

# Purchasing Decisions and Hotel Customer Satisfaction Through Service Quality and Marketing Stimulus

Abdul Haris <sup>a.1\*</sup>, Muhammad Bakri <sup>a.2</sup>, Maulana <sup>a.3</sup>, Muhammad Erfan <sup>a.4</sup>, Muh. Asdar <sup>a.5</sup>

*Department of Management, STIE Wira Bhakti, Makassar City, Indonesia*  
*harisbima69@gmail.com , m.bakri933@gmail.com , lanaalmaulana1967@gmail.com , m.ervaanmp@gmail.com ,*  
*muh.asdar@wirabhaktimakassar.ac.id*  
*\*corresponding author*

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## ABSTRACT

The purpose of the study was to find out by analyzing the effect of service quality and marketing stimulus on the purchasing decisions of star hotel customers in West Sulawesi; service quality and marketing stimulus on the satisfaction of star hotel customers in West Sulawesi; The effect of purchasing decisions on customer satisfaction for star hotels in West Sulawesi; The influence of service quality and marketing stimulus on customer satisfaction through the decision to buy five-star hotels in. The research method used is a descriptive survey and an explanatory survey. The population of this study is the overall customer of five-star hotels in West Sulawesi, where the number of members is unknown. The number of samples in this study used the Lemeshow formula, so the full selection was 100. The results of this study indicate that service quality and marketing stimulus directly have a positive and positive effect. Significant to the decision to purchase five-star hotels in West Sulawesi; Service quality directly has a positive but not significant impact on customer satisfaction for star hotels in West Sulawesi; Marketing stimuli and purchasing decisions directly have a positive and significant effect on customer satisfaction for star hotels in West Sulawesi; Service quality and marketing stimulus indirectly have a positive and insignificant impact on customer satisfaction through purchasing decisions for star hotels in West Sulawesi.. Service quality directly has a positive but not significant impact on customer satisfaction for star hotels in West Sulawesi; Marketing stimuli and purchasing decisions directly have a positive and significant effect on customer satisfaction for star hotels in West Sulawesi; Service quality and marketing stimulus indirectly have a positive and insignificant impact on customer satisfaction through purchasing decisions for star hotels in West Sulawesi.. Service quality directly has a positive but not significant impact on customer satisfaction for star hotels in West Sulawesi; Marketing stimuli and purchasing decisions directly have a positive and significant effect on customer satisfaction for star hotels in West Sulawesi; Service quality and marketing stimulus indirectly have a positive and insignificant impact on customer satisfaction through purchasing decisions for star hotels in West Sulawesi..

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## I. Introduction

Currently, the climate of competition in the business world is increasingly felt. Competition to provide the best service to consumers has positioned consumers as decision makers to meet their needs and desires. The more growth and development of similar companies that have been operating with a variety of goods/services offered, allowing consumers to determine the type of goods/services they want to meet their needs.

The West Sulawesi Provincial Government is currently encouraging economic activity in all sectors including the tourism industry sector. The development of the tourism industry sector is directed at increasing tourism as a sector that is able to encourage other sectors, both directly and indirectly related, thus the tourism sector can encourage an increase in people's income and open up

new job opportunities that can help the government reduce unemployment. Success in the tourism sector is reflected, among other things, by the increase in both the number of foreign tourists (tourists) and domestic tourists (wisnus), and the receipt of local revenue (PAD) is dominated by taxes and PHR levies. The increase in the number of visits must be balanced with an increase in supporting facilities such as hotels and transportation. The growth in star hotel room occupancy in West Sulawesi based on the average length of stay of Nusantara guests for the October 2021 period on the Star Classification was recorded at 1.05 percent/day or decreased by 0.01 percent/day when compared to the September 2021 period which was recorded at 1.06 percent/day (Source: Antara South Sulawesi, 2021). The low room occupancy rate is also in line with low hotel customer satisfaction in West Sulawesi. 01 percent/day when compared to the September 2021 period which was recorded at 1.06 percent/day (Source: Antara South Sulawesi, 2021). The low room occupancy rate is also in line with low hotel customer satisfaction in West Sulawesi. 01 percent/day when compared to the September 2021 period which was recorded at 1.06 percent/day (Source: Antara South Sulawesi, 2021). The low room occupancy rate is also in line with low hotel customer satisfaction in West Sulawesi.

This low desire to stay again indicates customer dissatisfaction with the company. When hotel customers experience disappointment, the reaction that occurs is to tell their colleagues about their experience. The many forms of disappointment experienced by hotel customers can affect the level of customer satisfaction. But satisfied customers will have a high desire to repurchase (repurchase intention) residential services at the hotel in question.

Service quality is a variable that can influence purchasing decisions and perceptions of customer satisfaction. Companies that do not provide good quality service to customers will give a bad impression to customers and tend to share this experience with others, thereby strengthening the negative impression of the company in the eyes of others.

This condition is also experienced by star hotel customers in West Sulawesi Province, where there are still complaints from customers because in the eyes of customers it may be due to the company not providing good service to its customers, as revealed from the results of the initial research. Seeing this, it is necessary for hotel management to pay attention to the quality of services provided to guests in order to provide satisfaction and high value for guests staying at the hotel. If this can be realized then the customer will become loyal. Loyal consumers will increase sales through purchasing a wider variety of products and more frequent purchases [1]. The impact of all that is the company's profitability.

Customer satisfaction is the customer's response to the discrepancy between the previous level of importance and the actual performance he feels after use. On the other hand, if the service received is lower than expected, then the service quality will be perceived as bad or unsatisfactory [2]. Thus, whether or not the quality of services depends on the ability to provide services to consistently meet the expectations of users [3]. One of the factors that determine customer satisfaction is the customer's perception of service quality which focuses on five dimensions of service quality, namely: tangibles, empathy, reliability, responsiveness, and assurance. . Therefore,

One of the factors that influence customer satisfaction is service quality. Service quality encourages customers to commit to a company's products and services so that it has an impact on increasing the market share of a product [5]. Service quality is very crucial in retaining customers for a long time. On the other hand the relationship between service quality and satisfaction is mediated by customer evaluation of perceived quality [6]. Building good customer satisfaction is not an easy job and a short time. The company's customer satisfaction is built through service quality and understanding customer behavior through messages that can influence customer perceptions [7].

The role of marketing stimulus in influencing customer perceptions on purchasing decisions is very large, so that the more intensive the marketing stimulus is carried out it will strengthen the company and the company's positioning will improve its image in the eyes of customers [8]. Increasing the company's image will certainly provide more value for customers who use it so that it can increase the customer's desire to continue using hotel services [9].

The problem of this research is to see the effect of service quality on purchasing decisions; the effect of marketing stimulus on purchasing decisions; service quality to customer satisfaction; influence of marketing stimulus on customer satisfaction; the effect of purchasing decisions on

purchase satisfaction; service quality on customer satisfaction through purchasing decisions; influence of marketing stimulus on customer satisfaction through purchasing decisions. This research model is a model replication carried out by [10] for the same research subject.

## II. Methods

This study was designed using descriptive and verification characteristics. Descriptive research is research that aims to get a description of an object, in this case the characteristics of the variable itself, namely service quality performance, marketing stimulus on choosing decisions and customer satisfaction. Verification research is research that aims to determine the effect between variables through hypothesis testing. Testing the truth of this hypothesis is done through data collection in the field, so that it can be said that this method is a field study. Field studies are non-experimental scientific studies aimed at uncovering the relationships and interactions between sociological variables. Considering that this type of research is descriptive and verifiable by collecting data in the field, the research method used is a descriptive survey and an explanatory survey. Descriptive survey is a research method that aims to obtain a description of the research object and explanatory survey is a research method that aims to determine the characteristics and explain the relationship between the variables studied using a number of samples. The population of this study is all star hotel customers in West Sulawesi where the number of members of the population is unknown. The number of samples taken in this study uses the Lemeshow formula, this is because the population size is unknown or infinite. The following Lameshow formula is: then the research method used is a descriptive survey and explanatory survey. Descriptive survey is a research method that aims to obtain a description of the research object and explanatory survey is a research method that aims to determine the characteristics and explain the relationship between the variables studied using a number of samples. The population of this study is all star hotel customers in West Sulawesi where the number of members of the population is unknown. The number of samples taken in this study uses the Lemeshow formula, this is because the population size is unknown or infinite. The following Lameshow formula is: then the research method used is a descriptive survey and explanatory survey. Descriptive survey is a research method that aims to obtain a description of the research object and explanatory survey is a research method that aims to determine the characteristics and explain the relationship between the variables studied using a number of samples. The population of this study is all star hotel customers in West Sulawesi where the number of members of the population is unknown. The number of samples taken in this study uses the Lemeshow formula, this is because the population size is unknown or infinite. The following Lameshow formula is: Descriptive survey is a research method that aims to obtain a description of the research object and explanatory survey is a research method that aims to determine the characteristics and explain the relationship between the variables studied using a number of samples. The population of this study is all star hotel customers in West Sulawesi where the number of members of the population is unknown. The number of samples taken in this study uses the Lemeshow formula, this is because the population size is unknown or infinite. The following Lameshow formula is: Descriptive survey is a research method that aims to obtain a description of the research object and explanatory survey is a research method that aims to determine the characteristics and explain the relationship between the variables studied using a number of samples. The population of this study is all star hotel customers in West Sulawesi where the number of members of the population is unknown. The number of samples taken in this study uses the Lemeshow formula, this is because the population size is unknown or infinite. The following Lameshow formula is: The population of this study is all star hotel customers in West Sulawesi where the number of members of the population is unknown. The number of samples taken in this study uses the Lemeshow formula, this is because the population size is unknown or infinite. The following Lameshow formula is: The population of this study is all star hotel customers in West Sulawesi where the number of members of the population is unknown. The number of samples taken in this study uses the Lemeshow formula, this is because the population size is unknown or infinite. The following Lameshow formula is:

$$n = \frac{Z^2 - \alpha / 2P(1-P)}{d^2} = \frac{1,96^2 \cdot 0,5 (1-0,5)}{0,1^2}$$

$$n = \frac{3,8416 \cdot 0,25}{0,001} = 96.04 = 100$$

So if based on this formula, the n obtained is 96.04 = 100 people so that in this study at least researchers must take data from a sample of at least 100 people. The analysis model that will be used to explain all hypotheses is the AMOS 20 application SEM (Structural Equation Modeling) Model.

Table 1. Variable Operationalization

Variable	Code	Indicator	Source
Quality of service (X1)	X1.1	Tangibles	[25]
	X1.2	reliability	
	X1.3	Responsiveness	
	X1.4	assurance	
	X1.5	Empathy	
Marketing Stimulus (X2)	X2.1	<i>Product</i>	[26]
	X2.2	<i>Promotions</i>	
	X2.3	<i>place</i>	
	X2.4	<i>People</i>	
	X2.5	<i>process</i>	
	X2.6	<i>Physical Evidence</i>	
Buying decision (Z)	Z1.1	Purpose In Buying A Product	[27]
	Z1.2	Information processing	
	Z1.3	Stability in a product	
	Z1.4	Provide recommendations	
	Z1.5	Make repeat purchases	
Customer satisfaction (Y)	Y1.1	Complaint and suggestion system	[28]
	Y1.2	Ghost Shopping	
	Y1.3	Lost Customer Analysis	
	Y1.4	Customer Satisfaction Survey	

### III. Results and Discussion

#### A. Description of Respondent Characteristics

Table 2. Characteristics of respondents

No	Respondent based	Classification	Respondents	
			F	%
1	Gender	Man	69	69.0
		Woman	31	31.0
		Total	100	100.0
2	Work	Private	39	39.0
		civil servant	42	42.0
		Student	1	1.0
		Etc	18	18.0
		Total	100	100.0
3	Education	JUNIOR HIGH SCHOOL	3	3.0
		SENIOR HIGH SCHOOL	11	11.0
		DIPLOMA	25	25.0
		S1	45	45.0
		S2	16	16.0
		Total	100	100.0

Table 2 shows that the highest frequency of respondents was male as many as 100 people with a percentage of 69.0% while women were 31 people or 31.0% spread over 5 star hotels in West Sulawesi. The educational level of hotel service users is 45 people with a percentage of 45.0% with bachelor degree, 16 masters degree with a percentage of 16.0%, high school with 11 people with a percentage of 11.0%, Diploma education with 25 people or 25, 0%, while as many as 3 people with junior high school education or 3.0%.

The average job that users of hotel services engage in is the private sector as many as 39 people or with a percentage of 39.0%, civil servants as many as 42 people or 42.0%, students as much as 1 person or 1.0%, while those who have jobs in other as many as 18 respondents or 18.0%.

Table 3. Research Instrument Validity Test

Indicator	Value of r (pearson) per indicator and variable			
	X1	X2	Y	Z
1	0.736 (Valid)	0.843 (Valid)	0.763 (Valid)	0.736 (Valid)
2	0.812 (Valid)	0.853 (Valid)	0.883 (Valid)	0.745 (Valid)
3	0.835 (Valid)	0.586 (Valid)	0.809 (Valid)	0.808 (Valid)
4	0.841 (Valid)	0.744 (Valid)	0.881 (Valid)	0.772 (Valid)
5	0.934 (Valid)	0.860 (Valid)	0.796 (Valid)	0.784 (Valid)
6	-	0.835 (Valid)	-	-
7	-	0.784 (Valid)	-	-

<sup>a</sup> Source: Processed data (2022)

Table 3 shows the overall indicators of each valid variable. This is because the value of each variable indicator is greater than  $r_{table}$  (0.706).

Table 4. Research Instrument Reliability Test

No	Variable	Cronbach's alpha		Information
1	Quality of Service (X1)	0.814	0.60	Reliable
2	Marketing Stimulus(X2)	0.828	0.60	Reliable
3	Purchase Decision (Z)	0.819	0.60	Reliable
4	Customer Satisfaction (Y)	0.867	0.60	Reliable

b. Source: Processed data (2022)

Based on table 4, the results for the service quality variable (X1) obtained the Cronbach's alpha value of 0.814, the marketing stimulus variable (X2) was 0.828, the purchase decision variable (Z) was 0.819, and the customer satisfaction variable (Y) was 0.867. Thus it can be concluded that the questionnaire is reliable because the value produced by Cronbach's alpha  $> 0.60$ .

Based on the method of determining values in the model, the variables tested for this first model are grouped into exogenous variables and endogenous variables. The model is said to be good when the theoretical development of the mortgage model is supported by empirical data. The results of the SEM model test are based on the Goodness of Fit by presenting the model criteria and their critical values that have data suitability. The evaluation of the initial model of Goodness of Fit criteria can be seen in table 6 below;

Table 5. Evaluation of the Initial Model Goodness of Fit Indices Criteria

Goodness of fit index	Cut-off Value	Model Results*	Information
Chi_Square	Expected small	576,529 (0.05:203=237.2)	marginal
probability	$\geq 0.05$	0.000	marginal
CMIN/DF	$\leq 2.00$	2,640	marginal
RMSEA	$\leq 0.08$	0.059	Good
GFI	$\geq 0.90$	0.872	marginal
AGFI	$\geq 0.90$	0.858	marginal
TLI	$\geq 0.95$	0.921	marginal
CFI	$\geq 0.95$	0.943	marginal

c. Source: Processed data (2022)

Table 5 shows that of the eight proposed Goodness of Fit Indices criteria, it appears that only one met the criteria, so a modification of the model was carried out by correlating between indicator errors according to the modification indices instructions. Modifications are made without changing the meaning of the influence between variables. The final model analysis results obtained are shown in Figure 1 below:

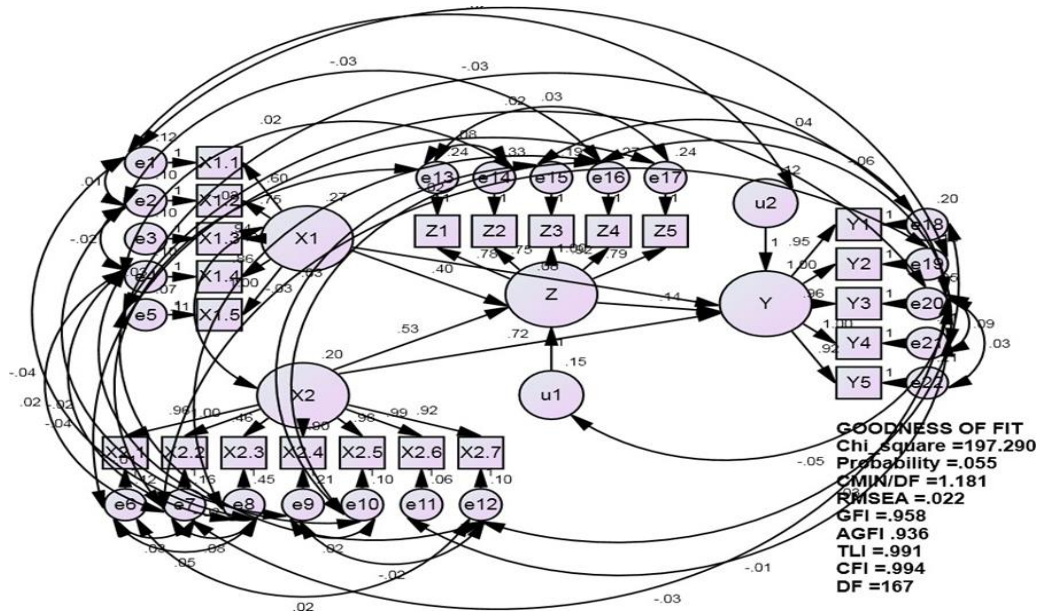


Fig. 1. Measurement of the Final Model Variable Relationship Model

The results of the model test are presented in Figure 1, evaluated based on the Goodness of Fit Index by presenting the model criteria and their critical values that have data suitability. The evaluation of the goodness of fit indices overall model criteria can be seen in table 6 below.

Table 6. Evaluation of the Goodness of Fit Indices Overall Model Final Criteria

Goodness of fit index	Cut-off Value	Model Results*	Information
Chi_Square	Expected small	197,290 (0.05:167=198.154)	Good
probability	≥ 0.05	0.050	Good
CMIN/DF	≤2.00	1285	Good
RMSEA	≤0.08	0.529	Good
GFI	≥0.90	0.928	Good
AGFI	≥0.90	0.977	Good
TLI	≥0.94	0.995	Good
CFI	≥0.94	0987	Good

d. Source: Processed data (2022)

Based on table 6, it shows that of the eight proposed Goodness Of Fit Indices criteria, it appears that all meet the criteria. So it can be concluded that the model as a whole can be said to be in accordance with the data and can be analyzed further. Then, based on the empirical model proposed in this study, it is possible to test the hypothesis by testing the path coefficients in the structural equation model. The criteria for testing the hypothesis by looking at the p-value <0.05, then the relationship between the variables is significant. The results of hypothesis testing can be presented in table 7 below:

Table 7. Hypothesis Testing Results

No	Variable exogenous	Variable intervene	Variable endogenous	effects				
				direct	direct	P-values	Total	Information
1	Purchase Decision (Z)	-	Quality of Service (X1)	0.357	-	0.000	0.357	Significant
2	Purchase Decision (Z)	-	Marketing Stimulus (X2)	0.425	-	0.000	0.425	Significant
3	Customer Satisfaction (Y)	-	Quality of Service (X1)	0.068	-	0.158	0.068	Not significant



4	Customer Satisfaction (Y)	-	Marketing Stimulus (X2)	0.606	-	0.000	0.606	Significant
5	Customer Satisfaction (Y)	-	Purchase Decision (Z)	0.129	-	0.046	0.129	Significant
6	Customer Satisfaction (Y)	Purchase Decision (Z)	Quality of Service (X1)	0.038	0.050	0.063	0.143	Not significant
7	Customer Satisfaction (Y)	Purchase Decision (Z)	Marketing Stimulus (X2)	0.606	0.060	0.055	0.616	Not significant

<sup>e</sup>. Source: Processed data (2022)

Table 7 shows that of the six significant paths and two insignificant paths. Service quality directly has a positive and significant influence on purchasing decisions with p-value = 0.000 < 0.05 with a CR value of 6.442 > 1.966 (t-table) - This coefficient indicates that with an increase in service quality in hotels, public interest will increase in terms of deciding to use the hotel. Thus the first hypothesis is accepted. Marketing stimulus has a positive and significant influence on purchasing decisions with p-value = 0.000 < 0.05 with a CR value of 7.041 > 1.966 (t-table) - This coefficient indicates that the need for marketing stimulus in influencing customer perceptions on purchasing decisions is very large, so that the more aggressive the marketing stimulus carried out will strengthen the company and the company's positioning will improve its image in the eyes of customers. Increasing the company's image will certainly provide more value for customers who use it so that it can increase the customer's desire to continue using hotel services. Thus, the second hypothesis is accepted. Service quality has a positive and insignificant effect on customer satisfaction with a p-value = 0.158 > 0.05 with a CR value of 1.334 < 1.966 (t-table) - This coefficient indicates that an increase in service quality is not a guarantee that a customer will be satisfied with the services provided. Thus the hypothesis of service quality has a positive but not significant effect on star hotel customer satisfaction in West Sulawesi is rejected. This shows that marketing carried out by a company, especially in the hospitality sector, is able to provide satisfaction from the products/services produced by showing an increase in the number of hotel customer visits in West Sulawesi. Thus, the fourth hypothesis of marketing stimulus has a direct positive effect on customer satisfaction is accepted. Purchase decisions have a positive and significant impact on customer satisfaction with a p-value = 0.046 < 0.05 with a CR value of 2.011 > 1.966 (t-table)- This shows that the customer's decision to choose a five-star hotel in West Sulawesi has an influence on improving the quality of existing services. Therefore, a company that does not provide good service quality to customers will give a bad impression to customers when deciding to choose the hotel. Thus, the sixth hypothesis that purchasing decisions have a positive effect on customer satisfaction for star hotels in West Sulawesi is accepted. Service quality indirectly has a positive and not significant effect on customer satisfaction through purchasing decisions with p-value = 0.063 > 0.05 with a CR value of 1.632 < 1.966 (t-table)- This coefficient shows that improving service quality will not give satisfaction to consumers so it will not have an impact on consumer decisions to stay at star hotels in West Sulawesi. Thus the sixth hypothesis is rejected. Marketing stimulus indirectly has a positive and insignificant influence on customer satisfaction through purchasing decisions with p-value = 0.055 > 0.05 with a CR value of 1.127 < 1.966 (t-table). This coefficient indicates that the need for marketing stimulus in influencing customer satisfaction is very large so that consumers will make purchasing decisions, so hotel companies must always carry out marketing stimulus both in terms of product, price, promotion, place, people, processes and physical evidence so as to enhance the company's image in the eyes of customers. Thus, the seventh hypothesis is rejected.

## Fig. 2. Discussion

Based on the results of testing the first hypothesis found that service quality directly has a positive and significant influence on purchasing decisions. This means that the better the quality of services performed by star hotel management in West Sulawesi, the more motivated customers will be and their purchase intention for these services will increase. The relationship between service quality and purchasing decisions cannot be separated from the discussion of star hotel service creativity. To realize a quality service that leads to customer purchasing decisions, hotel management must be able to identify who the customer is so as to be able to understand the level of customer perceptions and

expectations of service quality. Customer purchasing decision is a comparison between customer perceptions and expectations of star hotel services that customers feel. The results of this study are in line with several previous studies which have proven that service quality has a positive influence or relationship with purchasing decisions, such as [29], [30] and [31]. However, in contrast to the results of research [32] found that service quality does not have a positive influence or relationship with purchase decision.

Based on the results of testing the second hypothesis, it was found that marketing stimulus directly had a positive and significant influence on purchasing decisions. These results indicate that customer perceptions of marketing stimulus activities provided by hotel management have a positive and significant influence on the purchasing decisions of star hotel customers. This means that the better the marketing stimulus provided by star hotel management in West Sulawesi, the more customers will increase their interest in purchasing decisions for hotel products. The results of this study [33] and [34] found that marketing stimulus has a positive and significant influence on purchasing decisions.

Based on the results of testing the third hypothesis, it was found that service quality had a positive but not significant effect on customer satisfaction for star hotels in West Sulawesi. This means that the better the quality of services provided by star hotels in West Sulawesi, does not have a direct effect on customer satisfaction. The results of this study are in line with the results of research [35], which found no effect of service on customer satisfaction. This is because their research does not specifically examine service quality based on the concept of SERVQUAL or SERVPERF but only examines several service items offered by Islamic banks in Jordan. The difference between these two measurement concepts lies in how to determine the level of satisfaction with a service. SERVQUAL finds customer satisfaction by asking them to answer what is expected and what is felt (accepted). If customer expectations are higher than perceived, then the customer is dissatisfied, otherwise if they feel the service is higher than expected then they are very satisfied. While on SERVPERF, customers are directly asked to answer what they feel about the services provided by the company. Empirically, several previous studies have proven that service quality has a positive influence or relationship with customer satisfaction, such as research [36], [37] and [38]. conversely if they feel the service is higher than expected then they are very satisfied. While on SERVPERF, customers are directly asked to answer what they feel about the services provided by the company. Empirically, several previous studies have proven that service quality has a positive influence or relationship with customer satisfaction, such as research [36], [37] and [38]. conversely if they feel the service is higher than expected then they are very satisfied. While on SERVPERF, customers are directly asked to answer what they feel about the services provided by the company. Empirically, several previous studies have proven that service quality has a positive influence or relationship with customer satisfaction, such as research [36], [37] and [38].

Based on the results of testing the fourth hypothesis, it was found that customer perceptions of marketing stimulus had a positive and significant impact on customer satisfaction for star hotels in West Sulawesi. This means that the better the marketing stimulus provided by star hotel management in West Sulawesi, the more satisfied the customer is with the hotel service products offered. The direct relationship between marketing stimulus and customer satisfaction indicates that marketing stimulus has a direct effect on customer satisfaction. The results of this study also prove that theoretical studies and empirical studies which state and prove the existence of a causal relationship between marketing stimulus and customer satisfaction can also be used for studies in the hospitality sector in Indonesia, especially in star hotels in West Sulawesi. The results of this study are in line with the results of research [39] which found that marketing stimulus has a positive and significant effect on customer satisfaction. The better the marketing stimulus offered by the hotel, the higher the customer satisfaction, so that the higher the customer satisfaction, as reflected by the higher level of customer trust in star hotels, always committed to providing quality products.

Based on the results of testing the fifth hypothesis, it shows that purchasing decisions have a positive and significant influence on star hotel customer satisfaction in West Sulawesi. This means that the better the purchase decision made by the customer, the more satisfied the customer is with the hotel service product. The results of research [40] state that the specific benefits of customer satisfaction include a positive relationship with customer loyalty, potential to be a source of future income, especially repurchasing (cross-selling and up-selling), reducing transaction costs in the

future, especially communication costs, sales and customer service, reduce the risk associated with predicting future cash flows,

Based on the results of testing the sixth hypothesis, it shows that service quality through the purchasing decision variable has a positive but not significant effect on star hotel customer satisfaction in West Sulawesi. This means that the effect of service quality through the purchasing decision variable also does not have an effect on hotel customer satisfaction. The results of this study are in line with or strengthen the findings in the third hypothesis which states that service quality has a positive and significant effect on customer satisfaction for star hotels in West Sulawesi. The conditions in West Sulawesi are very different from other regions where the tendency of people who want to stay at five-star hotels does not expect a better quality of service.

Based on the results of testing the seventh hypothesis, it shows that purchasing decisions cannot mediate the relationship between marketing stimulus and customer satisfaction where the marketing stimulus provided by hotel management has a positive and significant influence on customer satisfaction through the purchasing decisions of star hotel customers. This means that the better the marketing stimulus provided by star hotel management in West Sulawesi through the purchasing decision variable, does not have a significant effect on customer satisfaction. The results of this study contradict the results of research [39] which found that marketing stimulus has a positive and significant effect on customer satisfaction. On the other hand,

#### **IV. Conclusion**

Based on the results of the analysis and discussion, the conclusions from the results of this study are: Service quality directly has a positive and significant effect on purchasing decisions for star hotels in West Sulawesi. That is, the better the quality of services provided by star hotels in West Sulawesi, the higher the customer's purchasing decision to use hotel services; Marketing stimulus directly has a positive and significant effect on purchasing decisions for star hotels in West Sulawesi. That is, the better the marketing stimulus provided by the hotel, it will increase the customer's purchasing decision to use hotel services; Service quality directly has a positive but not significant effect on star hotel customer satisfaction in West Sulawesi. It means, improving the quality of service is not a guarantee that customers will be satisfied with the services provided by the hotel; Marketing stimulus directly has a positive and significant effect on star hotel customer satisfaction in West Sulawesi. That is, the better the marketing stimulus carried out by a five-star hotel is able to provide satisfaction to hotel customers; Purchase decisions have a direct and significant positive effect on star hotel customer satisfaction in West Sulawesi. That is, the customer's decision to choose a five-star hotel in West Sulawesi affects hotel customer satisfaction; Service quality has an indirect and positive effect on customer satisfaction through the purchasing decision of star hotels in West Sulawesi. It means, improving service quality through purchasing decisions does not increase star hotel customer satisfaction in West Sulawesi; Marketing stimulus indirectly has a positive and not significant effect on customer satisfaction through the purchasing decision of star hotels in West Sulawesi. That is, an increase in marketing stimulus through purchasing decisions does not increase customer satisfaction for star hotels in West Sulawesi. Furthermore, it is suggested that star hotel management in West Sulawesi adjust marketing stimulus messages and the quality of services provided so that purchasing decisions and satisfaction can increase Marketing stimulus indirectly has a positive and not significant effect on customer satisfaction through the purchasing decision of star hotels in West Sulawesi. That is, an increase in marketing stimulus through purchasing decisions does not increase customer satisfaction for star hotels in West Sulawesi. Furthermore, it is suggested that star hotel management in West Sulawesi adjust marketing stimulus messages and the quality of services provided so that purchasing decisions and satisfaction can increase Marketing stimulus indirectly has a positive and not significant effect on customer satisfaction through the purchasing decision of star hotels in West Sulawesi. That is, an increase in marketing stimulus through purchasing decisions does not increase customer satisfaction for star hotels in West Sulawesi. Furthermore, it is suggested that star hotel management in West Sulawesi adjust marketing stimulus messages and the quality of services provided so that purchasing decisions and satisfaction can increase

Fig. 3.       **References**

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