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The Influence of Price Perception and Service Quality on Guest Loyalty with Satisfaction as an Intervening Variable on Sunday Bali Hotels & Resorts

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Abstract. This study aims to analyze the influence of price perception and service quality on guest loyalty with satisfaction as an intervening variable at Sunday Hotel & Resort Bali. This study uses a quantitative, survey-based approach. The study population comprised Sunday Hotel & Resort Bali guests who stayed during the study period, namely November - December 2025, with a sample of 200 respondents selected using purposive sampling, namely guests who had stayed more than twice. Data were collected through questionnaires and analyzed using the Partial Least Squares (PLS) method through SmartPLS 3 software. The results showed that price perception and service quality had a positive and significant effect on guest satisfaction. Furthermore, satisfaction also had a positive and significant effect on guest loyalty. This finding confirms that satisfaction plays a role as an intervening variable that strengthens the influence of price perception and service quality on guest loyalty.

Keywords. price perception, service quality, satisfaction, guest loyalty

Background

The hospitality industry is one of the fastest-growing sectors in Bali. As a major tourist destination in Indonesia, Bali is known not only for its natural beauty and diverse culinary scene, but also as a center of business and cultural activities. The high number of domestic and international tourists has driven significant growth in the hotel sector. According to a report submitted by the Indonesian Hotel and Restaurant Association (PHRI), hotel growth in Bali is increasingly competitive with the presence of various accommodation alternatives, such as daily boarding houses and apartments. However, this phenomenon has also decreased the occupancy rate of star-rated hotels in Bali. Data from the Central Statistics Agency (BPS) of Bali Province shows that the Room Occupancy Rate (TPK) of star-rated hotels reached 62.06 percent in July 2025, an increase of 0.39 points from June and 0.40 points compared to the same period the previous year. This growth is also reflected in the increase in the number of star-rated hotel rooms in Bali (Badan Pusat Statistik, 2025).

Sunday Hotel & Resort Bali, one of the city's star-rated hotels, faces significant challenges in remaining relevant and competitive amidst ever-changing market dynamics. Customer loyalty is a key factor in determining the success of the hotel business amidst

increasingly fierce competition. In this industry, loyal customers not only contribute through repeat purchases but also act as effective marketing agents through word-of-mouth recommendations. According to (K. A. Pratiwi et al., 2020) Customer loyalty can reduce the cost of acquiring new customers and increase a company's long-term profitability. Therefore, retaining existing customers is a more efficient strategy than continually seeking new ones. Guest loyalty is shaped by guest satisfaction. Satisfied guests tend to exhibit high levels of loyalty (Yunitasari et al., 2024) . This means that the better the satisfaction received by guests, the more likely they are to return and recommend the hotel to others.

In general, price can be defined as the exchange value of a product or service expressed in monetary terms. Price is the only element in the marketing mix that generates revenue (Demydyuk & Carlbäck, 2024) . In other words, price represents how much consumers value the benefits obtained from the product or service. Price plays a crucial role in customer decisions when choosing a hotel. Competitive prices can attract new customers, especially when accompanied by attractive promotions such as discounts for long-term stays (Trebicka et al., 2023) . However, prices that do not match quality expectations can lead to dissatisfaction, especially when compared to competitors offering lower rates for similar services. Therefore, hotels need to ensure that the prices set reflect the benefits and quality of service received by customers. A balanced price that matches quality not only increases customer loyalty but also encourages positive recommendations to other potential customers (Putranti & Budiatmo, 2020).

Service quality is one of the main factors influencing customer experience in the hospitality industry. Service quality encompasses important dimensions such as staff friendliness, cleanliness, speed of service, and the ability to meet customer needs (T. W. Pratiwi et al., 2022). Research has found that service quality has a positive and significant effect on customer satisfaction (Boateng & Acquaye, 2020) . This confirms that the higher the quality of service received, the higher the level of customer satisfaction. Previous research has shown that consistent and professional service quality can encourage customers to revisit and provide positive recommendations to others (Jasinskas et al., 2016). Thus, service quality not only influences satisfaction but is also a key determinant in building customer loyalty.

Sunday Hotel & Resort Bali, located in the center of Bali, is a 4-star hotel with a total of 291 rooms located at Jalan Raya Kuta Kav 1-3 Badung, Bali, known for its superior service and modern facilities. This hotel serves the middle to upper class market segment, including local and international tourists. In the face of very tight competition in the Balinese hotel industry, Sunday Hotel & Resort continues to innovate in providing services that meet customer needs. This study is relevant to analyze how Sunday Hotel & Resort can improve service quality and develop pricing strategies that can strengthen customer loyalty. This study aims to analyze the effect of price and service quality on customer loyalty with customer satisfaction as an intervening variable.

Theoretical study

Price Perception

Price is the amount of money that consumers exchange to obtain the benefits of owning or using goods or services (Vujicic et al., 2019). Price is the amount of money paid for goods and services, or the amount of value that customers exchange to obtain the benefits of owning or using goods or services (Mattos et al., 2021) . According to Zeithaml, (1988) *Price perception* is the way consumers assess, interpret, and give meaning to a price, both as a burden (*sacrifice*) and as an indicator of quality and value. Price perception is not only about the size

of the nominal price, but also about how consumers assess whether the price is fair, reasonable, affordable, appropriate to the benefits, and equivalent to the quality received.

In the purchasing decision process, price perception is an important psychological factor because it is this perception that determines whether consumers are satisfied or not with the transaction they have made. (Zeithaml, 1988). According to Zolfagharian et al., (2017) The concept of price is not only understood as a nominal figure that consumers must pay, but also has psychological, social, and economic meanings. Price is perceived by consumers as a form of monetary sacrifice given to obtain a product, as well as an indicator of the value they receive from the product. Indicators of price perception include: Price affordability, Competitive price, Price according to benefits, and Price according to quality (Kotler & Keller, 2012).

The influence of price on satisfaction has been demonstrated by various studies. Martin et al. (2007) showed that the perception of fair and reasonable prices has a positive influence on customer satisfaction. A similar finding was expressed by Varki & Colgate (2001). which states that perceptions of price fairness *contribute* directly to price satisfaction. In other words, when the price is perceived as fair compared to the benefits received, consumer satisfaction will increase.

Furthermore, price also plays a crucial role in shaping customer loyalty. Lichtenstein et al. (1993) explain that competitive, consistent, and reasonable prices influence consumers' tendency to continue choosing a brand. Loyalty develops because consumers perceive the price they pay as providing comparable or even greater value than the quality they receive. Hallowell (1996) also emphasizes that loyalty is not only directly influenced by price, but is more strongly influenced by customer satisfaction as a mediating variable. When consumers are satisfied with the price offered, they are more likely to make repeat purchases and maintain long-term relationships with the company.

Overall, price plays a strategic role in influencing customer perception, satisfaction, and loyalty. A price perceived as fair by consumers will create satisfaction, and this satisfaction, in turn, becomes the foundation for loyalty. Therefore, pricing is not only related to financial aspects but also a crucial instrument in building long-term relationships with customers and maintaining a company's position in market competition. This study reinforces the view that prices perceived as fair and in line with expectations can directly increase consumer loyalty (Hidayat et al., 2019). Based on the description above, the authors propose the following hypothesis:

H1: There is an influence of price perception on satisfaction

H2: There is an influence of price perception on guest loyalty.

Quality of Service

Service quality can be defined as a company's efforts to meet customer needs and desires by providing targeted services that meet consumer expectations (Tuti & Sulistia, 2022). In the business world, service quality is a crucial aspect for a company's continued survival and customer trust. If the service provided meets consumer expectations, it is considered good and satisfactory. However, if the service received exceeds expectations, the service quality is considered ideal. Conversely, when the service received is lower than expected, the service quality is considered poor (Sirtis & Tuti, 2023) .

quality encompasses all its features and characteristics, which aim to meet customer needs, both explicitly stated and implicitly implied (Rahmah & Silitonga, 2023) . Furthermore, Liozu in his research, emphasized that service quality is a certain level of excellence expected by consumers, where control over that level of excellence is the main key in fulfilling customer

desires (Liozu & Hinterhuber, 2013). If the service provided is able to exceed customer expectations, then the quality is considered ideal. Conversely, service that is below customer expectations will result in a negative perception of service quality.

Service quality is a crucial factor in determining customer perceptions of a company. Service that meets or even exceeds expectations will create customer satisfaction, strengthen trust, and support business continuity. Conversely, if service falls short of expectations, its quality will be perceived as poor, which can ultimately harm the company's image (Rosalina & Silitonga, 2018). Therefore, maintaining and improving service quality is a strategic step to optimally meet customer needs. According to Parasuraman et al. (1988), there are five main dimensions of service quality: *tangibles*, *reliability*, *responsiveness*, *assurance*, and *empathy*. These dimensions serve as indicators used to assess the extent to which a company's service meets customer expectations. These findings confirm that improving service quality can significantly increase customer satisfaction (Ila et al., 2025). Based on the description above, the authors propose the following hypothesis:

H3: There is an influence of service quality on satisfaction

H4: There is an influence of service quality on loyalty

Customer satisfaction

Customer satisfaction is a condition in which customers' needs, desires, and expectations are met through the products or services they consume (Wulandari & Julaeha, 2024). Customer satisfaction is essentially the result of feelings that arise when customers compare the product or service received with their initial expectations. In general, satisfaction can be defined as a feeling of pleasure or disappointment experienced by customers based on the match between expectations and the reality of the product or service purchased (Altavista et al., 2022). Customer satisfaction or dissatisfaction depends on the comparison between consumer expectations of the product or service and their perception of the service interaction they actually receive.

In line with this, Kotler added that customer satisfaction is reflected in the feelings of pleasure or disappointment that arise after consumers evaluate the actual performance of a product or service against their established expectations (Liozu & Hinterhuber, 2013). Customers feel satisfied if their needs and desires are met according to their expectations. Furthermore, the added value provided by a product or service can strengthen customer satisfaction levels. This contributes to long-term customer loyalty, where they are more likely to continue using the product or service.

It can be concluded that customer satisfaction is the result of the match between consumer expectations and the reality of the product or service received. When a product or service meets or even exceeds customer expectations, they will feel satisfied, which ultimately increases the likelihood of customer loyalty to the company. Conversely, if the service provided does not meet expectations, customers will be disappointed. Therefore, companies need to continuously strive to provide relevant added value to customers to create a satisfying experience and strengthen long-term relationships with them.

Customer satisfaction can be measured through several indicators that reflect the level of customer acceptance and experience of a product or service, including (Zeithaml, 1988): Overall satisfaction, Expectancy *match*, Repurchase *intention*, Word *of mouth*, Perceived *value*.

In several studies, service quality has a positive and significant effect on customer satisfaction, and this satisfaction directly increases customer loyalty. (Andersson et al., 2009). The higher the level of satisfaction, the greater the likelihood of customers remaining loyal and

making repeat purchases. Similar findings were also presented by Fadwa et al., (2022) , who examined the effect of service quality on customer loyalty. The results showed that customer satisfaction is an important mediating variable linking service quality and loyalty. This means that customer loyalty is not formed directly from good service, but rather through feelings of satisfaction resulting from the service experience. Customer satisfaction has a positive and significant influence on loyalty (Silalahi et al., 2024). Based on the description above, the authors propose the following hypothesis:

H5: There is an influence of satisfaction on loyalty

Customer Loyalty

Customer loyalty is an important concept in marketing that has been studied by many authors. In general, customer loyalty can be described as a person's deep commitment to continue using or supporting a preferred product or service, despite external factors such as changing market conditions or intensive marketing campaigns. According to Kotler & Keller (2012), Loyalty involves a sincere commitment to repurchase or support a preferred product without easily switching due to situational influences. Furthermore, they explain that customer loyalty is actually a reflection of a consistent positive attitude towards a brand or store (Rahmatika & Luh, 2024). (Cuong & Khoi, 2019) Describes loyalty as a deeply held commitment to re-buy or re-patronize a preferred product or service consistently in the future, despite potential switching behavior due to situational influences or marketing promotional efforts.

In marketing literature, some common indicators for measuring customer loyalty include (Andersson et al., 2009) : *Repurchase intention, Recommendation/Word-of-Mouth, Resistance to switching, Long-term commitment to the brand, Repeat purchasing behavior.* Research by Astriani (2024) found that trust *has* a significant positive effect on loyalty, although in the study satisfaction and risk perception did not have a significant effect on customer loyalty.

Based on previous research, it can be concluded that satisfaction is a key factor in shaping customer loyalty. Various studies have shown that customers who are satisfied with a product or service tend to have higher trust in the company, which ultimately fosters a long-term commitment to continue using that product or service. Customer loyalty is also formed through ongoing emotional connections and positive perceptions, where positive experiences and consistent service can strengthen the bond between customers and brands.

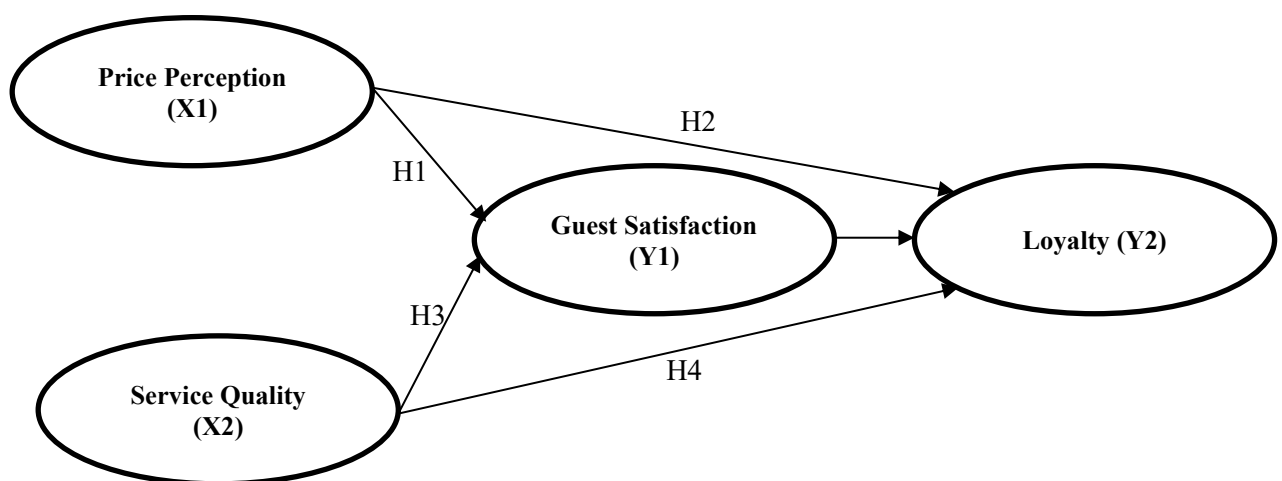


Figure 1 Research Flow

Research methods

The research method used is descriptive statistics. The population in this study was Sunday Hotel & Resort Bali guests who stayed in November-December 2025. By using the purposive sampling technique, namely guests who had stayed more than twice at the Sunday Resort Bali hotel. The number of samples in this study was 200 respondents who filled out the questionnaire distributed by the author via Google Drive. Data measurement was carried out using a Likert scale of 1-5 with the following provisions: 1 (strongly disagree), 2 (disagree), 3 (neutral), 4 (agree), and 5 (strongly agree). The data analysis method used in this study uses SEM (structural equation model) using SmartPLS 3 software. Data testing begins with a test of model validity and reliability, followed by discriminant validity, F test, R2 test, SRMR test, and ends with a hypothesis test to test whether the hypothesis is accepted or rejected.

Results and discussion

Table 1 Outer Loading

Variables	Indicator	Item	Loading Factor	Reliability	AVE
Price Perception (Konuk, 2023)	1 Price matches quality	X1.1	0.922	0.954	0.838
	2 Affordability	X1.2	0.922		
	3 Fairness of price compared to similar hotels	X1.3	0.906		
	4 Clarity and transparency of prices	X1.4	0.912		
Quality of Service (Anas, 2024)	1 Service reliability	X2.1	0.873	0.960	0.829
	2 Employee responsiveness	X2.2	0.911		
	3 Staff assurance and professionalism	X2.3	0.912		
	4 Empathy towards guests	X2.4	0.928		
	5 Physical evidence (facilities & cleanliness)	X2.5	0.928		
Satisfaction (Anas, 2024)	1 Overall satisfaction	Y1.1	0.925	0.955	0.842
	2 Matching expectations with experience	Y1.2	0.928		
	3 Satisfaction with service	Y1.3	0.921		
	4 Satisfaction with price	Y1.4	0.897		
Loyalty (Kandampully et al., 2018)	1 Intention to stay again	Z1.1	0.895	0.943	0.805
	2 Willingness to recommend	Z1.2	0.902		
	3 Main preferences for hotels	Z1.3	0.882		
	4 Long-term commitment	Z1.4	0.911		

Based on Table 1, the results of the outer model test indicate that all indicators have outer loading values > 0.70 , thus being declared valid. Reliability values for all variables also met the criteria (> 0.70), indicating a reliable research instrument. Furthermore, AVE values > 0.50 for all constructs indicate that the model meets convergent validity. Therefore, all variables in this study are suitable for further analysis.

Table 2 Discriminant Validity (Fornell–Larcker Criterion)

Variables	Loyalty	Price Perception	Satisfaction	Service Quality
Loyalty	0.897			
Price Perception	0.527	0.916		
Satisfaction	0.687	0.511	0.918	
Service Quality	0.476	0.183	0.499	0.911

Based on Table 2, the diagonal values for each variable, namely Loyalty (0.897), Price Perception (0.916), Satisfaction (0.918), and Service Quality (0.911), are the highest compared to the correlations between other variables. This indicates that discriminant validity has been met because each construct has good differentiating power from other constructs in the research model.

Table 3 Multicollinearity Test Results (Variance Inflation Factor/VIF)

Variables	Loyalty	Price Perception	Satisfaction	Service Quality
Loyalty				
Price Perception	1,366		1,035	
Satisfaction	1,758			
Service Quality	1,344		1,035	

Based on Table 3, the VIF values in this study ranged from 1.035 to 1.758, all of which were below the 5.0 threshold. This indicates that there was no multicollinearity between variables, thus the research model was deemed suitable for further analysis.

Table 4 R Square and Adjusted R Square Values

Variables	R Square	R Square Adjusted
Guest Loyalty	0.544	0.537
Satisfaction	0.431	0.426

Based on Table 4, the R-square value for the Guest Loyalty variable is 0.544, meaning 54.4% of its variation can be explained by the research model. Meanwhile, the Satisfaction variable has an R-square value of 0.431, indicating 43.1% of its variation is explained by the model. The remainder is influenced by factors outside the research.

Table 5 Prediction Accuracy Test (Q²)

Variables	SSO	SSE	Q ²
Loyalty	800,000	455,738	0.430
Price Perception	800,000	800,000	–
Satisfaction	800,000	513,609	0.358
Service Quality	1,000,000	1,000,000	–

Based on Table 5 above, the Q² values for Loyalty (0.430) and Satisfaction (0.358) are >0, indicating that the model has good predictive ability. Meanwhile, Price Perception and Service Quality do not produce Q² values because they are exogenous variables.

Table 6 Effect Size Test (F²)

Variables	Loyalty	Price Perception	Satisfaction	Service Quality
Loyalty				
Price Perception	0.107		0.320	
Satisfaction	0.258			
Service Quality	0.066		0.299	

Based on the F² test results in Table 6, Price Perception on Loyalty (0.107) and Service Quality on Loyalty (0.066) show a small effect. Meanwhile, Satisfaction on Loyalty (0.258) is considered a moderate effect. Furthermore, Price Perception on Satisfaction

(0.320) and Service Quality on Satisfaction (0.299) are also in the moderate influence category.

Table 7 Hypothesis Test Results (Path Coefficients)

Relationship between variables	Path Coefficient (O)	t-Statistic	p-Value	Information
Price Perception → Loyalty	0.258	4,258	0,000	Significant
Price Perception → Satisfaction	0.434	8,470	0,000	Significant
Satisfaction → Loyalty	0.455	6,613	0,000	Significant
Service Quality → Loyalty	0.201	3,050	0.002	Significant
Service Quality → Satisfaction	0.420	8,420	0,000	Significant

Based on Table 7, the results of the direct influence test show that all relationships between variables have a t-statistic value greater than 1.96 and a p-value smaller than 0.05, so that all influence paths are declared significant. Price perception has a positive effect on loyalty ($\beta = 0.258$; $t = 4.258$; $p = 0.000$) and satisfaction ($\beta = 0.434$; $t = 8.470$; $p = 0.000$). Service quality is also proven to have a positive and significant effect on loyalty ($\beta = 0.201$; $t = 3.050$; $p = 0.002$) and satisfaction ($\beta = 0.420$; $t = 8.420$; $p = 0.000$). Furthermore, satisfaction has a positive and significant effect on loyalty ($\beta = 0.455$; $t = 6.613$; $p = 0.000$), which confirms the role of satisfaction as an intervening variable in the research model. Thus, all direct influence hypotheses in this study can be accepted, as shown in the test results table.

Discussion

In this study, price perception is understood as guests' assessment of the fairness and appropriateness of the price paid compared to the benefits received during their stay. The research findings indicate that price perception has a positive effect on guest satisfaction. This aligns with research (Wahyuni et al., 2024) which states that perceived fair prices can increase customer satisfaction in the hospitality industry. When guests perceive the price they pay as commensurate with the quality of service and amenities received, their satisfaction levels increase. Furthermore, price perception also directly impacts guest loyalty. Prices perceived as fair create trust and encourage repeat visits. These findings support research findings (Adela & Tuti, 2024). who found that price perception has a significant influence on customer loyalty through perceived value assessment.

Service quality has also been shown to have a positive effect on guest satisfaction and loyalty at Sunday Hotel & Resort Bali. Service quality reflects a hotel's ability to provide reliable, responsive, and empathetic service to guests. These results are consistent with research (Ali et al., 2022), which states that service quality is a key factor in determining hotel guest satisfaction. Good service not only increases satisfaction but also strengthens long-term relationships between guests and the hotel. Guest satisfaction has been shown to significantly influence loyalty. Satisfied guests are more likely to return and recommend the hotel to others. These findings align with research (Sheth et al., 2023), which confirms that customer satisfaction is a key predictor of loyalty in the service industry. Furthermore, satisfaction acts as an intervening variable, strengthening the influence of perceived price and service quality on guest loyalty.

Overall, the findings of this study support the customer relationship theory, which states that perceptions of price and service quality shape satisfaction, which in turn drives long-term guest loyalty in the hospitality industry, particularly at Sunday Hotel & Resort Bali.

Conclusion

This study demonstrates that perceived price and service quality have a positive and significant impact on guest satisfaction and loyalty at the Sunday Hotel & Resort Bali. Reasonable prices and quality service can enhance guest satisfaction. Satisfaction has also been shown to significantly influence loyalty, thus acting as an intervening variable that strengthens the influence of perceived price and service quality on guest loyalty. Therefore, increased guest loyalty can be achieved through appropriate pricing management and consistent improvement in service quality.

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