# The Effect of Service Marketing Mix on Customer Satisfaction and Loyalty of Claro Makassar Hotel

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**Abstract**
*The results showed that products have an effect both directly and through satisfaction with customer loyalty of Claro Makassar Hotel customers, prices affect both directly and through satisfaction with customer loyalty of Claro Makassar Hotel customers, promotions have a positive and insignificant effect both directly and through satisfaction with customer loyalty of Claro Makassar Hotels, a place that directly affects the loyalty of customers of Claro Makassar Hotel, a place that directly affects the loyalty of customers satisfaction and does not have a direct effect on loyalty but indirectly affects loyalty through customer satisfaction, employees affect both directly and through satisfaction with customer loyalty of Claro Makassar Hotel customers, physical evidence affects both directly and through satisfaction with customer loyalty of Claro Makassar Hotels and processes affect both directly and through satisfaction with loyalty customer customers of Claro Makassar Hotel*
**Keywords: Marketing Mix, Customer satisfaction, Customer loyalty.**

## I. Introduction

Economic development, especially the service sector in Indonesia, is also going rapidly. One of the sectors that indonesia relies on is the tourism industry which is one of the industries that is able to promise fast economic growth. With the increase in the tourism industry, the development of hospitality is increasing, new hotels have emerged in various regions that have the potential to absorb hotel service users.

Hotels as one of the accommodation facilities have a considerable role in the development of the tourism industry because they function as a place to stay for tourists who come during their tourist trips. The rapid development of the hospitality industry has resulted in the emergence of fierce competition. Especially considering that free trade has been implemented in 2003, there will be many luxury hotels under foreign management entering the hospitality industry in Indonesia in attracting guests to stay, as well as to take advantage of other facilities available at hotels.

Developments in the world of hospitality that are currently growing have caused hotels to have to carry out strategies in marketing the products and services offered. One of them is to create a marketing strategy that involves a marketing mix. The marketing mix is the elements of the company's organization that can be controlled by the company in communicating with guests and to satisfy guests. (Zeithmal and Bitner, 2008)

However, since the beginning of 2020, many industries have not run according to the initial target where the hospitality industry is an industry that has been hit hard and had a very big impact in this Pandemic. Many hotels were forced to close due to the absence of guest arrivals and food and meeting businesses that were no longer filled. The Indonesian Hotel and Restaurant Association noted that currently there are 1,642 hotels throughout Indonesia that have been forced to close due to the Covid-19 outbreak. Chairman of the Indonesian Hotel and Restaurant Association (PHRI) HaryadiSukamdani said that of the 1,642 hotels, the most closed hotels were in West Java with 501 hotels, followed by Bali with 281 hotels, and Jakarta with 100 hotels. With the closure of these hotels, the tourism industry has the potential to lose tens of trillions of revenue. "From foreign tourists*, the potential loss*can be up to IDR 60 trillion, while from foreign tourists who come to the hotel, it can be up to IDR 30 trillion," he said through a video conference, Thursday (16/4/2020). (www.ekonomi.bisnis.com).

With the Covid-19 pandemic, management in the hospitality industry must force themselves to make various efforts in order to maintain the survival of their company. Based on data obtained from the Chairman of the Indonesian Hotel and Restaurant Association of South Sulawesi (PHRI Sulsel) AnggiatSinaga said, hotel occupancy in the Makassar City area is only 25 percent. This phenomenon shows that currently the hospitality industry is experiencing a very significant decline in revenue so that appropriate steps are needed in restoring this condition.

However, before the covid-19 outbreak,the hospitality sector in Indonesia was believed to continue to live, especially in Makassar City. The indication is clear, the number of tourist visits and business people continues to show an increasing trend. Tourist visits that come to Makassar have diverse destinations. But the main destination for tourists to enter Makassar City is business. Business destinations are higher than tourist destinations, it can be seen from the results of data reported by the Central Statistics Agency (BPS) in 2018 that the destination of business people entering the city of Makassar is around 57.55%, tourism is 24.35%, and others are around 17.10%. The hospitality industry supports business activities by providing complete facilities as an economic provider support for tourists who want to do business in South Sulawesi, one of the sources of income from hospitality in Makassar City comes from marketing services for room occupancy rates prepared to consumers, therefore to achieve the goals and objectives of the company, several strategies are needed in supporting this achievement, one of which is in the field of  marketing of hotel services.

Marketing is one of the main activities carried out by the company to maintain its survival. But in modern marketing like this the marketing paradigm has changed a lot. Not only making transactions to achieve marketing success but companies must also establish relationships with customers to create customer satisfaction and loyalty (Laksmana, Kusuma and Landra, 2018). Good marketing management in a company can be likened to a path to business success because with good marketing management, companies can win competition in market share through the company's ability to meet customer needs and desires, including in the hospitality industry.

In the midst of a fairly sharp competition, every company including hospitality that wants to obtain a positive perception or a good image in the eyes of the public, the company must be able to convince consumers that its company is indeed superior to others. In order for the company to maintain and protect this image, the company must be more able to provide and pay attention to all the wishes of consumers, this can influence old consumers to remain loyal to be customers of the company.

In principle hotels are a form of trade in services. As a service industry, every hotelier will try to provide maximum service for his guests. In other words, the strength of this business is how business actors offer the best service to their guests. Each hotel, motel or other form of lodging will try to provide different *value added*to the products and services and services provided to its guests. This added value is what makes one hotel different from another, which ultimately leads to why people have their own reasons for choosing that hotel compared to other hotels. The difference between the costs incurred to prepare products and services by adding value to it, is the price that must be paid by guests to enjoy the products and services offered, and at the same time is an opinion for the hotel. Good service is something that must be considered by service companies, good and quality service will have a positive impact on the company, because with a good and quality service process, it can make consumers become loyal customers which will certainly be able to add a lot of benefits to the company. Vice versa, if the company does not consider and pay attention to the quality of service to its consumers, it is likely that consumers will turn to use the company's services again and prefer to other service companies. Because consumers are king, and a consumer will always hope to get special treatment that matches what they expect.

In relation to the hospitality industry, customer satisfaction is one key element or rather as *a key performance indicator in* measuring the performance of a hotel. If the hotel is able to provide satisfaction for its customers, it can get greater benefits in addition to short-term profits. If the customer is satisfied with the product or service provided by a hotel, then the visitor will not hesitate to return to use the hotel's services and can be a good informant for other potential customers. This customer satisfaction can be achieved by implementing the right marketing strategies, including the marketing mix.

The marketing mix reflected in the optimization strategy of product/service elements, prices, location and promotions has a positive and significant influence on customer satisfaction which is reflected in the effort to recommend to others or the desire to recommend to others, this indicates that an increase in the marketing mix will result in an increase in customer satisfaction and marketing performance in hotels (Mulyana and Prayetno, 2018).

Likewise, in the activities of the hotel industry, one aspect that must get attention and good management is marketing activities which are better known as marketing mixes. Along with the development of marketing, the marketing mix that previously consisted of 4P has now grown to 7P which includes *product, price, place, promotion, people, physical evidence,* and *process,* Tjiptono (2008) and Kotler and Amstrong (2012). Furthermore, according to Tjiptono (2008) the service marketing mix (7P) consists of products ( *products)* namely goods or services that will be offered to consumers, price *(price)* which is the cost that must be paid by consumers if consumers consume goods or services sold by the company, distribution *(place)* which is a place where consumers can buy company products, promotions  *(promotion)* namely advertising carried out by the company so that consumers can get to know the company's products and be interested in consuming the company's products,  the process *(process)* which is how the company designs a good process in order to minimize failures in the process of serving consumers, physical evidence *(Physical evidence)*  namely how the

company designs its buildings so that consumers are interested in entering the company, and humans *(people)* which is how employees serve consumers so that consumers feel comfortable because they are well served.

The 7P concept will be controlled by the company in order to increase consumer attention and interest which has an impact on consumer satisfaction and loyalty. The marketing department of Claro Makassar Hotel must be able to manage the service marketing mix (7P) in order to provide satisfaction to guests as consumers and will even have an impact on guest loyalty. Guests certainly expect products that suit their needs, affordable prices, places that are easy to reach, correct and effective promotions, yamh employees have the ability to provide good and fast service, good and complete physical evidence, and a fast and precise process.

Customer satisfaction is an evaluation of obtaining a product and consuming experience. Expectations of feelings are related to the experience of consuming and then affect the state of psychological satisfaction. Customer satisfaction is also a kind of consuming status, the degree of customer satisfaction not only reflects the emotional structure, but also involves the structure of perception (Sumarwan, 2014: 223).

The role of the current marketing mix is not only to convey products or services to consumers but also how these products or services provide satisfaction to consumers by making a profit. The goal of the marketing mix is to attract consumers by promising superior value, setting attractive prices, distributing products easily, effectively promoting, and retaining existing consumers while maintaining the principle of consumer satisfaction. A company must formulate the right marketing mix in order to create consumer satisfaction in consuming the products or services offered by the company. Consumer satisfaction is an emotional response to the evaluation of the consumption experience of a product or service Wilkie (1990) in Tjiptono (2005). If the consumer is satisfied, the consumer will trust the company and will make another purchase but on the contrary if they are not satisfied, the consumer will make a purchase to a competitor company.

Based on the results of an interview with the management of the Claro hotel that before the pandemic, namely in 2019, the occupancy rate of Claro Hotel was dominated by business people, the highest occupancy rate of Claro Hotel was business activities of 70.10% beating tourism which was only 20.50%, and others around 9.40%. This is due to the location of the Claro Hotel in the heart of Makassar City which is a business center. Thus, to maintain these conditions in the coming years, the marketing mix strategy needs to continue to be improved in an effort to increase customer satisfaction which will have an impact on customer loyalty. The principle of proper management will provide a great opportunity for Claro Hotel to dominate the market because the highest level of hotel visit population in Makassar City is business activities. Claro Makassar Hotel is a hotel service business in Makassar City including one of the 4-Star hotels and is one of the tourism facilities businesses that provide lodging services, meeting rooms, restaurants and other services intended for the public who stay for a while and are managed commercially. This hotel has a strategic location for the world of business and tourism. Considering that the competitors faced by Claro Makassar Hotel are not only from companies that have the same facilities and services, Claro Makassar Hotel must have its own strategy in meeting customer satisfaction. In addition to selling its products in the form of rooms with promised facilities, Claro Makassar Hotel also adds *value added service* that makes customers feel comfortable to stay and encourages customers to come back in the future.   Currently, hotel service marketing in Claro has implemented a new technology that is fast and able to reach consumers globally in a short time, where the hotel implements a marketing method using cheaper electronic media, namely the internet, so that the company can reduce marketing costs and can increase sales volume, Faizal et al (2018).

There are several previous studies that have shown that the marketing mix has a positive and significant effect on customer satisfaction, namely G.M Kewas (2020), Asdin Juniardi (2018), and Dwi Geno (2015). The results of the study that showed that the marketing mix had a positive and significant effect on customer loyalty, namely Khaidir Alif (2020), and Dertaida (2019) while the results of the study that showed that the marketing mix had a negative and insignificant effect on customer satisfaction and loyalty were Suri (2016), and Fathimah, Fida (2013)  this is the case with the research of Bakhtiar Tijjang, et al (2017) which states that the marketing mix does not have a direct effect on customer satisfaction.

Every company is required to always be able to recognize, understand and meet the needs and desires of customers better than its competitors Similarly, Claro Hotel as an industry engaged in services must recognize, understand and meet the needs of its guests because if the needs and desires of the guests are achieved, the basic expectations of the guests as customers have been met. If these expectations are then compared with the performance that has been felt from the services obtained, the customer will experience satisfaction or dissatisfaction.

Customer satisfaction has become part of the goal of most companies because in addition to obtaining the maximum possible profit or profit at the same time so that the company is able to face increasingly fierce competition in order to maintain the survival of the company. According to Kotler in Lupioyadi (2013) that customer satisfaction is the level of feeling where a person expresses the results of a comparison of the performance of the product or service received and expected. Satisfaction cannot be created if customers feel that the services they get have not been able to touch the limit of their desires, on the contrary, the level of satisfaction can be created if the services provided by the company are felt to have fulfilled what is the

customer's desire. In line with that, the implementation of a service marketing mix strategy will be very important in order to provide more satisfaction to customers and in the end it will be an added value for the company itself. Companies need to monitor the factors that affect customer satisfaction and look for ways and innovations to increase customer satisfaction because the higher the level of customer satisfaction means the greater the likelihood that customers will be loyal or loyal. Every company must be able to pay attention to the main factors that can affect customer satisfaction such as the quality of the product and the price that must be sacrificed to get the product (Kertajaya, 2016).

The creation of customer satisfaction can provide benefits, including the relationship between the company and the customer being harmonious, providing a good basis for repurchase and the creation of customer loyalty, and forming a *word of mouth*  recommendation that is profitable for the company (Tjiptono, 2008). Customer *loyalty* is one of the consumer behaviors desired by marketers. Loyalty is a deeply held commitment to buy or re-support a preferred product or service in the future even though the influence of the situation and marketing efforts have the potential to cause customers to switch (Oliver in Kotler, 2009)

There is an assumption that arises regarding customer satisfaction, if it goes positively (the customer feels satisfied), then the customer will prefer to return to using services at the same company when they need services again, on the contrary, dissatisfied customers have a tendency to leave the company and turn to competing companies. When customers assess satisfaction, it can be said and realized that customers have different judgments in defining the satisfaction they feel. With the achievement of customer satisfaction, it is expected that the company's revenue will increase, customers will be loyal, and in the long run the company can continue to develop in line with the confidence of loyal customers.

There are several research results that state that customer satisfaction affects customer loyalty, namely Normasari (2013), Inka Janita (2014), Bahruddin (2016) and Fitriana, et al (2021). Meanwhile, the study that recommends that satisfaction has a negative and insignificant effect on customer loyalty is Maxi Romeo (2008).

The increasingly fierce competition in the hospitality business has made every company increasingly aware of the importance of the customer loyalty aspect to ensure the continuity of their business. The competitive pressures that lead to changes in customer loyalty also cannot be ignored. A loyal customer becomes a very valuable asset for the company. Retaining loyal customers can reduce the effort of finding new customers which means providing positive feedback to the company. Companies can make more cost savings in retaining old customers than looking for new ones (Kertajaya, 2016).

## II.    Research Methodology

Based on the research method to be carried out, this study can be classified as experimental causal research, where this research analyzes the influence and relationship between one variable and another. In experimental studies, researchers controlled at least one free variable and observed the consequences that occurred to one or more bound variables (Kuncoro,2013:15). In order to answer the formulation of research problems that have been determined, researchers choose a research approach. This approach is adapted to the needs of finding answers to research questions (formulation of problems). This research includes things that researchers can do starting from making hypotheses and their implications operationally to data analysis which is then concluded and given suggestions Indicators in this study are 27 indicators, referring to the third point, then the sample size is at least 5 x 27 or 135 samples and the maximum sample size is 10 x 27 = 270 samples so that the sample of this study is 152 people,  this is because at the time of distribution the questionnaires were prepared as many as 200 but the questionnaires that were filled in perfectly and could be processed were only 152. In this study, the sampling technique used was non probability sampling where the method chosen was Purposive Sampling. Purposive Sampling is a technique for determining samples with certain considerations (Sugiyono, 2008: 200)

## III.    Research Results

Based on the way the value is determined in the model, the test variables of this first model are grouped into *exogenous variables (exogenous variables)* and endogenous variables *(endogenous variables)*. Exogenous variables are variables whose values are determined outside the model. While endogenous variables are variables whose value is determined through equations or from a model of relationships formed.  Included in the group of exogenous variables are measurements of  products, prices , promotions, places, employees, physicalevidence and processes while those classified as endogenous variables are customer satisfaction and customerloyalty  Models are said to be good when the development of hypothetical models is theoretically supported by empirical data. The results of the complete SEM analysis can be seen in the  followingfigure:
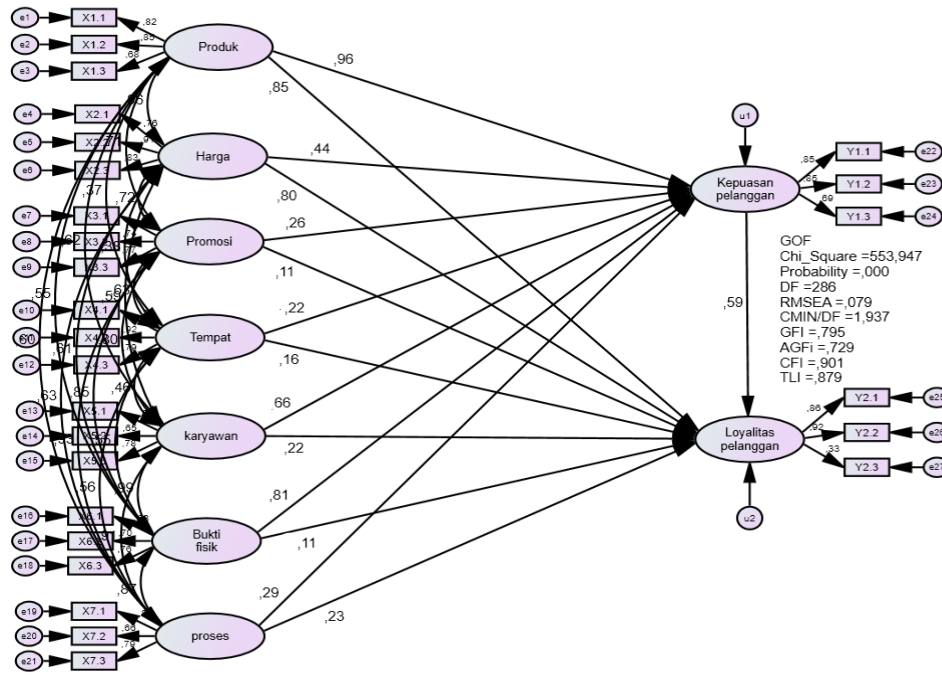
Figure 2. Measurement model  relationship variables

Themodel  test results presented in figure 2 above are evaluated based on *the goodness of fit indices* in table 5.18 along with presented model criteria and their critical values that have data suitability.

Evaluation of  *the Criteria of Goodness of Fit Indices  Overall Model*

| Goodness of fit index | Cut-off Value | Model Results | Information |
|---|---|---|---|
| Chi_square | Expected small | $553{,}947 < (0.05{:}286 = 326{,}443)$ | Not Good Enough |
| Probability | $\geq 0.05$ | 0,000 | Not Good Enough |
| CMIN/DF | $\leq 2.00$ | 1,937 | Good |
| RMSEA | $\leq 0.08$ | 0,079 | Good |
| GFI | $\geq 0.90$ | 0,795 | Not Good Enough |
| AGFI | $\geq 0.90$ | 0,729 | Not Good Enough |
| TLI | $\geq 0.95$ | 0,879 | Not Good Enough |
| CFI | $\geq 0.95$ | 0,901 | Not Good Enough |

Source : Hair (2006), Arbuckle (1997) Appendix 6

One of  the SEM  tests is model  testing, based on Table 5.18, the model evaluation shows, of the eight criteria *of goodness of fit indices*, it seems  that  there are already two that meet the criteria, considering the indicators and samples in this research is still   small, so there needs to be more proof   whether there is a conformity between the model and the data through the fulfillment of the value of the   criteria *for goodness of fit indices* so that model modifications are carried out by correlating between indicator errors in accordance with the instructions of *the modification indices* with the condition that m odification is carried out without changing the meaning of the relationship between variables.  The results of the analysis after the final model obtained are as follows:

Figure 3. Measurement model relationship variables
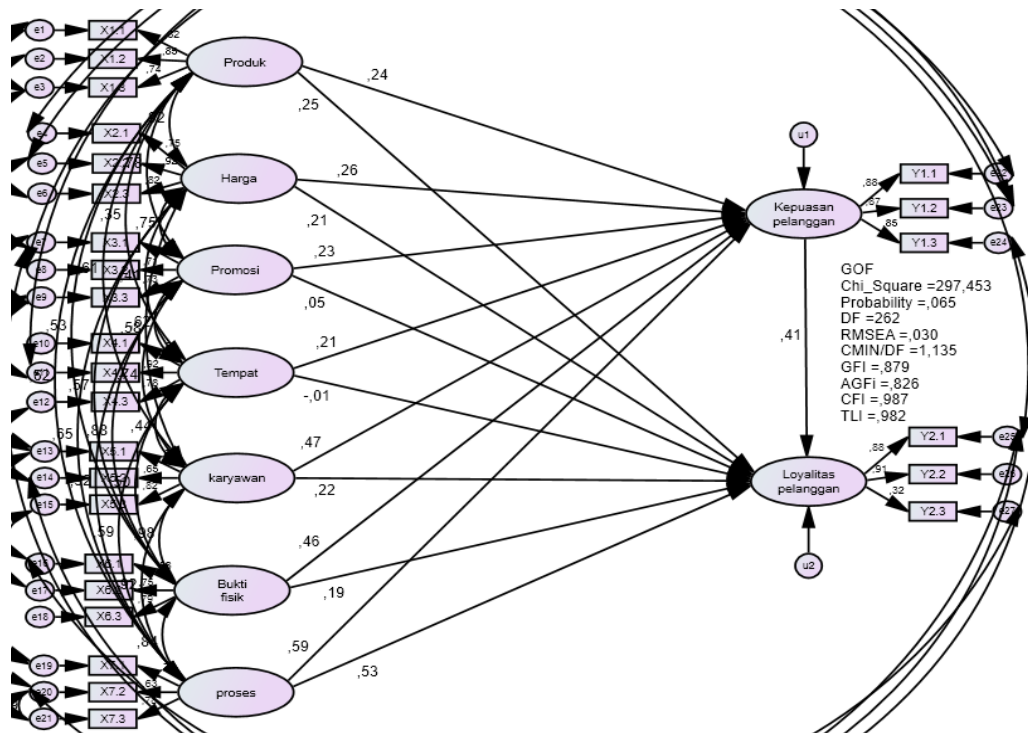
The results of the model test presented in figure 3 above are evaluated based on the *goodness of fit indices* in table 5.19 along with presenting the model criteria and their critical values that have data suitability.

Evaluation of *the Criteria of Goodness of Fit Indices Overall Model*

| Goodness of fit index | Cut-off Value | Model Results | Information |
|---|---|---|---|
| Chi_square | Expected small | 297,453 < (0.05:262 = 300,755) | Good |
| Probability | ≥ 0.05 | 0,065 | Good |
| CMIN/DF | ≤ 2.00 | 1,135 | Good |
| RMSEA | ≤ 0.08 | 0,030 | Good |
| GFI | ≥ 0.90 | 0,879 | Marginal |
| AGFI | ≥ 0.90 | 0,826 | Marginal |
| TLI | ≥ 0.94 | 0,982 | Good |
| CFI | ≥ 0.94 | 0,987 | Good |

Source : Hair (2006), Arbuckle (1997) Appendix 7

Based on Table 5.19, the model evaluation shows that of the eight criteria for *goodness of fitindices*, there are already six that meet the criteria, so that the model as a whole can be said to have complied with the data and can be analyzed further.

**E.    Hypothesis Testing**
Based on the empirical model proposed in this study, testing of the hypothesis proposed through path coefficient testing on the structural equation model can be carried out. Table 25 is a hypothesis test by looking at the value of *p value*, if the valueof *p value* is less than 0.05 then the relationship between the variables is significant. The test results are presented in the following table

Tabel 5.20. Hypothesis Testing

| HIP | Independent Variables | Dependent Variables | Direct Effect | | | |
|---|---|---|---|---|---|---|
| | | | Standardize | CR | *p-value* | Ketrgn |
| H1 | Product | Customer satisfaction | 0,238 | 2,396 | 0,020 | Received |
| H2 | Price | Customer satisfaction | 0,262 | 2,311 | 0,023 | Received |
| H3 | Promotion | Customer satisfaction | 0,228 | 1,284 | 0,195 | Rejected |
| H4 | Place | Customer satisfaction | 0,212 | 2,605 | 0,008 | Received |
| H5 | Karyawan | Customer satisfaction | 0,469 | 2,530 | 0,012 | Received |
| H6 | Physical evidence | Customer satisfaction | 0,465 | 2,389 | 0,021 | Received |
| H7 | Proses | Customer satisfaction | 0,594 | 2,861 | 0,004 | Received |
| H8 | Product | Customer loyalty | 0,249 | 2,252 | 0,025 | Received |
| H9 | Price | Customer loyalty | 0,212 | 1,983 | 0,048 | Received |
| H10 | Promotion | Customer loyalty | 0,045 | 0,228 | 0,819 | Rejected |
| H11 | Place | Customer loyalty | -0,011 | -0,118 | 0,909 | Rejected |
| H12 | Karyawan | Customer loyalty | 0,219 | 2,040 | 0,040 | Received |
| H13 | Physical evidence | Customer loyalty | 0,192 | 1,981 | 0,048 | Received |
| H14 | Proses | Customer loyalty | 0,533 | 3,193 | < 0.001 | Received |
| H15 | Customer satisfaction | Customer loyalty | 0,410 | 3,884 | < 0.001 | Received |
| **Indirect Effect** | | | | | | |
| HIP | Independent V | V Dependent | V Intervening | Coefficient | *p-value* | Ketrgn |
| H16 | Product | Customer loyalty | Customer satisfaction | 0,098 | 0,041 | Received |
| H17 | Price | Customer loyalty | Customer satisfaction | 0,107 | 0,047 | Received |
| H18 | Promotion | Customer loyalty | Customer satisfaction | 0,093 | 0,223 | Rejected |
| H19 | Place | Customer loyalty | Customer satisfaction | 0,087 | 0,031 | Received |
| H20 | Karyawan | Customer loyalty | Customer satisfaction | 0,192 | 0,034 | Received |
| H21 | Physical evidence | Customer loyalty | Customer satisfaction | 0,191 | 0,042 | Received |
| H22 | Proses | Customer loyalty | Customer satisfaction | 0,244 | 0,021 | Received |

Source: Appendix 7 and 8

# IV.    Discussion

This discussion is focused on decisions resulting from hypothesis testing, as an effort to answer the formulation of research problems. The results of the analysis of hypothesis testing are described as follows:

The results of hypothesis testing show that the product has a positive and significant effect on customer satisfaction. This indicates that a positive and significant influence occurs because product variables can be applied well to realize customer satisfaction. The positive and significant influence that occurs is the result of the contribution of product variable indicators that good product presentation starting from hotel notability, providing various variations of services and providing services in accordance with customer expectations greatly determines customer satisfaction  of Claro Makassar hotel service users.  The results of hypothesis testing show that price has a positive and significant effect on customer satisfaction. This indicates that a positive and significant influence occurs because the price variable can be applied well to realize customer satisfaction. The positive and significant influence that occurs is the result of the contribution of the price variable indikatir that good pricing starting from harga rooms offered are competitive compared to other hotels, harga in accordance with the quality of service, as well as the existence of special prices for paket event in accordance with customer expectations greatly determines customer satisfaction of Claro hotel service users Makassar.Based on the results of statistical analysis, it can be seen from the distribution of respondents' answer frequencies,  the mean / average value shown is in the "good" category. This indicates that indicators of promotional variables such as informationare known from online media, iinformation service services are packaged attractively and easily, and theinformation obtained in accordance with existing reality gives an assessment that the use of promotional media for hotel service services that has been determined by the Claro Hotel  Makassar is in accordance with what is expected by customers so that it can affect the increase in customer satisfaction.  Promotional contributions based on the results of SEM analysis through Confirmatory Factor Analysis (CFA) show a fit model to be further analyzed with *a critical ratio* value and  a significant *probability* value  to be tested for promotional hypotheses to have a positive and significant effect directly on customer satisfaction of Claro Makassar Hotel.  Based on the results of statistical analysis, it can be seen from the distribution of respondents' answer frequency,  the mean / average value shown is in the "very good"

category. This indicates that indicators of place variables such asthe ease of transportation coverage,the ease of obtaining information, and theondisilingkungan provide an assessment that the location of the Claro Makassar hotel that is easily accessible is in accordance with what is expected by customers so that it can affect the increase in customer satisfaction.

The contribution of premises based on the results of SEM analysis through Confirmatory Factor Analysis (CFA) shows a fit model to be further analyzed with *a critical ratio* value and a significant *probability* value to be tested for the hypothesis of the place to have a positive and significant effect directly on customer satisfaction of Claro Makassar Hotel. The results of hypothesis testing show that employees have a positive and significant effect on customer satisfaction. This indicates that a positive and significant influence occurs because the variables of Claro hotel employees have employees with good knowledge and service ability. The positive and significant influence that occurs is the result of the contribution of employee variables that Claro hotel employees are qualified in their fields such as employees have knowledge of all types of services offered, employees are able to provide solutions to the complaints faced, and employees are always serving wholeheartedly determines the customer satisfaction of Claro Makassar hotel service users. The results of hypothesis testing show that physical evidence has a positive and significant effect on customer satisfaction. This indicates that the positive and significant influence occurred due to the variable physical evidence where the Claro hotel has complete, modern and luxurious facilities. The positive and significant influence that occurred was the result of the contribution of the variable indikatir physical evidence that the Claro hotel facilities are good, complete, modern and luxurious such asspacious parking lots, hotel interiors, and the appearance of facilities in supporting services greatly determine the satisfaction of customers who use Claro Makassar hotel services. The results of hypothesis testing show that the process has a positive and significant effect on customer satisfaction. This indicates that a positive and significant influence occurs due to the variable process by which Claro hotels in presenting hotel services have ease of service, clear procedures and a fast and precise service process. The positive and significant influence that occurs is the result of the contribution of process variable indicators that the service procedures presented by Claro hotels already have internationally applicable standards such as ease of service, clarity of procedures and fast service greatly determine customer satisfaction of Claro Makassar hotel service users. The results of the study prove that the service products offered by the Claro Makassar hotel have a positive and significant influence on customer loyalty with P = 0.025 < 0.05 with a coefficient value of 0. 249 or 24.9% while in this eighth hypothesis it says that the product affects the loyalty of Claro Makassar hotel customers. Thus , the hypothesis of this study is proven and acceptable. The results of the study proved that the service price set by the Claro Makassar hotel has a positive and significant influence on customer loyalty with P = 0.0 48< 0.05 with a coefficient value by 0.212 or 21.2% while in this ninth hypothesis it says that price affects the loyalty of customers of the Claro Makassar hotel. Thus , the hypothesis of this study is proven and acceptable. In accordance with the ninth hypothesis , the price affects the loyalty of Claro Makassar hotel customers. The proof is obtained through the results of SEM analysis testing as shown in figure 3. The final model (second model) illustrates that the price of Claro Makassar hotel services in accordance with the hypothesis of this study the results can also be seen in table 25 with a path coefficient of 0.212 or 21.2% and P = 0.048 < 0.05 means that the relationship has a positive and significant influence. This relationship illustrates that price has a positive and significant impact on the loyalty of Claro Makassar hotel customers.vThe results of research prove that the promotion of service services which has been implemented by the Claro Makassar hotel has a positive and insignificant influence on customer loyalty with P = 0.819 > 0.05 with a coefficient value of 0.045 or 0.45% while in this tenth hypothesis it says that promotion affects the loyalty of customers of the Claro Makassar hotel. Thus , the hypothesis of this study is not proven and rejected.

In accordance with the tenth hypothesis, promotion affects the loyalty of Claro Makassar hotel customers. This hypothesis was rejected which was obtained through the test results of the SEM analysis as shown in figure 3. The final model (second model) illustrates that the promotion of Claro Makassar hotel services does not match the hypothesis of this study, the results can also be seen in table 25 with the path coefficient of 0.045 or 0.45% and P = 0.819 > of 0.05 means that the relationship has a positive and insignificant influence. This relationship illustrates that the promotion has not been able to encourage an increase in customer loyalty of the Claro Makassar hotel.

The results of the study proved that the place as the location of the Claro Makassar hotel has a negative and insignificant influence on customer loyalty with P = 0.909 >0.05 with a coefficient value of -0.01 or -0.1% while in this eleventh hypothesis it says that the place affects the loyalty of customers of the Claro Makassar hotel. Thus , the hypothesis of this study is not proven and rejected.

In accordance with the eleventh hypothesis, namely the place of influence on the loyalty of Claro Makassar hotel customers. This hypothesis was rejected which was obtained through the test results of the SEM analysis as shown in figure 3. The final model (second model) illustrates that the place of the Claro Makassar hotel does not match the hypothesis of this study the results can also be seen in table 25 with a path

coefficient of  -0.01 or -0.1% and P = 0.909 > 0.05 means that the relationship has a negative and insignificant influence.  This relationship  illustrates that the place does not   contribute to the increased loyalty of  customers of  the Claro Makassar hotel.

In accordance  with the twelfth  hypothesis , employees   have an effect  on  the loyalty of  customers of   the Claro Makassar hotel.  The proof is  obtained  through the results of  SEM  analysis  testing as  shown  in figure  3. The final  model (second model) illustrates  that the   price of   Claro Makassar hotel   services in accordance  with the   hypothesis of   this study  the results  can  also be seen  in table  25  with a   path coefficient of  0.219  or  21.9% and P = 0.040 < 0.05 means that  the  relationship  has a  positive  and significant  influence. This relationship   illustrates  that employees   have a positive and significant  impact on  the  loyalty of  Claro  Makassar hotel  customers. In accordance  with  the  thirteenth  hypothesis , physical evidence  affects  the  loyalty of  Claro Makassar hotel   customers. The proof is  obtained  through the results of  SEM  analysis  testing as  shown  in figure  3. The final  model (second model) illustrates  that  the price of  Claro Makassar hotel   services according to   the  hypothesis of this  study  the results  can  also be seen  in table  25 with  coefficients   a path of  0.192 or  19.2% and P = 0.048  < of 0.05 means that  the  relationship has  a  positive  and significant  influence.    This relationship    illustrates   that  physical evidence   has a positive  and significant  impact  on  the  loyalty of  Claro Makassar hotel   customers. In accordance  with  the fourteenth  hypothesis , the  process  affects  the  loyalty of  Claro Makassar hotel   customers. The proof is obtained  through  the results of  SEM  analysis  testing as  shown  in figure  3. The final  model (the second model) illustrates  that the   price of  Claro Makassar hotel   services according to the    hypothesis of  this study  the results  can  also be seen  in table  25  with a  path coefficient of  0.533 or     53.3% and P = 0.000 < 0.05 means that the   relationship  has a  positive and significant  influence. This relationship    illustrates that  the  process  has a positive and significant  impact  on  the  loyalty of  Claro Makassar hotel  customers. The results of hypothesis testing show that customer satisfaction has a positive and significant effect on customer loyalty. This indicates that a positive and significant influence occurs because the customer satisfaction variable has been given by the hotel well so as to realize customer loyalty. The positive and significant influence that occurs is the result of the contribution of variable indicators of customer satisfaction consisting of services directly received by customers, overall service and customer expectations have been met. This indicator makes customers feel loyal to the services provided by Claro Hotel   so that the direct influence of customer satisfaction indicators on loyalty shows a positive and significant influence.

Products indirectly through customer satisfaction have a positive and significant influence on increasing customer loyalty of Claro Makassar hotels. This shows that all product indicators have been well actualized starting from hotel recognition, variation of service types andservice adjustments with hotel customer expectations which are correlated through customer satisfaction, including: satisfaction with the service received directly, satisfaction with overall service, and meeting customerexpectations . Indirect application of products through customer satisfaction has an influence on the loyalty of Claro Makassar hotel customers by reusing Claro hotel services, will re-allocate Claro hotels to others, and Claro hotels will noterus become the main choice for customers. The customer satisfaction variable in the research model is said to be a mediation variable, meaning that price has a significant effect on Claro Makassar hotel customer loyalty, price has a significant effect on customer satisfaction, and customer satisfaction has a significant effect on Claro Makassar hotel customer loyalty so it can be said that the price   directly and indirectly can have a real influence on increasing the loyalty of Claro Makassar hotel customers.  Indirect prices through customer satisfaction have a positive and significant influence on increasing customer loyalty of Claro Makassar hotels. This shows that all price indicators have been well actualized starting fromharga the rooms offered are competitive compared to other hotels, harga according to the quality of service, and  the special prices for paket events that are correlated through customer satisfaction include:  satisfaction with the service received directly, satisfaction with the overall service, and meeting customer expectations. Indirect application of prices through customer satisfaction has an influence on the loyalty of Claro Makassar hotel customers by reusing Claro hotel services, will re-allocate Claro hotels to others, and Claro hotels will noterus become the main choice for customers.

The variable of customer satisfaction in model research is said to be a mediation variable, meaning that promotion has an insignificant effect  on customer loyalty of Claro Makassar hotel, promotion has an insignificant effect  on customer satisfaction, and customer satisfaction  significant effect on the loyalty of Claro Makassar hotel customers so that it can be said that promotion directly and indirectly cannot have a real influence on increasing the loyalty of Claro Makassar hotel customers.  The place indirectly through customer satisfaction has a positive and significant influence on increasing the loyalty of Claro Makassar hotel customers. This shows that all indicators of  the place have been well actualized starting fromthe ease of transportation coverage,the ease of obtaining information, and the condition lingkungan which correlates through customer satisfaction, including:  satisfaction with the service received directly, satisfaction with the overall service, and meeting customer expectations. The indirect application of the place through customer satisfaction has an influence on the loyalty of Claro Makassar hotel customers by reusing Claro hotel services, will re-allocate Claro hotels to others, and Claro hotels will noterus be the main choice for customers.

Employees indirectly through customer satisfaction have a positive and significant influence on increasing customer loyalty of Claro Makassar hotels. This shows that all employee indicators have been well actualized starting fromemployee knowledge of all types of services offered, employee performance providing solutions to the complaints faced, andemployee performance serving wholeheartedly which is correlated through customer satisfaction , including:  satisfaction with the service received directly, satisfaction with the overall service, and meeting customer expectations. The indirect application of the place through customer satisfaction has an influence on the loyalty of Claro Makassar hotel customers by reusing Claro hotel services, will re-allocate Claro hotels to others, and Claro hotels will noterus be the main choice for customers.

Variabel customer satisfaction in the research model is said to be a mediation variable, meaning that physical evidence has a significant effect on Claro Makassar hotel customer loyalty,  physical evidence has a significant effect on customer satisfaction, and customer satisfaction has a significant effect on Claro Makassar hotel customer loyalty so it can be said that  physical evidence  directly and indirectly can have a noticeable influence on increasing the loyalty of Claro Makassar hotel customers.  The process indirectly through customer satisfaction has a positive and significant influence on increasing customer loyalty of Claro Makassar hotels. This shows that all process indicators have been well actualized starting fromthe ease of service, the conformity of procedures, andthe agreement of services  that are correlated through customer satisfaction, among others: satisfaction with the service received directly, satisfaction with service as a whole, and meeting expectations customers. The indirect application of the process through customer satisfaction affects the loyalty of Claro Makassar hotel customers by reusing Claro hotel services, will recommend Claro hotels to others, and Claro hotels will noterus be the main choice for customers.

### Kesimpulan

Promotion directly has a positive and insignificant effect on customer satisfaction. This means that the promotion has not been able to make a noticeable contribution to the improvement of customer satisfaction. Promotion directly has a positive and insignificant effect on customer loyalty. This means that the promotion has not been able to make a noticeable contribution to the increase in customer loyalty. The place directly negatively and insignificantly affects customer loyalty. This means that the premises do not contribute to increased customer loyalty. Promotion indirectly has a positive and insignificant effect on customer loyalty through customer satisfaction. This means that the promotion has not been able to make a real contribution to the increase in customer loyalty through customer satisfaction

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