

**The Effects of Service Quality on Customer Loyalty through Customer Satisfaction as an Intervening Variable
(Study at Sari Ater Hotel)**

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ABSTRACT

Besides being a necessity of the community, tourism nowadays also plays an important role in Indonesia's economic growth. The tourism industry is the second largest sector after palm oil in contributing foreign exchange. Sari Ater is located in one of the Indonesia's province with a fairly rapid growth in tourist numbers, which is West Java. However, Sari Ater considered that this matter was not directly proportional to the number of guests who did not grow significantly. The purpose of this study was to determine and analyze the existing Service Quality at Sari Ater Hotel, to determine Customer Satisfaction, to find out Customer Loyalty, to determine the effect of Service Quality on Customer's Loyalty through Customer's Satisfaction as an intervening variable. This research uses quantitative methods with descriptive verification research type. Sampling was carried out using the Bernoulli formula, with 100 respondents. The data analysis technique used is the structural equation modeling (SEM) method using SmartPLS software. The results showed that service quality has an effect on customer satisfaction of Sari Ater Hotel, service quality does not significantly influence customer loyalty of Sari Ater Hotel, customer satisfaction has an effect on customer loyalty of Sari Ater Hotel, and service quality through customer satisfaction as an intervening variable has a significant effect on customer loyalty at Sari Ater Hotel Customer. It is also seen that the quality of service at Sari Ater Hotel into the category of Very Good.

References:

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