

The Influence of Price, Service Quality on Customer Satisfaction and Loyalty at Grojogan Sewu Nature Park

Yusuf Ahmad Abdullah, Ihwan Susila

Universitas Muhammadiyah Surakarta, Indonesia

Email: b100200203@student.ums.ac.id, is259@ums.ac.id

Correspondence: b100200203@student.ums.ac.id*

KEYWORDS

Price; Quality of Service;
Customer Satisfaction;
Customer Loyalty; Grojogan
Sewu Nature Tourism Park;
PLS-SEM

ABSTRACT

Tourism is an important sector in national development. Competition for tourist destinations, including Grojogan Sewu Nature Tourism Park, is getting tighter. To compete, managers must offer competitive prices and quality services. Precise price and good service are not only attractive, but also retain customers. Customer satisfaction is the key to success, as it has an impact on loyalty and positive recommendations. The purpose of this study is to see how price and service quality affect customer happiness and loyalty at Grojogan Sewu Nature Tourism Park in Karanganyar. The research method adopted was quantitative. Data was collected via a questionnaire completed by 100 visitors to the location. The analysis technique employed was Partial Least Squares-Structural Equation Modeling (PLS-SEM) utilizing SMARTPLS 3.0 software. The study's findings reveal that pricing and service quality have a positive and significant influence on customer satisfaction, which in turn has a favorable and significant effect on customer retention. This demonstrates how right pricing and outstanding service may boost customer happiness and loyalty at Grojogan Sewu Nature Tourism Park.

Attribution-ShareAlike 4.0 International (CC BY-SA 4.0)



1. Introduction

Nowadays, businesses in the tourism sector are undergoing development so that they can provide a good income for a region (Susanto et al., 2022). Tourism provides "treats" to tourists in the form of beauty, comfort, entertainment, and adrenaline tests. Indonesia is one of the countries that has abundant natural potential. The natural potential in Indonesia is widely spread from Sabang Island to Merauke Island, and this has also made Indonesia dubbed the paradise of tourism by the

world. This very profitable potential must be fully utilized both by the community and through the government with good and correct management. Good and correct management through human resources, which have the skills to manage this potential, will be a source of income for the region.

The growing number of tourist attractions with their tourist attractions makes the competition even tighter in attracting tourists to visit (Meliantari & Apriani, 2024). Tourism at this time continues to be required to always innovate in management, both in terms of beauty, comfort, and cleanliness of the place. The customer's expectation is always to get better quality and get a more affordable price. Fierce competition has a positive impact on managers' continuing to innovate and be introspective for the sustainability of the company.

Price has become the main factor influencing visitors' choices (Febiola & Suyuthie, 2023). Prices play an important role in attracting customer satisfaction; affordable prices tend to be easily favored by the lower and upper middle classes. High prices, if not balanced with good management, will affect purchase intentions, satisfaction, and customer loyalty.

Improving service quality (SQ) can increase customer satisfaction (CS) (Mahendri et al., 2024). Tourist destination managers who ignore the quality of service will create a negative image in the community, thus affecting the sustainability of the tourist destination company. In the digital age, like today, it is very easy for people to go viral for something bad in their eyes and be known to the general public. This will indirectly affect people's intention to visit these tourist destinations.

Customer loyalty is a result of customer satisfaction with a product or service, which has a positive impact on the company, namely repurchasing and recommending to other parties (Jannah & Hayuningtias, 2024). Repurchases at tourist destinations can be in the form of repurchasing tickets at a later date. With prices and service quality that satisfy customers, natural tourist destinations will affect their value and become the main destination for the Indonesian people.

Indonesia has many areas that spoil the eyes of the beauty of nature and its atmosphere, so it has the potential to become a destination for people to travel. There are examples of famous tourist destinations in the Karanganyar Regency area, which is located in Central Java. One of the potentials that is currently widely known by the community is the Grojogan Sewu Nature Tourism Park. Grojogan Sewu Nature Tourism Park offers views in the form of beautiful waterfalls, cool air in the mountains, and many types of plants, forming a forest that becomes a habitat for various types of animals so that tourists feel at home.

Relevant research is in Gea (2021) This study investigates how service quality and pricing perception effect customer loyalty at Caritas Market Gunungsitoli, using consumer satisfaction as a mediating variable. The study by Gea, M. provides insight into how service quality and price perception can affect loyalty through consumer satisfaction in a retail context. Although the main variables are similar, the context and application of this study differ significantly from Yusuf Ahmad Abdullah's research, which focuses on the tourism sector. Differences in customer type, research environment, and focus on mediating variables (consumer satisfaction) are key aspects that differentiate these two studies.

Based on the description above, the existence of several factors that affect customer satisfaction, namely price and service quality, will impact loyalty. So, the author is interested in conducting research entitled "The Influence of Price, Service Quality on Customer Satisfaction and Loyalty at Grojogan Sewu Nature Park."

2. Materials and Methods

This study employs a quantitative approach, which entails collecting data in the form of numbers and analyzing it using statistical methods (Yam & Taufik, 2021). The analysis tool in this study employs multiple linear regression analysis. The primary data used in this study was collected by giving questionnaires to visitors to Grojogan Sewu Nature, Tourism Park.

The population of this study consists of all visitors to the Grojongan Sewu Nature Tourism Park. Suriani et al., (2023) define a sample as a subset of a population that reflects its features. This study employs a nonprobability sampling technique known as purposive sampling, in which samples are chosen based on defined criteria. The sample criteria include tourists aged 18 years and above, physically and spiritually healthy, having visited Grojogan Sewu Tourism Park, and owners/managers of tourism destinations. This study involved 100 respondents who had traveled to the Grojogan Sewu Nature Tourism Park in Karanganyar Regency.

This study employs primary data, which means data obtained directly by researchers from the first source (Bakti et al., 2021). Primary data was obtained through respondents' answers in interviews or questionnaires by tourists. This data refers to direct information related to the variables of interest for the research.

This study collects data using questionnaires, which provide primary data directly from the field or company that is the subject of the research. According to Suasapha (2020), on the Likert scale, each response choice must be given a number.

This research utilizes Structural Equation Modeling (SEM) with Partial Least Squares (PLS). PLS is an analysis method that does not require data on a certain scale (Anggita et al., 2019). This technique combines an econometric perspective for prediction and psychometrics to describe the concept of a model with latent variables, which are measured through its indicators. SEM offers the ability for path analysis with latent variables, and PLS requires a relatively small sample. PLS-SEM analysis consists of two models, the Outer Model and the Inner Model, and several tests need to be performed.

Validity: Content and construct validity are used to evaluate the instrument. This includes measurements like the loading factor, which shows that all indicators have a value larger than 0.5, indicating that they are valid for measuring the variable in question. In addition, Average Variance Extracted (AVE) values are employed, which suggest that the variables measured can reflect the majority of the information contained in the indicator. **Reliability:** The reliability test was conducted using two methods: Cronbach's Alpha (CA) and Composite Reliability (CR). The CA value achieved is larger than 0.7, indicating that the used indicators have good internal consistency. CR is also more than 0.7, indicating that the instrument has good dependability when measuring the construction in issue.

3. Result and Discussion

Analisis SEM PLS

The testing stages are carried out in order to meet the assumptions of each data processing method using SmartPLS 3. The first is the outer model, and the second is the inner model. An overview of the results of the calculation of the path diagram in this study looks like this:

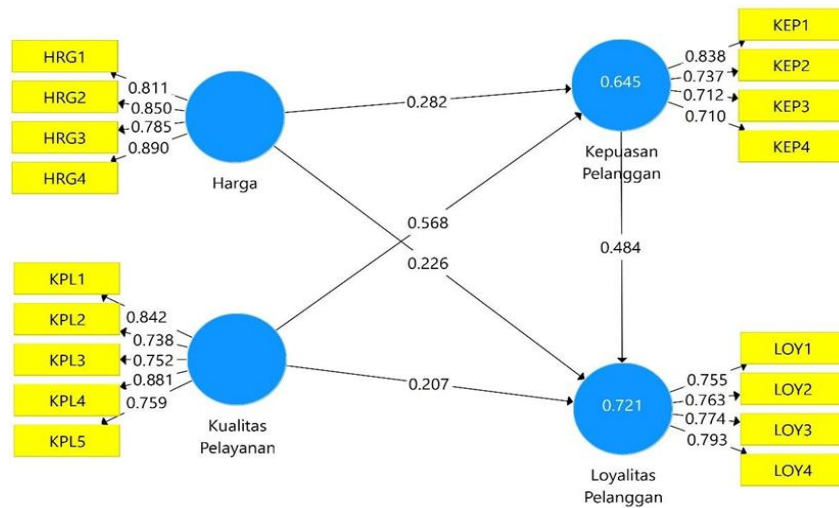


Figure 1 Path Diagram (Standardized)

Evaluation of the Measurement Model (Outer Model)

1) Convergent Validity

Four statement indicators measure the Price Variable, 5 statement indicators measure Service Quality, 4 statement indicators measure Customer Satisfaction, and 4 statement indicators measure Customer Loyalty. The outcomes of obtaining the loading factor value for each indication in each variable are as follows.

Table 1 Measurement of Research Variables

Variable	Indicator	OL	Category
Price CR: 0.865 CA: 0.792 AVE: 0.618	The ticket prices offered are according to my ability.	0.811	VALID
	I consider the price before deciding to buy a product/service.	0.850	VALID
	I would be happy if there were a discount from the management team.	0.785	VALID
	I refuse to visit if the ticket price is expensive.	0.890	VALID
Quality of Service CR: 0.840 CA: 0.761 AVE: 0.512	I was happy with the hospitality of the tourism management officer.	0.842	VALID
	I feel helped by the service from the tourism management officer.	0.738	VALID
	I like the cleanliness and neatness of this tourist park.	0.752	VALID
	This natural tourism park meets my expectations in visiting.	0.881	VALID
	I am comfortable traveling in this natural tourist park.	0.759	VALID
Customer Satisfaction CR: 0.837 CA: 0.740 AVE: 0.564	I feel like the price given is worth what I get.	0.838	VALID
	I am satisfied with the service from the tourism management officer.	0.737	VALID

Customer Loyalty CR: 0.855 CA: 0.773 AVE: 0.595	This natural tourism park meets my expectations as a visitor.	0.712	VALID
	I would recommend this nature park to others.	0.710	VALID
	I will revisit the Grojogan Sewu Nature Park.	0.755	VALID
	I tend to choose this natural park as my main vacation destination.	0.763	VALID
	Its affordable price makes me satisfied, and I want to go back on vacation to this natural tourist park.	0.774	VALID
	Satisfactory service makes me satisfied, and I want to return to vacation to this natural tourist park.	0.793	VALID

Source: Data Processing (2024)

Judging from the table above, it can be known as follows:

- The price variable indicator has a loading factor value of > 0.5 , so it is valid for measuring price variables. The AVE value is 0.618, indicating that 61.8% of the information contained in the four indicators may be represented by price variables. Then, the CR value of 0.865 and the CA value of 0.792 are more than 0.7. This demonstrates that all indicators are consistent in measuring price factors.
- The Service Quality variable indicator has a loading factor value greater than 0.5, indicating its validity for measurement. The AVE score is 0.512, indicating that 51.2% of the information contained in the five indicators can be represented by the Service Quality variable. Then, the CR value of 0.840 and the CA value of 0.761 are more than 0.7. This demonstrates that every indicator is consistent in measuring the variable of service quality.
- The Customer Satisfaction variable indicator has a loading factor value greater than 0.5, indicating validity in measuring the variable. The AVE value is 0.564, indicating that the Customer Satisfaction variable may capture 56.4% of the information from the four indicators. Then, the CR value of 0.837 and the CA value of 0.740 are more than 0.7. This demonstrates that all indicators are consistent in measuring the customer satisfaction variable.
- The Customer Loyalty variable indicator has a loading factor value greater than 0.5, indicating its validity for measurement. The AVE score is 0.595, indicating that the Customer Loyalty variable may capture 59.5% of the information from the five indicators. Then, the CR value of 0.855 and the CA value of 0.773 are more than 0.7. This demonstrates that all indicators are consistent in measuring the customer loyalty variable.

2) Discriminant Validity,

The following table displays the cross-loading value, which represents the discriminant validity value:

Table 2 Validity of Discrimination (Cross Loading)

	HRG	KPL	KEP	LOY
HRG1	0.811	0.629	0.600	0.641
HRG2	0.850	0.606	0.635	0.659
HRG3	0.785	0.655	0.549	0.533
HRG4	0.890	0.661	0.497	0.493
KPL1	0.588	0.842	0.521	0.508
KPL2	0.610	0.738	0.650	0.612
KPL3	0.550	0.752	0.544	0.511
KPL4	0.559	0.881	0.529	0.473
KPL5	0.571	0.759	0.557	0.627
KEP1	0.544	0.586	0.838	0.648
KEP2	0.539	0.632	0.737	0.562
KEP3	0.505	0.488	0.712	0.590
KEP4	0.592	0.643	0.710	0.629
LOY1	0.583	0.591	0.620	0.755
LOY2	0.608	0.597	0.636	0.763
LOY3	0.543	0.563	0.643	0.774
LOY4	0.566	0.622	0.604	0.793

Source: Data Processing (2024)

Table 3 Fornell – Larcker Criterion

	Price	Quality of Service	Customer Satisfaction	Customer Loyalty
Price	0.886			
Quality of Service	0.805	0.816		
Customer Satisfaction	0.729	0.786	0.851	
Customer Loyalty	0.745	0.770	0.811	0.872

Source: Data Processing (2024)

Table 4 HTMT Ratio Discrimination

	Price	Quality of Service	Customer Satisfaction	Customer Loyalty
Price				
Quality of Service	0.715			
Customer Satisfaction	0.726	0.792		

Customer Loyalty	0.725	0.798	0.654
-------------------------	-------	-------	-------

Source: Data Processing (2024)

Based on the table above, three models of measuring the validity of discrimination, namely cross loading, the Fornell-Larcker Criterion, and the HTMT ratio, are well met. For the validity of being criminalized with the cross-loading model, it can be found that the HRG1 – HRG4 indicator has the highest correlation with the advertising variable. Similarly, additional indicators show the strongest association with each of their latent factors. Furthermore, to demonstrate the validity of discriminating using the Fornell-Larcker Criterion technique, the root value of AVE for each variable is greater than the correlation of other variables. Finally, the validity test of discrimination using the HTMT ratio approach reveals that the correlation value between latent variables is less than 0.9.

3) Multicollinearity Test,

The multicollinearity test values in this study are shown in the table below:

Table 5 Multicollinearity Test

	VIF
HRG1	1.744
HRG2	1.988
HRG3	1.660
HRG4	1.361
KPL1	1.332
KPL2	1.491
KPL3	1.606
KPL4	1.504
KPL5	1.581
KEP1	1.834
KEP2	1.476
KEP3	1.354
KEP4	1.334
LOY1	1.435
LOY2	1.456
LOY3	1.535
LOY4	1.616

Source: Data Processing (2024)

The table shows that each indication has a VIF value of less than 5.0. This implies that there is no collinearity among constructs in this investigation.

Structural Model Evaluation (Inner Model)

1) R-Square

When R^2 is the only basis for assessing a model's predictive potential, there is an inherent bias towards selecting models with many exogenous constructions, even if they are only modestly related to endogenous constructions.

Table 6 R Result – Square

	R Square	Information
Customer Satisfaction	0.637	Substantial
Customer Loyalty	0.712	Substantial

Source: Data Processing (2024)

The results in the table above show that the first substructure has a R Square value of 0.637. The variability of the pricing and customer constructs can explain the 63.7% variation in the Customer Satisfaction construct.

Furthermore, the second substructure obtained the R Square value of 0.712. The variability of the price structure, Quality of Service, and Customer Satisfaction can explain the variability of the Customer Loyalty construct of 71.2%.

2) Q-Square

Q-square is an indicator of the predictive strength or predictive relevance of a model outside the sample.

**Table 7
Q Result – Square,**

	SSO	SSE	$Q^2 (=1-SSE/SSO)$
Customer Satisfaction	400.0000	263.9884	0.3400
Customer Loyalty	400.0000	235.1362	0.4122

Source: Data Processing (2024)

Based on the data presented above, the Q-square values for the intervening and dependent variables in this study are 0.340 and 0.412, respectively, which are more than zero. This study is regarded good since it has a high predictive relevance value.

3) F-Square

The f-square (f^2) is a measure of the effect size in structural equation modeling, indicating how much an independent variable contributes to the explanation of a dependent variable's variance.

- The f^2 value of 0.02 indicates weak effect.
- The f^2 value of 0.15 indicates sufficient effect.
- The f^2 value of 0.35 indicates strong effect.

Table 8 F – Square Result

Path	F Square	Effect Size
HRG → KEP	0.273	Enough

KPL → KEP	0.320	Enough
HRG → LOY	0.241	Enough
KPL → LOY	0.298	Enough
KEP → LOY	0.260	Enough

Source: Data Processing (2024)

Judging from the table above and the result of the data processing carried out, the paths HRG → KEP, KPL → KEP, HRG → LOY, KPL → LOY, and KEP → LOY have an effective size effect of “sufficient” in the structural model.

4) Hypothesis Testing,

Hypothesis testing uses t-statistics and p-values to determine if the formulated hypothesis is rejected or accepted. This study employed the criteria $t - t\text{-statistics} > 1.96$ with a p-value level of < 0.05 and a positive path coefficient. The outcomes for the model description in this study are as follows:

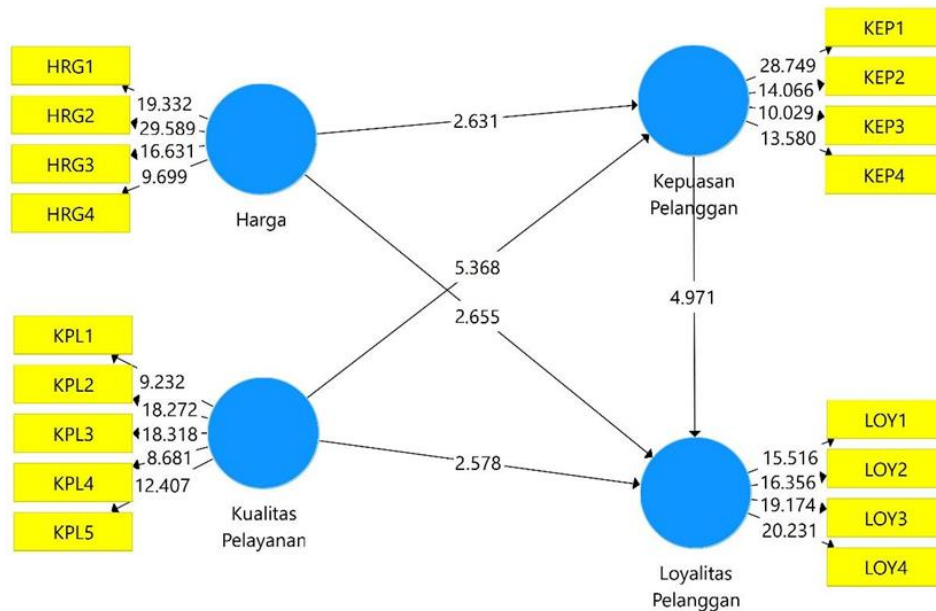


Figure 2 Bootstrapping Full Model Structural

Table 9 Data T - Statistics

Path	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T - Statistics (O/STDEV)	P - Values	Result
HRG → KEP	0.282	0.279	0.101	2.631	0.008	Accepted
KPL → KEP	0.568	0.572	0.102	5.368	0.000	Accepted
HRG → LOY	0.226	0.224	0.126	2.655	0.004	Accepted
KPL → LOY	0.207	0.205	0.127	2.578	0.004	Accepted
KEP → LOY	0.484	0.491	0.097	4.971	0.000	Accepted

Source: Data Processing (2024)

- 1) The first hypothesis evaluated the impact of pricing on customer satisfaction. Based on the data processing findings reported in the line efficiency estimation table and the statistical test of the standard value of price to Customer Satisfaction of 0.101, which is positive. The p-values are significant at $0.008 < 0.05$, and the t-statistical value is $2.631 > 1.96$. So, the initial hypothesis was adopted. This indicates that price has a positive and considerable impact on customer satisfaction.
- 2) The second hypothesis examined the impact of service quality on customer satisfaction. Based on the data processing results shown in the line efficiency estimation table and the statistical test, the standard deviation value is 0.102, indicating a positive trend. The p-values are statistically significant ($0.000 < 0.05$), and the t-statistical value is $5.368 > 1.96$. So, the second theory is accepted. This implies that service quality has a positive and considerable impact on customer satisfaction.
- 3) The third hypothesis examined the impact of pricing on customer loyalty. Based on the data processing results reported in the path efficiency estimation table and the statistical test of the standard value of price deviation to Customer Loyalty of 0.126, which is positive. The p-values are significant at $0.004 < 0.05$, and the t-statistical value is $2.655 > 1.96$. So the third theory is accepted. This implies that price has a positive and considerable impact on customer loyalty.
- 4) The fourth hypothesis examines the impact of service quality on customer loyalty. Based on the data processing results reported in the line efficiency estimation table and the statistical test, the standard deviation is 0.127 in the positive direction. The p-values are significant at $0.004 < 0.05$, and the t-statistical value is $2.578 > 1.96$. Therefore, the fourth hypothesis is accepted. This implies that service quality has a favorable and considerable impact on customer loyalty.
- 5) The fifth hypothesis examines the impact of customer satisfaction on customer loyalty. Based on the data processing results shown in the line efficiency estimation table and the statistical test, the standard deviation value is 0.097 in the positive direction. The p-values are statistically significant ($0.000 < 0.05$), and the t-statistical value is $4.971 > 1.96$. Therefore, the fifth hypothesis is accepted. This implies that customer satisfaction has a positive and considerable impact on customer loyalty.

Discussion

The Effect of Price on Customer Satisfaction

The hypothesis test results show that price has a positive and significant influence on Customer Satisfaction. This means that pricing that matches the expectations and budget of visitors contributes significantly and significantly to increasing their satisfaction. When visitors feel that the price they pay is worth the value and experience they receive, their satisfaction level will increase, which in turn can drive customer loyalty towards the destination. This finding is in line with the study results from Pertiwi et al. (2022).

This result are in line with the definition of price according to Nurfauzi et al. (2023), that price is the value exchanged by consumers to get benefits from a product or service. When the price set aligns with the visitor's expectations and budget, they feel they are getting the value they deserve, increasing their satisfaction. This also supports Hafizah Febiola's (2024) view that customer satisfaction is the feeling of using the products, facilities, and services.

Price has a positive and significant influence on Customer Satisfaction, indicating that customers perceive the price they pay as fair and justified in relation to the value of the product or

service they receive. When the price aligns with customer expectations and the perceived quality, it enhances their overall satisfaction. This positive relationship suggests that customers are more likely to be satisfied when they feel they are getting good value for their money, which in turn can lead to increased loyalty and positive word-of-mouth for the brand or business.

The Effect of Service Quality on Customer Satisfaction

The test results demonstrate that Service Quality has a positive and significant effect on Customer Satisfaction. This indicates that good, friendly, and professional service significantly increases visitor satisfaction. When visitors receive services that meet or exceed their expectations, their satisfaction levels significantly increase, which can drive their loyalty to the destination. This finding is supported by Budiono (2021), which suggests that service quality has a positive and significant impact on customer satisfaction.

This result supports Risnawati's view (2023) that service quality is the satisfaction of consumers' expectations and demands. When visitors receive good, friendly, and professional service, it meets or exceeds their expectations, according to the concept of customer satisfaction explained by Hafizah Febiola (2023), where satisfaction arises from the difference between expectations before and after consuming the service.

High-quality service, characterized by responsiveness, reliability, and professionalism, meets or exceeds customer expectations, leading to greater satisfaction. This strong relationship highlights the importance of consistently delivering excellent service to foster customer loyalty and enhance the overall customer experience.

The Effect of Price on Customer Loyalty

The hypothesis test results corroborate this finding by showing a positive and significant influence between price and Customer Loyalty. This indicates that prices that match the expectations and value felt by visitors increase their satisfaction and encourage them to stay loyal and return to visit. When visitors feel that their price provides good value, they are more likely to become loyal customers and revisit and recommend these tourist destinations to others. This study's conclusions are supported by Ronasih (2021) and Budiono (2021), it claimed that price has a favorable and considerable impact on customer loyalty.

This result is consistent with Nurfauzi's (2023) view of price as value exchanged by consumers to get benefits from a product or service. When the price offered is in line with expectations and provides good value, visitors tend to become loyal customers, as Harahap et al. (2024) revealed that loyalty is more profitable than getting new customers.

A positive and significant influence between price and Customer Loyalty suggests that when customers perceive the price of a product or service as fair and reasonable, they are more likely to remain loyal to the brand. This relationship indicates that a well-considered pricing strategy, which aligns with customer expectations and perceived value, can strengthen customer loyalty. Customers who feel they are getting good value for their money are more inclined to make repeat purchases and maintain a long-term relationship with the brand.

The Influence of Service Quality on Customer Loyalty

The hypothesis test results confirm this finding by showing that Service Quality has a positive and significant influence on Customer Loyalty. This indicates that good and quality service significantly increases the tendency of visitors to stay loyal and return to visit. When visitors receive satisfactory and professional service, it increases their satisfaction and strengthens their desire to continue using the service and recommend these tourist destinations to others, thereby increasing customer loyalty. This study's findings are consistent with those of Pertiwi (2022) and Gea (2021), who discovered that service quality has a favorable and significant effect on customer loyalty.

This result supports Apriliani and Nurtjahjani's (2021) view of the importance of quality service in achieving business success and sustainability. This concept is also reinforced by Ade Kurnia Harahap (2024), who states that loyalty is more profitable than getting new customers.

Service Quality has a positive and significant influence on Customer Loyalty, indicating that higher levels of service quality lead to stronger customer loyalty. When customers consistently receive excellent service, they are more likely to develop a lasting connection with the brand. This positive relationship underscores the importance of maintaining high service standards, as satisfied customers are more inclined to return, recommend the brand to others, and continue their relationship over time.

The Effect of Customer Satisfaction on Customer Loyalty

The hypothesis test results confirm this finding by showing that Customer satisfaction has a positive and significant impact on customer loyalty. This indicates that the more satisfied visitors are, the more likely they are to become loyal customers. When visitors are satisfied with their experience, both in terms of price and quality of service, they are more likely to come back and recommend these tourist destinations to others, increasing overall customer loyalty. This study's findings are consistent with those of Pertiwi (2022) and Ronasih (2021), who discovered that customer satisfaction has a favorable and considerable effect on client loyalty.

This result is consistent with Hafizah Febiola's (2024) view of the concept of customer satisfaction seen after using the products, facilities, and services that have been provided. This concept is also emphasized by Harahap et al. (2024), who state that loyalty is more profitable than getting new customers.

Satisfied customers tend to develop a sense of trust and emotional connection with the brand, leading to repeat purchases and long-term commitment. This strong relationship emphasizes the importance of prioritizing customer satisfaction to foster loyalty, as content customers are more likely to advocate for the brand and contribute to its sustained success.

4. Conclusion

As a result of the research that has been carried out, at the end of this study, a conclusion was obtained from the problems studied about: 1) Price has a positive and significant influence on Customer Satisfaction. This means that pricing that matches the expectations and budget of visitors contributes significantly and significantly to increasing their satisfaction. 2) Service Quality has a favorable and significant impact on customer satisfaction. This indicates that providing good, courteous, and competent service considerably improves visitor happiness. 3) Pricing has a favorable

and significant impact on customer loyalty. This means that prices that correspond to visitors' expectations and perceived value not only boost their satisfaction, but also motivate them to remain loyal and return. 4) Service Quality has a favorable and significant impact on customer loyalty. This indicates that providing good and high-quality service enhances visitors' likelihood of being loyal and returning. 5) Customer Satisfaction has a good and significant impact on customer loyalty. This means that the more satisfied visitors are, the more likely they are to become repeat clients.

5. References

- Anggita, E. D., Hoyyi, A., & Rusgiyono, A. (2019). Analisis Structural Equation Modelling Pendekatan Partial Least Square dan Pengelompokan dengan Finite Mixture PLS (Fimix-PLS) (Studi Kasus: Kemiskinan Rumah Tangga di Indonesia 2017). *Jurnal Gaussian*, 8(1), 35–45. <https://ejournal3.undip.ac.id/index.php/gaussian/article/view/26620>
- Apriliani, R., & Nurtjahjani, F. (2021). Pengaruh Kualitas Pelayanan Dan Destination Image Terhadap Keputusan Berkunjung Di Jawa Timur Park 1 Kota Batu. *Jurnal Aplikasi Bisnis*, 9(1), 229–233.
- Bakti, U., Hairudin, H., & Setiawan, R. (2021). Pengaruh Harga, Personal Selling, Kualitas Produk Dan Word of Mouth Terhadap Keputusan Pembelian Motor Pada Dealer PT. Yamaha Putera Langkapura. *Jurnal Cakrawala Ilmiah*, 1(1), 1–16. <https://doi.org/10.53625/jcijurnalcakrawalaIndonesia.v1i1.343>
- Budiono, A. (2021). Pengaruh Kualitas Produk, Persepsi Harga, Promosi, Lokasi, Kualitas Pelayanan Terhadap Loyalitas Konsumen Melalui Kepuasan Konsumen Di Rumah Makan Bebek Kaleo Tebet Jakarta Selatan Dimasa Pandemi COVID-19. *SEGMENT: Jurnal Manajemen Dan Bisnis*, 17(2). <https://doi.org/10.37729/sjmb.v17i2.6868>
- Febiola, H., & Suyuthie, H. (2023). Pengaruh Harga dan Fasilitas Terhadap Kepuasan Pengunjung di Daya Tarik Wisata Bukit Chinangkiak Kabupaten Solok. *Jurnal Ekonomi, Manajemen Pariwisata Dan Perhotelan*, 3(1), 01–13. <https://doi.org/10.55606/jempper.v3i1.2287>
- Gea, M. (2021). Pengaruh Kualitas Pelayanan dan Persepsi Harga Terhadap Loyalitas Pelanggan Dengan Kepuasan Konsumen Sebagai Variabel Mediasi (Studi Kasus pada Caritas Market Gunungsitoli). *Jurnal Emba: Jurnal Reset Ekonomi, Manajemen, Bisnis Dan Akuntansi*, 9(2).
- Harahap, M. A. K., Normansyah, N., Nurhayati, S., Nawangwulan, I. M., & Anantadjaya, S. P. (2024). Pengaruh Penanganan Keluhan dan Komunikasi Pemasaran Terhadap Loyalitas. *Journal of Economic, Bussines and Accounting (COSTING)*, 7(2), 3212–3220. <https://doi.org/10.31539/costing.v7i2.7822>
- Jannah, S. A., & Hayuningtias, K. A. (2024). Pengaruh Kualitas Produk Dan Persepsi Harga Terhadap Kepuasan Pelanggan Serta Dampaknya Pada Loyalitas Pelanggan. *Jesya*, 7(1), 489–500. <https://doi.org/10.36778/jesya.v7i1.1421>
- Mahendri, M. D., Sugianingrat, I. A. P. W., & Gede, I. K. (2024). Pengaruh Fasilitas, Persepsi Harga dan Kualitas Pelayanan terhadap Kepuasan Tamu Menginap. *WidyaAmrita: Jurnal Manajemen, Kewirausahaan Dan Pariwisata*, 4(3), 443–456.
- Meliantari, D., & Apriani, A. (2024). Analisis Faktor-faktor yang Berdampak pada Jumlah Kunjungan Wisatawan Nusantara. *Jurnal Kewarganegaraan*, 8(1), 48–56.
- Nurfauzi, Y., Taime, H., Hanafiah, H., Yusuf, M., Asir, M., Majenang, S., & Makassar, I. (2023). Literature Review: Analysis Of Factors Influencing Purchasing Decisions, Product Quality And Competitive Pricing Literature Review: Analisis Faktor yang Mempengaruhi Keputusan Pembelian, Kualitas Produk dan Harga Kompetitif. *Management Studies and Entrepreneurship Journal*, 4(1), 183–188.

- Pertiwi, A. B., Ali, H., & Sumantyo, F. D. S. (2022). Faktor-faktor Yang Mempengaruhi Loyalitas Pelanggan; Analisis Persepsi Harga, Kualitas Pelayanan dan Kepuasan Pelanggan (Literature Review Manajemen Pemasaran). *Jurnal Ilmu Manajemen Terapan*, 3(6), 582–591.
- Risnawati, H. (2023). Pengaruh Citra Merek, Kualitas Pelayanan dan Harga terhadap Kepuasan Pelanggan serta Implikasi pada Loyalitas Pelanggan PT Strait Liner Express di Jakarta . *Cakrawala: Accounting Management Journal Of Cakrawala (JAMC)*, 30(1), 100–117.
- Ronasih, M. Y., & Widhiastuti, H. (2021). Kualitas Pelayanan, Faktor Emosional dan Persepsi Harga terhadap Loyalitas Konsumen melalui Kepuasan Konsumen. *PHILANTHROPY: Journal of Psychology*, 5(1), 109. <https://doi.org/10.26623/philanthropy.v5i1.3303>
- Suasapha, A. H. (2020). Skala Likert Untuk Penelitian Pariwisata; Beberapa Catatan Untuk Menyusunnya dengan Baik. *Jurnal Kepariwisata*, 19(1), 26–37. <https://doi.org/10.52352/jpar.v19i1.407>
- Suriani, N., Risnita, & Jailani, M. S. (2023). Konsep Populasi dan Sampling Serta Pemilihan Partisipan Ditinjau Dari Penelitian Ilmiah Pendidikan. *Jurnal IHSAN : Jurnal Pendidikan Islam*, 1(2), 24–36. <https://doi.org/10.61104/ihsan.v1i2.55>
- Susanto, D. R., Kiswantoro, A., Rohman, N., & Makiya, K. R. (2022). Potensi dan Daya Tarik Wisata Embung Kledung di Temanggung Jawa Tengah. *JPT: Jurnal Pendidikan Tambusai*, 6(2), 15347–15357.
- Yam, J. H., & Taufik, R. (2021). Hipotesis Penelitian Kuantitatif. *Perspektif : Jurnal Ilmu Administrasi*, 3(2), 96–102. <https://doi.org/10.33592/perspektif.v3i2.1540>