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# Marketing Innovation and Customer Loyalty: The Role of Customer Satisfaction of SMEs in Hospitality Sector in Indonesia

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## Abstract

This study aims to examine the effect of marketing innovation and customer satisfaction on customer loyalty. In this study, it will also be seen to determine the mediating role of customer satisfaction in forming the relationship between marketing innovation and customer loyalty. The method in this study uses a quantitative approach. The research was conducted on customers at the Reddoorz Hotel in Bandung. The questionnaires that were collected were 183 questionnaires. So the sample in this study were 183 respondents. The data collected were analyzed using the Structural Equation Modeling method with the help of Amos software Version 23. The results showed that there was an influence between marketing innovation on customer satisfaction, there was an influence between marketing innovation on customer loyalty, and there is an influence between customer satisfaction on customer loyalty. The results also show that customer satisfaction has a mediating role that forms the relationship between marketing innovation and customer loyalty. We suggest that customer satisfaction and marketing innovation can be further improved to increase customer loyalty.

**Keywords:** Marketing Innovation, Customer Satisfaction, Customer Loyalty

## 1. Introduction

The hotel sector in Indonesia is part of the tourism industry and its position in the national economy is important because it accelerates tourism consumption (Socianika et al., 2021). The Covid-19 pandemic that is hitting the world today has resulted in the hospitality industry in Indonesia receiving a huge impact (Diayudha, 2020). The Central Statistics Agency (BPS) for West Java (Jabar) informed that the Hotel Room Occupancy Rate (TPK) in West Java in May 2021 reached 30.58 percent, down 1.59 points compared to the TPK in April 2021 which reached 32.17 percent ([jabarprov.go.id](http://jabarprov.go.id)). The number of hotels that are forced closed because there are no more guests coming and the food business and meetings is no longer filled (Diayudha, 2020).

One of the factors of the willingness of the hotel business is customer loyalty. Consumer loyalty is the attitude of consumers towards hotel services and their behaviors to revisit and recommend to others (Socianika et al., 2021).

The hospitality industry must innovate to continuously improve customer satisfaction and ultimately increase customer loyalty. Innovating is one of the most important competitive factors to achieve success where lately the business environment is always changing rapidly (Sari et al., 2021). The results of research conducted by (Nawalleh & Al-Khattab, 2019) shows that marketing innovation can increase customer satisfaction. Innovation is an important factor to increase competitiveness and business success (Nasution et al., 2021). The other opinion also added by Sobirjon

Samatovich, (2021) marketing is very important for hotel development. Technological innovation can improve hotel services (Davronov, 2021). The innovations made can increase customer satisfaction, while also increasing customer loyalty (Pishgar et al., 2013). Also added by (Nawalleh & Al-Khattab, 2019) explained that marketing innovation has an effect on customer satisfaction.

Therefore, the aims of this research are to Determine the effect of marketing innovation on Customer Satisfaction. Determine the effect of Customer Satisfaction on customer loyalty. Determine the effect of marketing innovation on customer loyalty. Determine the effect of marketing innovation through customer satisfaction on customer loyalty.

## 2. Literature\_Review

### 2.1. Customer Loyalty

Customer loyalty is a key variable relating to returning customers, making business referrals, give information from strong word-of-mouth, and providing references and publications (Bowen & Shoemaker, 1994 (in Socianika et al., 2021). Cahyani et al., (2021) cited that loyalty as a positive attitude of a consumer. Loyal customers influence the profitability and overall success of an organization in three different ways: (a) repeated purchases of products or services that generate revenue for the organization, (b) reduced marketing, advertising, and operating costs, and (c) deliver news and service recommendations to other people (Liat et al.,

2014).

Generally, customer loyalty can be defined as a customer who do repeat purchase of products or services and willingly recommends the products or services to others (Saputra et al., 2019). YuSheng & Ibrahim, (2019) cited that loyalty is an indicator of customers' willingness and determination to remain with a service provider and keep a long relationship with the company. In the hotel context, the hotel loyalty literature presents service quality as an important antecedent to loyalty, which may include staff quality, personalization, speedy service, interaction quality, physical environment quality, and outcome quality (Clemes, Gan, & Ren, 2011).

## 2.2 Marketing Innovation

Innovation can be defined as organizational implementation of a new idea or behavior (Pishgar et al., 2013). Also added by YuSheng & Ibrahim, (2019) innovation means as searching for and the discovery, development, improvement and adoption of new processes, new products and also new structures of and organizational and procedures. Innovation also can be defined as the process by which a person's idea or invention become a product or service (Nemati et al., 2010).

Literature also distinguishes different types of innovation Marketing innovation has an important role in improving business performance (Ramadhani, 2019). Marketing innovation can be done by promoting sales of the products owned (Amelia, Suharno, & Asnawati, 2018). Jose et al., (2015) cited that innovation in a company can be an innovation of product, the innovation of process, organizational innovation, and innovation in marketing. At this time, business success cannot be separated from innovation (Siregar et al., 2019b, 2019a, 2020; Nasution et al., 2021). YuSheng & Ibrahim, (2019) marketing innovation addresses the implementation of new methods, with significant changes in product development, packaging, promotion, positioning, and even in pricing.

In paper conducted by Siregar et al., (2021) explains that innovation is related to one's creativity in making new things. Organizations require the adoption of innovative marketing in the form of new ideas and non-traditional marketing practices related to the product, pricing, promotion, distribution, the evidence physical, process, and also service providers (Breesam et al., 2019).

## 2.3 Customer Satisfaction

Every businessman is responsible for customer or customer satisfaction. Satisfaction is a positive feeling that a person has for what he or she receives (Tasman et al., 2021); (Syamsuri & Siregar, 2018). Every company must strive to satisfy customer needs. If customers are satisfied, something better will happen for the company's business in the future. Customers will be loyal, income will increase, business continuity is guaranteed, and the company will be superior in the midst of competition, when measuring satisfaction, customers will definitely compare between what they receive and their expectations when using business products or services (Kumiawan et al., 2019). Kotler et al. (2004) customer satisfaction is a customer's feeling happy or disappointed that appears after comparing perceptions or impressions of performance of service or product is below expectations, customers will not feel satisfied.

Many researchers agree that the meaning of customer satisfaction link to an attitude or customer evaluation formed by a customer comparing pre-purchase expectations of what they would receive from the product or service to customer's perceptions of the product or service performance they actually did receive (Pishgar et al., 2013). When customers receive good quality service, they declare it as a good value and pay a

higher price because the high-quality service leads to perceived value superior (Socianika et al., 2021). Customer satisfaction is a terminology about evaluation as how much a product or service given by the firm can satisfy the customer need (Nemati et al., 2010).

## 2.4. Hypotheses and Research Model

Innovation is one of the keys to business success (Nasution et al., 2021). The innovations made can increase customer satisfaction, while also increasing customer loyalty (Pishgar et al., 2013). Also added by (Nawaleh & Alhatab, 2019) explained that marketing innovation has an effect on customer satisfaction. The results of research conducted by (Kumiawan et al., 2019) shows that innovation is one of the important factors that can increase customer satisfaction. Kumiawan et al., (2019) also said that if customers are satisfied, something better will happen for the company's business in the future. Customers will be loyal, income will increase, business continuity is guaranteed, and the company will be superior in the midst of competition, when measuring satisfaction, customers will definitely compare between what they receive and their expectations when using business products or services. The results of research conducted by Socianika et al., (2021) also shows that customer satisfaction has an effect on customer loyalty.

Based on the literature, we proposed the conceptual model below:

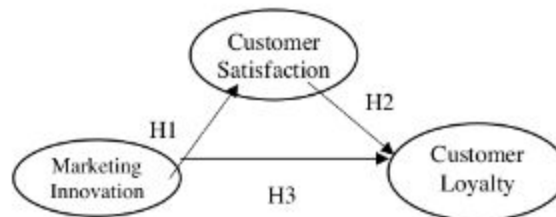


Figure 1: Conceptual Framework

Based on the results of the literature, the following hypotheses can be described:

1. Marketing innovation has a positive effect on Customer Satisfaction.
2. Customer Satisfaction has a positive on customer loyalty
3. Marketing innovation has a positive effect on customer loyalty
4. Marketing innovation through customer satisfaction has a positive effect on customer loyalty.

## 3. Research Methodology

### 3.1. Participants

This research is quantitative research. The research was conducted on small and medium enterprises in the hospitality industry sector in the city of Bandung. The respondents of this research are online-based hotel customers Reddoorz in Bandung. The research sample was 183 respondents. Data collection is done by using a questionnaire. The data analysis technique uses structural equation modeling with the help of Amos software Version 23.

# GENERAL MANAGEMENT

## 3.2 Measures

This study uses three variables, namely marketing innovation, customer satisfaction and customer loyalty.

Variable	Indicator	n items
Marketing Innovation (Breesam et al., 2019)	1. Innovation in services 2. Innovation in prices 3. Innovation in promotion 4. Innovation in distribution	4
Customer Satisfaction (Pizam et al., 1999)	1. Satisfied with employee appearance 2. Satisfied with responsiveness to complaints Managing budget 3. Satisfied with prices of drinks, meals and service 4. Satisfied with Quality of service	4
Customer Loyalty (Tabaku & Kruja, 2019)	1. Compared to other hotels in this area, I have stayed more in this hotel 2. Say Positive things about the hotel 3. Highly recommend the hotel to others 4. Encourage relations to visit this hotel 5. Continue to be a guest	5

Table 1: Construct and Measurements

## 4. Finding

### 4.1. Normality Testing

In quantitative research, the normality test is one of the requirements that must be met in structural equation modeling. The recommended value of skewness and kurtosis is -2.58 to 2.58 (Schumacker & Lomax, 2010)

#### Assessment of normality (Group number 1)

Variable	skew	cr	kurtosis	cr
Y5	-.009	-.051	.035	.096
Y4	.056	.308	-.244	-.674
Y3	.193	1.066	-.353	-.975
Y2	.030	.168	-.610	-1.684
Y1	.042	.229	-.125	-.346
X2.4	-.185	-1.021	-.112	-.309
X2.3	.042	.232	-.785	-2.167
X2.2	-.115	-.635	-.394	-1.089
X2.1	-.051	-.282	-.561	-1.548
X1.1	-.098	-.543	-.313	-.864
X1.2	.103	.566	-.213	-.587
X1.3	.027	.149	-.433	-1.195
X1.4	-.111	-.611	-.263	-.727
Multivariate			3.352	1.148

Source: Data Processing

Table 2: Normality Testing

The table above shows that the data in the study are normally distributed. The value of cr is obtained, Multivariate of 1.148.

### 4.2. The Goodness\_of Fit Test

The results of the goodness of fit test can be seen in the following table:

The Goodness_of Fit Index	Result	Critical Value	Decision
Cmin/DF	1.132	< 2	Good Fit
Adjusted Goodness of Fit (AGFI)	0.920	>0.900	Good Fit
The goodness_of Fit Index (GFI)	0.945	>0.900	Good Fit
Comparative Fit Index (CFI)	0.992	>0.900	Good Fit
Tucker Lewis Index (TLI)	0.990	>0.900	Good Fit

Root Mean Square Error of Approximation (RMSEA)	0.027	< 0.080	Good Fit
Root Mean Square Residual (RMSR)	0.025	< 0.050	Good Fit

Table 3: The Goodness\_of Fit Test

The results of the goodness of fit test have been met as shown in Table 4.

### 4.3. Hypotheses Testing

	Estimate	SE	CR	P	Decision
Customer_Satisfaction <-- Marketing_Innovation	.825	.119	6.948	.000	Accepted
Customer_Loyalty <-- Customer_Satisfaction	.572	.138	4.153	.000	Accepted
Customer_Loyalty <-- Marketing_Innovation	.196	.139	1.412	.158	Not Accepted

Table 4: Hypothesis Testing Result

Based on the results of hypothesis testing as shown in Table 4 can be explained that there is an influence between marketing innovation on customer satisfaction. The critical ratio value is 6.948 > 1.96 with a p-value of 0.000. Thus, it can be informed that there is a positive and significant influence between marketing innovation on customer satisfaction. This means that the higher the level of innovation by dining companies, the higher the level of hotel customer satisfaction

Hypothesis testing is carried out using structural equation modeling with the help of Amos Software version 23. Hypothesis testing is seen from the critical ratio value > 1.96 and a probability level of 0.05 (Byrne, 2010).

in the city of Bandung. Further testing the second hypothesis obtained a critical ratio (cr) of 4.153 > 1.96 and a p-value of 0.000. This means that it can be informed that there is an influence between customer satisfaction and customer loyalty. Furthermore, testing the third hypothesis also shows a positive influence, but not significant between marketing innovation and customer loyalty. The critical ratio value is 1.412 < 1.96 and the p-value is 0.158.

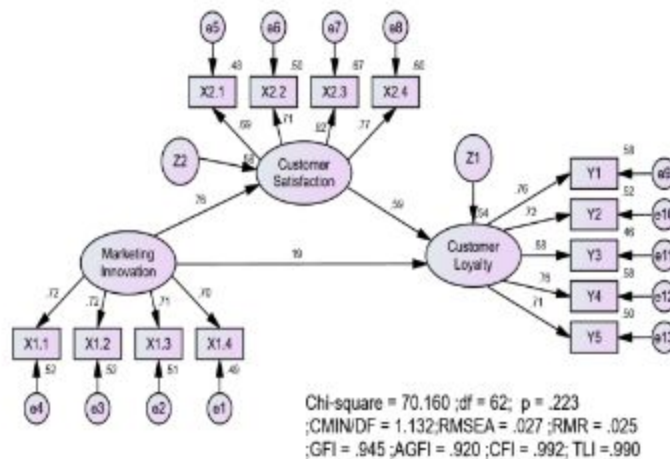


Figure 2: The Full Model of Research

### 4.4. Discussion

The research we are currently conducting will examine the effect of marketing innovation and customer satisfaction on customer loyalty. We did this research in the hotel sector in Bandung, namely the customers of the Reddoorz hotel in Bandung. Innovation made by the company, in this context the hotel industry is one of the key factors that can increase the company's success (Siregar et al., 2021); (Pranowo et al., 2020); (Siregar et al., 2020); (Nasution et al., 2021); (Siregar et al., 2019b).

The first hypothesis in this present study is that marketing innovation has a positive and significant effect on customer satisfaction. It means that, the better the level of innovation carried out by people or firm, it will tend to increase satisfaction of customer. The results of hypothesis testing indicate that there is a positive and significant influence between marketing innovation on customer satisfaction. The critical ratio (cr) value is 6.948 > 1.96 with a p-value of 0.000. Thus, it can be explained that we found a positive and significant influence between marketing innovation on customer satisfaction. This means that the higher the level innovation by dining companies, the higher the level of customer satisfaction in hotels in

Bandung. The results of this study are supported by previous research by Nemati et al., (2010) who found that the innovations made by the company will have a positive effect on customer satisfaction and customer loyalty. Also added by Nawafieh & Al-Khattab, (2019) who found that marketing innovation can increase customer satisfaction.

The second hypothesis is the influence of customer satisfaction on customer loyalty, the critical ratio (cr) value is  $4.153 > 1.96$  and the p-value is 0.000. This means that it can be informed that there is an influence between customer satisfaction and customer loyalty. Customers who are satisfied with hotel services will tend to come back to visit. Meanwhile, customers who are not satisfied with the services provided by the hotel, this will tend to make customers not come back, in other words, do not make repeat purchases. Therefore, increasing customer satisfaction is very important for the company, so that the company not abandoned by the customer. Customers who are satisfied with the services provided by the hotel, then will make customers to re-order. Customer satisfaction to evaluate as how much a firm has been able to satisfy people or customers (Nemati et al., 2010). Also added by Nemati et al., (2010) customers will be more loyal if the company has a priority in increasing customer satisfaction. The results of research conducted by Malelak et al., (2021) also show the influence of customer satisfaction on customer loyalty.

Meanwhile, the third hypothesis in this study was not accepted. The critical ratio value is  $1.412 < 1.96$  and the p-value is 0.158. This means that our finding found a positive, but not significant effect between marketing innovation on customer loyalty. In another term, we can say that the marketing innovation has no significant effect on customer loyalty directly. Based on the direct and indirect effects, it was found that the customer satisfaction has a greater factor in influencing hotel customer loyalty. The direct effect of customer satisfaction on customer loyalty has a coefficient regression of 0.588 or 58.8%. Meanwhile, the direct effect of marketing innovation on customer loyalty is 0.185 or 18.5%.

The results also show that the indirect effect of marketing

innovation through customer satisfaction on customer loyalty is 0.446 or 44.6%. Meanwhile, the direct effect of marketing innovation on customer loyalty is 18.5%. This means that the finding of indirect effect has the greatest influence in improving customer loyalty. This means that customer satisfaction in the study has a role as an intervening variable that forms the relationship between marketing innovation and customer loyalty. In other words, to increase customer loyalty, it is very important to improve customer satisfaction.

## 5. Conclusion

Marketing innovation has a very important role as a predictor of customer satisfaction. This means that marketing innovation can increase customer satisfaction in the hotel industry in the city of Bandung. This means that if marketing innovations are continuously carried out, this will have an effect on increasing customer satisfaction. On the other hand, if innovation marketing is not managed properly, this will lead to a decrease in customer satisfaction. Furthermore, customer satisfaction has a positive and significant effect on customer loyalty in the hotel industry in Bandung. In other words, every increase in customer satisfaction will have a positive impact on increasing customer loyalty. Meanwhile, marketing innovation has a positive influence, but not significant to increase customer loyalty. The direct effect of marketing innovation on customer loyalty has a smaller effect than the effect of marketing innovation through customer satisfaction on customer loyalty. In other words, customer satisfaction has a mediating role that forms the relationship between marketing innovation and customer loyalty. To increase customer loyalty, it is necessary to increase customer satisfaction. Customer satisfaction can be increased through increased innovation marketing. For future research, we suggest to the research more broadly by examining other variables that can increase customer loyalty, and the object of research can be carried out more broadly, for example in other industrial sectors.

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