

**The Effect of Service Quality and Price on Customer Loyalty after the Corona Virus pandemic (Case Study at Hotel XX in Bandung City)**

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**Abstract:** Many new hotels have been established in the city of Bandung, this makes Hotel XX must continue to strive to maintain itself in order to remain able to compete and even increase the number of customers, especially during the Corona pandemic Hotel occupancy in Bandung has decreased by 30%. Hotel XX must have a strategy, namely maintaining service quality and providing the right price so that customer loyalty can be achieved, it is necessary to research these three variables. This study is to determine the effect of service quality and price on customer loyalty in XX Hotels. This study uses an explanatory research method, a questionnaire with a five-point likert scale to collect data, in order to measure the indicators of the variables under study. The sample used is 100. The results of hypothesis testing with multiple linear regression analysis show that (1) there is an effect of service quality on customer loyalty (2) there is a price effect on customer loyalty, (3) there is an effect of service quality and price variables simultaneously on customer dependent variables. Loyalty. The results of this study are very important for Hotel XX to evaluate how to increase customer loyalty so that customers stay back or provide information to others.

**Keywords :** service quality, price, customerLoyalty, hotel

**1. Introduction**

Indonesia has a tourism sector that attracts both natural tourism and cultural diversity. Good and directed management is expected that tourism in Indonesia will be able to attract domestic and foreign tourists to visit. The progress of the Indonesian tourism sector has spurred the provinces in Indonesia to further improve tourism management in their respective regions.

West Java, as one of the proponents in Indonesia, has been known for its variety of tours, making it one of the main choices as a tourist destination for tourists. The economic growth side in the tourism sector is also getting better. The opportunities created by this sector are service industries such as hotel accommodation, transportation and culinary.

**Tabel 1: Occupancy Rate of Star Hotels in West Java**

Klasifikasi	Januari 2017	TPK (Persen) Desember 2017	Januari 2018
[1]	[2]	[3]	[4]
Hotel Bintang	55.17	62.53	53.04
Bintang 1	20.92	44.69	37.33
Bintang 2	51.35	62.35	59.29
Bintang 3	53.38	59.87	53.47
Bintang 4	61.78	65.98	50.97
Bintang 5	53.55	79.63	48.55

Sumber : BPS West Java, March 2018

**Tabel2**

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Klasifikasi [1]	Januari 2017	TPK (Persen) Desember 2017	Januari 2018
	[2]	[3]	[4]
Hotel Non Bintang	36.83	42.31	30.73
Kelompok Kamar < 10	22.06	30.62	23.29
Kelompok Kamar 10-24	38.26	44.76	32.05
Kelompok Kamar 25-40	35.51	38.14	33.63
Kelompok Kamar > 40	38.44	44.72	27.34

### Occupancy Rate of Non-Star Hotels in West Java

Sumber : BPS Jawa Barat, Maret 2018

The city of Bandung is also one of the tourist destinations that tourists are interested in because of the cool air because it is located at an altitude of 600 masl. The number of tourists who come to Bandung is quite a lot with an average of 51,308 tourists per year. The high interest of tourists visiting Bandung increases business opportunities both in tourist objects and in other businesses such as hotel accommodation.

There was a serious problem when the corona virus pandemic spread and had a bad impact on the tourism business in Indonesia and in particular the city of Bandung, this was marked by a decrease in hotel occupancy in Bandung City by 30% according to data from the Bandung City Tourism Office, and according to the chairman of PHRI West Java Herman Muhtar there are 62 hotels in Bandung Raya and 150 hotels in West Java currently for sale due to operational difficulties.

Hotel is a place for guest activities because it has the facilities and infrastructure to support it. So that the hotel is an important means of supporting tourism, whose life depends on the visitors who come. One of the hotels in Bandung is Hotel XX. This hotel in running its business, of course, does not always run well, especially in the face of its increasing competitors. Competitors make competition in the hotel service industry in Bandung increasingly tighter. Competitors provide low prices and services that are supported by better facilities.

Based on the above background, the researcher draws a temporary conclusion that the problems that occur are caused by the service quality and price at Hotel XX affect customer satisfaction so that the number of visitors fluctuates and stagnates. So the researchers wish to conduct research outlined in the form of a thesis with the title "The Effect of Service Quality and Price on Customer Loyalty (Case Study at Hotel XX Bandung)".

## 2. Literature review

### Marketing Mix

The most supportive factor in increasing customers or consumers is the right marketing process, for that we will use a marketing mix or marketing mix which was originally known as the 4Ps.

In the late 70s, it was widely recognized by marketers that the marketing mix had to be renewed. This led to the creation of an expanded marketing mix by Boom & Bitner (1981) which added 3 new elements into the 4 P's. This now allows for an expanded marketing mix to include products that are services and not just physical things:

a. People - All companies rely on the people who run them from front-line Sales staff to the Managing Director.

b. Processes - Delivery of your service is usually done in the presence of the customer, so how the service is delivered back is part of what the customer pays for.

c.

Physical Evidence - Almost all services include some physical element even if most of what consumers pay for is intangible.

### ***Service Marketing***

Frandy Tjiptono in his book *Marketing Services* (2014) describes service marketing in simple terms, the term service may be interpreted as "doing something for other people". There are at least three words that can refer to this term, namely service, service, and service. As services, services generally reflect intangible products or specific industrial sectors, such as education, hospitality, construction, trade, recreation, and so on. The marketing of services or services as an economic activity that offers benefits involves a number of interactions with consumers with owned goods, but does not result in a transfer of ownership. Service characteristics have unique characteristics that differentiate them from physical products.

### **Service Quality**

Service quality is a necessity so that the company is able to survive and get customer satisfaction. The customer's lifestyle demands that the company be able to provide quality service. The success of the company in providing quality services can be achieved with the service quality approach that has been developed by Parasuraman, Berry and Zeithaml (in Lupiyoadi (2009).

### **Service Quality Dimensions**

The concept of service quality is an assessing factor of the customer or consumer's perception of the services provided by a service provider or company. The concept of service quality produced by Parasuraman is SERVQUAL. There are 5 dimensions of service quality according to Parasuraman in Lupiyoadi (2006) as follows:

a. Tangible.

The ability of a company to show its existence to external parties with supporting facilities and infrastructure.

b. Reliability/Reliability.

The company's ability to provide appropriate and promised services accurately and reliably.

c. Responsiveness.

The ability to respond to help customers and provide services quickly and precisely with the delivery of clear information.

d. Assurance.

Knowledge, manners and abilities of company employees.

e. Empathy.

The ability of employees to give genuine and individual or personal attention.

### **Price**

Price or Price is one component of the marketing mix as described earlier. Price also determines the consumer's decision to buy a product.

### **Price Dimension**

A price is a measure of consumer interest in buying a product, either goods or services. So it is necessary to determine the measurement so that the price set will provide customer loyalty. There are 4 (four) tariff dimensions according to Kotler and Armstrong (2014) as follows:

a. Affordable price

b. Price suitability

c. Price competitiveness

d. Price match with benefits.

### **Customer Loyalty**

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The service industry has a factor that every service provider needs to pay attention to, namely customer loyalty. The word satisfaction (Loyalty) comes from the Latin "satis" (meaning good enough, adequate) and "facia" (doing or making). If the performance is less than expected, the customer will be disappointed and if it is in accordance with the expectation, the customer will feel satisfied.

Regarding consumer loyalty according to Griffin (2008: 5), are:

"Loyalty is the formation of attitudes and behavior patterns of a consumer towards the purchase and use of products as a result of their previous experiences".

### Customer Loyalty Dimension

Loyal customers are assets for the company, this can be seen from the characteristics they have. Therefore, customer loyalty appears to be a financial growth. Some of the satisfaction which is an attitude of loyalty can be defined based on consumer behavior.

### 3. Research methods

The research method is a way of examining or studying structured to gain understanding, in an organized manner to find out certain problems being investigated. The research method provides an overview of the research design which includes the following steps, 1. Formulation of problems, 2. Formulation of hypotheses, 3. Research design, 4. Research implementation, and 5. Research reporting (Sugiono, 2013). This was done in order to get a more detailed and complete picture of a study.

#### Design and Type of Research

Research in order to be in accordance with the purpose of being able to provide the right answer to a problem under study, it needs to be designed properly and must refer to applicable and consistent rules. Research design is a design related to decisions regarding research objectives.

This type of research refers to Sugiono (2013), namely, associative research, with the aim of knowing the effect or also the relationship between two or more variables. This type of research has a higher level when compared to descriptive and comparative research. Because this type of research can build a theory that can function to explain, predict and control a symptom.

#### Population and Sample

This study took a sample using the Simple Random Sampling technique, Determining the number of samples from the population in the study area, amounting to 100 (one hundred) customers, the sample determination uses calculation as follows:

$$n = \frac{Z \cdot p \cdot Q}{d}$$

Information :

n = number of samples  
Z = normal standard price (1.976)  
p = proportion estimator (0.5)  
d = interval / deviation (0.10)  
q = 1 - p

$$97,6 = \frac{1,967 \cdot 0,5 \cdot 0,5}{(0,10)}$$

The sample size can be calculated rounded to 100 respondents. the results of these calculations note that the number of samples needed in this study is 100 respondents.

#### Research Variabel

Arikunto (2013) explained that the research variable is the object of research or what is the attention of a research point of interest. There are 3 (three) variables studied, namely: service quality, price and customer loyalty. The explanation of these variables is as follows:

1. *Independent Variable*
  - a. Variabel *service quality* (X1)

The service quality variable has 4 (four) dimensions studied based on Parasuraman's opinion in Lupiyoadi (2013) identifying 5 (five) inherent service quality dimensions, namely: *Tangible, Reliability, Responsiveness, Assurance, Empathy*.

b. Variabel *price* (X2)

The price variable has 4 (four) dimensions based on the thoughts of Kotler and Armstrong (2014) as follows:

- 1) Affordable price
- 2) The suitability of price with product quality
- 3) Price competitiveness
- 4) Compatibility of price and benefits.

2. (*Dependent*) (Y)

The independent variable is customer loyalty, with 3 (three) dimensions to be measured, which is the thought of Lovelock (2001) that there are 3 (three) dimensions in measuring a universal customer loyalty as follows:

- a) *Physical support*
- b) *Contact Person*
- c) *Equipment*

**Validity Test**

Arikunto (2013) states that if there is a model validity test, namely the validity of the questions as a whole and the validity of the items or the validity of the items. The validity of a measuring instrument can be tested from the sum of all statement scores, if rcount is greater than rtable (rh>rt) it can be concluded that the measuring instrument is valid or valid. Pearson's Product Moment (PPM) correlation formula, as follows:

$$r_{xy} = \frac{n \sum XY + (\sum X) - (\sum Y)}{\sqrt{\{n \sum X^2 - (\sum X)^2\} \{n \sum Y^2 - (\sum Y)^2\}}}$$

Information :

r = koefisien korelasi

$\sum X$  = the total score of all variable items X

$\sum Y$  = the sum of all total scores of all variable items Y

n = number of respondents

**Reliabilitas**

Sugiono (2011) explains that reliability is a series of measurements that have consistency if the measurements are made using the measuring instrument repeatedly. Measuring the reliability level of the measuring instrument uses the Cronbach alpha coefficient value using the following formula:

$$r_{11} = \left[ \frac{k}{k-1} \right] \left[ \frac{1 - \sum ab^2}{at^2} \right]$$

Information:

r<sub>11</sub> = Reliabilitas instrument

k = The number of questions

$\sum ab$  = Number of grain variants

at<sup>2</sup> = total Varian

**Classic assumption test**

Treat classical assumption tests carried out in order to obtain regression results that can be valid and valid. The classical assumption test must fulfill the assumptions that the resulting data is normally distributed, there is no correlation or a close relationship between independent variables (multicollinearity), and there is no residual variance inequality from one observation to another (heteroskedasticity).

**Descriptive Analysis Testing**

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Descriptive statistics only describe or provide information about a data or situation and are used to describe respondents' responses are categorized into 5. Descriptive analysis is based on the rating scale that is sought by means of the criteria proposed by Sugiyono (2009), which is based on the percentage of the respondent's score with the formula as follows: following.

$$\% \text{ Skor} = \frac{\text{Skor Aktual}}{\text{Skor Ideal}}$$

Furthermore, the percentage of respondents' answers obtained is classified based on the percentage range of the maximum score (5/5 = 100%) and the minimum score (1/5 = 20%).

**Tabel.3**  
**Category and Interval**

No.	% Skor	Kriteria
1	20.00% - 36.00%	Sangat Buruk/Sangat Rendah
2	36.01% - 52.00%	Buruk/Rendah
3	52.01% - 68.00%	Cukup Baik/Sedang
4	68.01% - 84.00%	Baik/Tinggi
5	84.01% - 100%	Sangat Baik/Sangat Tinggi

Sumber :UmiNarimawati (2010)

### Multiple Regression Analysis

Multiple linear regression analysis is used to predict how the state (increase or decrease) of the dependent variable when two or more independent variables as predictor factors are manipulated (increase or decrease) in value. The regression equation expresses the linear relationship between the dependent variable which is given the symbol Y and one or more independent variables or predictors that are given the symbol X if there is only one predictor, and X1, X2 to Xk, if there is more than one predictor (Crammer &Howitt, 2006). The equations for the population model are as follows:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2$$

Where :

Y= *Customer Loyalty*

$\alpha$ = Konstanta

X<sub>1</sub> = *Service Quality*

X<sub>2</sub>= *Price*

$\beta_{1,2}$  = The regression coefficient of each independent variable

### Coefisien Determination Analysis(R<sup>2</sup>)

The coefficient of determination analysis is to determine the coefficient of an independent variable (X1, X2) on the dependent variable (Y). The coefficient of determination (the amount is between 0 to 1 or between 0% to 100%. The model is better if the value is closer to 1. If the value limit of the coefficient of determination is  $0 \leq \leq 1$ . The formula for calculating is as follows:

$$Kd = r_1^2 \times 100\%$$

Information :

Kd = KoefisienDeterminasi

r<sub>1</sub> = KoefisienKorelasi

### t Test

Treat t test elementary shows how long the effect of one independent variable individually explains the variation of the dependent variable (Ghozali, 2013). The t test is used to analyze the hypothesis of the effect of service quality (X1), price (X2) on partial customer loyalty (Y), with the following steps:

1. Formulation of operational hypotheses partially ( $\beta YX_1$ )  
 $H_{01}: \beta YX_1 = 0$ , There is no effect of service quality on customer quality.  
 $H_{a1}: \beta YX_1 \neq 0$ , There is an effect of service quality on customer quality.  
Test criteria  
Refuse  $H_{01}$  if  $t_{hitung} \leq t_{tabel}$   
Accept  $H_{a1}$  if  $t_{hitung} \geq t_{tabel}$
2. Formulation of operational hypotheses partially ( $\beta YX_2$ )  
 $H_{02}: \beta YX_2 = 0$ , There is no effect of price on customer quality.  
 $H_{a2}: \beta YX_2 \neq 0$ , There is an effect of price on customer quality.  
Kriteria uji  
Refuse  $H_{02}$  if  $t_{hitung} \leq t_{tabel}$   
Refuse  $H_{a2}$  if  $t_{hitung} \geq t_{tabel}$

#### F Test (Anova Test)

The statistical F-test treatment basically shows whether the independent variables in the model have a simultaneous influence on the dependent variable (Ghozali, 2013). The F test is used to analyze the hypothesis of the effect of service quality (X1), price (X2) on customer loyalty (Y) simultaneously, with the following steps:

1. Simultaneous formulation of operational hypotheses  
 $H_{03}: \beta YX_1 = \beta YX_2 = 0$ , There is no simultaneous effect there is service quality (X1) and price (X2) on the dependent variable Customer Loyalty (Y).  
 $H_{a3}: \beta YX_1 \neq \beta YX_2 \neq 0$ , There is a simultaneous effect of service quality (X1) and price (X2) on the dependent variable customer loyalty (Y).  
Test criteria  
Refuse  $H_{03}$  if  $F_{hitung} \leq F_{tabel}$   
Accept  $H_{a3}$  if  $F_{hitung} \geq F_{tabel}$

## 4. Research results and discussion

### Respondent Profile

Research that has been conducted at Hotel XX in Bandung City with the number of respondents as many as 100 people, the researcher obtained an overview of the profile of the research respondents which were described by age, gender, and income.

#### 1) Age

The results of data processing based on age category showed that consumers who were more than 32 years old were 68.6%,

#### 2) Gender

The results of data processing based on the gender of the respondents indicated that there were more men than women, namely as much as 60%.

#### 3) Income

The results of the study in the income category, the number of respondents who had an income of more than three million rupiah was 62.9%.

### Validity test

A questionnaire is said to be valid if the question or statement on the questionnaire is able to reveal something that will be measured by the questionnaire. Testing the validity of the items here uses Pearson correlation and the test of significance is carried out using the criteria using r table at the 0.05 level of significance with a 2-sided test. If the positive value of r count  $\geq$  r table then it can be declared valid, and if r count  $\leq$  r table then the item is declared invalid. The results of the instrument validity test show that "all r counts are greater than r table (r count > 0.197)."

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### Reliability Test

The reliability test results of 3 variables, namely Service Quality, Price and Customer Loyalty show that the Cronbach Alpha value is greater than the Alpha value limit of 0.6. Imam Ghozali said that a construct or variable is said to be reliable if it gives a Cronbach Alpha value > 0.6. The results of this test indicate that "all Cronbach Alpha values are over the three variables in a reliable condition."

### Variable Description

#### 1. Service Quality (X1)

Ideally, the expected score for respondents' answers to 10 statements is 5000. The calculation in the table shows the value obtained is 3879 or 77.6% of the ideal score, namely 5000. Thus Service Quality (X1) is in the "high" category.

#### 2. Price (X2)

Ideally, the expected score for respondents' answers to 8 statements is 4000. The calculation in the table shows the value obtained is 3068 or 76.7% of the ideal score, namely 4000. Thus Price (X2) is in the "high" category.

#### 3. Customer Loyalty (Y)

Ideally, the expected score for respondents' answers to 10 statements is 5000. The calculation in the table shows the value obtained is 3880 or 77.6% of the ideal score, namely 5000. Thus Customer Loyalty (Y) is in the "high" category.

### Normality test

The results of the normality test show that in the Kolmogorov-Smirnov column, it can be seen that the significance value (Asymp.sig 2 tailed) is 0.200 ( $0.200 > 0.05$ ), so the residual value is normal. So, the regression model of the effect of the independent variables X1 and X2 together on the dependent variable Y has met the data normality requirements. The P-Plot graph will also help confirm that the data used is normally distributed.

### Multicollinearity Test

Multicollinearity test, if it has a VIF value <10 and has a tolerance number > 0.1. The results of the calculation show that the correlation value between the independent / independent variables, namely the X1 (Service Quality) and X2 (Price) variables, has the same VIF output value of 1.517 and the output tolerance value of each variable shows the same number, namely 0.659. Each independent variable has a VIF value <10 and a tolerance value > 0.1. So it can be concluded that there is no multicollinearity between the independent variables in this regression model.

### Heteroscedasticity Test

Heteroscedasticity test to determine whether in the regression model there is an inequality of variance from one residual of observation to another. Heteroscedasticity shows the spread of the independent variables. The random spread shows a good regression model, in other words homoscedasticity or heteroscedasticity does not occur.

### Multiple Linear Regression Test

Hypothesis testing is done using multiple linear regression analysis to predict how big the relationship between the independent variables and the dependent variable is. The following are the results of multiple linear regression analysis in this study:

$$Y = 12.470 + 0.309 X1 + 0.467 X2$$

The regression equation has the following meanings:

1. Constant = 12,470

If the Service Quality and Price variables are equal to 0 (zero), then the Customer Loyalty variable is 12.470

2. The coefficient of X1 = 0.309

If the Service Quality variable has increased by one unit, while the Price is considered constant, it will cause an increase in performance of 0.309

3. The coefficient of X2 = 0.467

If the Price variable increases by one unit, while Service Quality is considered constant, it will cause an increase in performance of 0.467

### Coefficient of Determination (R<sup>2</sup> Test)



The coefficient of determination is between zero and one. The table below shows the results of the coefficient of determination of this research:

**Tabel: Coefficient of Determination**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,558 <sup>a</sup>	,311	,297	3,21968

Source :Results of Data Processing

The test results show that the value of Adjusted R Square (R<sup>2</sup>) is 0.311 = 31.1%, it can be concluded that the Service Quality and Price variables together affect the Customer Loyalty variable by only 31.1%, while the rest is 68.9%. influenced by other factors outside the research variables used.

**T test (partial test)**

The t test is used to show how far the influence of one explanatory / independent variable individually in explaining the variation in the dependent variable.

**Tabel: T test (Parsial)**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	12,470	4,018		3,103	,003
<i>Service Quality</i>	,309	,105	,307	2,955	,004
<i>Price</i>	,467	,151	,320	3,087	,003

a. Dependent Variable: *Customer Satisfaction*

Source : Results of Data Processing

The value of the Service Quality (X1) variable has a t value greater than the t table (2.955 > 1.98447) with a significant level below 0.05, namely 0.004. So the conclusion is that the Service Quality (X1) variable has an effect on Customer Loyalty. variable Price (X2) is greater than the value of t table (3.087 > 1.98447) with a significant level below 0.05, namely 0.003, so the conclusion is the variable Price (X2) has an effect on Customer Loyalty.

**F Test (Simultaneous Test)**

A model is said to be good if the F value shows a significance value less than 0.05. The following is a table of the F test results:

**Tabel 4.18: F Test Result**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	454,466	2	227,233	21,920	,000 <sup>b</sup>
	Residual	1005,534	97	10,366		
	Total	1460,000	99			

a. Dependent Variable: *Customer Satisfaction*

b. Predictors: (Constant), *Price, Service Quality*

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Source :Results of Data Processing

The results of the F test show that the Service Quality and Price variables have a calculated F value of 21,920 with a significant value of 0,000. The F table value obtained is 3.09. The significant value on the Service Quality and Price variables is less than 5% or 0.05, which is equal to 0,000 and the calculated F value is greater than F table ( $21,920 > 3.09$ ) so that it can be concluded that Service Quality and Price simultaneously affect Customer Loyalty.

### 5. Discussion

#### 1. Effect of Service Quality on Customer Loyalty

The research shows that the respondents rated the hotel service quality as "high". The t test results indicate that the Service Quality variable has an effect on Customer Loyalty. The t value of the Service Quality variable is greater than the t table value ( $2.955 > 1.98447$ ) with a significant level below 0.05, namely 0.004 ( $0.004 < 0.05$ ).

These results are in accordance with the opinion of Kotler and Keller (2012) that product and service quality, customer satisfaction and company profitability are closely related.

#### 2. The Influence of Price on Customer Loyalty

The research shows the results that the respondents assess the price of the hotel is "high". The t test results show that the variable Price has an effect on Customer Loyalty. The value of the t-test variable Price (X2) is greater than the t-table value ( $3.087 > 1.98447$ ) with a significant level below 0.05, namely 0.003.

#### 3. Simultaneous influence of Service Quality and Price on Customer Loyalty

The research shows that the respondents rated Customer Loyalty as "high". The significant value on the Service Quality and Price variables is less than 5% or 0.05, which is equal to 0,000 and the calculated F value is greater than F table ( $21,920 > 3.09$ ) so that it can be concluded that Service Quality and Price simultaneously affect Customer Loyalty. .

This result is in accordance with the opinion of Amir (2012) which states that the factors that influence customer loyalty are service quality, product quality, promotion and price.

### 6. Conclusions

1. The results of the description analysis show that the respondent gives the overall value regarding the Service Quality applied by the hotel management as "high". This is also reinforced by the partial test results of the Service Quality variable with the t test which shows that "there is a significant effect of Service Quality on Customer Loyalty at XX Hotels."

2. The results of the description analysis show that the respondent gives the overall value with respect to the price set by the hotel management as "high". This is also reinforced by the results of research with the partial t test of the Price variable which shows that there is a "significant effect of Price on Customer Loyalty at XX Hotels."

3. The results of the description analysis show that the respondents give the overall value that Customer Loyalty is "high". This is supported by the results of the F or Anova test which shows that "Service Quality and Price simultaneously affect Customer Loyalty at Hotel XX in Bandung City."

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