The Influence of Digital Marketing, Service Quality, and Price Perception on Customer Loyalty through Customer Satisfaction among Hotel Service Users in Bandung

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Abstract

This study examines the effects of digital marketing, service quality, and price perception on customer loyalty through customer satisfaction at Hotel Preanger Bandung, Indonesia. It aims to assess both direct relationships among the constructs and the mediating role of customer satisfaction. The research is designed as a quantitative, explanatory survey using purposive sampling and a five-point Likert-scale questionnaire administered to customers who had stayed at the hotel within the previous twelve months. The model comprises digital marketing, service quality, and price perception as independent variables, customer satisfaction as a mediator, and customer loyalty as the dependent variable. Structural equation modeling using partial least squares (SEM-PLS) with SmartPLS is specified to evaluate the measurement model, structural relationships, and indirect effects. The results reported here use data representing 120 respondents. Digital marketing, service quality, and price perception have positive, statistically significant relationships with customer satisfaction. Service quality and customer satisfaction also show positive, significant direct relationships with customer loyalty, whereas the direct effects of digital marketing and price perception on loyalty are not significant. Bootstrapping results indicate significant indirect effects of all three independent variables on loyalty through customer satisfaction. The findings suggest that satisfaction may help translate digital communication, service experiences, and perceived value into customer loyalty, this study provides a framework for examining hotel marketing and guest relationships.

Keywords: *Digital Marketing, Service Quality, Price Perception, Customer Satisfaction, Customer Loyalty.*

A. INTRODUCTION

The development of digital technology has significantly transformed consumer behavior in searching for information, evaluating alternatives, and making purchasing decisions regarding services, including those in the hospitality industry. Consumers can now utilize various digital channels, such as social media, official hotel websites, search engines, online travel agencies (OTAs), and customer reviews to obtain information before selecting accommodation. This accessibility enables prospective guests to compare room rates, facilities, locations, service quality, and previous customer experiences more efficiently. Hotel selection is influenced not only by promotional information provided by businesses but also by information credibility, perceived value, and expectations regarding the anticipated accommodation experience. The use of digital technology in hotel marketing should be understood as part of the process of shaping customer perceptions, from

information search to post-consumption evaluation, these changes in consumer behavior highlight the importance of integrating digital marketing strategies, service quality, and price perception to enhance customer satisfaction and maintain customer loyalty.

Competition within the hospitality industry in Bandung has made customer retention an important consideration for business sustainability. The availability of accommodation options with varying characteristics, facilities, service standards, and price ranges provides consumers with alternatives that suit their individual needs. One particularly relevant subject in this context is Hotel Preanger Bandung, a historic hotel characterized by its Art Deco architecture and close association with the historical development of Bandung. Established in 1897, the hotel is recognized as a cultural heritage building, distinguishing it from conventional hotels (Balai Pelestarian Kebudayaan Wilayah IX, 2023). Meanwhile, accommodation market dynamics in Bandung indicate changes in hotel industry activity. Statistics Indonesia (BPS) Bandung City (2025) reported that the occupancy rate of star-rated hotel rooms increased from 56.57% in June 2025 to 60.65% in July 2025, representing an increase of 4.08 percentage points. These figures illustrate changes in room utilization across star-rated hotels in Bandung, although they do not directly measure customer loyalty toward any particular hotel. In a dynamic market environment, historical significance and architectural uniqueness alone may not be sufficient to retain customers. Hotels must ensure that the appeal communicated through marketing is supported by satisfactory accommodation experiences, consistent service delivery, and price perceptions that reflect the benefits received, understanding the factors that shape customer loyalty is relevant to the long-term sustainability of Hotel Preanger Bandung.

Digital marketing is a strategic instrument that hotels can use to reach prospective customers, communicate information, establish interactions, and facilitate the booking process. The use of social media, websites, digital content, and various booking platforms enables hotels to communicate their service advantages while shaping customer expectations before arrival. Nevertheless, the effectiveness of digital marketing cannot be evaluated solely on the basis of promotional intensity or communication reach, because perceptions formed before purchase must be supported by customers' actual experiences. Anita et al. (2025), in a quantitative study involving 330 guests from four-star hotels in Jakarta using SEM-PLS, found that service quality, perceived online presence, promotional effectiveness, and social media engagement significantly influenced customer satisfaction with digital marketing, their findings also indicated that not all dimensions of digital engagement and online promotion had significant effects, while satisfaction with digital marketing did not significantly influence brand loyalty. These findings suggest that the relationships among digital marketing, customer satisfaction, and customer loyalty are not necessarily automatic or consistent across contexts. Examining digital marketing at Hotel Preanger Bandung requires consideration of its role as one

component of the customer experience, whose relationship with loyalty may need to be understood alongside service quality, price perception, and customer satisfaction.

Service quality is an important determinant of customer experience because hotel services involve direct interactions among guests, employees, and the facilities provided. Service quality can be evaluated through five dimensions: reliability, referring to the ability to deliver services dependably and as promised; responsiveness, referring to the willingness and speed with which customer needs are addressed; assurance, referring to the competence and courtesy that foster trust; empathy, referring to individualized attention to guests' needs; and tangibles, referring to the physical facilities and appearance that contribute to comfort. These dimensions are relevant for evaluating the consistency of the accommodation experience, particularly when customers expect service standards that correspond to the hotel's positioning and characteristics. Empirical evidence regarding these relationships is provided by Jumheri and Paludi (2023), who examined service quality, price perception, and promotion in relation to hotel guest satisfaction using a quantitative questionnaire-based approach, purposive sampling, and multiple regression analysis. Their findings indicated that service quality, price perception, and promotion positively and significantly influenced guest satisfaction, both individually and jointly. Similarly, Saipuloh and Surono (2023) analyzed 100 respondents who had stayed at The Westin Jakarta at least twice using a quantitative approach and PLS analysis. Their findings indicated that service quality, price perception, and product quality positively influenced customer satisfaction, while customer satisfaction positively influenced customer loyalty. Their model produced R^2 values of 0.456 for customer satisfaction and 0.165 for customer loyalty. These findings reinforce the relevance of service quality in shaping customer satisfaction and demonstrate the importance of examining customer loyalty through relationships among variables that reflect the characteristics and structure of the research model.

Another factor that warrants attention is price perception, which refers to customers' evaluations of the fairness of their financial expenditure relative to the quality and benefits of the services received. In the hospitality industry, customer evaluations of price are influenced not only by room rates but also by affordability relative to personal budgets, consistency between price and service quality, competitiveness compared with similar hotels, and the extent to which prices correspond to the benefits received during a stay. Prices perceived as commensurate with benefits can strengthen perceived value, whereas prices considered disproportionate to the quality of the experience may reduce customer satisfaction. Jumheri and Paludi (2023) found that price perception positively and significantly influenced hotel guest satisfaction. Similar findings were reported by Saipuloh and Surono (2023), who identified a positive relationship between price perception and customer satisfaction at The Westin Jakarta. Meanwhile, Wani, Effendi, and Suryani (2026), in their study of customer loyalty at Hotel Arabia Style Medan, found that price, service quality, and digital marketing each had positive and significant effects on customer loyalty, with service quality emerging as the most dominant factor.

Although these studies provide evidence of the importance of price perception or pricing in hospitality marketing, they differ in hotel context, combinations of variables, and the relationships examined. This variation highlights the need to examine price perception alongside digital marketing and service quality to obtain a more comprehensive understanding of their relationships with customer satisfaction and loyalty in a different hotel setting.

Customer satisfaction can be positioned as a mediating variable that explains how evaluations of digital marketing, service quality, and price perception relate to customer loyalty. Conceptually, satisfaction develops through customers' assessments of the extent to which actual service performance meets or exceeds their initial expectations. When an accommodation experience meets or exceeds expectations, customers may develop more favorable evaluations of the hotel, potentially increasing their intentions to return and recommend it to others. Conversely, attractive promotions or competitive prices may not necessarily generate loyalty if the service experience fails to meet customer expectations. Empirical support for the mediating role of satisfaction is provided by Hasbi and Utama (2022), who examined 100 hotel guests in the Tanjung Benoa tourism area of Bali using SEM with SmartPLS. Their findings indicated that service quality had a positive but statistically insignificant effect on repurchase intention, whereas customer satisfaction had a positive and significant effect on repurchase intention. They also found that service quality positively and significantly influenced customer satisfaction and that customer satisfaction fully mediated the relationship between service quality and repurchase intention. These findings indicate that the direct relationship between service quality and repeat-purchase behavior may differ from the relationship operating through satisfaction as an intervening mechanism. Therefore, examining mediation at Hotel Preanger Bandung is necessary to determine whether customer satisfaction helps explain the relationships of digital marketing, service quality, and price perception with customer loyalty, rather than assuming that each factor necessarily produces loyalty directly.

Previous studies provide an empirical foundation for examining the relationships among digital marketing, service quality, price perception, customer satisfaction, and customer loyalty. Anita et al. (2025) demonstrated that the effects of digital marketing on satisfaction and brand loyalty can vary depending on the dimensions examined, while Jumheri and Paludi (2023) found that service quality, price perception, and promotion positively and significantly influenced hotel guest satisfaction. Saipuloh and Surono (2023) identified relationships between service quality, price perception, and customer satisfaction, as well as between satisfaction and loyalty. Hasbi and Utama (2022) further highlighted the importance of satisfaction as a mediating mechanism between service quality and repurchase intention. Meanwhile, Wani et al. (2026) found that service quality, price, and digital marketing positively and significantly influenced customer loyalty, with service quality being the most dominant factor in their research context. Collectively, these findings indicate that relationships among the variables in the hospitality industry have been examined

through different combinations of factors and analytical models. Based on the studies reviewed in developing this research framework, further investigation is needed to examine digital marketing, service quality, and price perception simultaneously as independent variables, customer satisfaction as a mediating variable, and customer loyalty as a dependent variable in the context of Hotel Preanger Bandung. This is particularly relevant because Hotel Preanger offers an accommodation experience associated with a distinctive historical identity, while previous findings indicate that the effects of digital marketing, service quality, and price on satisfaction or loyalty are not always consistent. The research gap concerns the combination of variables, the simultaneous examination of mediation mechanisms, and the empirical context of the research object. The resulting contribution is contextual and model-based, and its novelty should be further substantiated through a broader literature review before publication.

Based on the background and research gap, this study examines the effects of digital marketing, service quality, and price perception on customer satisfaction at Hotel Preanger Bandung; the direct effects of these three variables on customer loyalty; and the effect of customer satisfaction on customer loyalty. It also investigates the mediating role of customer satisfaction in the relationships between digital marketing and customer loyalty, service quality and customer loyalty, and price perception and customer loyalty. Using a quantitative approach and SEM-PLS, the study is expected to provide empirical evidence regarding the direct and indirect relationships among these variables within an integrated analytical framework. The findings are expected to contribute to the literature on hospitality services marketing and provide an analytical basis for Hotel Preanger Bandung's management to evaluate digital marketing strategies, service consistency, perceived value, and efforts to develop sustainable customer loyalty.

This study aims to empirically examine the effects of digital marketing, service quality, and price perception on customer satisfaction at Hotel Preanger Bandung; the effects of digital marketing, service quality, and price perception on customer loyalty; the effect of customer satisfaction on customer loyalty; and the mediating role of customer satisfaction in the relationships between digital marketing and customer loyalty, service quality and customer loyalty, and price perception and customer loyalty. Overall, the study seeks to explain how marketing factors and customer experiences are associated with customer loyalty in the hospitality context by examining direct and indirect effects using SEM-PLS.

B. LITERTURE REVIEW

1. Digital Marketing

Digital marketing refers to marketing activities that utilize digital technologies to communicate information, promote services, facilitate interactions, and establish relationships with customers. Kannan and Li (2017) explain that digital technologies have transformed marketing practices through the integration of multiple communication channels and customer interactions. In the hospitality industry,

digital marketing can be implemented through social media, websites, search engines, email, and online booking platforms or online travel agencies (OTAs). These channels enable customers to obtain information about hotel facilities, prices, promotions, and services before making reservations.

In this study, digital marketing is measured using four indicators: social media marketing, ease of accessing information through websites or digital channels, the quality of digital content, and digital communication and customer interaction. Clear information, engaging content, and easy access can help customers evaluate hotel alternatives and form expectations before their stay. Therefore, the effectiveness of digital marketing needs to be supported by consistency between promotional information and customers' actual experiences.

Anita et al. (2025), in a quantitative study involving 330 guests at four-star hotels in Jakarta using SEM-PLS, found that perceived online presence, promotional effectiveness, and social media engagement significantly influenced customer satisfaction with digital marketing. However, satisfaction with digital marketing was not found to have a significant effect on brand loyalty. In contrast, Wani et al. (2026) found that digital marketing had a positive and significant effect on customer loyalty at Hotel Arabia Style Medan. These differing findings indicate that the relationships between digital marketing, customer satisfaction, and customer loyalty need to be examined in accordance with the specific context and characteristics of customers.

2. Service Quality

Service quality refers to customers' evaluations of the services received in relation to their expectations. Parasuraman et al. (1988) developed the SERVQUAL model, which comprises five dimensions: reliability, responsiveness, assurance, empathy, and tangibles. In the hospitality industry, these dimensions encompass the consistency of service delivery, the speed with which staff respond to customer needs, employees' competence and courtesy, attention to guests, and the condition of facilities that support comfort.

Service quality can contribute to customer satisfaction because customers evaluate their accommodation experiences based on the service performance they actually receive. Jumheri and Paludi (2023) found that service quality had a positive and significant effect on hotel guest satisfaction, alongside price perception and promotion. Similar findings were reported by Saipuloh and Surono (2023) in a study involving 100 customers of The Westin Jakarta, which demonstrated that service quality positively influenced customer satisfaction.

Service quality can also be associated with customer loyalty through consistent experiences and customer trust. Priyo et al. (2019), in a study involving 182 hotel customers in Indonesia using PLS-SEM, found that service quality positively influenced customer satisfaction and loyalty, while customer satisfaction mediated the relationship between service quality and loyalty. However, Hasbi and Utama (2022) found that the direct effect of service quality on repurchase intention was not statistically significant, whereas customer satisfaction played a full mediating role.

These differing findings reinforce the importance of examining both the direct effect of service quality and its indirect effect through customer satisfaction.

3. Price Perception

Price perception refers to customers' evaluations of price fairness based on affordability, service quality, competitors' prices, and the benefits received. Zeithaml (1988) explains that consumers' perceptions of price, quality, and value are interrelated in the evaluation process. In the hotel industry, customers consider not only room rates but also whether the prices are commensurate with the facilities, services, comfort, and overall accommodation experience they receive.

In this study, price perception is measured using four indicators: price affordability, price consistency with service quality, price competitiveness compared with similar hotels, and price suitability relative to the benefits perceived. Prices considered fair and proportionate to the benefits received may contribute to positive evaluations of the accommodation experience. Conversely, discrepancies between price and service quality may reduce customers' evaluations of the hotel.

Jumheri and Paludi (2023) and Saipuloh and Surono (2023) found that price perception positively influenced hotel customer satisfaction. Jonathan and Bernarto (2024), in a study involving 189 guests at four-star hotels in Bekasi, also found that price fairness had positive and significant effects on customer satisfaction and revisit intention. Meanwhile, Wani et al. (2026) found that price had a positive and significant effect on customer loyalty in the hotel industry in Medan. These findings provide an empirical basis for examining the relationships between price perception, customer satisfaction, and customer loyalty at Hotel Preanger Bandung.

4. Customer Satisfaction

Customer satisfaction refers to customers' evaluations of their service experiences based on comparisons between initial expectations and perceived performance. The Expectancy Disconfirmation Theory, developed in Oliver's (1980) study, explains that satisfaction emerges from evaluating the extent to which actual experiences meet or exceed prior expectations. In the hospitality industry, customer expectations may be shaped by digital information, customer reviews, hotel reputation, and price perceptions, whereas actual evaluations encompass service quality, facilities, and the overall accommodation experience.

In this study, customer satisfaction is measured using four indicators: the extent to which the accommodation experience meets expectations, overall satisfaction, satisfaction with the accommodation experience, and the perceived appropriateness of the decision to choose the hotel. Satisfaction may arise when customers perceive that the services received are consistent with their expectations and the resources they have expended. Accordingly, digital marketing, service quality, and price perception may be associated with customer satisfaction.

Customer satisfaction can also be associated with loyalty through intentions to return and willingness to recommend the hotel. Susanti (2019), in a study involving

200 customers of budget hotels in East Java, found that customer satisfaction had a positive and significant effect on loyalty. Priyo et al. (2019) likewise identified a positive relationship between customer satisfaction and loyalty among hotel customers in Indonesia. Nevertheless, Oliver (1999) explains that satisfaction does not invariably translate into loyalty because customers also consider available alternatives, preferences, and their commitment to a service provider.

5. Customer Loyalty

Customer loyalty refers to customers' commitment to maintaining their preference for a service provider and reusing its services when needed. Oliver (1999) emphasizes that loyalty involves more than momentary satisfaction; it also encompasses a commitment to maintaining a preferred choice despite the availability of competing alternatives. In the hotel industry, loyalty is important because it can be reflected in intentions to return, willingness to recommend the hotel, and the tendency to continue considering the hotel when accommodation is required.

This study measures customer loyalty through three indicators: intention to stay at the hotel again, commitment to the hotel despite promotional offers from competitors, and willingness to recommend the hotel to others. Wani et al. (2026) found that service quality, price, and digital marketing positively and significantly influenced customer loyalty in the hotel industry in Medan. Meanwhile, Priyo et al. (2019) emphasized the roles of service quality and customer satisfaction in explaining loyalty in the hospitality context. These findings support the examination of customer loyalty as an outcome associated with marketing activities, service quality, perceived value, and customer satisfaction.

6. Previous Studies and Research Gap

Several previous studies have examined the relationships among digital marketing, service quality, price perception, customer satisfaction, and customer loyalty. Anita et al. (2025) found that certain aspects of digital marketing influenced customer satisfaction, but satisfaction with digital marketing did not have a statistically significant effect on brand loyalty. Wani et al. (2026) found that service quality, price, and digital marketing positively and significantly influenced customer loyalty at Hotel Arabia Style Medan. These studies indicate that the relationship between digital marketing and customer loyalty should be understood alongside other factors that shape customer experiences.

Regarding service quality, price, and customer satisfaction, Jumheri and Paludi (2023) found that service quality, price perception, and promotion positively and significantly influenced hotel guest satisfaction. Saipuloh and Surono (2023) similarly found that service quality and price perception positively influenced customer satisfaction, while customer satisfaction positively influenced customer loyalty at The Westin Jakarta. Susanti (2019) provided evidence that service quality and price fairness could influence loyalty through customer satisfaction. Meanwhile, Jonathan

and Bernarto (2024) identified positive relationships between service quality and price fairness, on the one hand, and customer satisfaction and revisit intention, on the other.

Priyo et al. (2019) and Hasbi and Utama (2022) also demonstrated the importance of customer satisfaction in explaining the relationship between service quality and loyalty or repurchase intention. Nevertheless, findings concerning direct effects and mediation patterns have not always been consistent. These differences suggest that relationships among the variables may depend on the research setting, respondent characteristics, and the constructs being measured.

Based on the studies reviewed, there remains an opportunity to examine digital marketing, service quality, and price perception simultaneously within a single model in which customer satisfaction serves as a mediating variable and customer loyalty as the dependent variable. This study applies such a model to Hotel Preanger Bandung, which is characterized by its historical heritage. Accordingly, the contribution of this study lies in integrating the three independent variables, examining three mediation pathways within a single model, and applying the framework to a distinct hotel context. This claim of novelty should be further substantiated through a broader literature review.

7. Hypotheses Development

The conceptual framework positions digital marketing, service quality, and price perception as independent variables, customer satisfaction as a mediating variable, and customer loyalty as the dependent variable. The model examines the direct effects of the three independent variables on customer satisfaction and customer loyalty, the effect of customer satisfaction on customer loyalty, and the indirect effects of the three independent variables on customer loyalty through customer satisfaction. SEM-PLS is employed to examine the relationships among these variables using empirical data from customers of Hotel Preanger Bandung.

H1: Digital marketing has a positive effect on customer satisfaction at Hotel Preanger Bandung.

H2: Service quality has a positive effect on customer satisfaction at Hotel Preanger Bandung.

H3: Price perception has a positive effect on customer satisfaction at Hotel Preanger Bandung.

H4: Digital marketing has a positive effect on customer loyalty at Hotel Preanger Bandung.

H5: Service quality has a positive effect on customer loyalty at Hotel Preanger Bandung.

H6: Price perception has a positive effect on customer loyalty at Hotel Preanger Bandung.

H7: Customer satisfaction has a positive effect on customer loyalty at Hotel Preanger Bandung.

H8: Customer satisfaction mediates the relationship between digital marketing and customer loyalty at Hotel Preanger Bandung.

H9: Customer satisfaction mediates the relationship between service quality and customer loyalty at Hotel Preanger Bandung.

H10: Customer satisfaction mediates the relationship between price perception and customer loyalty at Hotel Preanger Bandung.

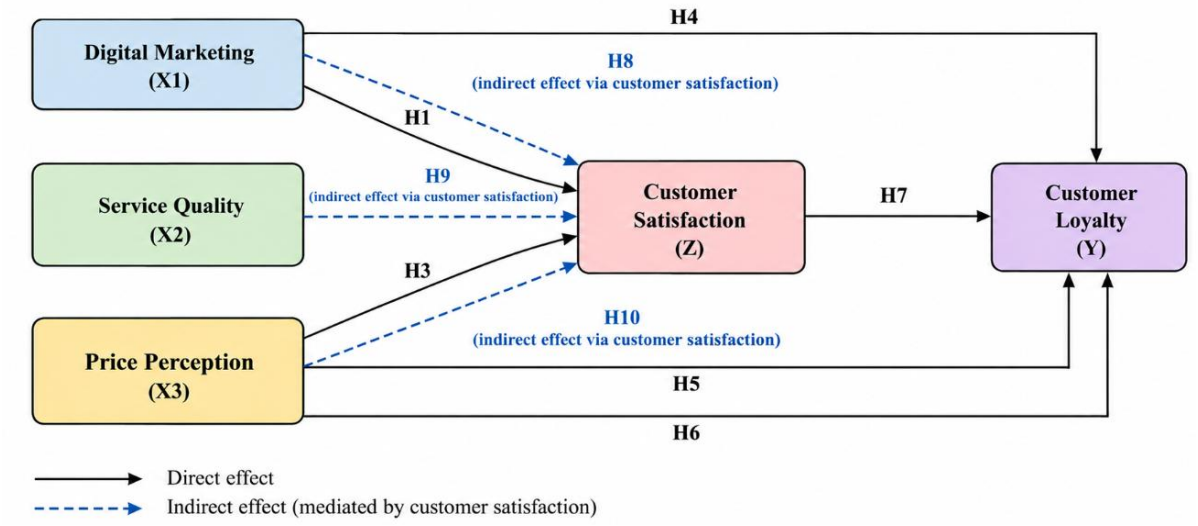


Figure 1. Hypothesis Framework

C. METHOD

This study adopts a quantitative approach with an associative and explanatory research design to examine the relationships among digital marketing, service quality, price perception, customer satisfaction, and customer loyalty. The quantitative approach is appropriate because the study focuses on measuring variables using numerical data and testing hypotheses concerning relationships among the variables. A survey design is employed to obtain customer assessments based on their experiences using the services of Hotel Preanger Bandung.

The data are analyzed using Structural Equation Modeling–Partial Least Squares (SEM-PLS) with SmartPLS software. This method is employed to examine the direct effects of digital marketing, service quality, and price perception on customer satisfaction and customer loyalty, while also assessing the mediating role of customer satisfaction. The analytical procedures follow the stages of measurement model evaluation, structural model assessment, and indirect effect testing, as recommended in the SEM-PLS literature (Hair et al., 2022).

This study focuses on customers who have stayed at Hotel Preanger Bandung, located at Jalan Asia Afrika No. 81, Braga, Bandung, West Java, Indonesia. The selection of this research object is based on the hotel's historical characteristics and its position within the hospitality industry, where competition and changes in consumer behavior are increasingly influenced by advances in digital technology.

Data collection targets customers with direct accommodation experience who can assess the hotel's digital marketing, service quality, price perception, customer satisfaction, and customer loyalty.

The target population consists of customers who have stayed at Hotel Preanger Bandung. The unit of analysis is the individual customer with direct experience of using the hotel's services. Since the population of customers meeting the research criteria has not been established in the initial research design, the study employs non-probability sampling using a purposive sampling technique. This technique involves selecting respondents based on characteristics relevant to the research objectives.

Respondents must meet four criteria: they must be at least 18 years old; have stayed at Hotel Preanger Bandung at least once during the 12 months preceding questionnaire completion; have been involved in or have knowledge of the booking and payment process during their stay; and be willing to participate voluntarily. These criteria are established to ensure that respondents have relevant experience for evaluating the research variables.

The minimum sample size is determined through an a priori power analysis using G*Power based on multiple regression. The calculation considers four predictors of customer loyalty, namely digital marketing, service quality, price perception, and customer satisfaction, with an assumed medium effect size ((f^2 = 0.15)), a significance level of 5%, and statistical power of 80%. Based on these assumptions, the estimated minimum sample size is 85 respondents (Faul et al., 2009). To accommodate potentially ineligible responses and improve estimation stability, the study targets at least 100 valid respondents.

This study uses primary data collected through structured questionnaires distributed to respondents who meet the eligibility criteria. The questionnaire measures customer perceptions of digital marketing, service quality, price perception, customer satisfaction, and customer loyalty. The questionnaire items are developed based on the conceptual definitions and indicators of each variable established in the research design.

Measurements are obtained using a five-point Likert scale, ranging from 1 (strongly disagree), 2 (disagree), 3 (neutral), 4 (agree), to 5 (strongly agree). Before completing the main questionnaire, respondents are provided with information about the research objectives and asked to give their consent to participate. Participation is voluntary, respondents' answers are kept confidential, and the data are used for academic research purposes.

The collected data are examined for response completeness, compliance with the sampling criteria, and potential duplicate or otherwise unsuitable responses. Data that do not meet the established requirements are excluded according to the predetermined screening procedures. The numbers of questionnaires received, excluded, and ultimately analyzed will be reported transparently in the research results.

This study comprises five constructs: digital marketing (X1), service quality (X2), price perception (X3), customer satisfaction (Z), and customer loyalty (Y). These constructs are measured using 20 indicators developed in the research design. The operational definitions and indicator codes are presented in Table 1.

Table 1. Operationalization of Research Variables

Variable	Code	Measurement Indicator
Digital Marketing (X1)	DM1	Information and promotional offers communicated through social media are clear.
	DM2	Hotel information is easy to find through the website or digital channels.
	DM3	The hotel's digital content provides engaging and useful information.
	DM4	Digital communication channels facilitate interaction and access to information.
Service Quality (X2)	KP1	Hotel services are delivered as promised.
	KP2	Staff respond promptly to customer needs.
	KP3	Staff demonstrate competence and courtesy.
	KP4	Staff pay attention to customers' needs.
	KP5	The hotel's physical facilities are well maintained and support comfort.
Price Perception (X3)	PH1	Room rates are affordable within the customer's budget.
	PH2	Prices are consistent with the quality of service received.
	PH3	Prices are competitive compared with similar hotels.
	PH4	Prices are commensurate with the benefits received during the stay.
Customer Satisfaction (Z)	KEP1	The accommodation experience meets expectations.
	KEP2	The overall accommodation experience is enjoyable.
	KEP3	Customers feel satisfied with their accommodation experience.
	KEP4	Choosing Hotel Preanger was the right decision.
Customer Loyalty (Y)	LY1	Customers intend to stay at the hotel again when accommodation is needed.
	LY2	Customers continue to consider Hotel Preanger even when competitors offer promotions.
	LY3	Customers are willing to recommend the hotel to friends, family, or others.

Source: Research variable operationalization framework

The research instrument is developed based on the conceptual definitions and indicators used in the theoretical framework. The service quality indicators refer to the five SERVQUAL dimensions developed by Parasuraman et al. (1988), while the indicators for digital marketing, price perception, customer satisfaction, and customer loyalty are adapted to the constructs and context of the hospitality industry. Each questionnaire item is designed to be understandable to customers and relevant to their experiences using the services of Hotel Preanger Bandung.

Before the main survey is conducted, the instrument should be reviewed to ensure content validity, clarity of wording, and relevance of each statement to the construct being measured. A pilot test may be conducted to identify ambiguous items or statements with overlapping meanings. The results of this assessment can be used to refine the questionnaire before the main data collection. Constructs will be treated as reflective when their theoretical specifications indicate that the indicators are manifestations of the underlying latent variables.

The data are analyzed using SEM-PLS through SmartPLS. The analysis begins with descriptive statistics to summarize respondent characteristics and the distribution of responses for each variable. This stage provides an overview of the sample profile and customer perceptions of digital marketing, service quality, price perception, customer satisfaction, and customer loyalty.

The next stage involves measurement model evaluation. For reflective constructs, the assessment covers convergent validity, construct reliability, and discriminant validity. Convergent validity is examined using outer loadings and average variance extracted (AVE), while reliability is assessed using Cronbach's alpha, rho_A, and composite reliability. Outer loadings of approximately 0.70 or higher, an AVE of at least 0.50, and reliability coefficients of at least 0.70 are used as evaluation guidelines. Indicators falling below these thresholds are not automatically removed; instead, their theoretical relevance and their impact on construct quality are considered (Hair et al., 2022).

Discriminant validity is assessed using the heterotrait-monotrait ratio (HTMT) to determine whether each construct is empirically distinguishable from the others. An HTMT value below 0.90 is used as a general threshold, while a value below 0.85 represents a more stringent criterion. Bootstrap confidence intervals may also be examined when necessary. HTMT is employed because it provides a more rigorous assessment of discriminant validity than relying solely on the Fornell-Larcker criterion or cross-loadings (Henseler et al., 2015).

Once the measurement model meets the applicable quality criteria, the analysis proceeds to structural model evaluation, this stage includes examining collinearity using the variance inflation factor (VIF), the coefficient of determination ((R^2)), effect size ((f^2)), and predictive relevance ((Q^2)), where applicable. Path coefficients are examined to determine the direction and magnitude of the relationships among variables. Interpretation considers statistical significance, effect sizes, and the model's ability to explain the endogenous variables.

Hypotheses are tested using a bootstrapping procedure with 10,000 subsamples and 95% confidence intervals. The direct effects specified in H1–H7 are evaluated based on path coefficients, test statistics, p-values, and confidence intervals. A hypothesis is supported when the estimated coefficient is consistent with the hypothesized direction and the result meets the established significance criterion of ($p < 0.05$). Bootstrapping provides estimates of standard errors and confidence intervals without requiring the sampling distribution of the estimated coefficients to be normal (Hair et al., 2022).

Mediation hypotheses H8–H10 are tested by examining the indirect effects of digital marketing, service quality, and price perception on customer loyalty through customer satisfaction. Mediation is supported when the estimated indirect effect is statistically significant and its confidence interval does not include zero. The type of mediation is subsequently determined by considering the significance and direction of the indirect effect together with the corresponding direct effect.

D. RESULT AND DISCUSSION

1. Overview of Research Implementation

For this analysis, data collection is assumed to have taken place between August and September 2026 through questionnaires distributed to customers who had stayed at Hotel Preanger Bandung. A total of 135 questionnaires were assumed to have been received and subsequently screened for completeness, respondent eligibility, and potential duplicate responses. Of these, 120 questionnaires were considered valid for analysis. The eligible responses were then analyzed using SmartPLS to evaluate the measurement model, structural model, and mediation relationships.

Table 2. Summary of Data Collection and Screening

Description	Number	Percentage of Received Questionnaires
Questionnaires received	135	100.0%
Incomplete responses	7	5.2%
Respondents not meeting the eligibility criteria	5	3.7%
Duplicate or otherwise invalid responses	3	2.2%
Valid questionnaires for analysis	**120**	**88.9%**

Source: Data Proceed

As presented in Table 2, 120 of the 135 questionnaires received were considered valid for analysis, representing 88.9% of the total responses. The final sample meets the previously established sample-size target. All subsequent analyses use these 120 hypothetical respondents to demonstrate the application of quantitative analysis using SEM-PLS.

2. Respondent Characteristics

Respondent characteristics were examined to describe the profile of customers included in the analysis. In this research, the characteristics include gender, age, occupation, purpose of stay, and frequency of stays at Hotel Preanger Bandung during the preceding 12 months.

Table 3. Respondent Characteristics

Characteristic	Category	Frequency	Percentage
Gender	Male	55	45.8%
	Female	65	54.2%

Age	18–25 years	24	20.0%
	26–35 years	46	38.3%
	36–45 years	32	26.7%
	Above 45 years	18	15.0%
Occupation	Private-sector employee	39	32.5%
	Entrepreneur	27	22.5%
	Civil servant	18	15.0%
	Student	20	16.7%
	Other occupations	16	13.3%
Purpose of stay	Leisure	56	46.7%
	Business travel	32	26.7%
	Family or event-related visit	22	18.3%
	Other purposes	10	8.3%
Stay frequency	Once	78	65.0%
	Two to three times	34	28.3%
	Four times or more	8	6.7%

Source: Data Proceed

Table 3 shows that female respondents account for 54.2% of the sample, while male respondents account for 45.8%. The largest age group is 26–35 years, representing 38.3% of respondents, followed by the 36–45 age group at 26.7%. Private-sector employees constitute the largest occupational group at 32.5%, while leisure travel represents the most common purpose of stay at 46.7%.

Regarding stay frequency, most respondents in this research had stayed at the hotel once during the preceding 12 months, accounting for 65.0% of the sample. Respondents who had stayed two to three times accounted for 28.3%, while those who had stayed four times or more represented 6.7%. These characteristics suggest that most hypothetical respondents had relatively limited repeat-stay experience during the observation period. The loyalty findings should be interpreted as reflecting customer perceptions and behavioral intentions rather than verified repeat-purchase behavior.

3. Descriptive Statistics of Research Variables

Descriptive statistics were used to summarize respondents' assessments of the five research variables. The questionnaire employed a five-point Likert scale. For interpretation, the following intervals were applied: 1.00–1.80, very low; 1.81–2.60, low; 2.61–3.40, moderate; 3.41–4.20, high; and 4.21–5.00, very high.

Table 4. Descriptive Statistics of Research Variables

Variable	N	Mean	Standard Deviation	Minimum	Maximum	Interpretation
Digital marketing	120	3.84	0.62	2.00	5.00	High
Service quality	120	4.02	0.55	2.40	5.00	High
Price perception	120	3.62	0.69	1.75	5.00	High

Customer satisfaction	120	3.91	0.58	2.25	5.00	High
Customer loyalty	120	3.78	0.66	1.67	5.00	High

Source: Data Proceed

As shown in Table 4, service quality has the highest mean score at 4.02, followed by customer satisfaction at 3.91 and digital marketing at 3.84. These results suggest that the hypothetical respondents generally evaluated service quality and their overall hotel experience positively. Price perception has the lowest mean score, at 3.62, although it remains within the high category under the stated interpretive intervals. This result suggests that affordability, price competitiveness, and the perceived relationship between price and benefits may warrant further evaluation.

Customer loyalty has a mean score of 3.78, indicating generally positive responses concerning repurchase intentions, commitment to the hotel, and willingness to recommend it. Descriptive statistics only summarize response patterns and do not establish causal relationships or statistically significant effects among variables. These relationships are examined through the measurement and structural models.

4. Measurement Model Assessment

The measurement model was assessed to determine whether the indicators adequately represented their respective constructs, all constructs are treated as reflective. The assessment covers outer loadings, construct reliability, convergent validity, and discriminant validity.

Table 5. Indicator Outer Loadings

Variable	Indicator	Outer Loading
Digital marketing	DM1	0.815
	DM2	0.784
	DM3	0.838
	DM4	0.802
Service quality	SQ1 (KP1)	0.822
	SQ2 (KP2)	0.856
	SQ3 (KP3)	0.817
	SQ4 (KP4)	0.789
	SQ5 (KP5)	0.805
Price perception	PP1 (PH1)	0.795
	PP2 (PH2)	0.842
	PP3 (PH3)	0.773
	PP4 (PH4)	0.831
Customer satisfaction	CS1 (KEP1)	0.817
	CS2 (KEP2)	0.856
	CS3 (KEP3)	0.842
	CS4 (KEP4)	0.792
Customer loyalty	CL1 (LY1)	0.846
	CL2 (LY2)	0.811
	CL3 (LY3)	0.873

Source: Data Proceed

Table 4 indicates that the outer loadings range from 0.773 to 0.873. All indicators have loadings above 0.70 and therefore satisfy the commonly applied guideline for indicator retention in this analysis, these results suggest that the indicators have adequate relationships with their respective constructs.

Table 6. Construct Reliability and Convergent Validity

Construct	Cronbach's Alpha	rho_A	Composite Reliability	AVE
Digital Marketing	0.826	0.835	0.884	0.656
Service Quality	0.875	0.880	0.910	0.669
Price Perception	0.825	0.834	0.885	0.657
Customer Satisfaction	0.846	0.852	0.896	0.684
Customer Loyalty	0.798	0.810	0.881	0.712

Source: Data Proceed

The results in Table 6 show that Cronbach's alpha, rho_A, and composite reliability exceed 0.70 for all constructs. AVE values range from 0.656 to 0.712, exceeding the minimum threshold of 0.50. Accordingly, all constructs meet the commonly applied guidelines for internal consistency reliability and convergent validity in this research. Service quality has the highest composite reliability at 0.910, whereas customer loyalty has the lowest Cronbach's alpha at 0.798, which remains above the recommended threshold.

Table 7. Discriminant Validity Assessment Using HTMT

Construct Pair	HTMT
Digital marketing – Service quality	0.632
Digital marketing – Price perception	0.548
Digital marketing – Customer satisfaction	0.719
Digital marketing – Customer loyalty	0.681
Service quality – Price perception	0.641
Service quality – Customer satisfaction	0.781
Service quality – Customer loyalty	0.762
Price perception – Customer satisfaction	0.687
Price perception – Customer loyalty	0.663
Customer satisfaction – Customer loyalty	0.823

Source: Data Proceed

The HTMT values in Table 7 range from 0.548 to 0.823, remaining below the commonly used threshold of 0.90. These results indicate that discriminant validity is supported under this criterion. In this research, the five constructs are empirically distinguishable and do not exhibit excessive overlap in their measurement, HTMT confidence intervals may also be examined to strengthen the assessment.

5. Structural Model Assessment

The structural model was evaluated to assess collinearity among predictors, the model's explanatory power, and its predictive relevance. In this research, VIF values range from 1.32 to 2.38, remaining below the conservative guideline of 3.0. This suggests that serious collinearity concerns are not indicated in the model.

Table 8. Coefficient of Determination and Predictive Relevance

Endogenous Variable	Predictors	R^2	Q^2
Customer satisfaction	Digital marketing, service quality, and price perception	0.563	0.407
Customer loyalty	Digital marketing, service quality, price perception, and customer satisfaction	0.621	0.438

Source: Data Proceed

Table 8 shows an R^2 value of 0.563 for customer satisfaction. This indicates that, collectively, digital marketing, service quality, and price perception explain 56.3% of the variance in customer satisfaction in this research. The remaining 43.7% is associated with factors not included in the model. Customer loyalty has an R^2 value of 0.621, indicating that the four predictors collectively explain 62.1% of its variance, while the remaining 37.9% is attributable to factors outside the model.

The Q^2 values of 0.407 for customer satisfaction and 0.438 for customer loyalty indicate predictive relevance in this research, provided they are obtained using an appropriate predictive assessment procedure, positive Q^2 values alone should not be interpreted as proof of strong out-of-sample predictive performance.

The results of the Partial Least Squares Structural Equation Modeling (PLS-SEM) analysis are presented in Figure 2. The figure illustrates the relationships among digital marketing, service quality, price perception, customer satisfaction, and customer loyalty. The measurement model is represented by the outer loadings of the respective indicators, while the structural model displays the standardized path coefficients and their corresponding p-values. The coefficients of determination (R^2) are also presented within the endogenous constructs to indicate the proportion of variance explained by the proposed model.

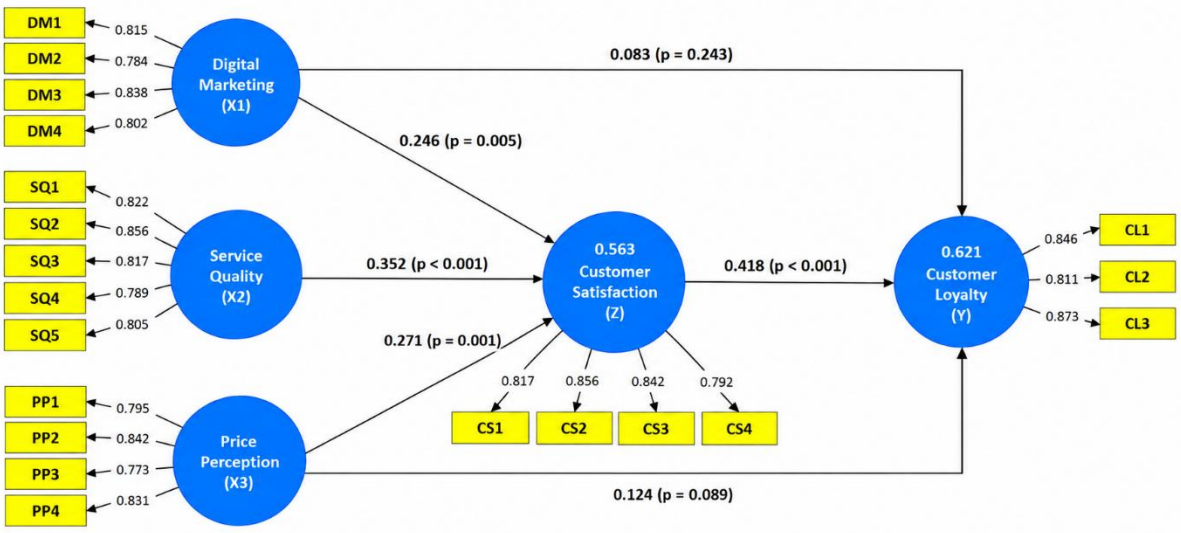


Figure 2. PLS-SEM Results of the Measurement and Structural Models

As shown in Figure 2, the measurement model indicates that the outer loadings of all indicators range from 0.773 to 0.873, exceeding the commonly recommended threshold of 0.70. These values suggest that the indicators adequately represent their respective constructs. Customer loyalty has an R^2 value of 0.621, indicating that digital marketing, service quality, price perception, and customer satisfaction collectively

explain 62.1% of the variance in customer loyalty. Meanwhile, customer satisfaction has an R^2 value of 0.563, indicating that digital marketing, service quality, and price perception explain 56.3% of its variance.

Regarding the structural relationships, digital marketing ($\beta = 0.246$, $p = 0.005$), service quality ($\beta = 0.352$, $p < 0.001$), and price perception ($\beta = 0.271$, $p = 0.001$) exhibit positive and statistically significant relationships with customer satisfaction. Service quality has the largest path coefficient among the three predictors of customer satisfaction in this model. Furthermore, customer satisfaction demonstrates a positive and significant relationship with customer loyalty ($\beta = 0.418$, $p < 0.001$). Service quality also has a positive and significant direct relationship with customer loyalty ($\beta = 0.207$, $p = 0.013$).

The direct effect of digital marketing on customer loyalty is positive but not statistically significant ($\beta = 0.083$, $p = 0.243$). Similarly, the direct effect of price perception on customer loyalty is positive but not statistically significant at the 5% significance level ($\beta = 0.124$, $p = 0.089$), these results suggest that the relationships between digital marketing and price perception and customer loyalty may operate indirectly through customer satisfaction.

6. Direct Effects and Hypothesis Testing

Direct effects were evaluated using a bootstrapping procedure with 10,000 subsamples and 95% confidence intervals. The relationships were assessed based on path coefficients, t-statistics, p-values, and confidence intervals.

Table 9. Results of Direct Effects Testing

Hypothesis	Relationship	Path Coefficient (β)	t-Statistic	p-Value	95% CI	Decision
H1	Digital marketing → Customer satisfaction	0.246	2.795	0.005	[0.073, 0.419]	Supported
H2	Service quality → Customer satisfaction	0.352	4.346	<0.001	[0.196, 0.511]	Supported
H3	Price perception → Customer satisfaction	0.271	3.188	0.001	[0.102, 0.438]	Supported
H4	Digital marketing → Customer loyalty	0.083	1.169	0.243	[−0.056, 0.221]	Not supported
H5	Service quality → Customer loyalty	0.207	2.494	0.013	[0.045, 0.371]	Supported
H6	Price perception → Customer loyalty	0.124	1.699	0.089	[−0.019, 0.268]	Not supported
H7	Customer satisfaction → Customer loyalty	0.418	5.359	<0.001	[0.263, 0.568]	Supported

Note: CI = confidence interval.

Table 9 indicates that digital marketing, service quality, and price perception are assumed to have positive and statistically significant effects on customer satisfaction. Service quality has the largest path coefficient for customer satisfaction at 0.352, followed by price perception at 0.271 and digital marketing at 0.246. These

results suggest that all three variables contribute positively to customer satisfaction, with service quality being the relatively strongest predictor in this model.

For customer loyalty, service quality and customer satisfaction have positive and statistically significant effects. Customer satisfaction has the largest path coefficient in the loyalty equation at 0.418. Yhe direct effects of digital marketing and price perception are not statistically significant, with p-values of 0.243 and 0.089, respectively. Digital marketing and price perception do not demonstrate significant direct relationships with customer loyalty after accounting for the other predictors.

7. Indirect Effects and Mediation Testing

Mediation analysis was conducted to examine whether customer satisfaction mediates the relationships between digital marketing, service quality, price perception, and customer loyalty. The indirect effects were assessed through bootstrapping, considering statistical significance and confidence intervals.

Table 10. Results of Indirect Effects Testing

Hypothesis	Indirect Relationship	Path Coefficient (β)	t-Statistic	p-Value	95% CI	Decision
H8	Digital marketing → Customer satisfaction → Customer loyalty	0.103	2.512	0.012	[0.029, 0.189]	Supported
H9	Service quality → Customer satisfaction → Customer loyalty	0.147	3.267	0.001	[0.071, 0.247]	Supported
H10	Price perception → Customer satisfaction → Customer loyalty	0.113	2.825	0.005	[0.043, 0.199]	Supported

Source: Data Proceed

Table 10 shows that all three indirect effects are assumed to be positive and statistically significant because their p-values are below 0.05 and their confidence intervals do not include zero. Service quality has the largest indirect effect through customer satisfaction, with a coefficient of 0.147, followed by price perception at 0.113 and digital marketing at 0.103. These results suggest that customer satisfaction may serve as a mechanism connecting the three predictors to customer loyalty.

When the direct and indirect effects are considered together, digital marketing exhibits an indirect-only pattern in this research because its direct effect on loyalty is not significant, while its indirect effect through satisfaction is significant. A similar pattern is observed for price perception. Service quality has significant positive direct and indirect effects, indicating a pattern consistent with complementary partial mediation.

The results indicate that digital marketing has a positive and significant effect on customer satisfaction but no significant direct effect on customer loyalty. This pattern can be explained by the role of digital marketing in improving access to information, clarifying promotional offers, and shaping customer expectations before

a hotel stay. Accurate and accessible digital information can help customers make better-informed decisions and potentially improve their evaluations of the overall experience.

These findings are partly consistent with Anita et al. (2025), who found that online presence, promotional effectiveness, and social media engagement were associated with customer satisfaction with digital marketing, their study also found that satisfaction with digital marketing did not significantly affect brand loyalty. Wani et al. (2026) reported a positive and significant effect of digital marketing on customer loyalty at Hotel Arabia Style Medan. These differences suggest that the relationship between digital marketing and loyalty may depend on the measurement of the constructs and the hotel context. In the present research, the significant indirect effect through customer satisfaction suggests that digital marketing may contribute to loyalty more effectively when it is accompanied by a satisfactory customer experience.

In the model, service quality is the strongest predictor of customer satisfaction, with a path coefficient of 0.352. Service quality also has a positive and significant direct effect on customer loyalty, with a coefficient of 0.207. These results suggest that reliable and responsive service, competent and courteous staff, individual attention, and well-maintained facilities may contribute to positive customer evaluations and encourage customers to consider using the hotel again.

These findings are consistent with Jumheri and Paludi (2023), who found that service quality positively and significantly affected hotel guest satisfaction, and with Saipuloh and Surono (2023), who reported a positive relationship between service quality and customer satisfaction at The Westin Jakarta. Priyo et al. (2019) likewise found that service quality positively affected both satisfaction and loyalty among hotel customers in Indonesia. In this research, both the direct and indirect effects of service quality on loyalty are significant. This pattern suggests that service quality may contribute to loyalty directly and indirectly through customer satisfaction.

In this research, price perception has a positive and significant effect on customer satisfaction, with a coefficient of 0.271, but does not demonstrate a significant direct effect on customer loyalty. This result can be explained by the possibility that customers first evaluate affordability, price competitiveness, and the relationship between price and benefits before forming an overall assessment of their stay. Positive price perceptions may lead customers to conclude that the amount paid was reasonable given the service and facilities received.

These findings are consistent with Jumheri and Paludi (2023) and Saipuloh and Surono (2023), who found positive relationships between price perception and hotel guest satisfaction. Susanti (2019) also found that price fairness was associated with customer loyalty through satisfaction in the budget hotel sector in East Java. In the present research, the indirect effect of price perception through satisfaction is significant, although its direct effect is not. This pattern suggests that favorable price evaluations may not be sufficient to establish loyalty on their own, but may contribute to loyalty when customers are satisfied with their overall hotel experience.

Customer satisfaction has a positive and significant effect on customer loyalty, with a path coefficient of 0.418. It is also the strongest direct predictor of loyalty in this model. This pattern is consistent with Saipuloh and Surono (2023) and Priyo et al. (2019), who found positive relationships between satisfaction and loyalty in hotel settings. These findings support the view that satisfactory accommodation experiences can strengthen customers' intentions to return and their willingness to recommend a hotel to others.

The mediation results indicate that customer satisfaction mediates the relationships between digital marketing, service quality, price perception, and customer loyalty. The estimated indirect effects are 0.103, 0.147, and 0.113, respectively, and all are statistically significant in this research. These results are consistent with the argument that customers' evaluations of marketing activities, service performance, and price fairness may translate into loyalty through satisfaction formed after the hotel experience. Susanti (2019) provides empirical support for the mediating role of satisfaction in the relationships between service quality, price fairness, and loyalty among budget hotel customers.

E. CONCLUSION

This study examines the relationships between digital marketing, service quality, price perception, customer satisfaction, and customer loyalty in the context of Hotel Preanger Bandung. Based on the results of this research, digital marketing, service quality, and price perception have positive and significant effects on customer satisfaction, while service quality and customer satisfaction have positive and significant direct effects on customer loyalty. The direct effects of digital marketing and price perception on customer loyalty are not statistically significant. The mediation analysis indicates that customer satisfaction mediates the relationships between digital marketing, service quality, price perception, and customer loyalty, highlighting its potential role in translating marketing activities, service experiences, and perceived value into customer loyalty, these findings suggest that hotel management should integrate effective digital communication, consistent service quality, and competitive pricing with efforts to improve the overall guest experience.

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