

## **DELIVERING CUSTOMER SERVICE EXCELLENT FOR SUSTAINABLE HOSPITALITY BUSINESS (CASE STUDY AT TRANS RESORT BALI)**

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### **Abstract**

Because it fosters repeat business, positive word-of-mouth advertising, and a steady clientele, customer loyalty is essential to a hotel's success. The goal of the study is to determine how customer loyalty at Trans Resort Bali is impacted by service recovery, complaint handling, and perceived value. Because it fosters repeat business, positive word-of-mouth advertising, and a steady clientele, customer loyalty is essential to a hotel's success. The goal of the study is to determine how customer loyalty at Trans Resort Bali is impacted by service recovery, complaint handling, and perceived value. Customer loyalty at The Trans Resort Bali is significantly impacted by the research's findings about service recovery. Customer loyalty at The Trans Resort Bali is significantly impacted by how complaints are handled. Customer loyalty is significantly impacted by perceived value at The Trans Resort Bali. At The Trans Resort Bali, factors including perceived value, complaint resolution, and service recovery have a big impact on client loyalty. In order to guarantee a satisfying and unforgettable stay, the hotel should implement a proactive and sympathetic service recovery approach by quickly responding to guest complaints, extending heartfelt apologies, and offering practical solutions. The hotel can improve how it handles complaints by creating a more efficient communication system, giving employees the freedom to handle problems quickly, and regularly asking for input to identify and remedy areas where customers are not satisfied.

### **1. Introduction**

The neighborliness industry is exceptionally imperative for Indonesia's economy, particularly in places that numerous sightseers like to visit, like Bali. Bali has picked up worldwide acknowledgment for its staggering scenes, dynamic culture, and warm neighborliness. As a result, the island pulls in numerous household and worldwide sightseers, driving to the foundation of various lodgings and resorts. These places called inns provide individuals a put to remain, eat, and have fun when they are on get-away. Inns in Indonesia have been getting increasingly prevalent since Indonesia has parcels of wonderful nature, curiously culture, and numerous individuals need to visit. There are diverse sorts of inns in Indonesia, like favor ones and ones that are more reasonable, so individuals can select what they just. Like the lodging industry in Indonesia contributes essentially to the economy by creating business openings, drawing in remote speculation, and advancing tourism-related businesses.

Having steadfast clients is vital for lodgings. Steadfast clients are individuals who keep coming back to remain at the lodging once more and once more. They too spend more cash when they remain there. Faithful clients do not truly care as well much around the cost, they fair need great benefit and are willing to pay additional for it. This expanded income from faithful clients contributes to the hotel's money related soundness and productivity. Client

dependability leads to rehash trade, where visitors select to remain at the same lodging for future visits. Rehash visitors kill the require for costly showcasing campaigns and decrease client procurement costs. Rehash commerce makes a steady client base and makes a difference lodgings way better figure request and arrange their assets proficiently. When individuals truly like a inn, they tell their companions and family around it. This makes other people need to undertake the lodging as well. Positive word-of-mouth can altogether affect the hotel's notoriety, draw in unused clients, and upgrade its brand picture (Akbar and Situmorang, 2021). Lodgings got to make beyond any doubt that people keep coming back to remain with them. This is often important because there are parcels of other inns attempting to get clients as well. So, inns must be known what makes clients need to come back once more and once more. When individuals like a lodging a part and keep coming back to remain there, it makes a difference the inn make more cash. These faithful clients moreover as a rule spend more cash whereas they are there and tell their companions and family almost the lodging. Also, steadfast clients contribute to positive word-of-mouth promoting and help in setting up a solid brand notoriety (Akira and Sudibyoy, 2021).

Service failures can occur in any hotel, if something goes wrong at a hotel and the customer is not happy, the hotel can do things to fix the problem and make the customer happy again. This is called service recovery. (Melisa and Answati, 2017). Complaint handling plays a crucial role in managing guest dissatisfaction. It involves the hotel's ability to address and resolve guest complaints promptly and effectively. Effective complaint handling can help in building trust, demonstrating the hotel's commitment to guest satisfaction, and ultimately influencing customer loyalty. (Al'asqolaini, 2019). Perceived value means what a customer thinks they are getting from a product or service compared to how much they have to pay for it. In the context of hotels, perceived value includes factors such as the quality of service, amenities, pricing, and overall guest experience. (Akbar and Situmorang, 2021)

The research by Himmah (2019) shows that service recovery helps company fixes a service failure they made quickly and well, it makes customers happy and more likely to keep using their services which demonstrates a commitment to customer satisfaction and retention. This leads to increased customer confidence and trust in the brand, ultimately bolstering loyalty. Customers who are happy with a company are more likely to keep using that company, share positive experiences, and speak favorably about the brand to others. Additionally, successful service recovery efforts provide valuable learning opportunities for the company to improve its processes, further enhancing the overall customer experience. In essence, service recovery is a critical tool in building and maintaining a loyal customer base.

The research by (Akira and Sudibyoy, 2021), shows that complaint handling is how a company deals with complaints from customers can give an effect for the customer satisfaction. Complaint handling significantly influences customer loyalty. When a company adeptly manages customer complaints, it demonstrates attentiveness and a commitment to customer satisfaction. Effectively resolving issues not only rectifies the immediate problem but also leaves customers with a positive impression of the company's responsiveness and dedication to their needs. This, in turn, fosters trust and strengthens the customer-brand relationship. Satisfied customers usually will be loyal, speak positively for hotel, and potentially even become brand advocates. Conversely, mishandling complaints or ignoring them can lead to dissatisfaction, which may result in customer churn and negative word-of-mouth, ultimately eroding loyalty. Thus, adept complaint handling is a pivotal aspect of maintaining and cultivating a loyal customer base.

The research by (Akbar and Situmorang, 2021) shows that perceived value is how much someone thinks something is worth that can make them want to keep buying it which lead to the customer loyalty. This is really important for creating a customer’s loyalty. When customers believe they are receiving a fair and worthwhile exchange for their investment—be it in terms of products, services, or experiences—they are more likely to develop a strong allegiance to a brand. A high perceived value implies that the benefits received outweigh the costs, leading to a sense of satisfaction and trust in the company. This satisfaction often translates into repeat purchases and a reluctance to switch to competitors. Furthermore, customers who perceive a brand as offering exceptional value are more inclined to become brand advocates, sharing their positive experiences with others. Ultimately, a company's ability to consistently deliver perceived value not only enhances customer loyalty but also fortifies its position in the market.

This research is conducted at The Trans Resort Bali, which is a luxury hotel that located in Seminyak, Bali, known for its exquisite design and world-class amenities. The hotel offers a range of luxurious accommodation options, including spacious rooms, suites, and private villas, all designed to provide guests with a comfortable and memorable stay.

The problem of customer loyalty for Trans Resort Bali stems from a series of disappointing experiences reported by a guest. These experiences primarily revolve around three key aspects of their stay: the SPA service, Villa bachelor, and in-room dining service. The guest encountered significant issues with the SPA service. It is not specified what exactly went wrong, but it’s evident that the guest had a negative experience. This can be a significant concern as spa services are often a focal point of relaxation and rejuvenation for guests at luxury resorts. Again, specific details about the issues with the Villa Bachelor service are not provided. However, it’s clear that this aspect of their stay did not meet their expectations. This could be related to amenities, cleanliness, or other services associated with the villa. The guest also had problems with the in-room dining service. Like the other issues, specifics are not outlined, but it’s apparent that the service did not meet their standards. The guest’s statement implies that the resort’s services were subpar, and they believe that if a person is not particularly picky, they might find the resort acceptable. However, for someone like the guest who was on their honeymoon (a special and significant occasion), the overall experience fell short of their expectations. Additionally, the issue of punctuality is mentioned. This suggests that there were delays or inconsistencies in the service delivery, which could have caused inconvenience for the guest and their husband, potentially causing them to miss out on planned sightseeing activities. In summary, the reported problems with the SPA service, Villa Bachelor, and in-room dining, along with issues of punctuality, have led to a negative perception of the resort. This negative experience could impact the guest’s loyalty to the Trans Resort Bali and potentially deter them from returning or recommending the resort to others.

## 2. Literature Review

Based on (Dahmer, 2020), hospitality means being nice to people who come to eat at your restaurant. This includes things like saying hello with a friendly smile, even if you're tired, remembering people's names, helping them with their coats and chairs, remembering what they like to drink, knowing exactly what they want to eat, and knowing what they might need before they even ask. According to Tenose (2020), hospitality management is when people work

together to take care of and help people who are visiting or staying in a place. This includes making sure they have a nice experience and providing different services to make them happy. According to Reynolds (2019), types of hospitality industry are (1) Food and Beverage; (2) Accommodations and Lodging; and (3) Travel and Tourism. In the hospitality industry, food and drinks are important. They are the biggest part of the industry and can be found in fancy restaurants, fast food places, and other places that serve food. Sometimes, food and drinks can also be part of other businesses like bowling alleys or movie theaters. When a restaurant is in a hotel, good food and great service can make the guests happy and enjoy their stay even more. Hotels, bed and breakfasts, and other places where people can stay for a night, or more are part of the hospitality industry. These businesses can range from fancy resorts to simple places like hostels and campgrounds. If you have a business that offers lodging, it's important to make sure your guests feel comfortable and taken care of. Travelers like when they are treated nicely and have basic things they need. When guests have a good experience, they will tell their friends and might come back to stay again.

In the hospitality business, there are different ways people can travel, like by plane, train, or cruise ship. The people who work on these modes of transportation, like flight attendants and cruise staff, take care of the passengers by serving them food and making sure they are comfortable. People who go on trips for work or for fun are all part of this hospitality area. There are also people who help with technology and give information to travelers, and they are also part of the hospitality industry. Places like amusement parks are very popular and have lots of visitors who want to have a great time and receive good customer service.

Many publications give way better understanding of client involvement through a few definitions. As, Meyer and Schwager (2007) characterize client encounter as “customers' inner and subjective reaction to any coordinate or roundabout contact with the company over different touch points”. Gentile et al. (2007, p. 397) expressed that “customer encounter begins from a set of intelligent between a client and a item, a company, or portion of its organization, which incite a response. This involvement is entirely individual and suggests the customer's association at diverse levels (sound, passionate, sensorial, physical, and spiritual)”. Klaus and Maklan (2013) seen client involvement as “the customer's cognitive and emotional evaluation of all coordinate and circuitous experiences with the firm relating to their obtaining behavior”. Within the words of Lemke et al. (2011), client encounter is conceptualized as “the customer's subjective reaction to the all-encompassing coordinate and circuitous experience with the firm, and client involvement quality as its seen fabulousness or superiority”.

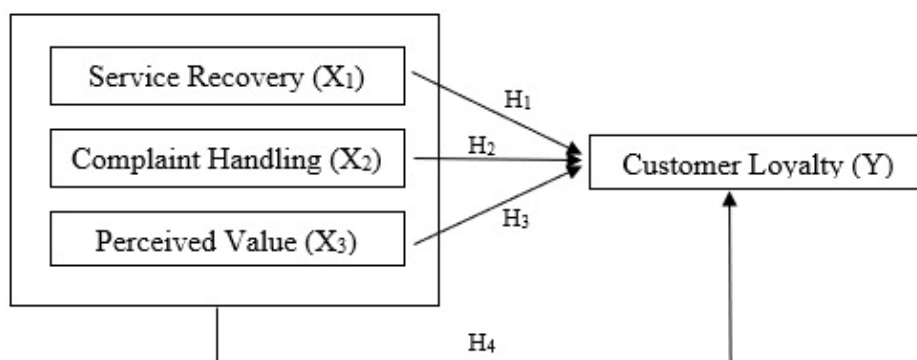


Figure 1. Model of Research

These are the 4 hypotheses develop in ordered to answer the research question. The first hypothesis is trying to investigate whether service recovery has significant effect on customer loyalty at The Trans Resort Bali. The second hypothesis look on the effect of Complaint Handling (CH) toward customer loyalty at The Trans Resort Bali. The third hypothesis is trying to prove that Perceived Value (PV) has significant effect on customer loyalty at The Trans Resort Bali. And the last hypothesis is to investigate whether SR, CH, and PV have significant effect on customer loyalty at The Trans Resort Bali simultaneously.

Service recovery means doing things to fix problems, change how someone feels when they're unhappy, and keep them as a customer (Melisa and Answati, 2017). The service recovery system is a way for companies to fix and make up for mistakes they make when providing a service. When a company does a good job of fixing the mistake, it can make the customer feel better and more loyal to the company. So, the recovery system is like a plan or tool that companies use to try to keep their customers happy. According to Fatricia and Priadi (2018), the indicator of service recovery are as follows:

### 1. Distributive justice

Distributive justice, specifically a feature that concentrates on the outcomes and fulfillment of service recovery; for instance, the measures the business takes to address customer complaints if it commits an error, even if doing so comes at a high cost to cover losses. Distributive justice can be achieved by compensating consumers, such as by offering freebies, discounts, coupons, refunds, and other incentives. This type of justice can be expressed through financial compensation in the form of rebates, coupons, gift cards, refunds, freebies, product replacements, or sincere apologies.

### 2. Procedural

Procedural justice, specifically a feature that emphasizes the fairness of the complaints that customers should have when they file them in compliance with the company's policies and procedures. Process control, decision control, accessibility, timing/speed, and flexibility are all aspects of procedural justice. Process control, decision control, ease of access, time/speed, and flexibility are the elements of procedural justice.

### 3. Interactional

Interactional justice, which has to do with how the business handles customer complaints if a service delivery error occurs. Customer satisfaction with the company's services increases with the company's response to the service. Five characteristics are indicative of interactional justice: effort, politeness, empathy, honesty (openness), and explanation/causal account (explanation).

Complaint Handling is the method by which a commerce or organization addresses and settle client complaints and grievances. Compelling complaint taking care of is significant for keeping up client fulfillment, believe, and dependability. According to Ginting (2020), complaint handling refers to the process of receiving, acknowledging, investigating, and resolving complaints or grievances raised by customers or individuals regarding a product, service, or organizational practice. According to Kurniyawati and Ratno (2020), the indicator of complaint handling are as follows:

#### 1. Speed in handling complaints.

Speed is very important in handling complaints, if complaints are not responded to immediately, then feelings of dissatisfaction with the company will become permanent and irreversible. Meanwhile, if complaints can be handled quickly, there is a possibility that the

customer will be satisfied. If a customer is satisfied with the way his complaint is handled, there is a big possibility that he will become a customer of the company again.

## 2. Fairness or justice in solving problems or complaints.

Companies must pay attention to aspects of fairness in terms of costs and long-term performance. The expected result is of course a "win-win" situation (fair, realistic and proportional), where customers and the company both benefits.

## 3. Empathy for angry customers.

It's important to take the time to listen to people when they have a problem and try to understand how they feel. In this way, the problems faced can become clear, so that optimal solutions can be pursued together.

## 4. Ease for consumers to contact the company.

This is important for consumers to submit comments, suggestions, criticism, questions or complaints. Here it is really necessary to have an easy and relatively inexpensive communication method, where customers can convey their complaints. If necessary and possible, the company can provide a toll-free telephone line (hot line service) and/or a website to accommodate customer complaints.

According to Schmitt and Rogers. (2008), Perceived value means how much the customer thinks a product or service is worth. Perceived Value alludes to the customer's assessment of the worth or benefits of a item or benefit compared to its fetched. It may be a subjective evaluation that changes from individual to individual This value is based on things like what the product does and how the brand is seen. According to Louche (2020), indicators of perceived value consist of:

### 1. Emotional Value

The first thing we looked at was how people feel when they use a product. We called this their emotional response or the joy they get from using it. We also thought about the emotions and feelings that a product can create. This is called emotional value. Another thing we thought about was how useful a product is and how well it works. This is called functional value. We also looked at how good the product is in terms of quality. This is important because it affects how much people like a brand and how likely they are to buy it. We found that people think a product is better quality if they perceive it as being more valuable. This is why companies try to make their products better than others to stand out and make people want to buy them.

### 2. Social Value

Social value can be thought of in two different ways. One way is that when a product makes people feel good about themselves and their social identity, it has social value. This is especially true for people who don't feel very confident about themselves. However, this definition doesn't include people who already feel good about themselves. The other way to think about social value is that when a product helps people fit in with certain groups and show off their identity, it has social value. This can be seen through the symbols or messages that the product carries. When people see these symbols, it makes them think positively about the brand and makes them want to buy the product. So, previous studies have shown that when people see products that represent who they are, it can influence their decision to buy and use those products.

### 3. Performance Value

The utility that results from the product's perceived quality, expected performance, and expected quality. Product quality is typically used to determine value, and functional value is the perceived benefit derived from an object's ability to perform in a functional, utilitarian, or

physical capacity. Since product quality is typically the primary determining factor in brand preference and purchase decisions, it is a crucial aspect of a brand's image. Prior research indicates that brand equity and purchase intention are strongly positively correlated with consumers' perceptions of product quality. Because it offers a higher degree of functional utility and actual value to the customer, product quality is therefore used as a strategic differentiation tool to create competitive advantage.

#### 4. Value of Money

The product's perceived short- and long-term costs were the source of its utility. According to the economic person theory, functional value indicates advantages connected to owning a product in terms of economic utility. Through a number of prominent pricing characteristics, this value supports the performance of the object. One significant factor influencing consumers' brand choices is price. The way consumers view a product's brand image may have an impact on their intention to purchase based on their perception of its value for money. According to earlier research, purchase intentions are positively correlated with perceptions of a product's reasonable price. Price and value for money factors, therefore, drive purchasing intentions.

Customer Loyalty (CL) alludes to the continuous inclination and commitment a client has towards a specific brand or company, illustrated through rehased buys or engagements. This dependability comes about from a positive client encounter, fulfillment with items or administrations, and the seen esteem gotten from the brand. According to Yuniarti (2020), customer loyalty is the amount of consumption and frequency of purchase done by customer to the company. According to Ilhamsyah and Mulyani (2018), the indicators of customer loyalty are as follows:

##### 1. Repeat purchase.

The customer makes regular repeat purchase. The customer conducts the purchase continuously on certain product.

##### 2. Purchase across product and service lines.

The customer conducts the purchases across product and service lines. Customers buy both the primary goods and services as well as a line of related goods and services from the same company.

##### 3. Refer.

The company provides reference to other people that the customer conduct communication with word of mouth for the product.

##### 4. Immunity.

The customer demonstrates immunity to pull of the competition.

### 3. Research Method

To understand how customer activity, a survey is conducted. The object of this research is customer of Trans Resort Bali. The hotel is in Jl. Sunset Road, Seminyak Bali. The survey is done during October 2022 to March 2023. All customer of this hotel become the population of this research. The number of populations is customers of the Trans Resort Bali is considered infinite since the customer is various. A resort usually provides many facilities, and this can lead into various transactions. A sample is a limited portion of the population, and because the context of unit of analysis the number is limited into minimally 97 respondents based on

Lemeshow formula. In this research, the researcher uses convenience sampling to select the sample. Data that is collected then is analyzed using multi regression approach.

Survey is conducted by using online questionnaire. In distributing the questionnaire approach are given online so that the customer will have time to fill in the survey. There are 30 Question develop from 4 variable and additional 5 question to filter the respondent. Questionnaire is tested using pilot survey and the validity and reliability is checked using Pearson product moment correlation test and Cronbach alpha test.

#### 4. Result and Discussion

Based on the results of data analysis in this study is that the effect of service recovery has a positive and significant effect on customer loyalty. The regression coefficient of service recovery (X1) is 0.209, which is positive. This means entrepreneurial orientation has a positive effect on customer loyalty (Y). Sig value of the variable known service recovery is  $0.047 < 0.05$ , Service recovery positive and significant impact on customer loyalty. Thus, the higher service recovery, the customer loyalty will also increase.

**Table 1. Descriptive Statistics**

		Service Recovery	Complaint Handling	Perceived Value	Customer Loyalty
N	Valid	97	97	97	97
	Missing	0	0	0	0
Mean		14,6598	19,8041	19,0722	19,0309
Median		15,0000	20,0000	18,0000	19,0000
Mode		15,00	20,00	20,00	16,00

This research has same result with research by Melisa and Answati. (2017). In order to increase customer loyalty, service recovery is essential. Rebuilding trust is facilitated when a business skillfully handles service mishaps, as it shows a dedication to client happiness. This gives a long-lasting good impression in addition to resolving the immediate problem. Customers that are satisfied have a higher probability of staying faithful and even growing in loyalty compared to those who never had an issue. In addition, proficient service recovery minimizes unfavorable publicity, protects the organization's standing, and offers priceless opportunities for ongoing enhancement. The company's financial performance and competitive positioning are positively impacted by increased customer retention rates.

**Table 2. Hypothesis Testing (Partial Relationship)**

Variable	t-count	t-table	Sig Value	Sig. Standard	Evaluation
X1*Y	2.011	1.98	0.047	0.05	Hypothesis Accepted



X2*Y	5.034	1.98	0.000	0.05	Hypothesis Accepted
X3*Y	2.070	1.98	0.041	0.05	Hypothesis Accepted

Based on the results of data analysis in this study is that the effect of complaint handling has a positive and significant effect on customer loyalty. The regression coefficient of complaint handling (X2) is 0.506, which is positive. This means entrepreneurial orientation has a positive effect on customer loyalty (Y). Sig value of the variable known complaint handling is  $0.000 < 0.05$ , Complaint handling positive and significant impact on customer loyalty. Thus, the higher complaint handling, the customer loyalty will also increase. This research has same result with research by (Akira and Sudiby, 2021). Customer loyalty is directly impacted by a company's response to complaints from its clients. In addition to resolving immediate issues, a prompt and efficient complaint resolution procedure shows a dedication to client satisfaction. Consumers are more likely to trust and rely on a business when they feel that they are being listened to, understood, and that their problems are being handled quickly and sympathetically. Customers are much more satisfied as a result of this positive experience, which also increases their loyalty. Furthermore, effective complaint handling lessens the possibility of bad press, protecting the business's reputation. It further improves the overall customer experience by offering priceless feedback for process improvement. To sum up, competent complaint handling is essential to maintaining customer loyalty because it not only resolves individual problems but also fosters enduring, win-win partnerships.

**Table 3. Hypothesis Testing (Simultaneous Relationship)**

Variable	F-count	F-table	Sig Value	Sig. Standard	Evaluation
X1, X2, X3 *Y	36.630	2.70	0.000	0.05	Hypothesis Accepted

Based on the results of data analysis in this study is that the effect of perceived value has a positive and significant effect on customer loyalty. The regression coefficient of perceived value (X3) is 0.181, which is positive. This means entrepreneurial orientation has a positive effect on customer loyalty (Y). Sig value of the variable known perceived value is  $0.041 < 0.05$ , Perceived value positive and significant impact on customer loyalty. Thus, the higher perceived value, the customer loyalty will also increase. This research has same result with research by Akbar and Situmorang (2021). Customer loyalty is significantly influenced by perceived value, which is the evaluation made by the customer of the advantages over the disadvantages. The likelihood of customers developing a strong attachment to a brand increase when they believe they are receiving a high-value product or service. Advocacy and repeat business are also encouraged by this favorable perception, which also raises customer satisfaction. Customers that see a high value also are more loyal and reluctant to move to other options because they are less likely to be influenced by competition or price changes. In order to establish and maintain long-term client loyalty, a business must be able to consistently deliver perceived value.

## 5. Conclusion

Based on the results of research and discussion have been described by the writer, it can be determined the conclusion that Service recovery has significant effect on customer loyalty at The Trans Resort Bali. The question about the hotel has approach to offering compensation or restitution in cases where service issues or inconveniences occurred during stay has highest mean value. Complaint handling has significant effect on customer loyalty at The Trans Resort Bali.

The questions about the hotel can handle complaint with proportional benefit to customer has highest mean value. Perceived value has significant effect on customer loyalty at The Trans Resort Bali. The questions about the hotel can maintain physical performance of employee has highest mean value.

Service recovery, complaint handling and perceived value have significant effect on customer loyalty at The Trans Resort Bali. Based on coefficient of determination, the effect of service recovery, complaint handling and perceived value on customer loyalty shows 52.7% while 47.3% of customer loyalty can be represented by other variable such as service quality, promotion and so forth. Thus, giving excellence customer service in hospitality industry will lead into better experience of customer.

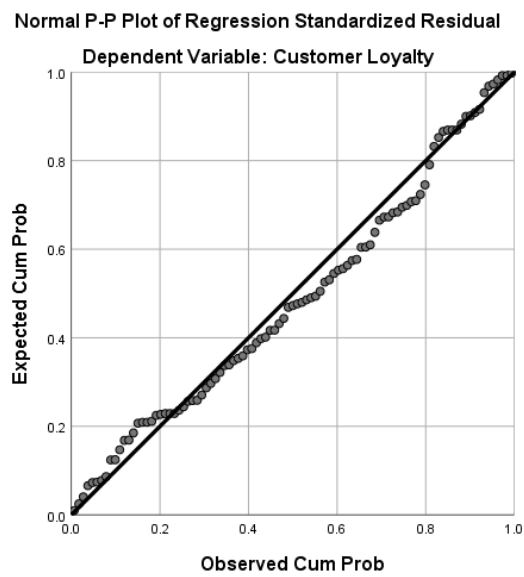
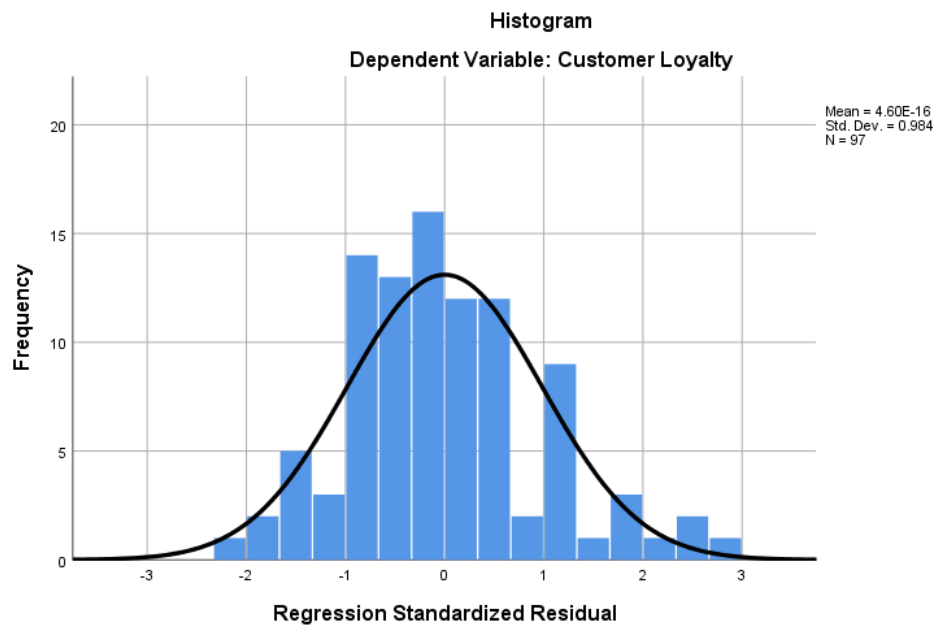
## APPENDIX

### Normality Testing

#### One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		97
Normal Parameters <sup>a,b</sup>	Mean	.0000000
	Std. Deviation	3.30300319
Most Extreme Differences	Absolute	.071
	Positive	.071
	Negative	-.059
Test Statistic		.071
Asymp. Sig. (2-tailed)		.200 <sup>c,d</sup>

- a. Test distribution is Normal.
- b. Calculated from data.
- c. Lilliefors Significance Correction.
- d. This is a lower bound of the true significance.



### Heterocedasticity Testing

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1,477	1,044		1,414	,161
	Service Recovery	-,043	,065	-,084	-,656	,514
	Complaint Handling	,025	,063	,058	,400	,690
	Perceived Value	,063	,055	,143	1,154	,251

a. Dependent Variable: abs

**Multicollinearity Testing**

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	2,470	1,678		1,472	,145		
	Service Recovery	,209	,104	,176	2,011	,047	,640	1,563
	Complaint Handling	,506	,101	,502	5,034	,000	,495	2,021
	Perceived Value	,181	,088	,176	2,070	,041	,683	1,464

a. Dependent Variable: Customer Loyalty

**Linear Regression Analysis**

**Coefficients<sup>a</sup>**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	2,470	1,678		1,472	,145
Service Recovery	,209	,104	,176	2,011	,047
Complaint Handling	,506	,101	,502	5,034	,000
Perceived Value	,181	,088	,176	2,070	,041

a. Dependent Variable: Customer Loyalty

**T Testing**

**Coefficients<sup>a</sup>**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	2,470	1,678		1,472	,145
Service Recovery	,209	,104	,176	2,011	,047
Complaint Handling	,506	,101	,502	5,034	,000
Perceived Value	,181	,088	,176	2,070	,041

a. Dependent Variable: Customer Loyalty

**F Testing**

### ANOVA<sup>b</sup>

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1237,564	3	412,521	36,630	,000 <sup>a</sup>
	Residual	1047,344	93	11,262		
	Total	2284,907	96			

a. Predictors: (Constant), Perceived Value, Service Recovery, Complaint Handling

b. Dependent Variable: Customer Loyalty

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