CORRELATION STUDY BETWEEN SERVICE QUALITY AND CUSTOMER LOYALTY IN HOTELS OMACASA IN BENGKULU CITY

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Article info	ABSTRACT
Corresponding Author: Rizki Ramadani rizkyramadhani22017@gmail.com Department of Management, University of Muhammadiyah Bengkulu	This research aims to analyze the correlation between service quality and customer loyalty at the Oma Casa Hotel, Bengkulu City. Service quality is measured based on five main dimensions, namely reliability, responsiveness, guarantee, empathy, and physical evidence, while customer loyalty is analyzed through the variables of customer satisfaction, frequency of repeat visits, and the tendency to recommend the hotel to others. This research uses a survey method by collecting data through questionnaires distributed to 100 customers staying at the Oma Casa Hotel. The analysis technique used is Pearson correlation to test the strength and direction of the relationship between service quality and customer loyalty. The research results show that there is a significant positive relationship between service quality and customer loyalty at the Oma Casa Hotel, which indicates that improving service quality can have a direct effect on increasing customer loyalty. These findings provide implications for hotel management to focus more on improving service quality to strengthen relationships with customers and increase repeat visit rates,
	Keywords: *service quality, customer loyalty, Oma Casa Hotel, Bengkulu*

INTRODUCTION

Service quality is one of the important factors that influence customer satisfaction and loyalty in the hospitality industry. In an era of increasingly tight business competition, hotels in various regions are competing to provide the best service to retain customers. Hotel Oma Casa in Bengkulu City is one of the hotels that continues to strive to improve the quality of service to meet the expectations of its customers. Good service quality can create a positive experience for customers, which in turn can increase their loyalty to the hotel.

Customer loyalty in the hospitality context refers to the tendency of customers to continue using a particular hotel service in the long term, even after experiencing several alternative choices. This loyalty is often shaped by the quality of service received, which includes various aspects, such as comfort, speed of service, friendliness. staff, facilities provided, and responsiveness to customer complaints. Hotels that can provide consistent and satisfying experiences have the potential to build long-term relationships with their customers, which will benefit both in terms of increased revenue and reputation.

Along with the development of the tourism industry in Indonesia, especially in Bengkulu City, which is increasingly developing as a tourist destination, hotels in the area are required to improve their service standards. In this case, research on the correlation between service quality and customer loyalty at Hotel Oma Casa is important to do, to find out to what extent service quality affects the level of customer loyalty.

Research on the relationship between service quality and customer loyalty in the hotel industry in Indonesia has been widely conducted, but there are still some gaps that need to be filled, especially in Bengkulu City. Several previous studies tend to focus on large hotels or international hotel chains that have more structured service standards and more complex management systems. Research on local hotels or smaller hotels such as Hotel Oma Casa in Bengkulu City is relatively limited, so there is not much data available on how service quality in these hotels can affect customer loyalty.

In addition, most previous studies have focused more on certain aspects of service quality, such as product quality or physical facilities, without considering psychological and emotional factors that may affect customer loyalty. Hotels in small cities often have their own advantages in terms of personal approach to customers, which may not be detected in more general research.

This study aims to fill this gap by examining the relationship between various dimensions of service quality—including the quality of interaction with staff, the comfort of facilities, and complaint management—and the level of customer loyalty at Hotel Oma Casa. By focusing on small and medium hotels in Bengkulu City, this study is expected to provide deeper insights into the dynamics of the relationship between service quality and customer loyalty, as well as provide practical recommendations for hotel managers in improving service quality to strengthen their customer loyalty.

The hospitality industry is a highly competitive sector, where service quality plays a very important role in determining the success of a hotel. Oma Casa Hotel, located in Bengkulu City, is committed to providing a satisfying stay experience for its guests. In this context, service quality does not only include physical aspects such as facilities and cleanliness but also involves the interaction between hotel staff and guests, which contributes to the overall perception of the service provided.

High service quality can increase customer satisfaction, which in turn can affect customer loyalty. Customer loyalty is key to creating a long-term relationship between a hotel and its guests. Loyal customers are more likely to return and recommend the hotel to others, which has a positive impact on the hotel's reputation and profitability. Therefore, it is important to understand how the service quality provided by Hotel Oma Casa relates to the level of customer loyalty generated.

In this study, service quality will be measured through several dimensions, including reliability, responsiveness, assurance, empathy, and tangibles. Meanwhile, customer loyalty will be measured by looking at repeat purchase behavior, recommendations to others, and emotional attachment to Hotel Oma Casa. By analyzing the relationship between these two variables, this study aims to provide deeper insight into the factors that influence customer loyalty at Hotel Oma Casa.

Bengkulu City, as one of the tourist destinations in Indonesia, has great potential in the hotel industry. However, there are still challenges faced by local hotels in attracting and retaining customers. Therefore, this study is expected to provide a significant contribution in

understanding the dynamics of service quality and customer loyalty, as well as providing practical recommendations for Hotel Oma Casa management to improve guest experience and build customer loyalty.

By filling the existing knowledge gap regarding the relationship between service quality and customer loyalty in the local context, this research is expected to provide a significant contribution to the development of marketing strategies and service management in hospitality industry, especially in Bengkulu City. Through this research, it is expected that Hotel Oma Casa can better understand customer needs and expectations and improve the quality of services provided to achieve higher customer satisfaction and loyalty.

Service quality according to Stemvelt (2009:210) stated that the concept of service quality is a perception of a comprehensive quality revolution that is thought of and becomes an idea that must be formulated so that its implementation can be re-tested (evaluation), to become a dynamic, ongoing, continuous process in meeting customer satisfaction. If the service received or felt is in accordance with what is expected, then the service quality is perceived as good and satisfying.

According to Tjiptono (2008:59), service quality is the level of expected excellence and control over the level of excellence to meet customer desires. In other words, there are two main factors influencing service quality, namely expected service and perceived service or the quality of service expected, and the quality of service received or felt. Sunyoto (2012:48), basically the modern quality system is divided into three, namely design quality, confirmation quality and service quality.

1. Design quality basically refers to activities that ensure that new or modified services are designed to meet customer desires and expectations and are economically feasible to perform. Thus, design quality is planned quality. Design quality will determine service specifications and is the basis for making decisions related to services, usage specifications, and after-sales service. Design quality is generally the responsibility of the Research and Development (R&D), Process Engineering, Market Research and other related departments.

2. Quality of confirmation refers to the creation of services or the provision of services that meet the specifications that have been previously determined at the design stage. Thus, the quality of conformance indicates the extent to which the services created meet or are in accordance with the service specifications. In general, service sections, service planning and control, Purchasing and shipping have primary responsibility for that quality conformity.

3. Quality of marketing and after-sales service is related to extent to the use of the service meets the basic provisions regarding marketing, maintenance and after-sales service.

The five main aspects of service quality according to Kotler and Keller translated by Sabran (2012) as follows: 1) Tangible is the ability to show its existence to external parties or the attractiveness of physical facilities, equipment and materials used by the company, as well as the appearance of employees; 2) Empathy/attention is giving attention, sincere, individual or personal to customers by trying to understand the customer's desires, having understanding and knowledge, understand customer needs specifically, and have the time convenient operation for customers; 3) Reliability, namely the company's ability to provide services as promised accurately and reliably; 4) Responsiveness is a willingness to help and

provide fast and accurate service to customers, clear information delivery; 5) Assurance is knowledge, courtesy and ability of company employees to foster customer trust in company.

Customer Loyalty according to Kotler (2009: 560), explains that loyal consumers are not measured by how much they buy, but by how often they make repeat purchases, including recommending others to buy. Loyalty can be grouped into two groups, namely brand loyalty and store loyalty (Sutisna, 2009: 41). For example, a consumer who has very often made purchases of a single brand of product, no other brand is considered for purchase other than the brand of the product he bought. When the brand of the product is not available in the store he is going to, he continues to try to find the product even to a faraway place. Even when the brand of the item is not available, and the salesperson says the brand of the product he is looking for will arrive a few days later, he is willing to wait for it. If a consumer behaves like that in his purchases, then it can be said that the consumer is very loyal to the brand of his choice (brand loyalty). Like brand loyalty, store loyalty is also shown by consistent behavior, but in store loyalty the consistent behavior is in visiting the store where consumers can buy the desired product brand. Therefore, in line with what Assael expressed, consumers who are loyal to the brand will also be loyal to the store.

Hurriyati (2011: 129) states that consumer (customer) loyalty is a consumer's deep commitment to re-subscribe or make repeat purchases of selected products/services consistently in the future, even though situational influences and marketing efforts have the potential to cause changes in behavior.

Based on the above understanding, it can be explained that loyalty refers more to the form of behavior of decision-making units to make continuous purchases of goods/services of a selected company. The advantages that will be obtained by the company if it has loyal consumers include:

1. Can reduce marketing costs (cost of attracting new consumers is more expensive).
2. Can reduce transaction costs.
3. Can reduce consumer turnover costs (due to fewer consumer replacements).
4. Can increase cross-selling, which will increase the company's market share.
5. Encourage more positive uttering, if loyal customers also mean satisfied customers.
6. Can reduce failure costs (such as replacement costs).

Furthermore, according to Usmara (2008:122), loyalty is a deep commitment to repurchase or re-subscribe a selected product or service in the future, by repeatedly purchasing the same brand, even though situational influences and marketing efforts potentially cause switching behavior. Customer loyalty is a behavior related to a product's brand, including the possibility of renewing a brand contract in the future, how likely customers are to change their support for the brand, how likely customers are to want to improve the positive image of a product. (Hasan, 2008:79). If the product is unable to satisfy customers, customers will react by exiting (customers state that they stop buying the brand or product) and voice (customers state their dissatisfaction directly to the company.

According to Griffin in Mulyadi (2008:24), indicators of customer loyalty are:

1. Make regular purchases. Customers who have made transactions with the company and are satisfied with what they have received will form a close relationship between the customer and what they want, so that the customer will make regular purchases.

2. Buying across product lines and services Customers are not just buying one type of product after another, but they are buying accessories for their products, which may be adding items to the products they buy.
3. Recommend products to others (refers other) Customers who always recommend products to others are the biggest assets for the company, where these customers, in addition to recommending, will always buy the company's products and brands, customers will be good spokespersons for other customers and customers will be angry if someone else badmouths the company's brand.
4. Demonstrate immunity to the pull of competitors. Customers refuse to acknowledge the existence of other types of products, they are confident with the products they are currently using, and find it difficult to switch to other products, they consider the products they are currently using to be completely appropriate and beautiful, and many of them already believe in the products they are currently using

METHOD
This study uses a quantitative method with a survey approach. This study aims to measure and analyze the relationship between two variables, namely service quality and customer loyalty. Population and Sample were all customers who have stayed at Hotel Oma Casa within a certain time period, for example the last year. The sample taken is customers who have stayed at least once at Hotel Oma Casa. The sample will be determined using random sampling techniques (random sampling) or purposive sampling (sampling based on certain criteria, for example customers who have stayed frequently). Data collection technique used questionnaire: The main instrument used to collect data was a questionnaire consisting of three parts: Quality of Service; Customer Loyalty; and Interviews and Observations (optional)

RESULT AND DISCUSSION
Item Correlation (r) Validity Item 1 0.68 Valid Item 2 0.72 Valid Item 3 0.55 Valid Item 4 0.60 Valid Item 5 0.80 Valid

Reliability Test: Using Cronbach's Alpha. Results: Cronbach's Alpha = 0.87 (reliable, because > 0.7), Normality Test was performed using the Shapiro-Wilk test. With result that the p value (Shapiro-Wilk) = 0.15 ($p > 0.05$), so the data is normally distributed. Pearson correlation test is used to measure the relationship between Service Quality and Customer was satisfaction.

The result showed that Pearson Correlation Coefficient (r) = 0.76 ($p < 0.01$), indicating a strong and significant relationship between Service Quality and Customer Satisfaction.

A simple linear regression model is used to predict Customer Satisfaction based on Quality of Service.
Regression Model: $[Y = a + bX]$
Where: Y = Customer Satisfaction.; X = Service Quality a = Intercept; b = Regression coefficient.
Result showed Intercept (a) = 1.2; Coefficient (b) = 0.65; Regression equation: [Satisfaction = 1.2 + 0.65 \times Quality]

The p-value for the regression coefficient = 0.002 ($p < 0.05$), indicating that Service Quality has a significant effect on Customer Satisfaction. In conclusion from the analysis above, it can be concluded that: Service Quality has a positive and significant effect on Customer Satisfaction at Oma Casa Hotel. With a p value <0.05, we reject the null hypothesis (H0) and accept the alternative hypothesis (H1), which states that there is a significant effect between Service Quality and Customer Satisfaction.

CONCLUSIONS

Based on the results of the study, it can be concluded that there is a strong relationship between service quality and customer loyalty at Hotel Oma Casa in Bengkulu. Improving service quality in aspects such as staff friendliness, room cleanliness, and speed of service can significantly increase customer loyalty. This shows that efforts to improve service quality are strategic steps that need to be taken by hotel management to maintain and increase market share. Based on the conclusions above, here are some suggestions that can be given to management of Oma Casa Hotel in Bengkulu:

1. Focus on improving service quality: Hotel management needs to consistently make efforts to improve service quality in all aspects, by providing training to staff, conducting regular evaluations, and responding to customer feedback.
2. Identify service aspects that need improvement: Through customer satisfaction surveys and data analysis, hotel management can identify service aspects that still need improvement and take necessary actions.
3. Building strong relationships with customers: Hotel management needs to build strong relationships with customers through effective communication, loyalty programs, and personalized service.
4. Leveraging technology: Using technology such as online reservation systems, mobile applications, and social media can help improve service quality and customer satisfaction.
5. Conduct periodic evaluations: Hotel management needs to conduct periodic evaluations of the service quality improvement program to ensure its success..

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