

Improving Consumer Loyalty by Providing Service Excellent and Utilizing Business Relationships

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Abstract: - The increasingly fierce competition in the hospitality industry requires companies to provide the best quality service and relationships with customers to create loyalty. This study aims to empirically prove the influence of relationships and service quality on guest loyalty in several hotels in Bekasi. The study was conducted on hotels in the Bekasi area, West Java Province, with individual and group repeat guest samples. The sampling technique used was purposive sampling through interviews based on questionnaires, and field observations. The data analysis method used is path analysis. The research's empirical findings prove that the quality of service and the relationship affect guest loyalty. Although the partial relationship has a significant effect on guest loyalty, on the contrary, the quality of service has no impact. Furthermore, the overall contribution of service quality and relationship factors to explain the fluctuations that occur in changes in customer loyalty is only 43 percent. This means that other factors can increase the explanation of changes that occur in hotel guest loyalty.

Key-Words: - service quality, relations, guest loyalty, hotels

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1 Introduction

One of the growing businesses is the hospitality service business, which includes lodging services for tourists, [1]. The hotel business is closely related to the tourism industry because it provides a variety of lodging accommodations for tourists during tourist visits and trips, [2]. Therefore, competition between service industries is unavoidable, including in the hospitality business. In winning the competition, the Hotel can carry out a business strategy, some of which are providing unique and innovative services and facilities for its customers in the form of cottages, villas, resorts, bungalows, and apartments. Therefore, the hotel industry must carry out various strategies and efforts to get as many hotel guests as possible. Business Strategy can be defined as how the company is facing and running the competition, pursuing, achieving, and maintaining its competitive advantage in the industrial sector, [3]. Internal and external factors determine successful business strategy. Human resources are internal factors that can encourage the determination of business strategies, [4]. It can also select a business's strategy direction, [5]. Business strategy to get big profits internally means optimizing all the resources owned by the company organization, such as providing excellent service and good facilities to customers. Then external factors can be in the form of business relations or consumer relations.

The main goal in running a hotel business is to increase profits as much as possible, by attracting guests or Hotel customers to stay for a long time. This goal can be achieved by finding and keeping loyal customers. Loyal customers can make repeated business transactions, which in turn can provide benefits for the Hotel itself. Guest loyalty can be formed or created by delivering excellent service quality (SERVQUAL) to foster interest in hotel services. Research conducted by [6] on the use of trust technology reveals a partial mediation of technological trust between service quality, behavioral intention, and loyalty has a close relationship. In line with the opinion of [7] that the provision of quality services can create consumer loyalty: consumers who better understand the company and encourage others to become loyal consumers. The level of consumer loyalty is one of the marketing strategy priorities and is quite the focus of research. However, this field has been widely studied by experts, including in the field of tourism and hospitality, and the results obtained that

consumer loyalty needs to be thoroughly researched, [8]. One of the efforts that can be made to seize market share and retain loyal guests is to improve service quality and implement relationship strategies. Some researchers reveal that consumer loyalty is related to satisfaction, trust, commitment, and brand factors, [9] [10], [11], [12], [13].

Service Quality (SERVQUAL) can affect customer satisfaction and loyalty. At the same time, the level of happiness is a function of the discrepancy between the perceived performance with the expected performance. The SERVQUAL method and the Customer Satisfaction Index (CSI) can be used as evaluation tools, [14]. Furthermore, his research found that the quality of service and facilities determines consumer satisfaction. Then the study in [15] revealed that the dominant logic of service shows that value is formed with customers as 'value-in-use (ViU) rather than being attached to tangible goods. Service quality and corporate image significantly influence superstore consumer loyalty, [9]. Different views (GAP) occur in the formation of consumer loyalty through the service quality factor (SERVQUAL), where some researchers reveal that Service Quality does not always provide a satisfaction effect and create a commitment to consumers or hotel guests. This happens because of a failure to provide services or misinformation (negative word of mouth or influence), [16], [17], [18], [19], [20], [21], [22], [23], [24], [25]. Failure to provide service is unavoidable because this can create a breakdown in the bond between the customer and the service company. However, the relationship can be restored between service companies and consumers by using and utilizing their resources. Business success can be done with an approach to fostering good relationships with consumers. A system like this is where consumers focus on providing excellent service products that can create customer satisfaction according to their needs.

Based on this phenomenon, the problem can be formulated that this research has the aim of knowing and understanding the Effects of Service Quality at several hotels in Bekasi, the Effects of Consumer Relations/relationship 15business on several hotels in Bekasi, Effects of Guest Loyalty to Hotels in Bekasi, Together with the influence of Service Quality and Customer Relations/Relationships on Guest Loyalty at Hotels in Bekasi.

2 Literature Review

2.1 Influential factors on Consumer Loyalty (CL)

Consumer loyalty is influenced by service quality factors and company image, [9]. It is said that customer loyalty is formed and is directly influenced by the presentation of good service and a guaranteed company reputation. Marketing involves all the steps to customize products, packaging, communications, sales, and services to meet customer needs and create customer loyalty, [26]. Research conducted by [27] found that commitment is formed through several factors that influence it. Research in the hospitality business depends on the image of the leading destination for first-time and repeated visits through the prism of the theory of three factors of consumer satisfaction which shows the relationship between positive-negative asymmetry with overall satisfaction and through word-of-mouth recommendations. The research results show that the differences in consumer loyalty stem from socio-demographic, psychographic, and behavioral characteristics. Furthermore, research finds that loyalty behavior may indicate better dedication occurring on future customer visits than previous visits, [8]. Various variables were found in several studies, namely; consumer behavior, satisfaction, motivation, involvement, commitment, risk perception, price, and trust, can form variable dimensions for consumer loyalty, [28], [29], [30], [31], [32], [33], [34].

2.2 Influential Factors on Service Quality (SERVQUAL)

Currently, the hotel industry is experiencing tough and complex competition, and the situation will be increasingly uncertain in the future. To pass the challenges and succeed or survive, the company must implement a quality service that is to customer expectations and, in essence, is to benefit from repeat business, [35]. Customers continuously re-examine the function of service quality both before and after receiving the perceived service, [36]. Therefore, service quality is essential in achieving a sustainable competitive advantage. Providing satisfaction and maintaining customer loyalty has been recognized as critical factor in the hospitality industry, [37]. The happiness felt by hotel guests has many advantages, such as creating a solid relationship with the Hotel and increasing the loyalty of hotel guests, [38]. Poor

service quality at the Hotel will cause dissatisfied guests due to a decrease in demand which causes a reduction in hotel performance. It depends on the sales and marketing departments to attract new guests, [39]. A study conducted by [40] found that service quality and perceived usefulness positively build behavior and interest in using internet banking services. His research found that the SERVQUAL dimension (assurance, preferential treatment, design, information provision) has a close relationship with service quality. Management, training, and development factors significantly affect service quality, [41], and several experts who researched the aspects of assurance, design, responsiveness, perceived usefulness, empathy, positive word of mouth, reliability, education, training, etc. [42], [43], [44], [45], [46], [47], [48].

2.3 Influential Factors on Customer Relations/Business Relations

Efforts to maintain good relations between companies and customers must provide services tailored to the customer's needs, [48]. In his research, it was found that there was a strong implication because of the strategic relationship between relationship management in identifying customer needs. Promotion, price, merchandise, supply chain, and location have been prominent in delivering superior customer value. The study in [50] revealed that situational factors and individual factors influence the value created for luxury hotel guests. This perspective is given as potential in creating and managing shared value in customer and employee relationships.

Customer Relations is a new paradigm for companies in creating close relationships between companies and customers. The close relationship between customers and the company aims to maintain consumer loyalty so that they continue to use the products and services offered by the company. Another study found that the closeness between tourists and hotels was built through the use of information on social media. Information that positively affects customer proximity to the Hotel, but in contrast to custom [er expertise and experience do not significantly affect creating closeness, [51]. Building closeness with consumers is a must for companies, and the more customer relationships are built, the more customers are loyal to the company. Customer loyalty can be approached through perceived service quality, product quality, and price

fairness, [52].

In addition, companies can approach through several programs Customer Relationships such as acquiring, retaining, and partnering by considering their customers. Several previous studies have examined customer relations, [53], [54], [55], [56].

2.4 Research Hypothesis

The causal relationship between variables with the parameter values of the structure above, then the influence of the causal Variable to the Variable, then the only insignificant effect is Service Quality on guest loyalty. At the same time, the Relationship variable has a positive impact on Guest Loyalty in several hotels in the Bekasi area. This research uses hypotheses based on the literature review and the conceptual framework that has been developed above, namely;

H1: There is an effect of Service Quality on Guest Loyalty.

H2: There is an influence of Relationship/Customer Relations on Guest Loyalty.

H3: There is an effect of Service Quality and Relationship on Guest Loyalty.

3 Methods

Researchers used descriptive verification methods, namely hypothesis testing using statistical calculations. The variables tested were X1 and X2 (Independent) on Variable Y (Dependent). In this study, two variables became independent variables Quality of Service(X1)and Relation (X2), and Loyalty (Y) is the dependent Variable.

4 Results and Discussions

Based on the results of research on the influence of Service Quality and its Relationship to Guest Loyalty at several hotels in Bekasi. The data source in this study was a questionnaire distributed to guests' repeater individual and hotel groups in Bekasi with a population of 320 people, but 100 people studied were grouped into several categories such as gender and age of the respondents.

Table 1. Characteristics of Respondents Based on Gender

Gender	Frequency	Percentage
Male	41	41%
Female	59	59%
Total	100	100%

Most respondents based on gender were women, namely 59 people or 59%, while the remaining 41 people, or 41%, were met by the male gender. This means that female respondents are the majority of respondents in this study.

Table 2. Characteristic Respondent by Age

Age	Frequency	Percentage
< 20 years	6	6%
21-30 years	36	36%
31-40 years	45	45%
41-50 years	9	9%
> 50 years	4	4%
Total	100	100%

Based on age, dominated by guests aged 31-40 years, as many as 45 people or around 45%, respondents aged less than 20 years, as many as six people or about 6%, respondents aged between 21-30 years, as many as 36 people or approx. 36% of respondents aged more than 50 years, as many as four people or about 4%. This shows that the average guests who are respondents in this study are in the age range of 31-40 years.

4.1 Validity Test

Table 3. Validity Test Results

Variablel	Item Symbols	r_{hitung}	r_{tabel}	Conclusion
(X1)	X1_1	0,817	0,30	Valid
	X1_2	0,631	0,30	Valid
	X1_3	0,533	0,30	Valid
	X1_4	0,537	0,30	Valid
	X1_5	0,325	0,30	Valid
	X1_6	0,682	0,30	Valid
	X1_7	0,635	0,30	Valid
	X1_8	0,633	0,30	Valid
	X1_9	0,565	0,30	Valid
(X2)	X2_1	0,426	0,30	Valid
	X2_2	0,475	0,30	Valid
	X2_3	0,567	0,30	Valid
(Y)	Y_1	0,482	0,30	Valid
	Y_2	0,585	0,30	Valid
	Y_3	0,685	0,30	Valid

The results of the calculation of the validity of the variables about and between each indicator of each variable show significant results, which indicate that $r\text{-count} > r\text{-table}$ means that all statement items are declared valid. Thus the research instrument can be used as an accurate measuring instrument in research and is suitable for use as a measuring instrument in research.

4.2 Reliability Test

Table 4. Reliability Test Results

Variable	Cronbach's Alpha	Alpha	Information
X1	0,866	0,60	Reliable
X2	0,673	0,60	Reliable
Y	0,748	0,60	Reliable

The results of the calculation of the reliability test variables X1, X2, and Y show significant results, which indicate that the value Cronbach Alpha > 0.60 means that the decision results are declared reliable. Thus, the research instrument (questionnaire data) can be used as a valid measuring tool in research and as an example for future use.

4.3 Service Quality on the Research Object

Provide an interpretation of the score index obtained, and the categorization is carried out in the following way:

Highest Score (NTT)

$$\begin{aligned} NTT &= \text{Sample} \times \text{Highest Answer Weight} \\ &= 100 \times 5 \\ &= 500 \end{aligned}$$

Lowest Score (NTR)

$$\begin{aligned} NTR &= \text{Sample} \times \text{Lowest Answer Weight} \\ &= 100 \times 1 \\ &= 100 \end{aligned}$$

Score Range (RS)

$$\begin{aligned} RS &= (\text{Maximum Score} - \text{Minimum Score}): \text{Number of Categories} \\ &= (500 - 100): 5 \\ &= 80 \end{aligned}$$

Table 5. Respondent's Response Regarding Employee reliability in serving guests

Alternative Answers	Score	Frequency	Percentage (%)	Cumulative Score
Strongly Agree	5	64	64%	320
Agree	4	23	23%	92
Moderately Agree	3	13	13%	39
Disagree	2	0	0%	0
Strongly Disagree	1	0	0%	0
Total		100	100%	451

Based on the results of the responses above, the cumulative score of 451 is included in the outstanding category, meaning that the reliability of employees in serving guests is excellent.

Table 6. Respondents Response Regarding: Ease of booking with guests

Alternative Answers	Score	Frequency	Percentage (%)	Cumulative Score
Strongly Agree	5	49	49%	245
Agree	4	42	42%	168
Moderately Agree	3	9	9%	27
Disagree	2	0	0%	0
Strongly Disagree	1	0	0%	0
Total		100	100%	440

Based on the results of the responses above, the cumulative score of 440 is included in the outstanding category, meaning that the ease of booking guests is perfect.

Table 7. Respondent's Response Regarding Good Cleanliness in the hotel service area

Alternative Answers	Score	Frequency	Percentage (%)	Cumulative score
Strongly Agree	5	27	27%	135
Agree	4	64	64%	256
Fairly Agree	3	9	9%	27
Disagree	2	0	0%	0
Strongly Disagree	1	0	0%	0
Total		100	100%	418

Based on the results of the responses above, the cumulative score of 418 is included in the excellent category, meaning that the Cleanliness in the hotel service area is good.

Table 8. Respondents Response Regarding: The Number of facilities provided to hotel guests

Alternative Answers	Score	Frequency	Percentage (%)	Cumulative Score
Strongly Agree	5	35	35%	175
Agree	4	61	61%	244
Moderately Agree	3	4	4%	12
Disagree	2	0	0%	0
Strongly Disagree	1	0	0%	0
Total		100	100%	431

Based on the table above, it can be seen that the results of respondents' responses regarding "The number of facilities provided to hotel guests." with answers from respondents who answered strongly agree as many as 35 people, or about 35%, who answered agree as many as 61 people or about 61%, and those who answered quite agreed as many as 4 people or about 4%

Table 9. Respondents Response Regarding: Good responsibility for guest safety hotel

Alternative Answers	Score	Frequency	Percentage (%)	Cumulative score
Strongly Agree	5	59	59%	295
Agree	4	32	32%	128
Moderately Agree	3	9	9%	27
Disagree	2	0	0%	0
Strongly Disagree	1	0	0%	0
Total		100	100%	450

Based on the results of the responses above, the cumulative score of 450 is included in the outstanding category, meaning that the responsibility for guest safety is excellent.

Table 10. Respondent's Response Regarding Good Honesty of hotel employees

Alternative Answers	Score	Frequency	Percentage (%)	Cumulative Score
Strongly Agree	5	30	30%	150
Agree	4	53	53%	212
Moderately Agree	3	17	17%	51
Disagree	2	0	0%	0
Strongly Disagree	1	0	0%	0
Total		100	100%	413

Based on the results of the responses above, the cumulative score of 413 is included in the reasonably good category, meaning that the honesty of the hotel employees given is good.

Table 11. Respondent's Response Regarding Good hospitality and courtesy by hotel employees in providing services to guests

Alternative Answers	Scores	Frequency	Percentage (%)	Cumulative Score
Strongly Agree	5	53	53%	265
Agree	4	38	38%	152
Moderately Agree	3	9	9%	27
Disagree	2	0	0%	0
Strongly Disagree	1	0	0%	0
Total		100	100%	444

Based on the results of the responses above, the cumulative score of 444 is included in the outstanding category, meaning that the responsibility for guest safety is excellent.

Table 12. Respondent's Response Regarding Willingness of hotel employees to listening to criticism from guests

Alternative Answers	Score	Frequency	Percentage (%)	Cumulative Score
Strongly Agree	5	38	38%	190
Agree	4	49	49%	196
Moderately Agree	3	13	13%	39
Disagree	2	0	0%	0
Strongly Disagree	1	0	0%	0
Total		100	100%	425

Based on the results of the responses above, the cumulative score of 425 is included in the outstanding category, meaning that the Willingness of hotel employees to listen to criticism from guests is perfect.

4.4 Relation to Research Object

Table 13. Respondent's Response Regarding Attractiveness The attractiveness of the hotel service program

Alternative Answers	Score	Frequency	Percentage (%)	Cumulative Scores
Strongly Agree	5	4	4%	20
Agree	4	63	63%	252
Moderately Agree	3	33	33%	99
Disagree	2	0	0%	0
Strongly Disagree	1	0	0%	0
Total		100	100%	371

Based on the results of the responses above, the cumulative score of 371 is included in the excellent category, which means that the attractiveness of the hotel service program is good.

Table 14. Respondent's Response Regarding Good quality of service from the Hotel

Alternative Answers	Score	Frequency	Percentage (%)	Cumulative Score
Strongly Agree	5	7	7%	35
Agree	4	76	76%	304
Moderately Agree	3	17	17%	51
Disagree	2	0	0%	0
Strongly Disagree	1	0	0%	0
Total		100	100%	390

Based on the responses above, the cumulative score of 390 is included in the excellent category, meaning that the quality of hotel services is good.

Table 15. Respondents' Responses Regarding Good frequency of communication between hotel employees and guests

Alternative Answers	Score	Frequency	Percentage (%)	Cumulative Score
Strongly Agree	5	3	3%	15
Agree	4	75	75%	300
Moderately Agree	3	22	22%	66
Disagree	2	0	0%	0
Strongly Disagree	1	0	0%	0
Total		100	100%	381

Based on the responses above, the acquisition of cumulative score is equal to 381 included in either category, which means that the frequency of communication between employees and hotel guests is already well.

4.5 Loyalty Guest at Hotel

Table 16. Respondents' Responses Regarding Disinterest of hotel guests with other products or other hotel brands

Alternative Answers	Score	Frequency	Percentage (%)	Cumulative Score
Strongly Agree	5	0	0%	0
Agree	4	51	51%	204
Moderately Agree	3	34	34%	102
Disagree	2	15	15%	30
Strongly Disagree	1	0	0%	0
Total		100	100%	336

Based on the responses above, the acquisition of cumulative score is equal to 336, included in the category quite well, which means that the lack of interest in a hotel with other products or brands different good enough.

Table 17. Respondents' Responses Regarding Regular repurchase of hotel guests

Alternative Answers	Score	Frequency	Percentage (%)	Cumulative Score
Strongly Agree	5	12	12%	60
Agree	4	58	58%	232
Moderately Agree	3	30	30%	90
Disagree	2	0	0%	0
Strongly Disagree	1	0	0%	0
Total		100	100%	382

Based on the results of the responses above, the cumulative score of 382 is included in the excellent category, meaning that regular repeat purchases of hotel guests are good.

Table 18. Respondents' Responses Regarding Good Trust of hotel guests

Alternative Answers	Score	Frequency	Percentage (%)	Cumulative Score
Strongly Agree	5	10	10%	50
Agree	4	63	63%	252
Moderately Agree	3	27	27%	81
Disagree	2	0	0%	0
Strongly Disagree	1	0	0%	0
Total		100	100%	383

Based on the results of the responses above, the cumulative score of 383 is included in the good category, meaning that the trust of hotel guests is good.

4.6 The Effect of Service Quality and Relationships on Guest Loyalty in Hotels

The Effect of Service Quality and Relationships on Guest Loyalty at the Hotel, statistical test Path Analysis (path analysis) was used in this study to test the hypothesis. X_1 = Service Quality, X_2 = Relationship, and Y = Guest Loyalty. Determining the effect of the Service Quality and Relationships variables is done by analyzing the relationship between the independent Variable and the dependent variables' scores. To test the hypothesis, the coefficients' magnitude calculated each Variable's path.

Table 19. Correlation Matrix Between Sub-Variables

	X_1	X_2
X_1	1.000	0,076
X_2	0,076	1.000

Furthermore, based on the correlation matrix and the inverse matrix, the path coefficients, the overall effect from X_1 can be calculated to X_2 , and the path coefficients of other variables outside the X_1 Variable to the X_2 Variable.

Table 20. The magnitude of the Path Coefficient

Path coefficient X_1 to Y	pyx_1	0,068
Path coefficient X_2 to Y	pyx_2	0,647

Calculation results for multiple determination coefficient ($R^2_{Y.X_1, X_2}$). Correlation coefficient ($R_{Y.X_1, X_2}$), coefficient of determination of other variables on Y ($P^2_{Y \in C}$), and other variables path coefficient on Y ($P_{Y \in C}$).

Table 21. Multiple Coefficient of Determination and Other Variable Path Coefficient

Multiple Coefficient of Determination (R^2)	$R^2_{Y.X_1, X_2}$	0.430
Coefficient of Determination Var. Another against Y	$P^2_{Y \in C}$	0.570

The effect of variables X_1 and X_2 together on the Y variable is 0.430 or 43.0%, the X_1 variables and X_2 jointly affect Y , and the remaining 0.570 or 57.0% is influenced by other variables not included in the study, among others promotion, customer satisfaction, product, price, and location.

Table 22. Path Coefficient Testing

Variable	Path Coeff.	Conclusion
P_{YX_1}	0.068	Ho accepted, No effect, Quality of Service insignificant to Guest Loyalty
P_{YX_2}	0.647	Ho rejected, There is an influence, significant Willingness to guest loyalty

Based on the results of the calculation of the value of the variable path coefficient (X_1) and (X_2) against (Y), which was obtained using the SPSS program release 22 for windows, Thus conceptually, it can be explained that the Service Quality aspect has no significant effect on Guest Loyalty and the Relationship aspect has a significant effect on Guest Loyalty.

Table 23. Direct and Indirect Influence of Service Quality on Guest Loyalty

Information	Interpretation of Path Analysis	Influence	%
X_1	Direct influence on Y	0.0046	0.4624
	Indirect influence through X_2 to Y	0.0033	0.3344
	Total	0.0080	0.7968

The direct effect of Service Quality on Guest Loyalty is 0.462%, and the indirect impact of Service Quality on Guest Loyalty through Relationship is 0.334%. Therefore, the real influence of Service Quality on Guest Loyalty at the Hotel is 0.796% with a positive direction. The higher Service Quality owned by an employee will result in increased Hotel Guest Loyalty.

Table 24. Direct and Indirect Influence of Relation on Guest Loyalty

Information	Interpretation of Path Analysis	Influence	%
X ₂	Direct influence on Y	0.4186	41.8609
	Indirect influence through X ₂ to Y	0.0033	0.3344
	Total	0.4219	42.1953

Direct Effects of Relationships on Guest Loyalty by 41.86% and the indirect effect of Relationships on Guest Loyalty through Service Quality is 0.33%. Total Effect of Relationship on Guest Loyalty namely 42.19% in a positive direction, where the better the relationship that is carried out will result in increased Guest Loyalty. Based on the results of research on the effect of service quality and relationships on guest loyalty to hotel employees. Through the quantitative method of path analysis, it is proven that the quality of service in Relationships influences Guest Loyalty. In addition, it is known that Service Quality and Relationships have a positive relationship with Guest Loyalty. The higher the quality of service and connection, the higher it is. Therefore, if service quality and relationships increase, then Guest Loyalty will also increase. On the other hand, if the level of service quality and relationship decreases, guest loyalty will also decrease.

5 Conclusion

Based on the results of research that researchers have done regarding the Effect of Service Quality and Relationships on Guest Loyalty, the following conclusions are obtained:

1. Service quality is by the recapitulation response to the indicators of Employee Reliability and Responsibility for Guest Security, which scores on a very high continuum line. Agree, which means very good. But some statements are below average, and it can be concluded that the lack of Response from employees to each guest, Cleanliness in the service area, availability of facilities, honesty from employees, and Willingness to listen to criticism from hotel guests.
2. The relationship at the Hotel is by the recapitulation response to the indicators of service quality and communication frequency between

hotel employees and guests who score on the agreed continuum line, which means good. But some statements are below average, and it can be concluded that the service program could be more attractive.

3. Loyalty that occurs at the Hotel is by the recapitulation response to the indicators of regular repeat purchases and good trust, hotel guests' score on the agreed continuum line, which means good. But there are below-average statements, and it can be concluded that the low disinterest of hotel guests in other products or other hotel brands needs to be improved again.
4. Quality of service and relationship simultaneously affect guest loyalty. However, partially the dominant relationship affects dedication rather than service quality. And partly, the influence of service quality and relationship on commitment is as follows:
 - a. Service quality has no significant effect on Guest Loyalty, so if the quality of service that occurs is appropriate, then Guest Loyalty can increase but not too much.
 - b. Relationships significantly affect guest loyalty, so if the relationships that occur are appropriate, guest loyalty will also increase.

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