Analysis of the Influence of Customer Experience, Facility Innovation, and Digital Marketing on Customer Satisfaction in Padma Hotel Bandung

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Article Info

ABSTRACT

The hotel industry is a cornerstone of the hospitality sector, facing intense competition driven by evolving guest expectations and technological advancements. As customer satisfaction plays a pivotal role in determining guest loyalty and long-term profitability, hoteliers increasingly adopt strategies that enhance the guest experience, innovate facilities, and leverage digital marketing. This research aims to analyze the influence of customer experience, facility innovation, and digital marketing on customer satisfaction in the hotel industry. This study used quantitative methods to collect data from 160 hotel guests through surveys and analyzed the findings using the PLS-SEM analysis tool. The sampling technique employed purposive sampling with the criteria of guests who had stayed at Padma Hotel Bandung and had used the facilities and services provided by the hotel. Selected guests had to meet certain criteria: they were at least 18 years old, had stayed at the hotel for more than one night, and had interacted with the hotel's digital facilities and other innovations. The results reveal that customer experience, facility innovation, and digital marketing significantly impact customer satisfaction, with customer experience emerging as the most dominant factor. While facility innovation and digital marketing contribute positively, their effects are less pronounced compared to customer experience. These findings underscore the need for hotels to prioritize investments in guest experiences, modernize facilities, and implement effective digital marketing strategies to enhance customer satisfaction. The novelty of this research lies in its integrated approach to examining these three key factors simultaneously, addressing gaps in prior studies. By offering new insights into their collective influence, this research contributes to the development of comprehensive strategies aimed at boosting customer satisfaction and retention in the competitive hotel industry.
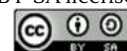
INTRODUCTION

The hospitality industry, particularly the hotel sector, faces increasing competition in today's globalized and digitized marketplace (Klaus *et al.* 2013). As customer expectations continue to evolve, hotels need to adopt strategies that not only meet but exceed these expectations. Customer satisfaction has become a critical measure of success in the hotel industry, influencing guest retention, brand loyalty, and long-term profitability (Jane *et al.* 2016). To this end, hoteliers are focusing on improving customer experience, embracing facility innovation, and leveraging digital marketing to enhance guest satisfaction.

According to the World Travel and Tourism Council (2022), the global hotel industry is projected to generate approximately $800 billion in revenue by 2025. However, with increasing competition, hotels must adopt strategies that not only meet but exceed guest expectations. Research indicates that hotels that prioritize customer experience are more likely to achieve higher levels of guest satisfaction, leading to increased customer loyalty and repeat business.

The Annual Hotel Survey (VHTL) highlights significant fluctuations in the number of hotels between 2020 and 2023, a trend closely linked to the widespread impacts of the Covid-19 pandemic. This global crisis, which began in early 2020 and persisted through 2022, brought unprecedented challenges to the hospitality industry. Severe restrictions on travel, nationwide lockdowns, and a steep decline in consumer confidence had far-reaching implications, not only for hotel operations but also for the overall customer experience.
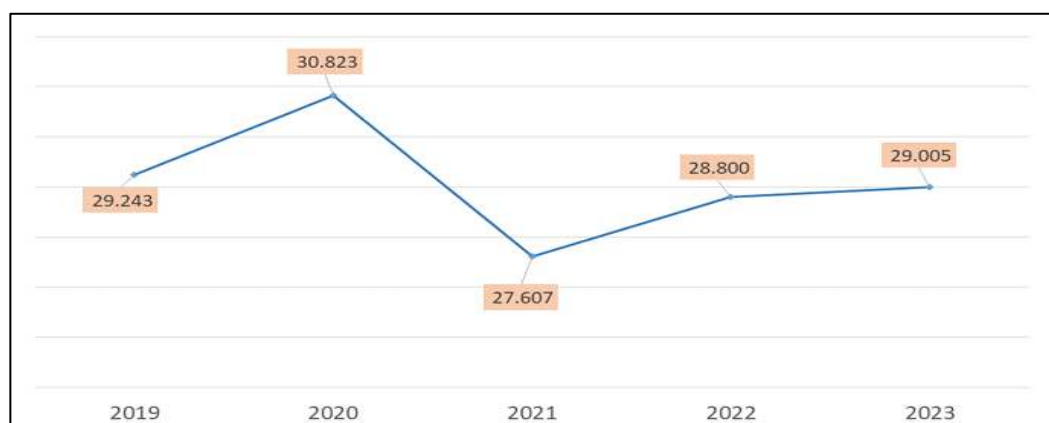
Source: BPS Statistics Indonesia (2024)

Figure 1. Hotels and Other Accommodation Businesses in Indonesia, 2019-2023

The year 2021 was a pivotal moment as the pandemic's effects reached their peak. Strict public health measures, including travel bans and social distancing regulations, severely disrupted mobility and tourism demand. As a result, many hotels faced reduced occupancy rates, financial hardships, and in some cases, permanent closures. These operational difficulties significantly affected customer experience, with many travelers encountering fewer accommodation options, reduced service offerings, and limited amenities as hotels struggled to maintain standards under immense financial and logistical pressures. VHTL data reflects the severity of these disruptions, recording a 10.43 percent decline in the total number of hotels in 2021. This stark figure underscores the cascading impact of global crises on the hospitality sector and the subsequent challenges in meeting customer expectations during times of adversity. However, this period also revealed the importance of adaptability and innovation. Hotels that pivoted quickly by adopting

enhanced health and safety protocols, digital check-ins, and personalized services were better able to retain customer trust and loyalty.

The lessons from this downturn highlight the critical role of customer experience in navigating crises. As the hospitality industry moves toward recovery, focusing on exceptional, flexible, and safe customer experiences will be essential for rebuilding confidence and fostering long-term growth in a post-pandemic world. One of the hotels that provide these traits is Padma Hotel Bandung, previously known as Sekar Alliance Hotel Management, Padma Hotels embraces a philosophy that prioritizes guest comfort and genuine care. Drawing inspiration from local heritage and culture. Padma Hotel Bandung is dedicated to creating an enjoyable and relaxing atmosphere where guests can unwind and savor the finest experiences. Pampering guests with a serene environment, continuously upgraded facilities, and heartfelt service delivered with a smile and sincerity, reflecting the warm hospitality of the local communities.

Padma Hotel Bandung offers a unique experience that cannot be found elsewhere, providing core philosophy while being enriched with elements of art and creative expression. A vast collection of high-quality artworks is displayed throughout the hotel, allowing guests to enjoy a luxurious stay while exploring an impressive array of artistic treasures. This exceptional experience is presented with traditional charm by Padma Hotel to both business travelers and vacationers, combining traditional and modern design, a welcoming and cozy atmosphere, stunning accommodations, and world-class amenities.

Table 1. Visit Data Padma Hotel Bandung

Month	Total
January	5.892
February	5.170
March	5.529
April	4.495
Mei	4.952
June	4.854
July	6.808
August	5.613
September	5.571
October	5.686
November	5.008
December	6.993
Total	59.578

Source – Padma Hotel Bandung, 2017

Research on preliminary research activity to find out the Impacts of Key Factors on Customer Satisfaction shows the impact of key factors customer experience, facility innovation, and digital marketing on guest satisfaction. Customer experience has the most significant influence. One significant aspect influencing guest satisfaction is customer experience. This encompasses every interaction a guest has with a hotel, from the booking process to check-out. As noted by (Morrison *et al.* 2019), enhancing customer experience can result in a 30% increase in guest satisfaction scores. An excellent customer experience fosters positive reviews, encourages repeat visits, and strengthens brand loyalty.

Customer experience refers to the cumulative perception that guests develop based on their interactions with a hotel. It encompasses various aspects such as service quality, comfort,

and personal experiences during their stay. An excellent customer experience can lead to higher levels of guest satisfaction, positive reviews, and repeat visits. As explained by (Klaus *et al.* 2013), a superior customer experience is recognized as a key driver of customer loyalty and satisfaction, a concept that remains vital in the hotel industry where personalized services and attention to detail create lasting impressions on guests.

Facility innovation plays a critical role in enhancing guest satisfaction in the rapidly evolving hospitality industry (Mara *et al.* 2023). Hotels are increasingly investing in technological advancements, such as smart room features equipped with automated (Kotler *et al.* 2016). As noted by (Kim *et al.* 2010), "hotels that continuously innovate their facilities tend to experience higher levels of guest satisfaction due to the enhanced comfort and convenience they offer." Research by (Zhang *et al.* 2020) further supports this, indicating that implementing facility innovations can lead to a 25% improvement in overall guest satisfaction ratings.

Moreover, as travelers become more environmentally conscious, the incorporation of sustainable practices such as energy-efficient systems and eco-friendly materials has become increasingly important (Tanic *et al.* 2022). Hotels that embrace these innovations not only attract environmentally conscious travelers but also enhance the overall guest experience. By aligning with guests' changing preferences and values, facility innovation remains a crucial strategy for hotels aiming to improve satisfaction and foster long-term loyalty (Directful *et al.* 2023).

The rise of digital platforms has transformed how hotels engage with potential and existing customers. Digital marketing strategies, including social media campaigns, targeted advertisements, and online promotions, have become vital tools for hotels seeking to attract a broader audience and increase bookings. Leung *et al.* (2013) argue that digital marketing provides hotels with the ability to engage guests directly and create personalized experiences, which in turn drives guest satisfaction. Effective digital marketing allows hotels to communicate directly with guests, offer personalized promotions, and respond to feedback, thereby enhancing guest satisfaction and fostering long-term loyalty.

Central to Padma Hotel Bandung's ability to deliver such a distinctive and memorable experience is its focus on guest satisfaction, which serves as a key indicator of success in the hospitality industry. Guest satisfaction, as defined by Kotler and Keller (2016), is "the extent to which a product's perceived performance matches a buyer's expectations." Padma Hotel Bandung elevates this concept by not only meeting but exceeding expectations through its artistic ambiance, superior facilities, and exceptional service. By integrating these elements into every aspect of the guest journey, the hotel ensures that visitors leave with lasting impressions, fostering repeat business and positive referrals. This commitment to creating a unique and satisfying customer experience aligns with its philosophy of delivering comfort, care, and personalized engagement.

Despite the extensive research on customer experience, facility innovation, and digital marketing in the hospitality industry, several gaps still exist such as customer experience has been identified as a key determinant of guest satisfaction, yet most studies focus on broad, qualitative assessments. Few have quantitatively measured the specific aspects of customer experience that most strongly influence satisfaction, leaving a need for detailed, empirical analysis. For instance, the role of personalized services, technology-enhanced interactions, and staff responsiveness in shaping overall guest satisfaction remains underexplored.

Facility innovation is acknowledged as a crucial factor in enhancing guest satisfaction, especially with the growing demand for smart rooms and eco-friendly designs, most research has

concentrated on luxury hotels in developed markets (Sharma *et al.* 2022). Limited attention has been given to how facility innovations impact guest satisfaction in mid-tier and budget hotels, especially in developing regions. Moreover, while many studies have examined the effect of individual innovations, there is a lack of comprehensive studies that assess the collective impact of various innovations both technological and aesthetic on guest satisfaction.

Digital marketing has become essential for engaging guests before, during, and after their stay. However, existing literature tends to focus on its general effectiveness in terms of customer acquisition. There is a significant research gap in understanding how specific digital marketing strategies, such as social media engagement, personalized offers, and real-time feedback systems, directly influence guest satisfaction and brand loyalty. Furthermore, as the integration of Artificial Intelligence (AI) and data analytics grows, there is insufficient investigation into how these tools, when applied to digital marketing, shape guest perceptions and experiences.

This study aims to fill these gaps by examining the precise elements of customer experience that most affect guest satisfaction, exploring the impact of facility innovations in a variety of hotel categories, and analyzing how targeted digital marketing efforts, combined with technological tools, contribute to enhancing guest satisfaction. By addressing these areas, this research will provide a more nuanced understanding of how these factors intertwine to influence guest satisfaction in today's competitive hotel industry.

This research was conducted by distributing a preliminary research questionnaire to 30 consumers of Padma Hotel Bandung. Through this survey, the researcher aimed to identify the factors influencing purchasing decisions. The following are the processed data results regarding the age of Padma Hotel Bandung's consumers, presented in Figure 2.

Figure 2. Preliminary Survey Age Result Guests of Padma Hotel Bandung
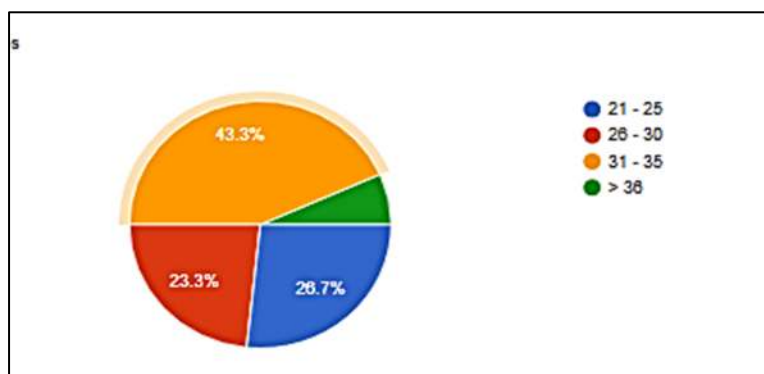
Source – Processed Data Result (2024)

The results of the preliminary research on Figure 2, was a questionnaire conducted with 30 respondents show that the 31-35 age group is the most dominant, accounting for 43.3% of the total respondents. This is followed by the 21-25 age group with 26.7%, and the 26-30 age group with **23.3%**. Meanwhile, the **>**36 age group has the lowest participation at 6.7%. These results indicate that the majority of customers visiting your cafe or business name] fall within the young adult to the middle-aged range.
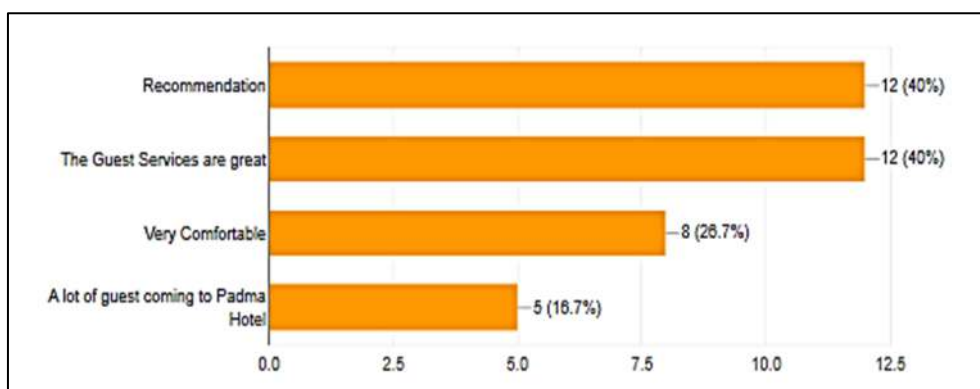
Figure 3. Preliminary Survey Reason of Stay Guest Result of Padma Hotel Bandung

Source – Processed Data Result (2024)

The preliminary research on Figure 3, was a questionnaire conducted with 30 guests of Padma Hotel Bandung to identify the reasons for their stay. The results show that the "Recommendation" and "Guest Services" factors are the most dominant, each accounting for 40**%** of the total respondents. This is followed by the "Comfort" factor at 26.7**%**, and the **"**Following Other Majority of Guests" factor at 16.7%**.**

Figure 4. Guest Prioritization of Various Factors
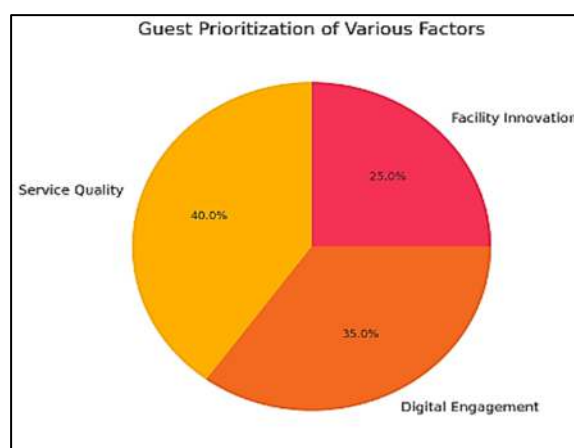
Source - Processed Data Research (2024)

Based on Figure 4 shows the proportion of guests who prioritize various factors during their stay, with service quality being the top priority. With service quality over 40%, digital engagement with 35% and facility innovation 25%.

Figure 5. The trend of Guest Satisfaction Over Time
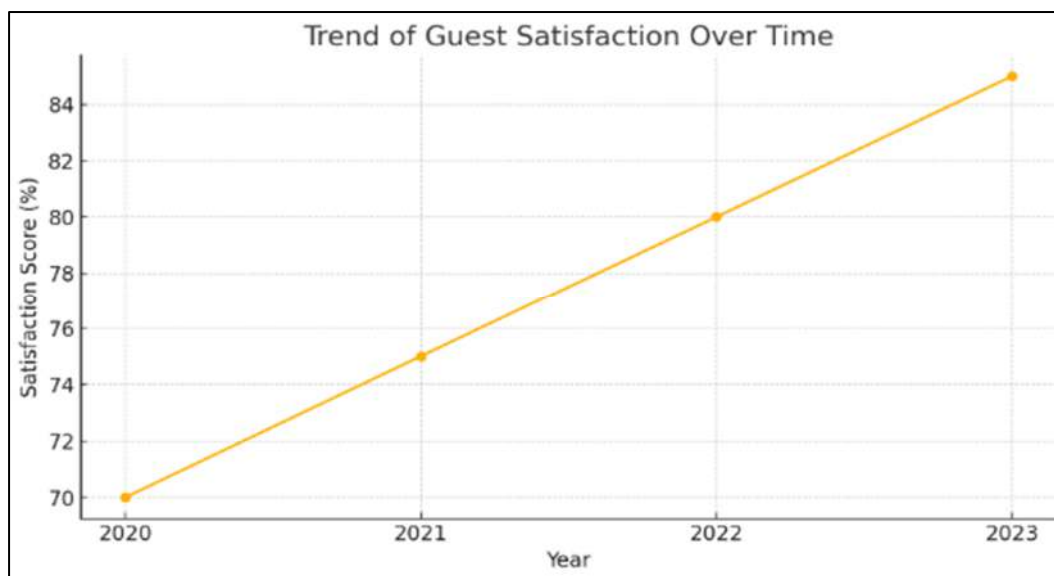
Source - Processed Data Research (2024)

Based on Figure 5 shows a line Chart that depicts the trend of increasing guest satisfaction year by year, especially after the hotel began implementing digital marketing strategies and facility innovations.

Based on the background of the problem outlined above, the research problem identification includes a Lack of personalized guest services in hotels, as reflected in frequent complaints about guest experiences not meeting individual expectations, leading to low levels of customer satisfaction, Limited innovation in hotel facilities, such as the lack of adoption of modern technology and updated interior design, resulting in guests feeling less comfortable and satisfied during their stay, Ineffective digital marketing strategies, evident in poorly managed social media interactions and insufficiently targeted promotions, reduce guest loyalty and engagement. The absence of an integrated system to measure guest satisfaction, results in guest feedback often being overlooked or poorly addressed, hindering continuous service improvement, these issues form the core focus of the research on how customer experience, facility innovation, and digital marketing influence guest satisfaction in the hotel industry.

Based on the problem identification above, particularly regarding the lack of personalized guest services, limited facility innovation, and ineffective digital marketing strategies, which are reflected in frequent guest complaints and lower satisfaction levels in the hotel industry, the problem formulation for this research is as follows Is there a positive and significant influence of customers on guest satisfaction at Padma Hotel? Is there a positive and significant influence of customers on facility innovation on guest satisfaction in Padma Hotel? Is there a positive and significant influence of customers on digital marketing on guest satisfaction in Padma Hotel?

Here are the potential benefits of the research based on the study of customer experience, facility innovation, and digital marketing in the hotel industry Analyzing the impact of positive and significant customer experience on Guest Satisfaction in Padma Hotel Analyzing the influence of positive and significant facility innovation on Guest Satisfaction in Padma Hotel. Analyzing the effect of positive and significant digital marketing on guest satisfaction in the hotel industry. This research contributes to a better understanding of the factors influencing guest satisfaction and helps hotel managers make informed decisions to enhance their services and

overall guest experience. This research aims to explore the individual and combined impact of the key research variables on guest satisfaction in hotels.

Confirmation theory suggests that when a customer's actual experience aligns with their expectations, they are more likely to feel satisfied. This theory posits that meeting guest expectations in areas such as service quality, innovative facilities, and digital marketing efforts directly contribute to higher customer satisfaction and loyalty. For instance, guests at Padma Hotel Bandung may expect seamless service, modern amenities, and effective communication through digital channels. When these expectations are met, their experience confirms their anticipations, leading to positive evaluations and potential repeat visits. Research by Oliver (2010) highlights that confirmation plays a critical role in solidifying brand loyalty, particularly in the hospitality industry, where consistency and reliability are highly valued.

Disconfirmation theory, a cornerstone of consumer satisfaction research, asserts that satisfaction is determined by the gap between guest expectations and their actual experiences. If the experience exceeds expectations (positive disconfirmation), it results in high satisfaction levels. Conversely, if the experience falls short (negative disconfirmation), dissatisfaction arises Oliver (2010). In the context of Padma Hotel Bandung, negative disconfirmation might occur if guests find the digital marketing overly promotional, the innovative facilities malfunctioning, or the service inconsistent. On the other hand, exceeding expectations such as offering unexpected, personalized services or state-of-the-art facilities can result in positive disconfirmation, delighting customers and fostering loyalty.

Customer experience encompasses the holistic impression that guests form through their interactions with a hotel, touching upon emotional, psychological, and physical aspects. Lemon and Verhoef (2016) describe customer experience as the cumulative result of interactions throughout the customer journey, making it a critical determinant of satisfaction and loyalty. Within the hospitality industry, this experience covers multiple facets, such as staff behavior, ambiance, and the level of service personalization. Facility innovation reflects a hotel's ability to modernize its offerings and infrastructure to align with evolving guest expectations. Damanpour and Aravind (2012) explain that such innovations not only improve operational efficiency but also enhance customer value. These improvements are particularly impactful in the competitive hospitality industry, where modern, sustainable, and technologically advanced amenities often differentiate successful establishments. Digital marketing in the hospitality industry leverages online platforms to interact with potential and existing customers, significantly influencing booking decisions and brand engagement. (Schultz *et al.* 2013) emphasize that integrated digital campaigns help brands maintain visibility and competitiveness in a saturated market. Additionally, (Leung, Xue, and Bai 2021) identified social media and targeted advertising as particularly effective tools for engaging modern travelers. Guest satisfaction measures how well a hotel fulfills or surpasses guest expectations, encapsulating all aspects of their stay. Based on Oliver's Expectancy-Disconfirmation Theory (1997), satisfaction is achieved when perceived experiences align with or exceed pre-visit expectations. Factors such as service quality, innovative facilities, and tailored experiences are central to creating memorable stays.

According to Hwang and Seo. (2021) Highlights the pivotal role of customer experience management in fostering engagement and loyalty in the hospitality sector, Leung and Bai (2021) Social media marketing positively impacts guest satisfaction, especially through targeted and interactive communication strategies. Mody and Lehto. (2020) Guest satisfaction is significantly influenced by experiential attributes and the broader "experiencescape" provided by

accommodations. Zhang and Li. (2020) Found that hotel facility innovations lead to higher guest satisfaction as evidenced by data from online reviews. Park and Nicolau (2019) Identify specific hotel attributes that significantly contribute to guest satisfaction while accounting for diverse preferences. Kim and Ok (2019) state that facility innovations, such as modern technology and design, significantly enhance guest satisfaction in the lodging industry. Lemon and Verhoef (2016) Emphasizes the importance of managing customer experience across all touchpoints to enhance brand loyalty and long-term satisfaction.

The Impact of Facility Innovation on Guest Satisfaction

Facility innovation refers to the integration of new features such as smart technology, sustainable practices, and advanced service design to improve guest satisfaction. Research suggests that adopting such innovations can significantly impact the overall guest experience. Zhang et al. (2020) found that hotels incorporating innovative technology, such as IoT devices and automation, have seen improvements in guest satisfaction, especially due to enhanced convenience and comfort. Moreover, Jabbour et al. (2021) emphasized that incorporating green technologies, such as energy-efficient systems, not only boosts satisfaction but also enhances the brand's competitive advantage. Kim and Ok (2019) argued that guest satisfaction is positively influenced by environmental sustainability in hotel facilities, which increasingly appeals to environmentally conscious travelers. Buhalis and Law (2008) highlighted those smart innovations, like mobile check-ins and room automation, streamline operations and reduce guest waiting time, which significantly improves satisfaction. Lastly, Poon and Low (2015) noted that updates to hotel facilities, including advanced amenities and contemporary designs, contribute to higher guest satisfaction by aligning with modern consumer preferences. From the explanation above, the following hypothesis can be made

Hypothesis 1: Facility innovation positively and significantly impacts guest satisfaction in the hospitality industry.

The Influence of Digital Marketing on Guest Engagement

Digital marketing plays a crucial role in increasing guest engagement through social media, personalized communication, and mobile platforms. According to Leung et al. (2021), hotels that actively engage guests via digital channels, particularly social media, see higher levels of loyalty and satisfaction. Chaffey (2019) emphasized that personalized digital marketing, such as targeted promotions and real-time communication, enhances guest interactions and engagement. Schultz et al. (2013) found that social media campaigns significantly affect customer perceptions and can lead to greater engagement, particularly when paired with user-generated content. Kotler et al. (2017) argued that digital marketing not only helps in building brand awareness but also facilitates deeper emotional connections with guests, further driving loyalty. Additionally, Buhalis and Sinarta (2019) suggested that mobile applications and tailored digital content foster a stronger connection between hotels and guests, enhancing both engagement and guest satisfaction. From the explanation above, the following hypothesis can be made

H2: Digital marketing efforts have a positive and significant impact on guest engagement in the hospitality industry.

The Relationship Between Guest Experience and Brand Loyalty

Guest experience is critical to brand loyalty, as positive and memorable experiences lead to repeat visits and recommendations. (Lemon and Verhoef *et al*. 2016) proposed that customer

experiences, when consistently positive, are key drivers of loyalty, particularly in service-based industries like hospitality. According to (Mody *et al.* 2020), personalization of guest experiences plays a significant role in fostering emotional attachment to the brand, which in turn enhances loyalty. (Oliver *et al.* 1997) noted that exceeding guest expectations by delivering exceptional experiences leads to increased satisfaction, which directly translates into loyalty. Furthermore, (Hwang and Seo *et al.*2021) found that personalized services tailored to guests' preferences were strongly linked to higher brand loyalty in the hospitality sector. Finally, Kandampully (2002) concluded that a consistent commitment to providing superior guest experiences encourages repeat visits and positive word-of-mouth, strengthening brand loyalty. From the explanation above, the following hypothesis can be made

H3: Positive guest experiences have a positive and significant impact on brand loyalty in the hospitality industry.

METHODS

This research uses a quantitative design with survey methods to obtain data. This approach aims to measure the influence of Customer Experience, Facility Innovation, and Digital Marketing on Customer Satisfaction at the Padma Hotel Bandung.

This research focuses on the hospitality industry in Indonesia, with particular attention to hotels that strive to enhance customer satisfaction through facility innovation, digital marketing, and improved customer experience management. The primary object of this study is Padma Hotel Bandung, a hotel implementing the concept of smart hospitality by utilizing innovative technology and modern facilities designed to enrich guest experiences. Facility innovations at Padma Hotel Bandung include advanced technology, modern interior design, and eco-friendly amenities, specifically appealing to environmentally conscious tourists. Leung et al. (2021) suggest that facility innovation can improve guest satisfaction by providing comfort and experiences that not only meet but also exceed expectations.

The customer experience at Padma Hotel Bandung encompasses every interaction a guest undergoes, from the booking process to check-out. Morrison (2019) explains that customer experience has a direct impact on guest satisfaction and loyalty. Digital marketing also plays an important role in enhancing satisfaction through strategies based on social media and personalized promotions, which help expand the hotel's reach and enable direct interaction with guests online.

This study employs a quantitative approach using a survey method to gather data on the influence of Customer Experience, Facility Innovation, and Digital Marketing on Customer Satisfaction at Padma Hotel Bandung. The quantitative approach is chosen as it allows researchers to objectively analyze data through statistical measurements and hypothesis testing (Sugiyono, 2021). This research adopts a cross-sectional survey design, wherein data is collected over a single period to provide an updated snapshot of the influence of these three variables on customer satisfaction.

Data collection is conducted through a questionnaire structured around relevant indicators for each variable. The questionnaire uses a 6-point Likert scale, ranging from 1 (strongly disagree) to 6 (strongly agree), to measure respondents' agreement levels with statements related to the research variables. The questionnaire is divided into three main sections: (1) questions regarding Customer Experience, covering aspects such as service quality, staff friendliness, and facility comfort; (2) questions related to Facility Innovation, including the use of

modern technology in rooms, eco-friendly amenities, and the comfort of interior design; and (3) questions about Digital Marketing, measuring the effectiveness of online promotions, social media interactions, and the use of digital platforms to enhance guest engagement. This questionnaire is developed based on relevant literature, including theories on Customer Experience (Pine & Gilmore, 1999), Facility Innovation (Zeithaml, Bitner, & Gremler, 2018), and Digital Marketing (Leung et al., 2021).

To ensure the reliability of the measurement tool, the questionnaire instrument will undergo validity and reliability testing. Validity will be tested using factor analysis to confirm that each statement in the questionnaire accurately reflects the intended variable, while reliability will be assessed using Cronbach's Alpha method to ensure that the instrument consistently measures the same variable over time (Hair et al., 2014).

This study employed a *purposive sampling* method to select participants. *Purposive sampling* is a non-probability sampling technique where respondents are selected based on specific criteria designed to align with the research objectives. According to Gay, Mills, and Airasian (2012), this technique is highly effective in studies requiring respondents with particular characteristics that are relevant to the research focus. With this method, the researcher can ensure that the data collected is from respondents with truly relevant experience, yielding richer and more accurate insights into the study topic.

In the context of this research, *purposive sampling* was applied to ensure that each participant had sufficient experience interacting with the facilities and services of Padma Hotel Bandung. The study targeted 160 participants, a sample size considered adequate for quantitative research and enabling comprehensive statistical analysis (Malhotra, 2010). This sample size is ideal for obtaining representative data suitable for hypothesis testing and generating accurate and valid results. The participants in this study were guests who had stayed at Padma Hotel Bandung and had used the facilities and services provided by the hotel. Selected guests had to meet certain criteria: they were at least 18 years old, had stayed at the hotel for more than one night, and had interacted with the hotel's digital facilities and other innovations. Participants meeting these criteria were deemed capable of providing in-depth perspectives on the customer experience they encountered and their perceptions of facility innovations and digital marketing strategies implemented by the hotel. Selecting participants who had directly interacted with the hotel's services would provide data that is more relevant for addressing the research questions.

RESULT AND DISCUSSION

Respondents Characteristics

Based on the 160 respondents who participated as the sample in this study, there are differences in respondent characteristics, including gender, age, occupation, residence, and last level of education, as follows:

Table 2. Respondent Demographic Table

No	Category	Aspect	Frequency	Percentage (%)
1	Gender	Male	88	55.00
		Female	72	45.00
2	Age	21 - 25	80	50.00
		26 - 30	28	17.50
		31 - 35	24	15.00

No	Category	Aspect	Frequency	Percentage (%)
		> 35	28	17.50
3	Occupation	Student	60	37.50
		Entrepreneur	36	22.50
		Private Employed	32	20.00
		Government Employed	32	20.00
4	Domicile	Jakarta	42	26.25
		Tangerang	50	31.25
		Depok	22	13.75
		Bandung	20	12.50
		Bekasi	16	10.00
		Bogor	10	6.25
5	Highest form of Education	Bachelor	116	72.50
		SMA	38	23.75
		Post Graduate	6	3.75

Source: Processed Data Research (2024)

From the provided table, we can draw several insights about the sample population. The gender distribution is fairly balanced, with males comprising 55% (88 individuals) and females 45% (72 individuals). This balance ensures that gender-based conclusions drawn from the data can be robust and inclusive. The age distribution shows a dominance of younger individuals, particularly those aged 21-25 years, who make up half of the sample (50%, 80 individuals). Other age groups, such as 26-30 and >35 years, have equal representation at 17.5% (28 individuals each), while the 31-35 age group accounts for 15% (24 individuals).

In terms of occupation, students form the largest segment with 37.5% (60 individuals). Entrepreneurs (22.5%, 36 individuals), private employees (20%, 32 individuals), and government employees (20%, 32 individuals) also have significant representation, reflecting diverse economic and professional backgrounds within the sample.

Geographic distribution shows that Tangerang has the highest representation at 31.25% (50 individuals), followed by Jakarta with 26.25% (42 individuals). Other cities like Depok, Bandung, Bekasi, and Bogor have varying representations, with Tangerang and Jakarta collectively accounting for more than half of the sample population. Educational attainment is dominated by bachelor's degree holders (72.5%, 116 individuals), indicating a highly educated sample. Individuals with high school education account for 23.75% (38 individuals), while those with postgraduate degrees form the smallest group at 3.75% (6 individuals).

Table 3. Profile of Respondent Characteristics

No	Category	Aspect	Total	Percentage (%)
1	How long did you stay at Padma Hotel Bandung?	Within 3 days	64	40%
		Within a week	48	30%
		Within a month	48	30%
2	How often do you visit Padma Hotel	Once a year	32	20%
		Twice a year	48	30%

No	Category	Aspect	Total	Percentage (%)
	Bandung ?	More than thrice a year	64	40%
		Rarely	16	10%
3	When was the last time you visited Padma Hotel Bandung?	This year	96	60%
		1-5 years ago	32	20%
		1-10 years ago	32	20%
4	How did you know about Padma Hotel Bandung ?	Media Social (Tiktok, Instagram, Facebook, X Twitter, Traveloka, dll.)	96	60%
		Recomendation from Friends/Family	48	30%
		Onlince Search	16	10%

Source: Processed Data Research (2024)

Based on the data collected from respondents about their experiences with Padma Hotel Bandung, several interesting patterns emerge. First, in terms of length of stay, 40% of respondents reported that they usually stay for 3 days, while another 30% stay for periods of a week or a month. This indicates that the hotel is popular for both short-term and medium-term visits. Second, visit frequency shows that 40% of respondents visit the hotel more than three times a year, reflecting a high level of loyalty. Meanwhile, 30% visit twice a year, 20% visit once a year, and 10% report infrequent visits. Third, the timing of the last visit also provides important insights, with 60% of respondents having visited the hotel this year. Meanwhile, 20% visited within the past 1-5 years, and another 20% visited within the past 1-10 years, indicating that the majority of visitors still maintain a fairly active relationship with the hotel.

Lastly, sources of information about the hotel reveal that social media is the primary source, with 60% of respondents learning about the hotel from platforms such as TikTok, Instagram, Facebook, X (Twitter), and Traveloka. Another 30% received recommendations from friends or family, and 10% discovered the hotel through online searches

Descriptive Statistics

Descriptive statistics are statistical methods used to analyze data with the aim of providing a comprehensive overview or description of the characteristics of the collected data. Descriptive statistics provide a strong foundation for an initial understanding of the data and can assist researchers or analysts in creating informative summaries and simplifying data interpretation (Sugiyono, 2021).

Based on the data collected from respondents about their experiences at Padma Hotel Bandung, several interesting findings emerge: First, the majority of respondents were satisfied with their overall experience at the hotel, with 58.75% strongly agreeing (CE1), and the average overall satisfaction score was 4.406. This indicates that staying at Padma Hotel Bandung generally meets or even exceeds guest expectations. The hotel's services also received high ratings, with 68.75% of respondents strongly agreeing that the service exceeded their expectations (CE2) and an average score of 4.994. This highlights the hotel's ability to deliver exceptional

service. The booking and check-in processes were smooth according to most respondents, with 62.50% strongly agreeing (CE3) and an average score of 4.931. This demonstrates that the hotel successfully creates a positive initial experience for guests. Impressions of the hotel staff were also very positive, with 62.50% of respondents strongly agreeing that the staff were friendly during their stay (CE4), with an average score of 4.631. Furthermore, respondents felt valued as guests, with 62.50% strongly agreeing (CE5) and an average score of 4.669.

Lastly, 63.75% of respondents strongly agreed that their experience matched their expectations for a hotel of this standard (CE6), with an average score of 4.719. This shows the hotel's ability to maintain high and consistent standards.

Based on the data collected regarding the facilities at Padma Hotel Bandung, it is evident that the majority of respondents are highly satisfied with the modern amenities offered by the hotel. First, 70% of respondents strongly agreed that the hotel provides modern facilities such as smart TVs and digital room controls (FI1), with an average score of 5.269. This indicates that the advanced technology at the hotel is highly appreciated by guests. Additionally, 82.5% of respondents strongly agreed that eco-friendly features such as energy-efficient appliances enhanced their satisfaction (FI2), earning the highest average score of 5.306. This demonstrates the hotel's success in appealing to environmentally conscious guests. In terms of the ease of use of technology-based facilities, 73.75% of respondents strongly agreed that these were user-friendly (FI3), with an average score of 4.787. This reflects that the technology implemented by the hotel is not only sophisticated but also accessible to users. Respondents also felt that innovative facilities enhanced their stay experience (X2.4), with 71.25% strongly agreeing and an average score of 4.781. This shows that the hotel's innovations provide significant added value for guests. Finally, 72.5% of respondents strongly agreed that the hotel's facilities align with current industry standards (FI5), with an average score of 5.394. This reaffirms the hotel's ability to compete and stay up-to-date with hospitality industry trends.

Based on the data collected regarding the effectiveness of Padma Hotel Bandung's digital marketing, the majority of respondents reported high levels of satisfaction.

Firstly, 80% of respondents strongly agreed that they initially learned about the hotel through digital marketing, such as social media and the website (DM1), with an average score of 4.419. This indicates that the hotel's digital marketing strategy is effective in capturing the attention of potential guests. Additionally, 83.75% of respondents strongly agreed that the hotel's online content, both on the website and social media, is informative (DM2), with an average score of 4.544. This suggests that the online information provided helps guests in making their decisions. Furthermore, 83.75% of respondents strongly agreed that online reviews or testimonials influenced their decision to stay at the hotel (DM3), with an average score of 4.550. This highlights the importance of positive reviews in attracting new guests.

Moreover, 87.5% of respondents regularly use online resources when deciding on a hotel (DM4), with an average score of 4.562. This indicates a trend that hotel decisions are greatly influenced by online information. Online promotions were also deemed relevant to the needs of 86.25% of respondents (DM5), with an average score of 4.669. Promotional emails and messages from the hotel were found to be helpful by 88.75% of respondents (DM6), with an average score of 4.638. Additionally, 87.5% of respondents stated that the hotel's online booking platform is easy to navigate (DM7), with an average score of 4.537. This is important for ensuring a smooth and hassle-free booking experience.

Based on the data collected regarding guest satisfaction with the facilities and services at Padma Hotel Bandung, it is clear that the majority of respondents provided very positive feedback.

Firstly, the comfort of the rooms received high praise, with 81.25% of respondents strongly agreeing that their room was comfortable (CS1), and an average score of 5.094. This indicates that the quality of the hotel rooms meets guest expectations very well. Hotel facilities such as the spa, swimming pool, and fitness center were also highly valued, with 81.25% of respondents strongly agreeing that these facilities met their expectations (CS2), with an average score of 5.206. This highlights the importance of these facilities in enhancing guest satisfaction. The quality of food and beverages offered was also satisfactory to guests, with 80.63% of respondents strongly agreeing (CS3), and an average score of 4.713. This suggests that the food and beverages provided met the expected standards. Quick service during the stay also received positive feedback, with 80.63% of respondents strongly agreeing (CS4), and an average score of 4.825. This indicates that the hotel is capable of providing efficient and responsive service.

The facilities provided were considered to offer a high level of luxury, with 80.63% of respondents strongly agreeing (CS5), and an average score of 5.225. This shows that the hotel facilities provide a luxurious experience for guests. Finally, the range of services offered met guest expectations, with 82.50% of respondents strongly agreeing (CS6), and an average score of 5.075. This indicates that the variety of services provided by the hotel effectively meets the needs and expectations of guests.

Outer Model

Convergent validity measures the extent to which the indicators used to measure a construct in a model are highly correlated with each other. The higher the correlation between the indicators within a construct, the better the convergent validity. This means that the indicators are effectively capturing the same underlying concept, indicating that the construct is being measured accurately.

Table 4. Outer Loadings

No	Variable	Indicator	Outer Loading	Result
1	Customer Experiene	CE	0.951	Reliable
		CE	0.941	Reliable
		CE	0.921	Reliable
		CE	0.907	Reliable
		CE	0.913	Reliable
		CE	0.911	Reliable
2	Facility Innovation	FI	0.882	Reliable
		FI	0.931	Reliable
		FI	0.873	Reliable
		FI	0.887	Reliable
		FI	0.919	Reliable
		FI	0.830	Reliable
3	Digital Marketing	DM	0.935	Reliable
		DM	0.932	Reliable
		DM	0.888	Reliable
		DM	0.927	Reliable
		DM	0.942	Reliable

|				
		DM	0.935	Reliable
		DM	0.890	Reliable
		DM	0.914	Reliable
		DM	0.951	Reliable
4	Customer Satisfaction	CS	0.946	Reliable
		CS	0.964	Reliable
		CS	0.918	Reliable
		CS	0.825	Reliable
		CS	0.957	Reliable
		CS	0.905	Reliable

Source: Processed Data Research (2024)

Based on the analyzed data, the variables studied show very reliable indicators in measuring each construct. Firstly, for the Customer Experience variable, all indicators show very high Outer Loading values, ranging from 0.907 to 0.951. This indicates that these indicators are highly reliable and relevant in measuring the customer experience at Padma Hotel Bandung.

Next, the Facility Innovation variable also shows high reliability, with Outer Loading values ranging from 0.830 to 0.931. This suggests that the facility innovations offered by the hotel are appreciated and considered very relevant by guests.

The Digital Marketing variable has indicators with very high Outer Loading values, from 0.888 to 0.951. This indicates that the hotel's digital marketing strategy is highly effective and plays a crucial role in attracting and influencing guest decisions.

Finally, the Customer Satisfaction variable also shows high reliability, with Outer Loading values between 0.825 and 0.964. This indicates that customer satisfaction with the hotel's services and facilities is very high, and these indicators are very reliable in measuring guest satisfaction

Figure 6. Outer Model
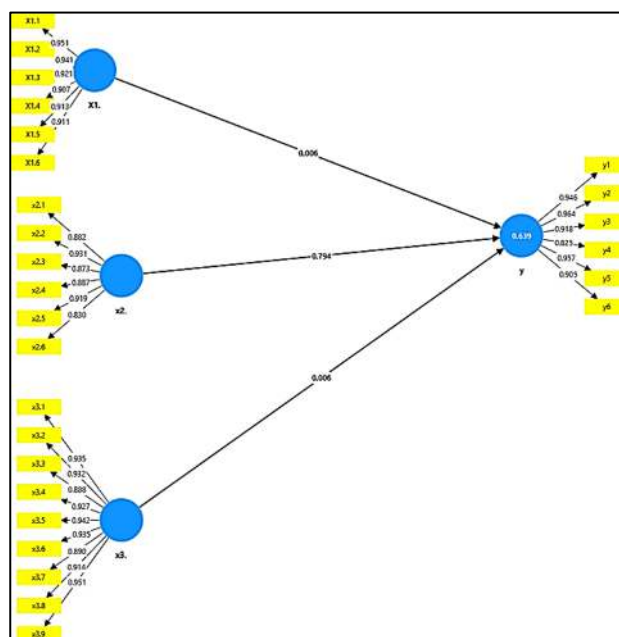
Source: Smart PLS-SEM Research (2024)

Discriminant Validity

Discriminant validity measures the extent to which different constructs in a model are distinct. If two constructs have good discriminant validity, the indicators measuring these different constructs will not overlap significantly. In other words, each construct should be uniquely captured by its indicators, and there should be minimal cross-over or confusion between constructs. This ensures that each construct measures a different concept and does not duplicate or overlap with other constructs in the model.

Table 5. HTMT

	Customer Experience	Facility Innovation	Digital Marketing	Customer Satisfaction
Customer Experience				
Facility Innovation	0.599			
Digital Marketing	0.740	0.273		
Customer Satisfaction	0.472	0.829	0.233	

Source: Processed Data Research (2024)

Based on the discriminant validity analysis using the Heterotrait-Monotrait Ratio (HTMT), we can observe how well each construct in the research model differentiates itself from others.

Firstly, the HTMT value between Customer Experience and Facility Innovation is 0.599. This value is below the common threshold of 0.85 or 0.90, indicating that these two constructs are discriminately valid and can be considered as separate constructs.

Next, the HTMT value between Customer Experience and Digital Marketing is 0.740. This is also below the threshold, indicating that these two constructs have good discriminant validity and measure different concepts effectively.

Between Customer Experience and Customer Satisfaction, the HTMT value is 0.472. This value indicates that these two constructs also have strong discriminant validity, reinforcing that customer experience and customer satisfaction are distinct constructs.

The HTMT value between Facility Innovation and Digital Marketing is 0.273, which is very low, showing excellent discriminant validity between these two constructs. This suggests that facility innovation and digital marketing are highly separate constructs and do not significantly overlap.

Finally, the HTMT value between Facility Innovation and Customer Satisfaction is 0.829, which is below the 0.85 threshold. Although this value is slightly higher than the other construct pairs, it is still within an acceptable range for discriminant validity, indicating that facility innovation and customer satisfaction are distinct constructs.

Construct Reliability

The term you are referring to is composite reliability. It is a measure of the overall reliability of a construct, indicating how consistently the indicators are measuring a particular construct. A higher value of composite reliability indicates better model reliability, meaning that the indicators are consistently measuring the underlying construct. Typically, a composite

reliability value of 0.70 or higher is considered acceptable, indicating that the construct is reliably measured by the indicators.

Table 6. Construct Reliability

No	Variable	Composite Reliability (rho_a)	Composite Reliability (rho_c)	Average Variance Extracted (AVE)	Cronbach's Alpha	Result
1	Customer Experience	0.974	0.972	0.854	0.966	Reliable and Valid
2	Facility Innovation	0.947	0.957	0.788	0.946	Reliable and Valid
3	Digital Marketing	1.016	0.981	0.854	0.980	Reliable and Valid
4	Customer Satisfaction	0.973	0.971	0.847	0.964	Reliable and Valid

Source: Processed Data Research (2024)

Based on the results of the reliability and construct validity analysis, it is evident that all variables in this study meet the criteria for high validity and reliability.

For the Customer Experience variable, with Composite Reliability (rho_a) of 0.974, Composite Reliability (rho_c) of 0.972, Average Variance Extracted (AVE) of 0.854, and Cronbach's Alpha of 0.966, it shows that this construct is very reliable and valid.

The Facility Innovation variable also demonstrates excellent results, with Composite Reliability (rho_a) of 0.947, Composite Reliability (rho_c) of 0.957, AVE of 0.788, and Cronbach's Alpha of 0.946. This indicates that the facility innovations implemented by the hotel are consistent and reliable in measuring this aspect.

Next, the Digital Marketing variable records very high values with Composite Reliability (rho_a) of 1.016, Composite Reliability (rho_c) of 0.981, AVE of 0.854, and Cronbach's Alpha of 0.980. This shows that the hotel's digital marketing efforts are highly effective and reliable in capturing attention and influencing guest decisions.

Finally, the Customer Satisfaction variable also demonstrates high reliability and validity, with Composite Reliability (rho_a) of 0.973, Composite Reliability (rho_c) of 0.971, AVE of 0.847, and Cronbach's Alpha of 0.964. This suggests that customer satisfaction with the hotel's services and facilities is very high, and this construct effectively measures this aspect.

Inner Model

R – Square

R-Square (R^2) is a statistical measure that indicates the proportion of the variance in the dependent variable that is explained by the independent variables in a model. A higher R-Square value suggests that the model does a better job of explaining the variability in the data.

Table 7. R - Square

	R-square	R-square adjusted
Customer Satisfaction	0.639	0.632

Source: Processed Data Research (2024)

The R-Square and Adjusted R-Square values provided indicate how well the model explains the variability in the dependent variable, Customer Satisfaction.

An R-Square value of 0.639 means that the model can explain about 63.9% of the variation in Customer Satisfaction based on the independent variables. This indicates that the model has a good ability to predict the variability of the dependent variable.

The Adjusted R-Square value of 0.632, which is slightly lower, takes into account the number of variables in the model and corrects the R-Square value to avoid overinflation caused by the inclusion of irrelevant variables. Despite being slightly lower, the high Adjusted R-Square value (0.632) still suggests that the model maintains significant strength in explaining the variability in Customer Satisfaction, even with multiple variables included.

Overall, both values show that the model is quite effective in explaining the variation in the dependent variable, though there is still room for improvement if a higher explanation of the variability is desired.

Data collection in research typically involves two main types: primary and secondary data. Primary data is collected directly from the source, through instruments such as surveys or experiments, tailored to address specific research questions. Secondary data, on the other hand, consists of information gathered from existing sources like books, articles, and online databases (Creswell, 2014; Saunders et al., 2019).

The T-test is used to test the significance of the relationship between variables in the model. It measures whether the model's path coefficient is significant by comparing the calculated t-value with the t-table value. If the t-value is greater than the t-table value, the relationship between the variables is considered significant.

Table 8. Hypothesis Test

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (|O/STDEV|)	P values
Customer Experience -> Customer Satisfaction	0.006	0.003	0.044	0.138	0.890
Facility Innovation -> Customer Satisfaction	0.794	0.801	0.082	9.675	0.000
Digital Marketing -> Customer Satisfaction	0.006	0.012	0.035	0.172	0.863

Source: Processed Data Research (2024)

Based on the results of the t-test for hypothesis testing, we can analyze the relationships between the variables being tested. Firstly, the relationship between Customer Experience and Customer Satisfaction has a t-statistic value of 0.138 with a p-value of 0.890. This value indicates that the relationship between customer experience and customer satisfaction is not statistically significant. In other words, there is insufficient evidence to suggest that customer experience has a significant impact on customer satisfaction in this context.

Secondly, the relationship between Facility Innovation and Customer Satisfaction shows highly significant results. The t-statistic value of 9.675 with a p-value of 0.000 indicates that facility innovation has a very significant and positive impact on customer satisfaction. With a

coefficient of 0.794, this suggests that facility innovation is a strong and important factor in enhancing customer satisfaction at Padma Hotel Bandung.

Thirdly, the relationship between Digital Marketing and Customer Satisfaction has a t-statistic value of 0.172 with a p-value of 0.863. This result indicates that the relationship between digital marketing and customer satisfaction is also not statistically significant. In other words, there is insufficient evidence to suggest that digital marketing has a significant impact on customer satisfaction in this study.

DISCUSSION

The relationship between Customer Experience and Customer Satisfaction.

This study shows that Customer Experience does not have a significant impact on Customer Satisfaction, as customers may already have high expectations regarding the service they receive. If the service provided only meets but does not exceed these expectations, its effect on customer satisfaction becomes minimal (Parasuraman et al., 1988).

However, other studies indicate a positive relationship between Customer Experience and Customer Satisfaction. Using structural equation modeling partial least squares (SEM-PLS) analysis, Simanjuntak & Purba (2020) found that improvements in customer experience—such as through friendly and efficient interactions, a clean and comfortable hotel environment, and services that exceed expectations—lead to increased satisfaction. Additionally, Verhoef et al. (2009) emphasized the importance of designing a holistic customer experience that aligns with customers' emotional and functional needs.

Positive experiences not only enhance satisfaction but also foster loyalty, as confirmed by studies conducted by Lemon & Verhoef (2016). Similarly, Gentile et al. (2007) highlighted that creating memorable and personalized experiences directly correlates with increased satisfaction levels. This body of research underscores the role of customer experience as a critical determinant of satisfaction.

Relationship between Facility Innovation and Customer Satisfaction

This study demonstrates that Facility Innovation has a statistically significant and strong impact on Customer Satisfaction. Innovations in facilities, such as the integration of modern technologies and unique design elements, directly enhance the customer's stay experience, thereby increasing their satisfaction (Kotler & Keller, 2016).

Other research confirms these findings. Syahfitri et al. (2023) argue that high-quality, innovative facilities provide greater comfort and value, which leads to higher satisfaction levels. Similarly, Bitner (1992) found that facility design and ambience are key contributors to customer perceptions of service quality. A study by Han & Ryu (2009) supports this, demonstrating that the physical environment of service establishments significantly impacts customer satisfaction.

Additionally, modern technological innovations, such as smart room controls and eco-friendly features, have been identified as factors that enhance customer experiences and satisfaction (Kim & Choi, 2013). These innovations not only meet functional needs but also create emotional connections with customers, making their experience more memorable.

Relationship between Digital Marketing and Customer Satisfaction

This study finds that Digital Marketing does not have a significant impact on Customer Satisfaction. While digital marketing strategies such as social media campaigns and online promotions may attract customers, their primary influence is on brand awareness rather than on satisfaction post-stay (Chaffey & Ellis-Chadwick, 2019). Customer satisfaction tends to be determined more by their direct experience at the hotel and the available facilities.

Contrarily, other studies show that digital marketing can significantly impact customer satisfaction. Apriliani et al. (2023) highlight that effective digital marketing campaigns, which include engaging and informative content, can enhance customer satisfaction by meeting their information needs. Kotler et al. (2021) support this, emphasizing the role of personalized digital interactions in building stronger customer relationships.

Furthermore, Schultz & Peltier (2013) found that multi-channel digital marketing approaches improve customer perceptions of brand value, leading to higher satisfaction. A study by Duffett (2017) on social media marketing also confirmed its positive effects on consumer satisfaction and engagement. Finally, Ansari & Mela (2003) demonstrated that digital marketing strategies tailored to consumer preferences significantly improve satisfaction.

CONCLUSION

From the results of the analysis of the relationship between Customer Experience (X1), Facility Innovation (X2), and Digital Marketing (X3) on Customer Satisfaction (Y), it can be concluded that:

Customer Experience (X1) does not have a significant influence on Customer Satisfaction (Y) because the relationship between the two does not show statistical significance. Facility Innovation (X2) has a very strong and significant influence on Customer Satisfaction (Y), showing a very statistically significant relationship. Digital Marketing (X3) also does not have a significant influence on Customer Satisfaction (Y) because the relationship between the two does not show statistical significance.

Based on the results of this research, it is recommended that hotels focus more on facility innovation to increase customer satisfaction. Steps that can be taken include continuing to update and improve hotel facilities to provide a better experience to customers, adopting new technology that can increase comfort and convenience for customers, as well as maintaining good service quality and marketing strategies as supporting efforts. For the sustainability of the research, it is important to conduct further research with larger and more diverse samples to see whether the same results hold across different contexts and locations. Additionally, adding other variables that might influence customer satisfaction such as price, location, or brand image, as well as using different analysis methodologies such as SEM-PLS to gain deeper insights, can be very useful. Conducting longitudinal studies to see changes in the influence of variables over a longer period of time is also recommended. With this further research, it is hoped that understanding of the factors that influence customer satisfaction in hotels can be more in-depth and comprehensive.

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