Felix, R. (2017). Service quality and customer satisfaction in selected banks in Rwanda. *Journal of Business & Financial Affairs*, 6(1), 246-256.
 14. Fransiska, C., & Bernarto, I. (2021). Pengaruh Kualitas Layanan terhadap Kepuasan Pelanggan and Keberlanjutan Penggunaan pada Pengguna Aplikasi Kesehatan. *Jurnal Administrasi Bisnis (JAB)*, 11(2), 132-142.
 15. Ghozali, I. (2018). Aplikasi Analisis Multivariate dengan Program IBM SPSS 25 (Edisi 9). Semarang: Badan Penerbit Universitas Diponegoro.
 16. Giantari, I. G. A. K., Yasa, N. N. K. Y., Suprasto, H., & Rahmayanti, P. (2022). The role of digital marketing in mediating the effect of the COVID-19 pandemic and the intensity of competition on business performance. *International Journal of Data and Network Science*, 6(1), 217-232.
 17. Keshavarz, Y. and Jamshidi, D. (2018) 'Service quality evaluation and the mediating role of perceived value and customer satisfaction in customer loyalty', *International Journal of Tourism Cities*, 4(2), pp. 220–244.
 18. Kim, S. H., Kim, M. S., & Lee, D. H. (2016). The effects of personality traits and congruity on customer satisfaction and brand loyalty: Evidence from coffee shop customers. In *Advances in Hospitality and Leisure* (pp. 3-33). Emerald Group Publishing Limited.
 19. Kolonio, J. and Soepono, D. (2019) 'Effect of Service Quality, Trust, and Consumer Satisfaction on Consumer Loyalty on Cv. Marine Fiberglass Facilities', *Jurnal EMBA*, 7(1), pp. 831–840.
 20. Kotler, P., Keller, K. L., Ang, S. H., Tan, C. T., & Leong, S. M. (2018). *Marketing management: an Asian perspective*. London: Pearson.
 21. Mandasari, I. C. S., & Sumartini, A. R. (2019). Peran Kepuasan Dalam Memediasi Pengaruh Kualitas Layanan Terhadap Loyalitas (Studi Pada Pengguna Aplikasi Grab di Kota Denpasar). *WICAKSANA: Jurnal Lingkungan and Pembangunan*, 3(1), 24-30.



22. Mise, J. K., Nair, C., Odera, O., & Ogutu, M. (2013). Exploring the determinants of brand loyalty in global FMCG markets of soft drinks consumers in Kenya and India.
23. Monica, C. (2017). Pengembangan Sistem Rekomendasi Paket Tur Secara Aktual Menggunakan Metode Item-Based Collaborative Filtering (Doctoral dissertation, UAJY).
24. Muhamad Iqbal Azhari Dahlan Fanani M. Kholid Mawardi (2015) 'Pengaruh Customer Experience Terhadap Kepuasan Pelanggan and Loyalitas Pelanggan (Survei Pada Pelanggan Kfc Kawi Malang)', *Jurnal Administrasi Bisnis (JAB)*, 28(1), pp. 143–148.
25. Mutiawati, C. (2019). *Kinerja Pelayanan Angkutan Umum Jalan Raya*. Deepublish.
26. Namukasa, J. (2013a) 'The influence of airline service quality on passenger satisfaction and loyalty', *The TQM Journal*. Edited by D. Muturi and Jackline Sagwe, 25(5), pp. 520–532.
27. Namukasa, J. (2013b) 'The influence of airline service quality on passenger satisfaction and loyalty the case of Uganda airline industry', *TQM Journal*, 25(5), pp. 520–532.
28. Ngo Vu, M. and Nguyen Huan, H. (2016) 'The relationship between service quality, customer satisfaction and customer loyalty: An investigation in Vietnamese retail banking sector', *Journal of Competitiveness*, 8(2), pp. 103–116.
29. Ni, K. V. S. D. W., & Aksari, M. A. Peran Kepuasan Pelanggan Dalam Memediasi Pengaruh Kualitas Pelayanan Terhadap Loyalitas Pelanggan.
30. Nugraha, M. and Sumadi, S. (2020) 'Pengaruh Kualitas Pelayanan and Persepsi Harga terhadap Kepuasan Pasien di Rumah Sakit Type C Kabupaten Kebumen', *Jurnal Ilmiah Ekonomi Global Masa Kini*, 11(2), pp. 97–102. doi:10.36982/jiegmk.v11i2.1190.
31. Octavia, R. (2019). Pengaruh Kualitas Pelayanan and Kepuasan Nasabah Terhadap Loyalitas Nasabah Pt. Bank Index Lampung. *Jurnal Manajemen Pemasaran*, 13(1), 35–39.
32. Pereira, D., Giantari, N. G. K., & Sukaatmadja, I. P. G. (2016). Pengaruh service quality terhadap satisfaction and customer loyalty Koperasi Dadirah di Dili Timor-Leste. *E-Jurnal Ekonomi and Bisnis Universitas Udayana*, 5(3), 455-488.
33. Pertiwi, A. B., Ali, H., & Sumantyo, F. D. S. (2022). Faktor-Faktor Yang Mempengaruhi Loyalitas Pelanggan: Analisis Persepsi Harga, Kualitas Pelayanan and Kepuasan Pelanggan (Literature Review Manajemen Pemasaran). *Jurnal Ilmu Manajemen Terapan*, 3(6), 582-591
34. Pratiwi, K. A., Suartina, I. W., Kusyana, D. N. B., & Dewi, I. A. M. S. (2020). Pengaruh Kualitas Pelayanan Terhadap Loyalitas Pada Ratu Hotel (Ex. Queen Hotel) Denpasar Dengan Kepuasan Pelanggan Sebagai Intervening. *Bisma: Jurnal Manajemen*, 6(1), 17–30.
35. Pratiwi, N.K.S., Suartina, I.W. and Sugianingrat, I.A.P.W. (2021) 'Pengaruh Kualitas Pelayanan, Bauran Pemasaran and Citra Merek Terhadap Loyalitas Pelanggan Pada Mcdonald's Di Kota Denpasar', *Widya Amrita*, 1(1), pp. 94–114.
36. Pribadi, G. (2020) 'Service Quality Sebagai Pengukuran Kepuasan Siswa and Orang Tua/Wali Murid SMP Muhammadiyah 1 Gombang', *Jurnal Ilmiah Ekonomi Global Masa Kini*, 11(1), pp. 22–28.
37. Quyet, T. Van, Vinh, N.Q. and Chang, T. (2015) 'Service Quality Effects on Customer Satisfaction in Banking Industry', *International Journal of u- and e-Service, Science and Technology*, 8(8), pp. 199–206.
38. Rahyuda, I. K., MSIE, I. (2016). *Metode Penelitian Bisnis*. 1 ed. Udayana Press
39. Respati, N. N. R. Pengaruh Experiential Marketing Terhadap Kepuasan Niat Berperilaku. *E-Jurnal Manajemen*. Vol. 11, No. 9, pp 1727-1750
40. Salim, F.K. and Catherine (2013) 'Pengaruh Customer Experience and Kepercayaan Terhadap Kepuasan Konsumen di TX Travel Klampis', *Journal of Chemical Information and Modeling*, 01(01), pp. 1689–1699.
41. Sachro, P. SR (2013). The Effect Service Quality to Customer Satisfaction and Customer Loyalty of Argo Bromo Anggrek Train Jakarta-Surabaya in Indonesia. *Journal of Business and Management*, 2, 33-38.
42. Shandra, M.& M. (2016) 'Kepuasan Konsumen sebagai Mediasi Pengaruh Kualitas Pelayanan, Brand Image and Harga terhadap Loyalitas Konsumen pada Taksi New Atlas



- Semarang', Management Analysis Journal, 5(1), pp. 36–43.
43. Sugiyono. (2022). Metode Penelitian Pendidikan Pendekatan Kuantitatif, Kualitatif, and R&D. Bandung: Alfabeta
 44. Supartha, W. G., & Saraswaty, A. N. (2020). The impact of entrepreneurial leadership on organizational performance a case of credit cooperatives in Bali Indonesia. Journal of Engineering and Applied Sciences, 14(1), 233-241.
 45. Suprptini, N. (2020) 'Pengaruh Fasilitas, Transportasi and Akomodasi Terhadap Kepuasan Wisatawan Pariwisata Di Kabupaten Semarang', BISECER (Business Economic Entrepreneurship), III(02), pp. 56–67.
 46. Tjiptono, F., & Gregorius, C. (2015). Service Quality & satisfaction (3rd ed.).
 47. Tjiptono, F. (2022). Service Management: Mewujudkan Layanan Prima Edisi 4. Penerbit Andi.
 48. Tri Oktareza, M.E., Halin, H. and Handayani, S. (2020) 'The Effect of Service on Customer Satisfaction at PT Pandu Siwi Sentosa', International Journal of Community Service & Engagement, 1(1), pp. 19–26.
 49. Trisnayani, I. and Setiawan, P. (2014) 'Peran Kepuasan Dalam Memediasi Pengaruh Kualitas Layanan Terhadap Loyalitas Nasabah', E-Jurnal Manajemen Universitas Udayana, 3(10), p. 242812.
 50. Utama, M. S. (2016). Aplikasi Analisis Kuantitatif untuk Ekonomi and Bisnis. Denpasar: CV Sastra Utama.
 51. Wiwin, I. W. (2018). Community based tourism dalam pengembangan pariwisata Bali. Pariwisata Budaya: Jurnal Ilmiah Agama and Budaya, 3(1), 69-75.