



THE EFFECT OF SERVICE QUALITY AND CORPORATE IMAGE ON VISITOR LOYALTY THROUGH VISITOR SATISFACTION AT BATIQA HOTEL LAMPUNG

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ABSTRACT

This study was conducted to analyze the effect of service quality and corporate image toward customer loyalty using customer satisfaction as a mediating variable at BATIQA Hotel Lampung. The study employed a quantitative approach with explanatory research methods. The data was collected by questionnaires and distributed to customers who had stayed at BATIQA Hotel Lampung at least one night. The method of Structural Equation Modeling (SEM) with AMOS was utilized to analyze the interrelationships between and among the variables in this study. The results indicate that corporate image and service quality significantly affect customer satisfaction. Subsequently, Customer satisfaction also significantly affects customer loyalty. However, service quality and corporate image showed a significant negative direct effect on customer loyalty, implying that these variables do not directly strengthen customer loyalty without the presence of customer satisfaction. In addition, customer satisfaction was proven to act as a partial intervening variable between service quality, corporate image, and customer loyalty

Keywords : hotel, service quality, customer satisfaction, customer loyalty, corporate image.

ABSTRAK

Penelitian ini dilakukan untuk menganalisis pengaruh kualitas pelayanan dan citra perusahaan terhadap loyalitas pelanggan dengan kepuasan pelanggan sebagai variabel mediasi pada BATIQA Hotel Lampung. Penelitian ini menggunakan pendekatan kuantitatif dengan metode penelitian eksplanatori. Data dikumpulkan melalui kuesioner yang diberikan kepada pelanggan yang telah menginap di BATIQA Hotel Lampung selama minimal satu malam. Metode Structural Equation Modeling (SEM) dengan AMOS digunakan untuk menganalisis hubungan antarvariabel dalam penelitian ini. Hasil penelitian menunjukkan bahwa citra perusahaan dan kualitas pelayanan berpengaruh signifikan terhadap kepuasan pelanggan. Selanjutnya, kepuasan pelanggan juga berpengaruh signifikan terhadap loyalitas pelanggan. Namun, kualitas pelayanan dan citra perusahaan menunjukkan pengaruh langsung yang negatif dan signifikan terhadap loyalitas pelanggan, yang mengindikasikan bahwa kedua variabel tersebut tidak

secara langsung memperkuat loyalitas pelanggan tanpa adanya kepuasan pelanggan. Selain itu, kepuasan pelanggan terbukti berperan sebagai variabel intervening parsial dalam hubungan antara kualitas pelayanan dan citra perusahaan terhadap loyalitas pelanggan.

Kata Kunci : *hotel, kualitas pelayanan, kepuasan pelanggan, loyalitas pelanggan, citra perusahaan.*

INTRODUCTION

The tourism sector plays a significant role in supporting regional economic development by generating employment, stimulating business activities, and increasing demand for tourism-related services. The hotel industry is an important component of this sector because accommodation services directly support tourist mobility and contribute to the overall visitor experience. In an increasingly competitive hospitality market, hotels are required not only to attract new customers but also to maintain existing customers through strategies that encourage satisfaction and loyalty. Customer loyalty is particularly important because loyal customers are more likely to revisit the hotel, recommend its services to others, and maintain long-term relationships with the service provider. Previous research has demonstrated that customer loyalty is closely associated with customers' evaluations of service experiences and their overall perceptions of the hotel (Lai, 2019).

One important indicator of hotel industry performance is the hotel room occupancy rate, which reflects the ability of accommodation businesses to attract visitors and maintain demand. However, fluctuations in occupancy rates indicate challenges in maintaining a stable customer base, particularly amid increasing competition within the hospitality industry. This condition requires hotel management to optimize both tangible and intangible resources, including service quality, corporate image, and customer relationship management. A positive hotel image and favorable reputation can strengthen customers' perceptions and encourage them to maintain relationships with the hotel. Lai (2019) found that hotel image and reputation play an important role in building customer loyalty, indicating that customers' overall perceptions of a hotel can influence their intention to remain loyal.

Service quality is one of the main factors influencing customer satisfaction and loyalty in the hospitality industry. Parasuraman, Zeithaml, and Berry (1988) identified five dimensions of service quality: tangibles, reliability, responsiveness, assurance, and empathy. These dimensions are particularly relevant in hotels because customers directly evaluate the physical facilities, reliability of services, responsiveness of employees, assurance provided by staff, and personal attention

received during their stay. When the services provided meet or exceed customer expectations, customers are more likely to experience satisfaction. Empirical research has also shown that service quality contributes to customer satisfaction and loyalty in the hotel industry (Nuryakin, 2018; Sugiarsa et al., 2018).

Customer satisfaction represents customers' evaluation of their experiences after comparing their expectations with the services they actually receive. In the hospitality context, satisfaction is an important determinant of customers' behavioral intentions because satisfied customers tend to have more favorable evaluations of the hotel and are more willing to revisit or recommend it. Moreover, customer satisfaction can function as a mechanism through which service quality influences customer loyalty. Sugiarsa et al. (2018) demonstrated that customer satisfaction plays a mediating role in the relationship between service quality and customer loyalty in the hotel industry. Similarly, research by Apivah et al. (2020) showed that customer satisfaction is closely related to customer loyalty, emphasizing the importance of maintaining positive customer experiences in hospitality services.

In addition to service quality, corporate image is another important factor that can shape customer satisfaction and loyalty. Corporate image refers to the overall perception customers develop regarding a company's identity, reputation, credibility, and service performance. In the hotel industry, corporate image can be formed through customers' direct experiences, employee behavior, physical facilities, promotional communication, and the hotel's reputation. A favorable corporate image can create trust and positive associations, which may encourage customers to maintain long-term relationships with the hotel. Puspaningtyas et al. (2020) found that service quality and image are associated with hotel customer loyalty, while Lai (2019) emphasized the importance of hotel image and reputation in developing customer loyalty.

The relationship between service quality, corporate image, customer satisfaction, and customer loyalty may not always occur directly. Customers may evaluate service quality and corporate image first, develop satisfaction based on these evaluations, and subsequently decide whether to remain loyal to the hotel. Therefore, customer satisfaction may serve as an important mediating mechanism between service quality, corporate image, and customer loyalty. Previous research has demonstrated the importance of satisfaction as a mediator in the relationship between service quality and loyalty (Sugiarsa et al., 2018). Furthermore, research on hospitality services indicates that improvements in service quality and customer experience can strengthen satisfaction and subsequently encourage favorable behavioral intentions (Zhang et al., 2020).

The development of the hospitality industry also requires hotels to respond to changing customer expectations and technological developments. Customers increasingly evaluate not only the traditional dimensions of service quality but also the overall experience they receive during their interaction with hotel employees and service systems. Zhang et al. (2020) showed that employee service quality and technological service components can influence customer satisfaction and loyalty, suggesting that hotels need to adopt a comprehensive approach to service management. Consequently, improving service quality while maintaining a strong corporate image can become an important strategy for strengthening customer satisfaction and customer loyalty.

Previous studies have generally confirmed the relationships among service quality, corporate image, customer satisfaction, and customer loyalty; however, the strength and direction of these relationships may differ depending on the characteristics of the hotel, customers, and local market conditions. This variation creates an opportunity for further investigation, particularly in the context of BATIQA Hotel Lampung, where fluctuations in hotel occupancy indicate the importance of understanding factors that can strengthen customer loyalty. Therefore, this study aims to analyze the effect of service quality and corporate image on customer loyalty, with customer satisfaction as a mediating variable at BATIQA Hotel Lampung. The findings are expected to provide empirical evidence regarding the role of service quality, corporate image, and customer satisfaction in strengthening customer loyalty and to provide practical implications for hotel management in developing effective customer retention strategies.

Literatur Review

Service Quality

Parasuraman et al. (1988) define service quality as a comparison between visitors' expectations and their perceptions of the services provided by a hotel. According to Parasuraman et al. (1988), service quality can be measured through five main dimensions: tangibles, reliability, responsiveness, assurance, and empathy.

Corporate Image

Kotler and Keller (2016) explain that corporate image reflects how visitors perceive a company's reputation based on the experiences and information they receive. A positive corporate image can increase visitors' trust in the company.

Visitor Satisfaction

Oliver (1997) defines visitor satisfaction as an emotional response that arises when the performance of the services received meets or exceeds visitors' expectations.

Visitor Loyalty

Griffin (2002) explains that visitor loyalty refers to the tendency of visitors to repeatedly use a company's services and recommend the company to others.

Framework

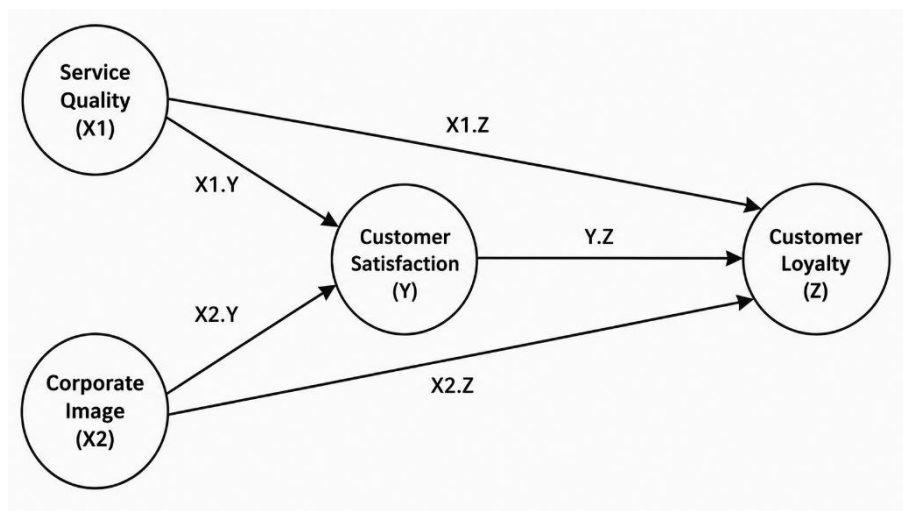


Figure 1. Framework

Hypothesis

H1: Service Quality → Visitor Satisfaction (Y): has a positive effect

H2: Corporate Image → Visitor Satisfaction (Y): has a positive effect

H3: Service Quality → Visitor Loyalty (Z): has a positive effect

H4: Corporate Image → Visitor Loyalty (Z): has a positive effect

H5: Visitor Satisfaction → Visitor Loyalty (Z): has a positive effect

RESEARCH METHODOLOGY

This study employed a quantitative approach using an explanatory research method. The research was conducted at BATIQA Hotel Lampung. The population consisted of all hotel visitors who had used the accommodation services or stayed at BATIQA Hotel Lampung for at least one night.

Purposive sampling was used with the criterion that respondents had stayed at BATIQA Hotel Lampung for at least one night. Data were collected using a questionnaire with a five-point Likert scale.

The research variables consisted of:

1. Service Quality (X1)
2. Corporate Image (X2)
3. Visitor Satisfaction (Y)
4. Visitor Loyalty (Z)

The data were analyzed using Structural Equation Modeling (SEM) with the assistance of AMOS software.

RESULTS AND DISCUSSION

Validity and Reliability Test

Validity and reliability tests were conducted to ensure that all indicators used in this study measured the variables accurately and consistently. The final results showed that all constructs had Average Variance Extracted (AVE) values below 0.50 and Construct Reliability (CR) values above 0.70, as presented in Table 1.

Table 1. Validity and Reliability Test Results

No	Variable	AVE	Construct Reliability
1	Service Quality	0,39	0,95
2	Corporate Image	0,44	0,87
3	Visitor Satisfaction	0,38	0,88
4	Visitor Loyalty	0,42	0,92

Source: AMOS Data Processing Results, 2025

According to Hair et al. (2017), the standard for convergent validity using Average Variance Extracted (AVE) is ≥ 0.50 , while the standard for construct reliability using Composite Reliability (CR) is ≥ 0.70 . Based on Table 1.1, corporate image, service quality, visitor satisfaction, and visitor loyalty have AVE values below 0.50, while their CR values are above 0.70. According to Fornell and Larcker (1981), although AVE is below 0.50, a construct may still be considered acceptable if CR exceeds an adequate level (≥ 0.60), as this indicates sufficient internal consistency. Therefore, the respondent data based on the AVE and CR results can proceed to further testing.

Goodness-of-Fit Model Test

The goodness-of-fit test was conducted to determine the degree of correspondence between the research model and the empirical data. The results show that several goodness-of-fit indicators meet the good-fit criteria, while others meet the marginal-fit criteria.

Table 2. Goodness-of-Fit Model Results

No	GOF Indicator	Cut-Off Value	Model Result	Description
1	Chi-Square	Small	Baik	Good Fit
2	Probability	$\geq 0,05$	0,072	Marginal Fit
3	CMIN/DF	$\leq 2,00$	1,85	Good Fit
4	GFI	$\geq 0,90$	0,92	Marginal Fit
5	AGFI	$\geq 0,90$	0,91	Marginal Fit
6	TLI	$\geq 0,95$	0,96	Marginal Fit
7	CFI	$\geq 0,95$	0,97	Marginal Fit
8	RMSEA	$\leq 0,08$	0,045	Good Fit

Source: AMOS Data Processing Results, 2025

Based on the evaluation of all goodness-of-fit indices, it can be concluded that the SEM model in this study demonstrates an acceptable level of fit. This is indicated

by several key indices, such as RMSEA and CMIN/DF, which fall within the good-fit category, while the other indices are categorized as marginal fit. According to Hair et al. (2019), an SEM model does not need to meet all goodness-of-fit criteria perfectly; rather, it is sufficient for most key indices to meet the required standards for the model to be considered suitable for further analysis.

Hypothesis Testing

Hypothesis testing was conducted to determine the effects among the research variables. All research hypotheses have probability (p-value) values below 0.05, indicating that all hypotheses are accepted.

Table 3. Hypothesis Testing Results

No	Hypothesis	Relationship Between Variables	Estimate	CR	P-Value	Description
1	H1	Service Quality → Visitor Satisfaction	0,411	6,258	***	Significant
2	H2	Corporate Image → Visitor Satisfaction	0.523	8,003	***	Significant
3	H3	Service Quality → Visitor Loyalty	-0,217	-1,994	0,046	Significant
4	H4	Corporate Image → Visitor Loyalty	-0,288	2,027	0,043	Significant
5	H5	Visitor Satisfaction → Visitor Loyalty	1,659	6,226	***	Significant

Source: AMOS Data Processing Results, 2025

Discussion

The Effect of Service Quality on Customer Satisfaction

Based on the path estimation results, service quality has a positive and significant effect on customer satisfaction, with an *Estimate* value of 0.411, a C.R. value of 6.258, and $p < 0.001$. This finding indicates that improvements in the quality of services received by customers can increase their satisfaction with their hotel experience. Services that are able to meet customer needs and expectations in terms of facilities, reliability, responsiveness, assurance, and employee attention can create a more positive experience. This finding is consistent with Nunkoo et al. (2020), who demonstrated that service quality is an important factor in determining hotel customer satisfaction, although the most influential service aspects may differ according to hotel characteristics.

The Effect of Corporate Image on Customer Satisfaction

The estimation results indicate that corporate image has a positive and significant effect on customer satisfaction, with an *Estimate* value of 0.523, a C.R. value of 8.003, and $p < 0.001$. This finding indicates that more positive customer perceptions of the company's identity, reputation, credibility, and service quality are associated with higher levels of satisfaction. A favorable corporate image can create trust and establish positive expectations before and during the service experience. This result is supported by Li (2020), who found that corporate image significantly influences customer satisfaction in the hotel industry, along with service quality and self-service technology.

The Effect of Customer Satisfaction on Customer Loyalty

Based on the path estimation results, customer satisfaction has a positive and significant effect on customer loyalty, with an *Estimate* value of 1.659, a C.R. value of 6.226, and $p < 0.001$. This finding indicates that the higher the level of satisfaction obtained from the service experience, the greater the tendency of customers to maintain their relationship with the hotel, revisit the hotel, and recommend it to others. Customer satisfaction represents an important foundation for developing loyalty because experiences that meet or exceed expectations can encourage customers to continue choosing the same service provider. This finding is consistent with Anabila et al. (2022), who found that customer satisfaction plays an important role in the relationship between service quality and customer loyalty in the hotel industry.

The Effect of Corporate Image on Customer Loyalty

The estimation results indicate that corporate image has a significant but negative effect on customer loyalty, with an *Estimate* value of -0.288, a C.R. value of -2.027, and $p = 0.043$. This means that, within the research model, an improvement in corporate image is associated with a decrease in customer loyalty through the direct relationship. This finding differs from the tendency of previous studies, which generally report a positive relationship between corporate image and loyalty. However, the result may indicate that corporate image does not necessarily generate loyalty directly when customers also consider their experiences, satisfaction, perceived value, and other factors before deciding to continue using hotel services. Khan et al. (2022) demonstrated that corporate image can contribute to hotel customer loyalty and that this relationship may be influenced by other variables, such as perceived value, indicating that the relationship between corporate image and loyalty is not always simple or direct.

The Effect of Service Quality on Customer Loyalty

The hypothesis testing results show that service quality has a significant but negative effect on customer loyalty, with an *Estimate* value of -0.217, a C.R. value of -1.994, and $p = 0.046$. This finding indicates that an increase in service quality in the

research model is associated with a decrease in customer loyalty through the direct relationship. This condition may indicate that service quality alone is not sufficient to establish loyalty without customer satisfaction functioning as an intervening mechanism. Customers may perceive service quality positively, while their decision to remain loyal may also be influenced by satisfaction, overall experience, perceived value, and other factors. This finding is consistent with Anabila et al. (2022), who found that service quality influences customer loyalty and that customer satisfaction plays a mediating role in this relationship in the hotel industry.

CONCLUSION

1. Service quality has a significant and positive effect on visitor satisfaction.
2. Corporate image has a significant and positive effect on visitor satisfaction.
3. Service quality at BATIQA Hotel has a significant effect on visitor loyalty, but the direction of the effect is negative; therefore, the hypothesis is accepted, although the direction differs from the initial hypothesis.
4. Corporate image at BATIQA Hotel has a significant effect on visitor loyalty, but the direction of the effect is negative; therefore, the hypothesis is accepted, although the direction differs from the initial hypothesis.
5. Visitor satisfaction at BATIQA Hotel has a positive effect on visitor loyalty.

SUGGESTION

The management of BATIQA Hotel Lampung is advised to continue improving visitor loyalty through service quality, particularly in the responsiveness and empathy dimensions. In addition, strengthening the corporate image by improving reputation and maintaining service consistency is necessary to enhance visitor loyalty in the long term.

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