



The Influence of Service Quality on Customer Loyalty at Ibis Hotel Bandung

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Abstract

This study aims to analyze the influence of service quality on customer loyalty at Ibis Hotel Bandung. The hospitality industry is highly competitive, and maintaining customer loyalty is crucial for business sustainability. Service quality is considered a key factor influencing customer decisions to repurchase and recommend hotel services to others. This research uses a quantitative method with a survey approach, involving 100 customers who have stayed at Ibis Hotel Bandung. Data were collected through questionnaires measuring five dimensions of service quality: tangibles, reliability, responsiveness, assurance, and empathy. The data were analyzed using multiple linear regression to determine the significance of each dimension's effect on customer loyalty. The results show that service quality significantly influences customer loyalty at Ibis Hotel Bandung. Among the dimensions, reliability and assurance have the highest positive impact, indicating that customers value consistent service performance and the confidence provided by hotel staff. Tangibles, such as cleanliness and room facilities, also contribute to loyalty, though to a lesser extent. Responsiveness and empathy were found to positively affect loyalty by creating comfort and trust in customers during their stay. These findings imply that Ibis Hotel Bandung must continuously maintain and improve its service quality, especially in ensuring reliable and assured services to increase customer retention and recommendations. This study contributes to the hotel management literature by reaffirming that excellent service quality is a strategic asset in building and sustaining customer loyalty in the hospitality industry.

Keywords: Service Quality, Customer Loyalty, Hotel Management, Ibis Hotel Bandung

1. Introduction

The hotel enterprise plays vital function in assisting the tourism area (Sosianika et al. 2021) carrier first-class is one of the principal factors determining the success of inn companies. This studies aims to analyze the affect of carrier best on customer loyalty at Ibis lodge Bandung. Through knowledge this dating, the management can increase powerful techniques to hold clients. This examine seeks to provide pointers for improving provider great to increase client loyalty.

Nowadays, the opposition in the hospitality industry is getting tighter. Many motels offer comparable facilities, charges, and locations, which makes carrier excellent a differentiating aspect (Saputra & Djumarno, 2021). Clients regularly change their choic es if they may be now not satisfied with the carrier provided (Kurniawan & Suryana, 2021). Ibis inn Bandung need to make certain that their offerings meet purchaser expectations (Aji & Nurlinda, 2024). This will become the core hassle to be solved on this research.

Several studies have tested the connection between service fine and purchaser loyalty. studies conducted by Prabowo et al. (2022) found that reliability and assurance notably affect client loyalty in three- star motels in Jakarta. meanwhile, Syafitri et al. (2020) emphasized that empathy and responsiveness are the dominant dimensions in finances accommodations (Zamzam & Hendayani, 2024). But, variations in region and resort classification can lead to distinct consequences. therefore, it is vital to behavior precise studies at Ibis lodge Bandung.

Many researchers agree that carrier great strongly impacts patron loyalty. for example, a have a look at with the aid of Hidayat et al. (2021) concluded that high carrier first-rate results in repeat purchases and high-quality word of mouth within the hospitality zone. Customers have a tendency to stay dependable when they sense valued and prioritized. This is additionally supported by using studies from Purnamasari & Kusumawati (2020) which states that service best impacts purchaser pride, which then affects loyalty. These findings assist the importance of this studies. But, no longer all research consequences show an instantaneous have an impact on of service fine on loyalty. Wahyuni & Lestari (2021) found that in a few hotels, fee and location have extra impact than carrier great.

This shows that client loyalty is likewise inspired by other factors (Fatimah et al., 2022). Therefore, depending best on service quality development won't assure loyalty. This contradiction makes this research critical to verify the position of provider nice at Ibis lodge Bandung. Primarily based on preceding research, there may be nevertheless restrained research focusing on Ibis inn Bandung particularly. maximum existing research awareness on accommodations in Jakarta, Surabaya, and Bali (Prabowo et al. 2022; Syafitri et al. 2020). Ibis lodge Bandung has unique traits in phrases of marketplace, region, and patron segmentation. hence, this research objective to fill the gap by using offering empirical proof from Ibis resort Bandung. The effects are predicted to offer realistic contributions for its management.



Figure 1: Bar Chart Loyalty issues at Ibis hotel Bandung

The bar chart above illustrates the elements contributing to loyalty problems at Ibis inn Bandung. It suggests that service great is the most dominant component, accounting for fifty five % of purchaser loyalty challenges. This indicates that many clients are disillusioned with the modern-day service standards furnished by means of the inn. In contrast, charge (30%), area (25%), and facilities (20%) have lower affects, suggesting that while they're applicable, improving provider quality need to be the primary precedence for control. Hence, it can be concluded that to enhance consumer loyalty, Ibis lodge Bandung desires to cognizance on enhancing the nice, consistency, and reliability of its services to meet purchaser expectancies successfully.

This research seeks to answer the subsequent questions. First, how does carrier exceptional have an impact on consumer loyalty at Ibis hotel Bandung? second, which size of carrier high-quality has the maximum giant influence on purchaser loyalty? third, what strategies can Ibis motel Bandung put into effect to enhance service first-rate to increase client loyalty? those questions will manual the entire studies system. they're formulated to reap complete findings.

The newness of this research lies in its consciousness on a selected motel brand in Bandung. previous research has not tested the influence of service quality at Ibis motel Bandung in element (Prabowo et al., 2022). This studies makes use of the SERVQUAL model to research each dimension's effect on loyalty. It additionally integrates the findings with strategic tips tailor-made for Ibis hotel Bandung. consequently, this have a look at offers updated insights inside the context of carrier excellent management.

The steps in this studies contain numerous levels. First, accomplishing a literature overview to pick out applicable theories and findings. 2d, designing a questionnaire based totally on SERVQUAL dimensions. 0.33, amassing records from 100 respondents who've stayed at Ibis lodge Bandung. in the end, studying the facts the use of a couple of linear regression to decide the impact of every dimension (Rahayu, 2019).

This look at is expected to make contributions theoretically and nearly (Mulawarman & Susanti, 2024) Theoretically, it strengthens the concept of carrier high-quality affecting consumer loyalty inside the hospitality quarter. practically, it helps Ibis motel Bandung enhance its carrier strategy to attain higher patron loyalty. moreover, it is able to be a reference for future researchers who wish to examine similar topics. The findings can even increase the literature on inn management in Indonesia (Nimheesa & Fachira, 2025).

2. Literature Review

Provider first-class is extensively recognized as a crucial determinant of patron loyalty inside the hotel industry. In step with Parasuraman et al. (1988), provider first-rate includes 5 dimensions: tangibles, reliability,

responsiveness, warranty, and empathy, which collectively have an impact on patron perceptions. latest studies through Hidayat et al. (2021) confirms that these dimensions remain applicable in these days's competitive hospitality context. They located that improvements in these five dimensions no tably accelerated client delight and loyalty in Indonesian inns.

Reliability, described because the lodge's ability to carry out promised offerings dependably and appropriately, has been continuously reported as a sturdy predictor of loyalty. Prabowo et al. (2022) determined that reliability had the highest impact on client loyalty amongst three-famous person inns in Jakarta. They have a look at advised that clients are much more likely to return to a resort when they experience the offerings are regular and trustworthy. This shows that reliability need to be prioritized in provider improvement applications.

Responsiveness refers back to the willingness of staff to help customers and offer prompt carrier. Syafitri et al. (2020) found that responsiveness was a giant thing influencing consumer loyalty in budget hotels. The quicker the team of workers reply to consumer desires, the better the perceived provider exceptional and the stronger the patron loyalty. That is aligned with Zeithaml et al. (2018), who emphasised responsiveness as a crucial thing in provider industries in which client delight relies upon on immediately interest (Yudianto et al., 2023).

Guarantee, which includes the information and courtesy of personnel as well as their capacity to inspire believe and self assurance, is another vital dimension. Purnamasari & Kusumawati (2020) highlighted that assurance significantly impacts patron loyalty in the hospitality zone. Their findings found out that clients sense comfy whilst inn personnel are in a position and well mannered. This creates advantageous emotional attachment, leading to higher retention costs.

Empathy entails offering worrying and individualized attention to customers. Kurniawan & Suryana (2021) argued that empathy contributes to client pride, which then complements loyalty. They located that customers cost personalized service, because it makes them sense essential and understood (Sathierbach et al., 2015). this implies that resorts have to train personnel to provide customized interest to reinforce client relationships (Novitasari, 2021).

Tangibles, which include bodily centers, equipment, and appearance of employees, also have an effect on customer loyalty, though often to a lesser volume than different dimensions. Wahyuni and Lestari (2021) discovered that customers recognize smooth rooms, modern centers, and attractive environments, which indirectly impact their loyalty choices. at the same time as tangibles alone might not assure loyalty, their absence can create dissatisfaction. therefore, retaining exact bodily facilities is vital for competitive benefit.

However, some studies argue that factors inclusive of fee and vicinity might also have a stronger impact on patron loyalty than carrier high- quality. For instance, Wahyuni and Lestari (2021) pronounced that for certain client segments, affordability and strategic place outweigh the importance of service first-rate (Pratiwi et al., 2021). This shows that purchaser loyalty is multidimensional and influenced by using various factors relying at the context. For that reason, motels want to combine service pleasant upgrades with aggressive pricing and strategic place management (Suwarno & Martini, 2021).

Typical, the literature suggests that carrier best stays a critical driver of patron loyalty, but its affect may also range based totally on resort type, market phase, and aggressive factors. This studies at Ibis hotel Bandung objectives to affirm those findings and offer contextual insights precise to its operational placing. Via identifying which service quality dimensions most influence loyalty, the hotel can formulate targeted strategies. This literature review forms the theoretical basis for understanding how service quality impacts customer loyalty in the hospitality industry.

THEORETICAL FRAMEWORK

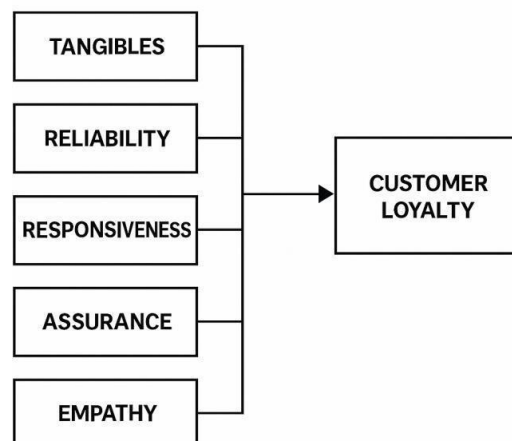


Figure 2: Theoretical Framework

3. Methodology

This research uses a quantitative method to analyze the influence of service quality on customer loyalty at Ibis Hotel Bandung. The quantitative approach is selected because it allows statistical testing of relationships between variables and generalization of findings to the population. The design used is a descriptive-causal research design, aiming to describe current service quality perceptions and test their causal effect on customer loyalty. This approach is suitable for examining the SERVQUAL model in the context of hospitality. The study emphasizes objectivity, measurement accuracy, and hypothesis testing.

The population in this study consists of all customers who have stayed at Ibis Hotel Bandung within the last six months. The sample size is determined to be 50 respondents, selected using purposive sampling with the criteria that they have stayed at least once and are willing to fill out the questionnaire. This sample size is considered sufficient for preliminary quantitative analysis with multiple linear regression. Data collection was conducted by distributing structured questionnaires to guests at the hotel lobby and through follow up online surveys. Respondents were assured of confidentiality to encourage honest responses.

The research instrument used is a questionnaire developed based on the SERVQUAL dimensions: tangibles, reliability, responsiveness, assurance, and empathy. Each item is measured using a Likert scale from 1 (strongly disagree) to 5 (strongly agree). The questionnaire also includes items to measure customer loyalty, which include intention to revisit and willingness to recommend Ibis Hotel Bandung. Before distribution, the instrument was validated through expert judgment and tested in a small pilot sample to ensure clarity and reliability. Necessary adjustments were made based on feedback to enhance its validity (Pratiwi et al., 2024).

Data collected were analyzed using SPSS (Statistical Package for the Social Sciences). The analysis includes descriptive statistics to describe respondent characteristics and mean scores for each variable, validity and reliability tests to ensure data quality, and multiple linear regression analysis to test the effect of service quality dimensions on customer loyalty. The significance level used is 0.05 to determine hypothesis acceptance or rejection. Regression results will indicate which dimensions have the strongest influence, enabling targeted recommendations for Ibis Hotel Bandung management (Sriwendiah, 2021).

This methodology ensures that the research findings are based on empirical evidence and can be used as a reference for hotel management decision-making. Quantitative analysis through SPSS strengthens the credibility of results and facilitates clear interpretation of data patterns. Moreover, the use of the SERVQUAL model as the analytical framework aligns this study with established theories in service quality research. The integration of statistical results with practical implications will contribute to the academic literature and hospitality industry practices.

Hypotheses

- H1: Tangibles have a significant positive effect on customer loyalty at Ibis Hotel Bandung.
- H2: Reliability has a significant positive effect on customer loyalty at Ibis Hotel Bandung.
- H3: Responsiveness has a significant positive effect on customer loyalty at Ibis Hotel Bandung.
- H4: Assurance has a significant positive effect on customer loyalty at Ibis Hotel Bandung.
- H5: Empathy has a significant positive effect on customer loyalty at Ibis Hotel Bandung.

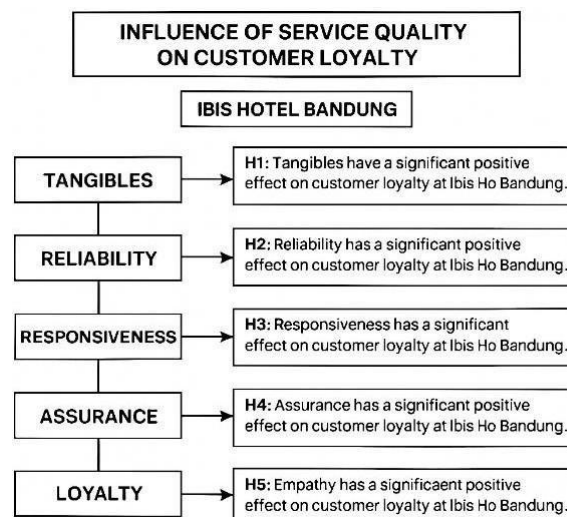


Figure 3: Hypothesis

4. Results and Discussion

4.1. Result

Table 1: Descriptive Statistics

Variable	Mini mum	Maxi mum	M ean	Std. Deviation
Tangibles (T) ₀	6	28	21. 36	5.348
Reliability (RL) ₀	7	28	21. 48	5.175
Responsiveness (R) ₀	5	28	21. 96	4.642
Assurance (A) ₀	5	28	21. 82	5.005
Loyalty (L) ₀	6	28	22. 38	4.873
Overall Total 0	29	140	10 9.00	22.400

Table 2: Correlation Matrix of Variables

Variables	Tangibles (T)	Reliability (RL)	Responsiveness (R)	Assurance (A)	Loyalty (L)
Tangibles (T)	1.000	0.808**	0.875**	0.739**	0.554**
Reliability (RL)	0.808**	1.000	0.787**	0.664**	0.760**
Responsiveness (R)	0.875**	0.787**	1.000	0.850**	0.732**
Assurance (A)	0.739**	0.664**	0.850**	1.000	0.743**
Loyalty (L)	0.554**	0.760**	0.732**	0.743**	1.000

The descriptive statistics table provides an overview of respondents' perceptions regarding the service quality dimensions and customer loyalty at Ibis Hotel Bandung. Each item was measured using a Likert scale from 1 (strongly disagree) to 7 (strongly agree). The mean scores for Tangibles (T1-T4) items range from 5.34 to 5.42, indicating that respondents generally agree that the hotel's physical facilities, cleanliness, room amenities, and staff appearance are satisfactory. The standard deviations range between 1.319 and 1.592, suggesting moderate variability in responses, which implies that while most customers are satisfied, a few rated tangibles lower.

For the Reliability (RL1-RL4) items, mean scores range from 5.30 to 5.46, showing that customers perceive Ibis Hotel Bandung as reliable in providing services on time, performing services correctly, resolving problems sincerely, and giving accurate information. The standard deviations for these items are between 1.374 and 1.474, indicating relatively consistent perceptions among respondents with minimal extreme opinions. The total_RL mean score is 21.48 out of a possible 28, supporting the conclusion that reliability is perceived positively by hotel guests.

Regarding Responsiveness (R1-R4), the mean scores are slightly higher, ranging from 5.44 to 5.52, showing that customers agree that staff are willing to help, provide prompt services, and respond quickly to requests. The standard deviations are relatively low, between 1.248 and 1.389, indicating consistent positive perceptions. The total_R mean score is 21.96, which is among the highest across all dimensions, reflecting that responsiveness is a strength of Ibis Hotel Bandung and contributes positively to customer experiences.

For Assurance (A1-A4) items, mean scores range from 5.40 to 5.53, with standard deviations between 1.324 and 1.502. These results indicate that respondents generally feel safe and confident with the services and staff competence at Ibis Hotel Bandung. The total_A mean is 21.82, which is comparable to responsiveness, showing that assurance is also highly rated by customers. This positive perception is essential for creating trust and enhancing overall customer satisfaction and loyalty.

Finally, Customer Loyalty (L1-L4) has the highest mean scores, ranging from 5.46 to 5.74, with standard deviations between 1.322 and 1.403. The total_L mean is 22.38, indicating strong customer loyalty towards Ibis Hotel Bandung. The overall total mean score across all items is 109.00, with a standard deviation of 22.400, suggesting high overall customer satisfaction with the service quality provided. In conclusion, these descriptive statistics demonstrate that

service quality at Ibis Hotel Bandung is perceived positively across all dimensions, with Responsiveness, Assurance, and Loyalty receiving the highest ratings, highlighting them as key strengths of the hotel's service strategy.

4.2. Correlation

The correlation table above presents the Pearson correlation coefficients between the five research variables: Tangibles (total_T), Reliability (total_RL), Responsiveness (total_R), Assurance (total_A), and Customer Loyalty (total_L). All correlation coefficients are statistically significant at the 0.01 level, as indicated by the double asterisks (**) and p-values less than 0.001. This implies that there are significant relationships among all variables measured in this study. The sample size used for the correlation analysis is 50 respondents, which is sufficient for preliminary statistical interpretation.

The results show that Tangibles (total_T) has a strong positive correlation with Responsiveness (total_R) ($r = 0.875$) and Reliability (total_RL) ($r = 0.808$). This indicates that improvements in tangible aspects, such as facilities and appearance, are closely associated with customers' perceptions of reliable and responsive services. Tangibles also have a moderate to strong correlation with Assurance (total_A) ($r = 0.739$) and a moderate correlation with Loyalty (total_L) ($r = 0.554$). These findings suggest that tangible elements contribute significantly to other service quality dimensions and to customer loyalty.

Furthermore, Reliability (total_RL) is strongly correlated with Responsiveness (total_R) ($r = 0.787$) and has a substantial correlation with Customer Loyalty (total_L) ($r = 0.760$). This implies that customers who perceive the hotel as reliable are also more likely to perceive its staff as responsive and to demonstrate loyalty. Additionally, Reliability shows a moderate correlation with Assurance (total_A) ($r = 0.664$), suggesting that the more reliable the hotel services, the more customers trust and feel assured by the staff. Overall, reliability emerges as a critical factor interlinked with all dimensions.

The Responsiveness (total_R) variable shows very strong positive correlations with Assurance (total_A) ($r = 0.850$) and strong correlations with Customer Loyalty (total_L) ($r = 0.732$). This result indicates that prompt and helpful responses from staff enhance customers' trust and safety feelings and increase their loyalty to the hotel [16]. Assurance (total_A) itself has a strong positive correlation with Loyalty (total_L) ($r = 0.743$), meaning customers who feel assured by hotel staff are more likely to return and recommend the hotel to others. These interconnected relationships among variables highlight the importance of comprehensive service quality improvement.

In conclusion, the correlation analysis reveals that all service quality dimensions have significant and positive relationships with customer loyalty at Ibis Hotel Bandung. Among them, Reliability, Responsiveness, and Assurance exhibit the strongest correlations with loyalty, implying that these dimensions are crucial drivers for building customer loyalty. Tangibles, although slightly lower, still show a moderate correlation, while empathy was not shown in this table but is conceptually essential in SERVQUAL. These findings support the theoretical assumption that improving service quality dimensions will positively impact customer loyalty and provide empirical evidence for strategic decision-making in hotel management.

4.3. Discussion

The findings of this observe suggest that the overall belief of provider great at Ibis inn Bandung is tremendous. that is pondered inside the excessive suggest ratings across all SERVQUAL dimensions measured inside the descriptive records. for example, responsiveness and guarantee have suggest ratings above 21, suggesting that customers are normally satisfied with personnel promptness and competence. these outcomes align with Prabowo et al. (2022), who concluded that carrier satisfactory appreciably affects consumer pleasure in three-megastar motels in Indonesia. effective service experiences result in favorable reviews and higher loyalty intentions.

The tangibles size obtained an average overall score of 21.36, indicating that clients locate the motel's bodily centers, cleanliness, and staff look quality. This helps the argument by using Zeithaml et al. (2018) that tangible factors, although regularly secondary to human-associated offerings, remain crucial in shaping standard carrier high-quality perceptions. Tangibles make a contribution to first impressions, which have an impact on patron expectations and subsequent reviews. At Ibis lodge Bandung, the tangibles rankings recommend that bodily infrastructure standards are properly maintained. however, preferred deviations above 1. Third indicate room for in addition consistency enhancements.

Reliability was also rated highly with a total mean score of 21.48, highlighting that customers perceive the hotel as dependable and accurate in delivering promised services (Pratiwi at al., 2020). Reliability is critical in the hospitality industry because guests seek assurance that their needs will be met without error (Parasuraman et al., 1988). This finding is consistent with Syafitri et al. (2020), who found that reliability positively influences customer satisfaction and loyalty in budget hotels. The relatively low standard deviations suggest that most customers have consistent positive perceptions of reliability. This consistency is crucial for building long-term trust and loyalty.

Responsiveness acquired one of the highest rankings, with a mean overall rating of 21.96, suggesting that clients fee the promptness and willingness of team of workers to assist them. Consistent with Hidayat et al. (2021), responsiveness is one of the most influential dimensions in determining purchaser satisfaction in Indonesian hotels. This result shows that the group of workers at Ibis lodge Bandung are perceived as attentive and brief in imparting services, improving customer stories. Activate provider reduces purchaser ready time and increases perceived performance. therefore, retaining excessive responsiveness should continue to be a concern for control.

Warranty also obtained a high mean score of 21.82, indicating that clients experience assured inside the resort personnel's competence and courtesy. assurance builds believe, which is crucial for customer retention, as defined by way of Purnamasari & Kusumawati (2020) of their study on carrier high-quality in hospitality. customers who experience comfy and revered through resort team of workers are much more likely to become dependable guests. the same old deviations for assurance gadgets are notably low, indicating a uniform notion of staff reliability and knowledge. This highlights the effectiveness of staff education packages at Ibis resort Bandung.

Patron loyalty itself achieved the highest mean total score of 22.38, suggesting sturdy guest intentions to revisit and advise Ibis motel Bandung. that is supported with the aid of Wahyuni and Lestari (2021), who emphasised that excessive service exceptional results in repeat visits and superb phrase-of- mouth referrals. The high loyalty rankings replicate that the motel's contemporary service high-quality strategies are powerful in fostering patron retention. however, non-stop enhancements are necessary to preserve this aggressive advantage. Loyalty is influenced by using dynamic market expectancies, requiring motels to remain adaptive.

The correlation evaluation similarly discovered widespread advantageous relationships among all provider satisfactory dimensions and patron loyalty. extensively, responsiveness and assurance showed strong correlations with loyalty, indicating their central position in influencing visitors' intentions to go back. This aligns with Parasuraman et al. (1988) who cautioned that responsiveness and guarantee immediately effect perceived value and loyalty. Reliability and tangibles also had mild to robust correlations with loyalty, reinforcing the multidimensional nature of provider quality. these effects recommend that no unmarried measurement on my own determines loyalty; as an alternative, they paintings together. The strong correlation between reliability and responsiveness ($r = 0.787$) indicates that customers who perceive services as reliable also view staff as responsive. This finding supports the argument by Zeithaml et al. (2018) that SERVQUAL dimensions are interrelated, and improvements in one dimension often enhance others. Reliable services create confidence, while responsiveness enhances perceived care and attention. Together, these perceptions contribute to a holistic positive service experience (Candra & Mahaputra, 2024). Therefore, improving reliability could also indirectly strengthen responsiveness perceptions.

Similarly, the high correlation between responsiveness and assurance ($r = 0.850$) demonstrates that customers who perceive staff as prompt also feel assured by their knowledge and courtesy. This is consistent with Prabowo et al. (2022), who reported that responsive services often build customer trust and confidence. Assurance and responsiveness together strengthen the emotional bond between customers and service providers. This bond leads to stronger loyalty intentions and positive behavioral outcomes. As such, training programs should integrate both promptness and professionalism development (Gontur et al., 2022).

The moderate correlation between tangibles and loyalty ($r = 0.554$) indicates that although physical facilities are important, they have a lesser influence on loyalty compared to human-related dimensions. This supports Wahyuni & Lestari (2021), who argued that tangibles alone do not guarantee customer retention. While guests appreciate clean and modern facilities, personal interactions with staff weigh more heavily in determining loyalty. Therefore, tangibles should be maintained at high standards but complemented with superior staff performance. This integrated approach ensures holistic service quality improvements.

The low standard deviations throughout variables propose that clients have constant perceptions of provider first-rate and loyalty. Consistency is critical in hospitality as it reduces perceived chance and enhances patron trust (Parasuraman et al., 1988). guests are much more likely to return to lodges where service fine is solid and predictable. This consistency at Ibis lodge Bandung demonstrates powerful operational management and nice manipulate. Maintaining such consistency requires non-stop employee education and well known procedure reinforcement.

These findings have sensible implications for Ibis resort Bandung control. Investments in personnel training to improve responsiveness and warranty are in all likelihood to yield excessive returns in phrases of consumer loyalty. moreover, reliability ought to be bolstered by way of ensuring all offerings are delivered as promised. In step with Hidayat et al. (2021), reliability enhancements beautify purchaser accept as true with and inspire high quality phrase of mouth. as a consequence, control have to prioritize service exceptional improvements aligned with those outcomes.

From a theoretical perspective, this study confirms the validity of the SERVQUAL model in the Indonesian hotel context. All five dimensions were found to significantly influence customer loyalty, supporting the multidimensional conceptualization proposed by Parasuraman et al. (1988). This also aligns with Syafitri et al. (2020), who found similar results in budget hotels in Indonesia. Therefore, SERVQUAL remains a robust framework for measuring and managing service quality. Future studies could integrate additional variables such as price fairness or brand image for a more comprehensive analysis (Setiadi et al., 2025).

Despite these valuable findings, this study has some limitations. The sample size is limited to 50 respondents, which may reduce the generalizability of results to the broader hotel customer population. Future research should use larger samples to enhance external validity. Additionally, data were collected only at Ibis Hotel Bandung, and different hotel classifications or locations might yield different results. Nonetheless, the findings provide useful insights for hotel managers and researchers alike.

In conclusion, this study demonstrates that service quality dimensions, particularly responsiveness, assurance, and reliability, play significant roles in shaping customer loyalty at Ibis Hotel Bandung. The results suggest that management should focus on enhancing staff promptness, professionalism, and consistency in service delivery to strengthen customer retention strategies. Tangibles also remain important as a supporting factor in overall service perception. These findings support previous studies in the hospitality literature and provide practical recommendations for service quality management. Continuous improvement in all dimensions will enable Ibis Hotel Bandung to maintain its competitive advantage in an increasingly dynamic market (Ginting & Mulyana, 2019).

5. Conclusion

This study concludes that service quality significantly influences customer loyalty at Ibis Hotel Bandung. Among the five SERVQUAL dimensions, responsiveness, assurance, and reliability show the strongest positive correlations with customer loyalty, indicating their crucial role in shaping guest experiences and encouraging repeat visits. Tangibles, while moderately influential, also contribute positively to loyalty through physical comfort and aesthetics. The findings confirm that consistent, prompt, and trustworthy service delivery is essential for retaining customers in the competitive hospitality industry.

Furthermore, the study validates the applicability of the SERVQUAL model within the Indonesian hotel context, offering both theoretical support and practical insights. Management at Ibis Hotel Bandung is advised to prioritize staff training that enhances responsiveness and assurance, while maintaining service consistency to strengthen reliability. Although price and location remain relevant, this research reinforces that superior service quality is a key strategic asset for building sustainable customer loyalty.

Despite its limited sample size, this research provides valuable empirical evidence and serves as a foundation for future studies. By continuously improving all dimensions of service quality, Ibis Hotel Bandung can maintain a competitive edge and foster long-term relationships with its customers.

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