DIJEFA: Dinasti International Journal of Economics, Finance & Accounting
E-ISSN: 2721-303X
P-ISSN: 2721-3021
https://dinastipub.org/DIJEFA dinasti.info@gmail.com +62 811 7404 455
DOI: https://doi.org/10.38035/dijefa.v6i2.4206
https://creativecommons.org/licenses/by/4.0/
Received: 15 February 2025 | **Revised:** 06 April 2025 | **Accepted:** 21 April 2025

Boosting Customer Satisfaction: The Power of Service Quality, Promotion, and Digital Marketing in the Hotel Industry

Aryanti Agustian[1*], M. Yani Syafei[2], Umi Narimawati[3].
[1]Universitas Komputer Indonesia, Bandung, Indonesia. Aryant, 75424021@mahasiswa.unikom.ac.id
[2]Universitas Komputer Indonesia, Bandung, Indonesia, yanisyafei@email.unikom.ac.id
[3]Universitas Komputer Indonesia, Bandung, Indonesia, umiarie@email.unikom.ac.id

[*]Corresponding Author: aryanti.75424021@mahasiswa.unikom.ac.id[1]

Abstract: This study investigates the impact of service quality, promotion, and digital marketing on customer satisfaction in the hotel sector in Cikarang. We used a quantitative approach with a survey method, involving 101 hotel customers as respondents. SPSS version 26 software analyzed the data using multiple linear regression. The results show that each independent variable—service quality, promotion, and digital marketing—significantly influences customer satisfaction. Among them, service quality has the strongest impact, followed by promotion and digital marketing. The F test results indicate that these three variables simultaneously affect customer satisfaction, with the calculated F value exceeding the F table and a significance level below 0.05. This suggests that improving service quality, implementing effective promotional strategies, and optimizing digital marketing efforts can significantly enhance customer satisfaction in the hospitality industry in Cikarang. These findings provide valuable insights for hotel managers, highlighting the importance of strengthening these three aspects to increase competitiveness and customer loyalty. By focusing on high-quality service, well-planned promotional activities, and innovative digital marketing, hotels can improve customer experiences, meet their expectations, and build a strong brand reputation. This study underscores the need for continuous improvement in these areas to sustain business growth in an increasingly competitive market.

Keywords: Service Quality, Promotion, Digital Marketing, Customer Satisfaction.

INTRODUCTION

The hotel industry is an important sector for a region's economic growth, particularly in locations with high commercial and tourism potential. The hotel industry is playing an increasingly important role in industrial regions like Cikarang, one of Indonesia's major industrial zones. With the surge of professional workers, investors, and businesses, Cikarang hotels fight not only for new clients, but also for current ones by delivering excellent service, conducting successful promotions, and maximizing digital marketing. The hospitality industry has an important role in supporting numerous activities, both for business and tourism. As one of Southeast Asia's greatest industrial zones, Cikarang has developed into a business activity

hub, attracting thousands of entrepreneurs, investors, and workers from both local and foreign places. This circumstance provides an excellent potential for the hotel industry to expand while also providing obstacles in serving the increasingly diversified wants of clients. Customer happiness is a key sign of performance in the service sector, particularly hospitality. Satisfied clients not only create long-term loyalty, but also help to improve the hotel's image by recommending it to new guests. In this environment, service quality becomes a critical aspect in determining customer satisfaction (Parasuraman et al., 1988).

Service quality is commonly characterized as an organization's ability to meet or exceed customer expectations. Parasuraman et al. (1988) developed the SERVQUAL model, which states that there are five major dimensions of service quality: tangibles (physical evidence), dependability, responsiveness, assurance, and empathy. In the hospitality business, these dimensions include room cleanliness, personnel friendliness, service timeliness, and the hotel's capacity to comprehend individual client demands. According to research on service quality in the hotel business, dependability and empathy are frequently the primary predictors of client satisfaction (Kusumawati et al., 2022). Customers demand consistent and dependable service, as well as an empathic approach from the workforce. This need is especially essential in the Cikarang area, where the bulk of hotel guests are businesses and professionals with high expectations for service efficiency and comfort.

The Cikarang market is unique in that competition among hotels includes not only star-rated hotels but also alternative accommodations such as serviced flats and daily stays. This circumstance compels every hotel to continually innovate in order to provide high-quality services that fulfill market demands. Furthermore, changes in consumer behavior owing to technology improvements drive hotels to include digital services to improve the customer experience. However, research on hotel service quality in the Cikarang area remains sparse, particularly those that examine how the aspects of service quality impact customer satisfaction in such a competitive setting. As a result, the purpose of this research is to examine the influence of service quality on customer satisfaction in Cikarang hotels using the SERVQUAL model method.

This research is intended to provide both theoretical and practical advances. Theoretically, this study can contribute to the literature on service quality in the hotel business in industrial regions. Practically speaking, the findings of this study can help hotel management improve service quality in order to retain and increase client satisfaction, particularly in crucial regions such as Cikarang. In addition to service quality, "promotion" is a significant factor in capturing client attention. According to Kotler and Armstrong (2020), promotion is a marketing communication tactic that introduces items or services to customers and encourages them to buy. Effective promotional methods, such as discounts, loyalty programs, and special offers, can boost client interest in hotel services. The hotel business is a service sector that relies largely on marketing methods to acquire clients and build loyalty. In the context of industrial regions like Cikarang, promotion is a key factor in determining a hotel's attraction to consumers, particularly business executives, investors, and professional workers who regularly visit this region. Cikarang, Indonesia's largest industrial area, provides good prospects for the hospitality sector to flourish, but it also poses obstacles in the form of increased hotel rivalry.

Promotion is an important component of the marketing mix that tries to communicate the value and benefits of services to customers. Kotler and Keller (2016) define promotion as a variety of marketing activities, including advertising, direct sales, sales promotions, public relations, and digital marketing. In the context of hospitality, successful advertising not only boosts occupancy rates but also helps to develop a positive brand image in the minds of clients. Previous research has demonstrated that imaginative and relevant promotional methods have a substantial influence on hotels' ability to attract consumers. For example, loyalty program promos, seasonal discounts, and cooperation with online booking platforms (OTAs) have been shown to boost consumer preference for certain hotels (Setiawan & Handayani, 2019).

Furthermore, technical improvements have created new chances for hotels to use digital media as efficient promotional tools, including social media, internet advertising, and email marketing.

However, the characteristics of hotel clients in Cikarang are very different from those of tourists. The bulk of Cikarang's clients are businesses with specific requirements, such as a strategic position near industrial districts, conference facilities, and prompt service. This necessitates that hotels develop advertising methods that not only grab attention but also address the special needs of these consumers. Although significant, research on the effectiveness of hotel promotion tactics in the Cikarang area remains scarce. The majority of past study has focused on promotion in the hotel industry or in tourist locations. However, industrial districts such as Cikarang have distinct market dynamics, both in terms of client demands and market competitiveness. As a result, the purpose of this study is to examine the promotional methods used by hotels in the Cikarang area and determine their influence on consumer interest and decision-making about hotel services. In the digital age, the job of "digital marketing" has become increasingly important. Hotels may contact clients more extensively, individually, and efficiently by using digital channels such as social media, websites, and online booking apps. According to Chaffey and Ellis-Chadwick (2019), an integrated digital marketing approach may increase client involvement while also creating a good brand image. However, in practice, the link between service quality, promotion, and digital marketing and customer happiness remains a challenging problem, particularly in markets with unique features such as Cikarang. The bulk of hotel clients in this region are businesses and professionals, thus their requirements differ from those of consumers in tourist destinations. Hotels must constantly innovate in order to provide current and competitive services.

Several prior studies have found that all of these characteristics have a major influence on consumer satisfaction. For example, Irawan and Suryani's (2021) research discovered that service quality had a direct influence on customer loyalty in star-rated hotels. Meanwhile, Setiawan and Handayani (2019) found that appealing promotional methods, such as the usage of loyalty programs, can boost hotel occupancy rates by up to 25%. Furthermore, Susanti and Widodo (2020) found that using social media as a marketing technique had a beneficial influence on customers' hotel booking decisions. Although these studies give useful insights, there is a study deficit in the impact of service quality, promotion, and digital marketing on customer happiness, particularly in industrial locations like Cikarang. As a result, the purpose of this study is to conduct a complete analysis of the impact of service quality, promotion, and digital marketing on customer satisfaction.

This study is intended to contribute in two major ways. In theory, this study can contribute to the body of knowledge on the elements that influence customer satisfaction in the hotel business. Practically, this study is likely to help hotel management develop more effective service and marketing strategies to improve customer satisfaction in the Cikarang area. To support this study, a quantitative technique will be used, with a survey issued to hotel customers in Cikarang. The data analysis is designed to offer a full picture of the impact of service quality, promotion, and digital marketing on customer satisfaction.

Customer satisfaction is the primary metric of success in the service industry, particularly hospitality. Customer satisfaction occurs when the service supplied meets or surpasses the customer's expectations (Kotler & Keller, 2016). To achieve that level of satisfaction, hotels must focus on a variety of factors, including service quality and new marketing methods. Service quality is one of the most important factors influencing the customer experience. Parasuraman et al. (1988) created the SERVQUAL model, which assesses service quality across five dimensions: tangibles, dependability, responsiveness, assurance, and empathy. In the case of hotels, these dimensions include room cleanliness, service speed, staff friendliness, and the hotel's capacity to comprehend client wants. The hotel industry supports business and tourism operations, particularly in vital places such as Cikarang. Cikarang, as one of Indonesia's

and Southeast Asia's major industrial districts, has emerged as a hub of economic activity, attracting thousands of businesses, investors, and workers from many regions and nations. This situation creates an excellent opportunity for the hotel industry to deliver high-quality accommodations and services that match the demands of a rapidly expanding market. In the hospitality sector, client happiness is one of the most important performance metrics that define a hotel's success. Customer satisfaction is defined as the amount of pleasure or disappointment resulting from the contrast between customer expectations and actual performance (Kotler & Keller, 2016). Satisfied clients are more likely to post favorable evaluations, boost loyalty, and help the hotel's image. In contrast, disgruntled clients might submit bad evaluations that harm the hotel's image. According to research on consumer happiness in the hotel industry, a variety of elements impact satisfaction, including service quality, amenities, pricing, promotions, and digital experience. Service quality is frequently identified as a critical factor in achieving customer happiness. According to Parasuraman et al.'s (1988) SERVQUAL model, factors such as dependability, empathy, responsiveness, assurance, and physical evidence are crucial in determining consumers' views of hotel services.

The bulk of hotel clients in Cikarang are from professional and commercial circles, with specific requirements for efficiency, comfort, and support services such as conference rooms and internet access. As a result, the hotel's capacity to customize its services to market demands has a significant impact on client satisfaction in this area. However, the problem of sustaining client satisfaction in regions like Cikarang extends beyond delivering great services to the hotel's capacity to compete with alternative forms of accommodations, such as serviced apartments and technology-based lodgings. Changes in customer behavior as a result of technology improvements should also be considered. Customers currently rely more on online evaluations and digital platforms when booking hotels, hence the digital experience influences their satisfaction levels (Wijaya et al., 2018). Although substantial study has been undertaken on customer happiness in the hospitality industry, specific studies exploring the factors influencing customer satisfaction in industrial locations such as Cikarang remain few. As a result, the purpose of this study is to examine the elements that impact customer satisfaction in Cikarang hotels, with a particular emphasis on service quality, amenities, and digital experience. This study is intended to make contributions both theoretically and practically. Theoretically, this study will contribute to the literature on consumer satisfaction in the hotel industry, particularly in industrial locations. Practically, the findings of this study can serve as a guideline for hospitality sector companies looking to improve service quality and marketing tactics to increase customer satisfaction in the Cikarang area".

Table 1. Research Issues

No	Problem	Description
1	Low Customer Satisfaction in the Hospitality Industry in Industrial Areas	Cikarang, as an industrial hub, has a different market dynamic compared to tourist areas. Most hotel customers in this area are business professionals with high expectations for service quality. However, many hotels still fail to meet these expectations, as reflected in negative reviews or low customer loyalty levels. This highlights the need for improved service quality tailored to the specific needs of customers.
2	Lack of Understanding of Service Quality That Meets Customer Expectations	Service quality is a key factor influencing customer satisfaction. However, some hotels struggle to understand the main dimensions of service quality, such as tangibles, reliability, and empathy, which are primary concerns for customers in industrial areas. This issue often arises due to insufficient staff training or suboptimal facilities.
3	Ineffective Promotional Strategies in Reaching Customers	Hotel promotions in the Cikarang area are often ineffective in attracting customers, mainly because they are not designed to match the characteristics of business travelers. Many hotels still rely on traditional promotional methods without optimizing strategies such

No	Problem	Description
		as loyalty programs, partnerships with online booking platforms, or relevant special discounts. This results in missed opportunities to increase occupancy rates.
4	Limited Use of Digital Marketing to Enhance Competitiveness	In the digital era, marketing strategies such as social media use, online advertising, and search engine optimization (SEO) are crucial for improving customer engagement. However, some hotels in Cikarang have not fully leveraged digital marketing potential. Many still struggle to create high-quality content, respond effectively to customer reviews, or integrate user-friendly online booking systems.
5	Intense Competition Among Hotels in Cikarang	Cikarang, as an industrial hub, has numerous hotels, ranging from star-rated hotels to alternative accommodations such as serviced apartments. This competition pressures hotels to provide high-quality services while offering competitive pricing. Without a clear strategy in service quality, promotion, and digital marketing, hotels may struggle to attract and retain customers.
6	Lack of Integration Between Service Quality, Promotion, and Digital Marketing	Many hotels still manage service quality, promotion, and digital marketing separately without strong integration. However, synergy between these three elements can create a better customer experience and improve satisfaction. For instance, an attractive promotion that is not supported by adequate service can ultimately lower customer perception of the hotel.
7	Mismatch Between Customer Expectations and Experiences	Hotel customers in Cikarang often have high expectations for service, facilities, and digital experiences. However, many hotels have not aligned their services with these expectations, whether in terms of service speed, staff hospitality, or facility quality. This is a major cause of negative reviews and low customer satisfaction.
8	Lack of Data and Evaluation on Factors Influencing Customer Satisfaction	Some hotels in Cikarang lack effective systems for collecting customer satisfaction data or evaluating the factors that influence it. Without sufficient data, hotels struggle to develop appropriate strategies to improve service quality, promotions, and digital marketing.
9	Limited Understanding of Customer Behavior and Preferences in Industrial Areas	The needs and preferences of hotel customers in industrial zones like Cikarang differ from those in tourist areas. However, many hotels have not conducted market segmentation or in-depth research to understand customer behavior. As a result, they often fail to offer services and promotions that align with market needs.
10	Dependence on Third-Party Platforms (Online Travel Agents/OTAs)	Many hotels in Cikarang rely on third-party booking platforms (OTAs) to attract customers. This dependence limits opportunities for hotels to build direct relationships with customers and increase loyalty. Additionally, high commission fees from OTAs reduce hotel profit margins.
11	Lack of Focus on Sustainability in Hotel Services	Although business travelers are increasingly concerned with environmental sustainability, many hotels in Cikarang have not integrated sustainable practices into their services, such as waste management, plastic reduction, or energy efficiency. This can affect the perception of environmentally conscious customers.

There is a research gap in this study, as most previous studies in the hospitality industry have concentrated on tourist areas or metropolitan cities, which have different customer characteristics than industrial areas like Cikarang. Businesspeople and professional workers, who make up the majority of customers in industrial areas, have specific needs that have not received extensive research. Previous research tends to examine the influence of service quality, promotion, or digital marketing separately on customer satisfaction. However, very few studies integrate these three elements to analyze their impact holistically, especially in the context of industrial areas. Moreover, digital marketing is increasingly becoming an important element in

enhancing customer engagement, but studies on its effectiveness in the hospitality sector, particularly in industrial areas like Cikarang, are still very limited. The hotel's dependence on third-party booking platforms (OTAs) to attract customers has also become a significant issue, but not much research has been conducted on its impact on direct customer relationships and how hotels can reduce this dependence through more innovative promotional and digital marketing strategies.

Previous research also shows that promotion plays an important role in attracting customers, but studies related to the effectiveness of promotional strategies in industrial areas are very rarely found. Most promotional research still focuses on tourist areas without considering the unique needs of business customers in industrial areas. Moreover, data-driven approaches to evaluating customer satisfaction in the hospitality sector are still underutilized, particularly in Indonesia. Research that accommodates local perspectives, including culture, consumer behavior, and market dynamics specific to the Cikarang area, is still very limited. Therefore, this research aims to fill that research gap by thoroughly analyzing the influence of service quality, promotion, and digital marketing on customer satisfaction in hotels in the Cikarang area. We expect this research to make theoretical and practical contributions, particularly to boost the competitiveness of hotels in the industrial area.

METHOD

This study employs a descriptive and verificative method with a quantitative approach. The descriptive method aims to illustrate the characteristics of the variables being studied. According to Sugiyono (2017:11), descriptive research is used to answer research questions related to the existence of independent variables, whether involving a single variable or multiple variables. In this study, the descriptive method is used to describe the characteristics of service quality, promotion, digital marketing, and customer satisfaction variables through a case study of hotel service providers in Cikarang. Additionally, this study adopts a correlational approach using a survey method, in which data is collected through questionnaires distributed to hotel guests who meet specific criteria, such as having stayed at least once in the past six months.

The research population consists of all hotel guests in Cikarang, with the sample selected using the purposive sampling technique. The sample size is determined using Slovin's formula, estimating between 100 and 200 respondents. The research instrument is a closed-ended questionnaire using a Likert scale of 1–5, designed to measure research variables based on specific indicators in service quality, promotion, digital marketing, and customer satisfaction. Before collecting the main data, the research instrument will undergo validity and reliability testing through a trial involving 30 respondents outside the main sample. The data analysis techniques include descriptive analysis, classical assumption tests, and multiple linear regression analysis using statistical software such as SPSS. Hypothesis testing will be conducted using the F-test and t-test to determine the significance of the independent variables' influence on the dependent variable. This study examines four main hypotheses: the partial and simultaneous effects of service quality, promotion, and digital marketing on customer satisfaction. The research will take place in a hotel in Cikarang, with a research duration of six months, covering the preparation, data collection, and result analysis phases.

RESULTS AND DISCUSSION

Research Findings

Analysis of the Influence Magnitude of Variables X_1, X_2, and X_3 on Variable Y

This analysis is carried out to discover the relationship between the independent variables and the dependent variable. It determines if all independent factors in this research have a positive or negative influence on the dependent variable, as well as predicts the value of the dependent variable when the independent variables grow or decrease. The data is often presented on an interval or ratio scale. Data was processed using SPSS Version 26 for Windows to determine

the impact of Service Quality, Promotion, and Digital Marketing on Customer Satisfaction. The findings of this analysis are shown in the following table:

Table 2: The Influence of Variables X_1, X_2, and X_3 on Y
Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	rror	Beta	T	Sig.
1	(Constant)	,013	,255		,521	,000
	Service Quality	,765	,495	,634	4,123	,000
	Promotion	,502	,212	,378	2,596	,001
	Digital Marketing	,231	,103	,186	2,272	,004

a. Dependent Variable: Customer Satisfaction
Source: Data Processing Results

The Influence of Service Quality on Customer Satisfaction Partially

Table 3: t-Test for Service Quality Variable (X_1)

Struktural	Sig.	α	$t_{calculated}$	$t_{critical}$	Conclusion
Pyx_1	0,000	0,05	4,123	1,972	H_0 is rejected (there is an effect).

Source: Data Processing Results

Based on the calculation results above, it shows that thitung (4,123) > tkritis (1,972) then H0 is rejected. Thus, it can be concluded that service quality has a significant partial effect on customer satisfaction. Based on these results, it shows that service quality has a significant influence.

The Effect of Promotion on Customer Satisfaction Partially

Table 4: t-Test for the Promotion Variable (X_2)

Struktural	Sig.	α	$t_{calculated}$	$t_{critical}$	Conclusion
Pyx_2	0,001	0,05	2,596	1,972	H_0 is rejected (there is an effect).

Source: Data Processing Results

Based on the calculation results above, it is shown that $t_{calculated}$ (2.596) > $t_{criticalt}$ (1.972), thus H_0 is rejected. Therefore, it can be concluded that promotion has a significant partial effect on customer satisfaction. Based on these results, it indicates that promotion has a significant influence.

The Influence of Digital Marketing on Customer Satisfaction Partially

Table 5: t-Test for Digital Marketing Variable (X3)

Struktural	Sig.	α	$t_{calculated}$	$t_{critical}$	Conclusion
Pyx3	0,004	0,05	2,272	1,972	H_0 is rejected (there is an effect).

Source: Data Processing Results

Based on the calculation results above, it is shown that $t_{calculated}$ (2.272) > $t_{critical}$ (1.972), thus H_0 is rejected. Therefore, it can be concluded that Digital Marketing partially has a significant influence on customer satisfaction. Based on these results, it indicates that Digital Marketing has a significant impact.

The Influence of Service Quality, Promotion, and Digital Marketing on Customer Satisfaction Simultaneously

ANOVA[a]

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	11857,614	3	3952,538	97,920	,000[b]
	Residual	295,515	98	3,015		
	Total	12153,130	101			

a. Dependent Variable: Customer Satisfaction
b. Predictors: (Constant), Digital Marketing, Promotion, Service Quality

Table 6: F-Test
F-Test of Service Quality, Promotion, and Digital Marketing Variables on Customer Satisfaction

Struktural	Sig.	α	$t_{calculated}$	$t_{critical}$	Conclusion
Pyx1x2x3	0,000	0,05	97,920	2,65	H_0 is rejected (there is an effect).

Source: Data Processing Results

Based on the calculation results above, the significance value (0.000) < α (0.05) and F_calculated (97.920) > F_critical (2.65), thus H0 is rejected. Therefore, it can be concluded that Service Quality, Promotion, and Digital Marketing simultaneously have a significant effect on Customer Satisfaction.

Discussion of Research Results

The Effect of Service Quality on Customer Satisfaction

The research results indicate that Service Quality has a positive and significant effect on Customer Satisfaction. Based on hypothesis testing with a significance level (α) of 5%, the calculated t-value (4.123) is greater than the critical t-value (1.972), with a significance level of 0.000, which is smaller than 0.05. This confirms that Service Quality positively and significantly influences Customer Satisfaction in the hospitality sector in Cikarang. The partial determination coefficient shows that Service Quality contributes 55.91% to Customer Satisfaction. This finding supports previous research by Stivani Yanti Atmanegara, Dwi Cahyono, Nurul Qomariah, and Abadi Sanosra (2019), which also found a significant effect of Service Quality on Customer Satisfaction.

The Effect of Promotion on Customer Satisfaction

The study results show that Promotion has a positive and significant effect on Customer Satisfaction. The hypothesis testing at a significance level (α) of 5% resulted in a calculated t-value (2.596) greater than the critical t-value (1.972), with a significance level of 0.001, which is smaller than 0.05. This indicates that Promotion positively and significantly affects Customer

Satisfaction in the hospitality sector in Cikarang. The partial determination coefficient reveals that Promotion contributes 28.22% to Customer Satisfaction.

The Effect of Digital Marketing on Customer Satisfaction

The findings indicate that Digital Marketing positively and significantly affects Customer Satisfaction. The hypothesis testing at a significance level (α) of 5% resulted in a calculated t-value (2.272) greater than the critical t-value (1.972), with a significance level of 0.004, which is smaller than 0.05. This confirms that Digital Marketing has a positive and significant impact on Customer Satisfaction in the hospitality sector in Cikarang. The partial determination coefficient indicates that Digital Marketing contributes 9.29% to Customer Satisfaction.

The Effect of Service Quality, Promotion, and Digital Marketing on Customer Satisfaction

The study's findings reveal that the combined influence of Service Quality, Promotion, and Digital Marketing on Customer Satisfaction is 93.42%. This indicates that the independent variables—Service Quality (X1), Promotion (X2), and Digital Marketing (X3)—contribute significantly to Customer Satisfaction in the hospitality sector in Cikarang. The remaining 6.58% is influenced by other variables not included in this study.

CONCLUSION

Based on the research findings and discussion, it can be concluded that the quality of service provided by the hospitality sector in the Cikarang area influences customer satisfaction. In addition, the promotional efforts carried out by the hospitality sector in the region also contribute to customer satisfaction levels. The implementation of digital marketing in the Cikarang hospitality sector also has an impact on customer satisfaction. The F-test results indicate that the independent variables—service quality, promotion, and digital marketing—simultaneously and positively influence hotel customer satisfaction in Cikarang, as evidenced by the calculated F-value being greater than the F-table value. This study provides a novel contribution to understanding how the combination of service quality, promotion, and digital marketing simultaneously affects customer satisfaction in the hospitality sector, particularly in an industrial area such as Cikarang. Unlike previous studies that focused on one or two factors, this research integrates three key variables that reflect modern marketing and service trends in the digital era. Additionally, this study employs a quantitative approach with a correlational method and purposive sampling technique, making the findings more relevant in the context of the hospitality business in industrial regions. Based on the research findings, several recommendations can be implemented by hotel management in Cikarang. First, improving service quality should be a top priority by providing employee training to enhance service standards. Second, promotional strategies should be strengthened with more diverse and attractive promotions as well as special offers tailored to customer preferences. Third, the utilization of digital marketing should be further optimized through the use of social media, interactive websites, and more effective digital advertising campaigns to reach a broader target market. Lastly, future research can include additional factors, such as pricing and customer loyalty, to provide a more comprehensive understanding of customer satisfaction in the hospitality sector.

REFERENCES

Arifin, Zain. 2015. Pengaruh Kualitas Pelayanan, promosi dan Digital Marketing terhadap kepuasan konsumen di Hotel Kara Guest House Sragen. Tesis

Atmanegara, Stivani Yanti, Dwi Cahyono, Nurul Qomariah, Abadi Sanosra. 2019. Pengaruh Kualitas Pelayanan, Citra Perusahaan, Dan Lokasi Terhadap Kepuasan Konsumen Hotel Ijen View Bondowoso.. JSMBI, Vol 9 No. 1 Juni 2019. Hal 79-89

Purnomo Sidi, Agus. 2018. Pengaruh kualitas produk, kualitas pelayanan dan digital marketing terhadap loyalitas pelanggan. (Studi pada Pelanggan Kedai Hj.S Jl Kesumba Kota Malang). Jurnal ilmiah JIBEKA Volume 12,No 1,201:1-8.

Rahayu, Sri. 2015. The effect of promotion, Service Quality, Brand Image on the Satisfaction of the Tourist Visiting the City Palembang and the Implication on Their Loyalty to the Visited Resort. Journal of Business and Economoics, ISSN 2155-7950, USA. April 2015, Volume 6 no 4. PP 770-780

Rasmansyah. 2017. The Effect of Service quality and promotion to cutomer satisfaction implication of customer loyalty in vehicle financing company in Jakarta Indonesia. International Journal of advanced Scientific Research. ISSN : 2456-0421. Volume 2, Issue 6, November 2017.

Salama Alketbi, Muhammad Alshurideh, Barween Al Kurdi. 2020. The Influence of Service Quality on Customers' Retention and Loyalty in the UAE Hotel Sector with Respect to the Impact of Customer' satisfaction, Trust, and Commitment. International Jurnal of Innovation Creativity and Change Volume 14, Issue 7.

Sulaeman, Iman. 2016. Kualitas Pelayanan Dan Startegi Marketing Terhadap Kepuasan Pada Suria City Hotel Bandung. Junral. Lenterab Bisnsi Vol. 5 No 2 November 2016/ ISSN 2252-9993.

Suresh Kumar, Budi Winarto, Mariana Astuti. 2015. The Impact Of Service Quality, Facility, Price, Emotional Factor and Location on Customer Satisfaction And Loyalty At the 3 Star Hotels In Bekasi. Jurnal. Departmen Of Bussines Administration, Presiden University.

Teguh, Monika, Selvy Tri Ciawaty. 2020. Perancangan Strategi Digital Marketing Communication Bagi Industri Perhotelan Dalam Menjawab Tantangan Era posmoderen. Jurnal Magister Komunikasi Vol 6 (No.1) : 51 -134 Th 2020.e-ISSN ; 2615-6423.

Windha Trisetya Wati, Imelda Aprileny, Jayanti Apri Emarawati. 2017. Pengaruh Kualitas Pelayanan, Kepuasan Konsumen dan Promosi Terhadap Loyalitas Pelanggan The Media Hotel & Towers. Jurnal Ilmiah, Vol 17. No 02, Oktober 2020.