

The Influence of Service Quality and Sales Promotion on Customer Satisfaction at BeSt Sport Wisata Hotel Batu

Hanif¹, Yosi Afandi², Yulis Nurul Aini³

^{1,2,3}Business Administration, Politeknik Negeri Malang, Indonesia

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ABSTRACT

The rapid development of the tourism sector in Indonesia every year encourages business actors to better understand the needs of tourists. One of the main needs that must be fulfilled is the provision of comfortable and high-quality accommodation. The demand for lodging that can provide comfort as well as optimal service has become an important concern for the hospitality industry. This study aims to analyze the effect of service quality and sales promotion, both partially and simultaneously, on customer satisfaction at BeSt Sport Wisata Batu Hotel. This research is a quantitative study. Data were collected by distributing questionnaires to 80 respondents using a purposive sampling technique. The data were analyzed using multiple regression analysis. The analysis results show that service quality and sales promotion partially have a positive and significant effect on customer satisfaction. The results also show that simultaneously, service quality and sales promotion have a positive and significant effect on customer satisfaction. Both variables make a large contribution to satisfaction, while the remaining influence comes from other factors outside the study. Based on the research findings, it can be concluded that service quality has a significant partial effect on customer satisfaction, while sales promotion also has a significant effect. It is recommended that BeSt Sport Wisata Batu Hotel focus on improving service quality and maintaining sales promotion to build customer satisfaction.

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Corresponding Author:

Hanif

Business Administration, Politeknik Negeri Malang, Indonesia

Email: hanif@gmail.com

INTRODUCTION

Tourism is a vital sector in the global economy, including in Indonesia, which is renowned for its natural, cultural, and historical richness. Indonesia offers a wide array of attractive destinations, ranging from stunning natural landscapes such as beaches, volcanoes, and rainforests to vibrant cultural and historical sites that showcase the nation's rich heritage. This diversity of attractions draws both domestic and international tourists, each seeking unique experiences that combine leisure, adventure, and cultural immersion. The country's reputation as a world-class travel destination is further strengthened by its hospitality, traditional arts, and unique biodiversity. The dynamic mix of natural beauty and cultural diversity contributes significantly to Indonesia's economic growth. Tourism generates foreign exchange earnings, creates employment opportunities, stimulates investment, and drives the development of supporting sectors such as transportation, accommodation, and creative industries. Local communities also benefit from the rise in tourism

through small businesses, handicraft industries, and culinary enterprises that support sustainable economic development. Beyond its economic impact, the tourism sector serves as a powerful medium for promoting Indonesia's national identity on a global scale. Through tourism, the country introduces its cultural richness, traditional values, and regional diversity to the world, enhancing its international image and strengthening cross-cultural understanding. This global exposure not only elevates Indonesia's status as a premier travel destination but also contributes to its soft power and global competitiveness in the increasingly interconnected tourism market.

Indonesia's tourism sector plays a vital role in strengthening the national economy by generating substantial state revenue. As more international and domestic tourists visit the country, the flow of foreign exchange increases, providing significant financial resources for government programs and regional development initiatives. This revenue also enables policymakers to reinvest in the tourism industry, improving services, preserving natural attractions, and enhancing the overall quality of destinations across Indonesia. In turn, the sector becomes a stable pillar that supports fiscal growth while promoting the country's image abroad. Beyond contributing to state revenue, the tourism industry acts as a powerful driver of job creation. Hotels, restaurants, tour operators, transport services, and creative industries expand in response to rising tourist demand, opening new opportunities for employment at both the local and national levels. This growth reduces unemployment and empowers communities by fostering entrepreneurship, encouraging small and medium enterprises, and promoting skill development in sectors such as hospitality, event management, and cultural performances.

Consequently, tourism becomes a key instrument for equitable economic growth, especially in rural and developing areas. In addition to generating revenue and employment, the tourism sector stimulates extensive infrastructure development. Roads, airports, seaports, public facilities, and digital connectivity are improved to accommodate the increasing flow of visitors. These advancements not only enhance the travel experience but also create lasting benefits for local residents, boosting regional competitiveness and encouraging further investment in non-tourism sectors. Through this interconnected development, tourism emerges as a catalyst for modernization, transforming both urban and rural areas into more accessible and attractive destinations for global audiences. Moreover, the sector plays a strategic role in sustainable development and in enhancing Indonesia's competitiveness in the era of globalization.

Batu City in East Java has rapidly developed as a leading tourism destination. The local government and business operators have built various accommodation facilities, including hotels, to meet the needs of tourists. Batu City, located in East Java, has long been recognized as one of Indonesia's premier highland destinations. Its cool and refreshing climate offers a comfortable escape from the heat of urban areas, making it an attractive location for tourists seeking relaxation and natural beauty. The city's elevated terrain, surrounded by mountains and lush greenery, creates an atmosphere reminiscent of a resort town, where visitors can enjoy clean air and picturesque landscapes throughout the year. This distinctive climate sets Batu apart from other destinations and establishes its reputation as a favored retreat for both domestic and international travelers.

Batu City boasts a wide array of tourist attractions that cater to various interests and age groups. Iconic destinations such as Jatim Park I, Jatim Park II, Museum Angkut, and Alun-Alun Kota Wisata Batu offer experiences ranging from educational entertainment to immersive cultural exhibits. Natural attractions, including mountain viewpoints, waterfalls, and apple orchards, allow visitors to explore outdoor adventures and appreciate the area's rich biodiversity. This diverse tourism portfolio enables Batu City to appeal to families, adventure seekers, and cultural enthusiasts alike, ensuring that there is always something new to experience. Batu City is also celebrated for its distinctive cultural performances and local traditions, which provide visitors with a deeper appreciation of East Javanese heritage. Festivals, traditional dances, and community-based events are regularly held, showcasing the creativity and hospitality of local residents. These performances not only entertain but also preserve cultural identity and strengthen the bond between visitors and the host community. By blending its cool climate, diverse attractions, and unique cultural experiences, Batu City continues to reinforce its status as a leading tourism destination in Indonesia.

According to Badan Pusat Statistik (BPS, 2023), Batu City recorded a total of 7,096,034 visitors at its tourist destinations. Popular attractions include Jatim Park I (723,187 visitors), Jatim Park II (720,831), Museum Angkut (460,640), and Alun-Alun Kota Wisata Batu (2,054,048). These figures demonstrate the high interest in visiting Batu City. The number of hotels in Batu City has consistently increased. Based on BPS (2025) data, there were 973 hotels in 2021, which rose to 999 hotels in 2022, and reached 1,046 hotels in 2023. This growth reflects the readiness of the accommodation sector to handle the surge in tourists. BeSt Sport Wisata Batu is a prominent tourist destination in Batu City combining sports and recreational facilities such as mini-soccer and Water Play. Its main advantage lies in hotel accommodations featuring three room types (Twin, Deluxe, and Family) with complete amenities such as Android TV, air conditioning, hot and cold water, and free access to swimming pools and Water Play areas. Internal data from BeSt Sport Wisata Batu indicate that between December 2024 and February 2025, 80 guests stayed more than twice, while from January to July 2025, 405 guests stayed once. These figures highlight the importance of service quality and sales promotions in maintaining customer loyalty.

Service quality represents a company's ongoing commitment to understanding and fulfilling customer needs with precision and consistency. In the hotel industry, this involves providing prompt, courteous, and reliable services that align with the expectations of guests. Elements such as staff responsiveness, cleanliness, comfort, and clear communication play an essential role in shaping guests' perceptions of quality. By meeting or even exceeding these expectations, hotels can build trust, enhance their reputation, and foster a loyal customer base that feels valued and respected. Sales promotion, as defined by Haryani (2019), refers to a marketing action designed to increase the perceived value of a product or service within a specific period of time to encourage purchases. In the hospitality context, sales promotions may include special discounts, bundled packages, complimentary services, loyalty rewards, or seasonal offers that appeal to different customer segments. These promotional activities not only attract first-time guests but also motivate repeat visits, allowing hotels to maintain a competitive advantage in an increasingly crowded market.

The integration of high service quality and effective sales promotion is crucial in enhancing hotel guest satisfaction. When guests experience exceptional service supported by attractive promotional offers, they are more likely to feel that they are receiving superior value. This combination improves the overall customer experience, increases positive word-of-mouth, and strengthens the hotel's positioning in the minds of consumers. Ultimately, service quality and sales promotion work hand in hand to create memorable stays that drive customer loyalty and sustainable business growth. Satisfied guests tend to provide positive reviews, recommend the accommodation to others, and return in the future. Conversely, poor service can lead to negative reviews that damage a hotel's reputation. Kotler and Keller (2019) define customer satisfaction as the feeling of pleasure or disappointment that arises from comparing a product's perceived performance with customer expectations.

Based on the above background, it is essential for BeSt Sport Wisata Batu to focus on improving service quality and sales promotions. This study, titled "The Effect of Service Quality and Sales Promotion on Customer Satisfaction at the Hotel in BeSt Sport Wisata Batu," aims to understand the factors influencing customer satisfaction.

METHOD

This study employs a quantitative research approach designed to examine the influence of service quality and sales promotion on customer satisfaction at BeSt Sport Wisata Batu Hotel. The quantitative method was chosen because it allows for objective measurement and statistical analysis of the relationships between variables. By using structured instruments, the study ensures that the data collected are consistent, reliable, and capable of explaining the extent to which service quality and sales promotion contribute to guest satisfaction. The population in this research consists of guests who have stayed at BeSt Sport Wisata Batu Hotel. From this population, a total of 80 respondents were selected using purposive sampling. This sampling technique was applied to ensure that participants possess specific characteristics relevant to the research objectives, such as having direct experience with the hotel's services and promotions. By focusing on this target group, the data collected accurately reflect the perceptions of the hotel's customer base.

Data collection was conducted using questionnaires distributed directly to the respondents. The questionnaire was structured with closed-ended questions based on a Likert scale to measure the level of agreement with various statements about service quality, sales promotion, and customer satisfaction. This instrument was designed to capture both the tangible and intangible aspects of service quality and promotional activities while allowing respondents to express their perceptions in a standardized format. For data analysis, this study uses multiple regression analysis to examine the partial and simultaneous effects of the independent variables on customer satisfaction. Multiple regression was chosen because it enables the researcher to identify the relative contribution of each variable while controlling for the effects of the other. Through this method, the study can determine whether service quality and sales promotion significantly influence customer satisfaction independently and collectively. The validity and reliability of the research instrument were also assessed before conducting the full analysis. Reliability testing ensured the internal consistency of the questionnaire items, while validity testing verified that the items accurately measured the intended constructs. These steps were critical to maintaining the integrity of the research findings and ensuring that the conclusions drawn are both accurate and generalizable to similar contexts within the hospitality industry.

RESULTS AND DISCUSSION

The findings of this study reveal that service quality has a positive and significant impact on customer satisfaction at BeSt Sport Wisata Batu Hotel. Guests consistently indicated that prompt service, courteous staff behavior, cleanliness, and the reliability of hotel facilities significantly enhanced their stay experience. These results confirm the notion that service quality is a critical determinant of customer perceptions and directly influences their overall satisfaction. This finding aligns with previous studies that emphasize the importance of tangible and intangible service elements in shaping customer evaluations of hospitality services. Further analysis shows that sales promotion also has a positive and significant influence on customer satisfaction. Respondents reported that promotional offers, such as discounts, bundled packages, and loyalty rewards, played a key role in their decision to choose and return to the hotel. These findings demonstrate that well-designed promotions not only attract new guests but also strengthen customer loyalty by increasing perceived value and affordability. This supports marketing theories that highlight sales promotion as a strategic tool for stimulating demand in the hospitality sector.

When examined simultaneously, the results indicate that both service quality and sales promotion together exert a strong and significant effect on customer satisfaction. This combined effect underscores the importance of adopting an integrated approach to service delivery and marketing strategies. Hotels that simultaneously improve service quality while offering attractive promotions are more likely to achieve higher levels of customer satisfaction and retention, thereby enhancing their competitive advantage in a crowded marketplace. The regression analysis conducted in this study confirms that service quality contributes more strongly to customer satisfaction than sales promotion. This finding suggests that while promotions can drive initial purchases and attract attention, the core factor that determines long-term satisfaction and loyalty is the quality of the service itself. As such, investments in staff training, facility maintenance, and service innovation should be prioritized to sustain guest satisfaction over time.

Moreover, the findings show that the hotel's guests place significant value on responsiveness and empathy from staff members. Respondents highlighted that personalized attention, problem resolution, and efficient communication greatly improved their perception of the hotel. This indicates that customer satisfaction is not only a function of physical facilities but also of human interaction and service delivery. These aspects create emotional connections with guests, which can be more influential than promotional incentives. Another important point emerging from the study is the time-bound nature of sales promotions. Respondents viewed limited-time offers as motivating factors to make quicker decisions regarding booking or upgrading services. However, the findings also reveal that promotions must be clear, transparent, and consistent with the perceived quality of the hotel to avoid disappointment or confusion among guests. This reinforces the need for well-communicated promotional strategies aligned with service delivery.

The study also highlights that a portion of customer satisfaction is influenced by factors beyond service quality and sales promotion. Elements such as location, price competitiveness, brand image, and word-of-mouth recommendations were frequently mentioned by respondents as additional considerations. This suggests that while service quality and promotions are significant, hotels should adopt a holistic strategy that incorporates these complementary factors to further enhance customer experiences. In the context of BeSt Sport Wisata Batu Hotel, these findings demonstrate the effectiveness of maintaining a balance between operational excellence and creative marketing. By continuously monitoring service performance and updating promotional strategies, the hotel can maintain its relevance in an evolving tourism market. This dual focus can also support long-term business sustainability by ensuring that guests perceive both high value and consistent quality during their stay.

The discussion of these results indicates that improving customer satisfaction requires a continuous process of evaluation and innovation. Regular feedback collection, staff development programs, and competitive benchmarking are essential to identify service gaps and anticipate changes in customer expectations. When these efforts are integrated with promotional campaigns, hotels can not only attract but also retain a loyal customer base in an increasingly competitive environment. Ultimately, the findings of this study confirm that service quality and sales promotion are interdependent factors in shaping customer satisfaction within the hospitality industry. By emphasizing service excellence and aligning promotional efforts with customer needs, BeSt Sport Wisata Batu Hotel can strengthen its market position and reputation. These insights provide practical implications for hotel managers seeking to enhance guest experiences and demonstrate that long-term customer satisfaction depends on a balanced integration of operational and marketing strategies.

CONCLUSION

This study concludes that service quality plays a crucial and dominant role in shaping customer satisfaction at BeSt Sport Wisata Batu Hotel. Guests consistently emphasize the importance of reliable, responsive, and courteous services as the foundation of their positive experiences. This finding reinforces the understanding that service quality is not only a key operational goal but also a major determinant of a hotel's long-term success. It can also be concluded that sales promotion significantly contributes to customer satisfaction by providing added value and enhancing perceived affordability. Promotional activities such as discounts, bundled packages, and loyalty rewards successfully attract customers and stimulate repeat visits. This underscores the importance of designing creative, transparent, and well-timed promotions to complement service delivery.

The study highlights that service quality has a stronger influence on customer satisfaction than sales promotion. While promotions act as an initial attraction for new and existing guests, the quality of services determines whether customers remain loyal and satisfied. This finding suggests that investments in service enhancement through training, facility upgrades, and innovation—should be prioritized to sustain high satisfaction levels. Another conclusion drawn from this research is that both service quality and sales promotion, when implemented simultaneously, can create a synergistic effect on customer satisfaction. The combined strength of these two factors increases the hotel's ability to meet guest expectations, build trust, and maintain competitiveness in the hospitality industry.

The findings also indicate that emotional aspects such as personalized attention, empathy, and responsiveness from staff significantly influence how guests perceive the hotel. Beyond the physical facilities, these human interactions contribute to creating memorable experiences, which in turn encourage positive word-of-mouth recommendations and repeat visits. Additionally, the study concludes that sales promotions must be carefully aligned with service delivery standards. Guests view promotional offers as promises; therefore, any inconsistency between promotions and actual service quality may lead to dissatisfaction. This reinforces the need for clear communication and integrity in marketing practices.

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