



Website Quality and Customer Loyalty at Swiss-Belhotel Pangkalpinang: Customer Satisfaction as an Intervening Variable

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ABSTRACT

The rapid development of digital technology has encouraged the hotel industry to utilize websites as a primary medium for marketing, information delivery, and customer service. This study aims to examine the effect of hotel website quality on customer satisfaction and customer loyalty, as well as to analyze the mediating role of customer satisfaction in the relationship between website quality and customer loyalty at Swiss-Belhotel Pangkalpinang. This research adopts a quantitative approach with an explanatory design. Data were collected through a structured questionnaire using a five-point Likert scale distributed to 282 customers who had made room reservations through the hotel's official website, using a purposive sampling technique. The data were analyzed using Partial Least Squares-Structural Equation Modeling (PLS-SEM) with SmartPLS 4.0. The results indicate that hotel website quality has a positive and significant effect on customer satisfaction. Customer satisfaction also has a positive and significant effect on customer loyalty. In addition, hotel website quality directly influences customer loyalty. Furthermore, the indirect effect analysis confirms that customer satisfaction significantly mediates the relationship between website quality and customer loyalty. These findings suggest that enhancing customer loyalty can be achieved more effectively by improving digital experiences through an informative, user-friendly, secure, and interactive hotel website. This study contributes to the literature on e-service quality and provides practical insights for hotel management in optimizing website performance to enhance customer satisfaction and loyalty.

INTRODUCTION

Tourism is one of the leading sectors that contributes significantly to the national economy, supported by Indonesia's natural beauty, cultural diversity, and rich historical heritage, which attract both domestic and international tourists (Agustina et al., 2021). The increasing number of tourist visits has driven the demand for supporting facilities, particularly accommodation, making the hotel industry an important sector in creating tourists' comfort and satisfaction (Fandi, et.al, 2024). Along with the growth of global tourism and increasing mobility, the hotel industry has also developed rapidly, accompanied by increasingly intense competition (Sampaio et al., 2024). This condition requires hotels to continuously improve their service quality, including through the utilization of digital platforms as a key strategy for attracting and retaining customers.

The development of the internet has encouraged the hotel industry to optimize websites as a medium for communication, marketing, and information services that can influence customers' experiences and decisions (Indriani et al., 2021). Swiss-Belhotel Pangkalpinang, a four-star hotel in Bangka Belitung, utilizes an informative and interactive website to enhance customer satisfaction and loyalty. A website that provides information on accommodation, facilities, promotions, and responsive online booking features has been shown to improve service quality and encourage repeat purchases (Paulo rita, et.al, 2025). Website quality can also be assessed through the level of user engagement, one indicator of which is the bounce rate, defined as the percentage of visitors who leave a website without further interaction (Khalid et al., 2024; Sharma & Bart, 2022). A high bounce rate indicates suboptimal website performance in retaining users' attention, making it an important indicator for evaluating the quality of a hotel's digital services.

Table 1. Bounce Rate SwissBell Hotel Pangkalpinang year 2022-2024

No	Matrix	Value	
		2020	2021
1	Total Sessions	6.7K	9.5K
2	Total Bounce Visitors	3.5K	2.5K
3	Bounce Rate	38.5%	36.9%

Source: Swiss-BellHotel.com (2025)





Based on the data presented in Table 1, the number of website sessions for Swiss-Belhotel Pangkalpinang in 2024 was recorded at 9,500, with a total of 2,500 bounce visitors, indicating a decrease in both bounce visitors and bounce rate compared to the previous year. This condition suggests that the website's performance has increasingly met user expectations, as a lower bounce rate indicates a greater likelihood that the pages visited are relevant and engaging to visitors. According to Waisberg and Kaushik (2009), a bounce rate of 25–30% reflects optimal performance, 31–50% indicates that further attention is needed, and 51–70% signifies a serious problem. Therefore, the hotel website's bounce rate, which remains within the 31–50% range, indicates an improvement while still requiring further attention and follow-up. A relatively high bounce rate indicates low user engagement, whereas a lower bounce rate reflects increased interaction, greater opportunities for page exploration, and higher potential for conversions, such as room reservations, membership registrations, form submissions, or newsletter subscriptions, ultimately reflecting the quality of the user experience and the effectiveness of the hotel website.

Tabel 2. Conversion Rate di SwissBell Hotel Pangkalpinang year 2022-2024

Year	Website Purchase Items	Total Users	Conversion Rate
2023	513	5.1K	10%
2024	959	7.0K	13,50%

Source: Swiss-BellHotel.com (2025)

The data show a significant increase in the conversion rate, from 10% in 2023 to 13.5% in 2024, indicating that the Swiss-Belhotel Pangkalpinang website has become increasingly effective in encouraging users to make transactions. This increase reflects the success of digital marketing strategies and improvements in the user experience, including exclusive access via email to special offers and the latest information. Furthermore, based on booking data from the SynXis system in 2024, a total of 959 room nights were recorded, with an Average Daily Rate (ADR) of IDR 716,017 per night. This serves as a positive indication of customer satisfaction and loyalty, which may be influenced by the quality of the hotel website.

Customer satisfaction and loyalty are key factors in the success of the hotel industry, as satisfied customers are not only more likely to make repeat visits but are also more inclined to recommend the hotel to others. Previous research has shown that electronic service quality (e-service quality), particularly the ease of website use, has a significant effect on customer satisfaction (Vikas Singh, et al., 2023). Through its official website, customers can easily access information and obtain various attractive offers, which have become part of Swiss-Belhotel's innovative and efficient digital marketing strategy. Customer satisfaction has also been shown to have a positive effect on loyalty and to serve as a mediating variable in the relationship between service quality and customer loyalty (Haryanti et al., 2024).

In the digital era, website quality plays an important role in shaping a company's image while increasing customer satisfaction and loyalty. Aspects such as ease of use, loading speed, information clarity, visual design, and security determine consumers' perceptions of a hotel's professionalism and credibility (Foroudi et al., 2021). A well-managed website functions not only as an information medium but also as a representation of the hotel's overall service quality. Customer satisfaction when interacting with the website can strengthen a positive corporate image and encourage long-term loyalty (Rahmoune et al., 2022). Therefore, continuous efforts to improve website quality are an important strategy for Swiss-Belhotel Pangkalpinang to maintain competitiveness and achieve long-term success.

This study is expected to make an academic contribution to the development of research on service marketing and electronic service quality (e-service quality) in the hotel industry, particularly regarding the relationships among website quality, customer satisfaction, and customer loyalty. In addition, the findings of this study have practical implications for the management of Swiss-Belhotel Pangkalpinang in designing and managing the hotel website more effectively and with a stronger focus on user experience. Improvements in information quality, ease of use, security, and the quality of interactions on the website are expected to enhance customer satisfaction, which in turn will encourage loyalty in the form of revisit intentions and recommendations to others. Through optimal website management, the hotel can establish a sustainable competitive advantage and strengthen its position amid increasingly intense competition in the hotel industry in the digital era.

LITERATUR REVIEW

Tourism

Tourism is a rapidly growing sector that plays an important role in improving the welfare of local communities through its economic, social, cultural, and environmental impacts. Various studies have shown that tourism development contributes to increased income, job creation, local business growth, improved infrastructure, and enhanced quality of life, although it may also create challenges such as price pressures, economic inequality, and social problems resulting from tourist overcrowding (Godovykh et al., 2025). Conceptually, tourism is understood as travel outside one's usual environment for recreational, business, or social purposes, which, when developed on a mass scale, directly influences the economic and social structures of local communities (Bob Mc Kercher, 2024). Theoretical models view tourism as a multidimensional, experience-based industry that is seasonal and fluctuating, and which simultaneously influences and is influenced by economic, social, cultural, and environmental factors (Punzo, 2022). The complexity of these impacts makes local community perceptions a key factor, as satisfaction with and support for





tourism development are largely determined by the balance between its benefits and risks, which ultimately serves as a prerequisite for sustainable tourism and community well-being (Usmonova et al, 2022).

Hotel

The hotel industry plays a strategic role in regional economies through its direct contribution to gross domestic product and employment, as well as its multiplier effects on other sectors such as food, agriculture, trade, and tourism services (Soklis et al., 2025). Hotel investment, particularly in the midscale segment, also promotes job creation across various sectors and strengthens the tourism ecosystem and supporting services (Harahap et al, 2023). As the industry has evolved, hotels no longer function solely as accommodation providers but have become providers of service experiences based on value co-creation, emphasizing active interaction, collaboration, and innovation between guests and service providers. In addition to generating economic benefits, the hotel sector contributes to local development, sustainability, and the strengthening of regional identity through infrastructure development, corporate social responsibility practices, and increased employee motivation and loyalty, which positively affect service quality (Yikilmaz et al., 2025). Hotel engagement with local wisdom and micro, small, and medium-sized enterprises (MSMEs) has been shown to enhance competitiveness and customer satisfaction while strengthening destination branding, making the hotel industry an important element in sustainable tourism development (Pramadanianta & Rahayu, 2024).

Website Quality

The rapid growth of internet use over the past decade has made websites an important medium for supporting online transactions. Websites are generally developed using HTML or its variants, stored on servers, and accessed through browsers, with the purpose of providing information and services to users (Uzayr, 2023). In the context of online transactions, consumers expect three main qualities from a website: information quality, system quality, and web service quality (Wall, 2024). Website quality is commonly measured using the e-service quality approach, which is defined as users' overall evaluation and perception of the excellence of electronic services, including service delivery outcomes and service recovery when failures occur (Suryani et.al, 2024). One widely used instrument is WebQual 4.0, which classifies website quality into three main dimensions: usability, information quality, and interaction quality (Mamakou et al., 2024). The usability dimension reflects the extent to which a website has an attractive and understandable design, is responsive, provides intuitive navigation, and is capable of delivering a positive and convenient user experience when interacting with the system.

The findings of Motala et al. (2021) indicate that hotel booking website quality, particularly ease of use, information quality, and visual appearance, positively influences customer satisfaction, which subsequently contributes to purchase intention. Similarly, Adityapratama et al. (2024) found that electronic service quality (e-service quality) through websites has a significant effect on customer satisfaction and online booking intentions in the hotel sector. Khumalo-Ncube and Motala (2021) also found that hotel booking website quality has a positive effect on travel agents' satisfaction, with information quality being the most dominant factor. Overall, these findings confirm that website quality plays a strategic role in increasing customer satisfaction, both in Business-to-Consumer and Business-to-Business contexts, making it a crucial element that needs to be managed optimally in the modern hotel industry.

H1: Hotel Website Quality has an effect on Customer Satisfaction.

Customer Loyalty

Customer loyalty refers to a strong commitment to continuously repurchase or reuse a company's products and services in the future, despite the availability of various alternatives and situational influences (Backman, 2015). Loyalty is reflected not only in repeat purchasing behavior but also in positive attitudes, emotional attachment, and customers' willingness to recommend the company to others (Setiawan & Sayuti, 2017). Loyal customers have strategic value for companies because retaining existing customers is less costly than acquiring new ones, while loyalty can increase profitability through repeat transactions, positive recommendations, and long-term relationships. In general, customer loyalty is characterized by three main aspects: repeat purchasing, referrals, and retention, which encourage customers to remain committed to the same brand despite the availability of numerous alternatives in the market (Wijaya et al., 2021).

Several previous studies support the positive relationship between website quality, customer satisfaction, and customer loyalty. Adityapratama et al. (2024) found that website quality affects customer loyalty on the online booking platforms Traveloka and Pegi-peg.com, where understanding users' needs plays an important role in increasing customer satisfaction and maintaining loyalty. Another study examining website quality, price, and trust also demonstrated that these three variables have a positive and significant effect on Traveloka customer loyalty, with price being the most dominant factor. Furthermore, Rahmoune et al. (2022) emphasized that an informative, user-friendly, and trustworthy website can increase customer trust and encourage repeat purchases, while customer satisfaction has been proven to have a direct relationship with loyalty. These findings confirm that website quality and customer satisfaction are strategic factors in building and maintaining customer loyalty, particularly in the hotel industry and online booking services.





H3: Hotel Website Quality has an effect on Customer Loyalty.

Customer Satisfaction

Customer satisfaction refers to consumers' evaluation of a product or service based on the comparison between their expectations and perceived performance (Oh et al., 2022). Satisfaction reflects customers' overall evaluation of a product or service's ability to meet their needs. Customer satisfaction can be understood as a multidimensional evaluation encompassing both functional and emotional aspects. Functional satisfaction reflects the extent to which a product or service performs as expected and meets customers' practical needs, whereas emotional satisfaction refers to customers' positive affective responses to their consumption experience (Nugraha & Susanto, 2025). In the context of web- or application-based services, customer satisfaction is known as e-satisfaction, which is influenced by factors such as convenience, website design, security, trust, and perceived value, and plays an important role in encouraging repeat purchases and customer loyalty (Jameel et al., 2023).

Customer satisfaction plays an important role in shaping customer loyalty, particularly in the hotel industry and digital-based services. Customers who are satisfied with the services and facilities they receive tend to demonstrate higher levels of loyalty, such as making repeat visits and recommending the hotel to others, as demonstrated by Hermanto and Fachri (2024) and Bintarto et al. (2021). In the context of digital services, website quality, including usability, information quality, security, and interaction quality, has been shown to increase customer satisfaction, which subsequently encourages customer loyalty. This is consistent with the findings of Permadi (2022) and Saputri and Sukresna (2022), which indicate that customer satisfaction serves as a mediating variable in the relationship between website quality and customer loyalty. Thus, customer satisfaction not only has a direct effect on customer loyalty but also mediates the effect of website quality on customer loyalty.

H2: Customer Satisfaction has an effect on Customer Loyalty.

H4: Customer Satisfaction mediates the effect of Website Quality on Customer Loyalty.

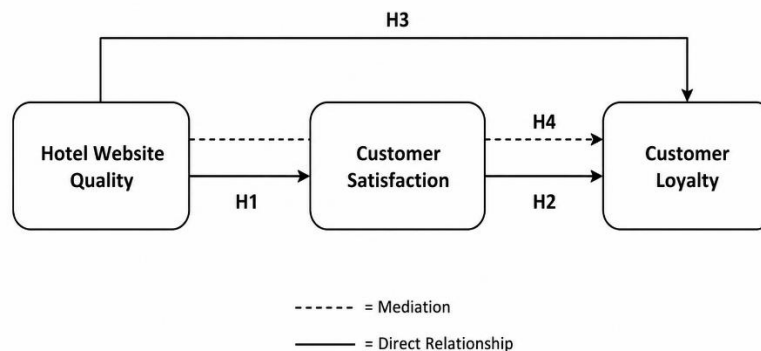


Figure 1. Research Model
Source: Data processed (2025)

METHOD

This study employed a quantitative research design with an explanatory approach to examine the causal relationships among website quality, customer satisfaction, and customer loyalty at Swiss-Belhotel Pangkalpinang, with customer satisfaction positioned as a mediating variable. Data were collected through a closed-ended questionnaire using a five-point Likert scale, distributed to customers who had made room reservations through the Swiss-Belhotel Pangkalpinang website within the past year. A purposive sampling technique was employed, resulting in a total sample of 282 respondents.

The measurement instrument for website quality was based on the dimensions of usability, information quality, and interaction quality, while customer satisfaction and customer loyalty were measured using constructs validated in the existing literature. The collected data were analyzed using Partial Least Squares–Structural Equation Modeling (PLS-SEM) with SmartPLS 4.0 software. The analysis was conducted in two main stages: evaluation of the measurement model (outer model) to assess construct validity and reliability through outer loadings, Cronbach's alpha, composite reliability, and Average Variance Extracted (AVE); and evaluation of the structural model (inner model) to examine the direct and indirect relationships among variables using R-square, F-square, path coefficients, and significance testing through the bootstrapping procedure. This methodological approach was selected to ensure accurate measurement, robust analysis, and empirical validity in explaining the role of website quality and customer satisfaction in influencing customer loyalty in the hotel industry.



RESULT

Respondent Characteristics

The characteristics of the respondents in this study indicate a relatively representative composition, with a total of 282 respondents. The sample was slightly dominated by males, accounting for 51.77%, while females accounted for 48.23%, resulting in a relatively balanced gender distribution. In terms of age, the majority of respondents were in the young productive age groups, namely 21–30 years (49.29%) and 31–40 years (30.85%), which together accounted for more than 80% of the total respondents. This indicates that the respondents' perceptions and experiences were largely influenced by age groups that are active and adaptive to technology.

In terms of educational background, most respondents had higher levels of education, with bachelor's degree (S1) graduates accounting for 50.00% and master's/doctoral degree (S2/S3) graduates accounting for 15.25%, followed by high school graduates at 31.56%. This composition reflects the respondents' capacity to provide rational assessments of the website quality and hotel services. Regarding service usage behavior, the majority of respondents had made reservations through the website 3–5 times (41.49%) and 1–2 times (36.52%), indicating familiarity with and trust in the Swiss-Belhotel online booking system. Meanwhile, in terms of stay frequency, most respondents were relatively new guests, with 49.29% having stayed 1–2 times. However, there was also a group of returning customers who had stayed more than three times. Overall, the respondents can therefore be considered relevant and adequate for analyzing the relationships among website quality, customer satisfaction, and customer loyalty.

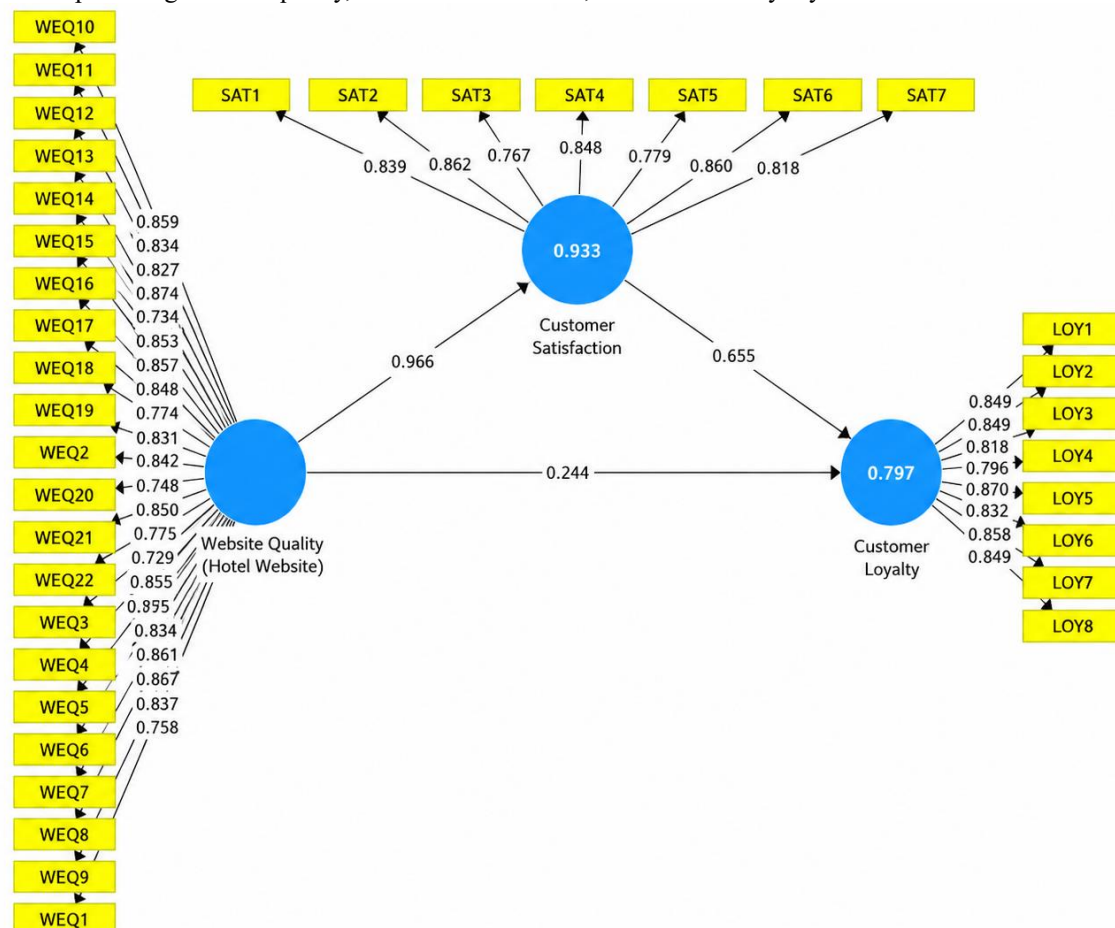


Figure 2. Outer Model (year 2025)
Source Data processed by Smart-PLS 3(2025)

Outer Model Evaluation Results

Discriminant Validity

Based on the initial evaluation of the outer model, as shown in Figure 2, several indicators were found to have outer loading values below 0.50 and therefore did not meet the requirements for convergent validity as stated by Hair et al. (2022). In addition, the Average Variance Extracted (AVE) values for several constructs were still below the minimum threshold of 0.50, indicating that these constructs had not yet adequately explained the variance of their respective indicators. This condition suggests that convergent validity had not yet been fully achieved in the measurement model. Therefore, further evaluation was required through the removal or refinement of indicators that did not meet the established criteria in order to improve the quality and accuracy of the measurement model.





Based on the evaluation of the measurement model presented in the table, all indicators for each construct met the required outer loading criterion, namely values above 0.50; therefore, no indicators needed to be eliminated. The improvement and adequacy of the measurement model are reflected in the Average Variance Extracted (AVE) values for each construct, all of which exceeded the 0.50 threshold: 0.681 for Website Quality, 0.672 for Customer Satisfaction, and 0.706 for Customer Loyalty. These results confirm that convergent validity was successfully established. Furthermore, all indicators of the Website Quality construct (KWH1–KWH22), Customer Satisfaction construct (KP1–KP7), and Customer Loyalty construct (LP1–LP8) demonstrated relatively high and consistent loading values, indicating that they strongly represent their respective latent constructs. With the fulfillment of the convergent validity criteria, supported by high reliability values, the measurement model can be considered robust, stable, and suitable for further structural model (inner model) analysis.

Table 3. Results of the Outer Model Evaluation (Stage 2)

Variabel	Item	Outer Loading	AVE	Cronbach's Alpha	Composite Reliability
Website Quality	KWH1	0.758	0.681	0.922	0.937
	KWH2	0.842			
	KWH3	0.729			
	KWH4	0.855			
	KWH5	0.855			
	KWH6	0.771			
	KWH7	0.834			
	KWH8	0.861			
	KWH9	0.837			
	KWH10	0.859			
	KWH11	0.834			
	KWH12	0.827			
	KWH13	0.874			
	KWH14	0.734			
	KWH15	0.853			
	KWH16	0.857			
	KWH17	0.848			
	KWH18	0.774			
	KWH19	0.831			
	KWH20	0.748			
	KWH21	0.850			
	KWH22	0.775			
Customer Loyalty	LP1	0.849	0.706	0.940	0.951
	LP2	0.849			
	LP3	0.818			
	LP4	0.796			
	LP5	0.870			
	LP6	0.832			
	LP7	0.858			
	LP8	0.849			
Customer satisfaction	KP1	0.839	0.672	0.977	0.978
	KP2	0.862			
	KP3	0.767			
	KP4	0.848			
	KP5	0.779			
	KP6	0.860			
	KP7	0.818			

Source: Data processed Smart-PLS 3 (2025)

Reliability Test

The reliability test in this study was conducted within the framework of Structural Equation Modeling (SEM) to assess the internal consistency of the indicators for each construct, using Cronbach's Alpha and Composite Reliability (CR) as the primary measures. According to Hair et al. (2013), a construct is considered reliable when its Cronbach's Alpha and Composite Reliability values exceed 0.70.

Based on the test results presented in Table 2, all variables in this study met the reliability criteria very well. The Hotel Website Quality construct had a Cronbach's Alpha value of 0.922 and a Composite Reliability value of 0.937; Customer Satisfaction had a Cronbach's Alpha value of 0.977 and a Composite Reliability value of 0.978; while Customer Loyalty obtained a Cronbach's Alpha value of 0.940 and a Composite Reliability value of 0.951. Since all



values exceeded the 0.80 threshold, these results confirm that each construct has a very high level of reliability and internal consistency. Therefore, the research instrument can be considered reliable and suitable for use in subsequent analyses.

Table 3. Inner Model Results

Variable Connection	Original Sample	T Stat.	P Values	F Square	R Square
Direct Effect					
Hoter Website Quality -> Customer Satisfaction	0.966	101.382	0.000	13,885	
Customer Satisfaction -> Customer Loyalty	0.655	5.934	0.000	0,142	0,933
Hotel Website Quality -> Customer Loyalty	0.244	2.219	0.027	0.020	0.797
Indirect Effect					
Hotel Website Quality -> Customer Satisfaction -> Customer Loyalty	0.632	6.032	0.000		

Source: Data processed Smart-PLS 3 (2025)

Inner Model Evaluation Results

Path Coefficients and Significance Testing

The results of the direct effect analysis in the inner model show that all direct relationships between the variables have a positive and significant effect. The relationship between Hotel Website Quality and Customer Satisfaction has a path coefficient of $\beta = 0.966$, with a T-statistic of 101.382 and a p-value of 0.000. Therefore, it can be concluded that hotel website quality has a highly significant effect on increasing customer satisfaction.

Furthermore, the relationship between Customer Satisfaction and Customer Loyalty shows a path coefficient of $\beta = 0.655$, with a T-statistic of 5.934 and a p-value of 0.000, indicating that customer satisfaction has a positive and significant effect on customer loyalty. In addition, the direct relationship between Hotel Website Quality and Customer Loyalty is also statistically significant, with a path coefficient of $\beta = 0.244$, a T-statistic of 2.219, and a p-value of 0.027. This indicates that hotel website quality directly contributes to increasing customer loyalty, although the magnitude of this effect is relatively smaller than its effect on customer satisfaction.

Indirect Effect

The results of the indirect effect analysis in the inner model show that Hotel Website Quality has a positive and significant effect on Customer Loyalty through Customer Satisfaction. This is indicated by an indirect path coefficient of $\beta = 0.632$, a T-statistic of 6.032, which exceeds the threshold of 1.96, and a p-value of 0.000. These findings indicate that customer satisfaction serves as a significant mediating variable in the relationship between hotel website quality and customer loyalty. Thus, improvements in hotel website quality first increase customer satisfaction, which subsequently strengthens the development of customer loyalty.

Model Feasibility Test Results

Coefficient of Determination (R^2)

The results of the coefficient of determination (R^2) analysis presented in Table 4.10 show that the Customer Satisfaction construct has an R^2 value of 0.933, while Customer Loyalty has an R^2 value of 0.797. These findings indicate that 93.3% of the variance in Customer Satisfaction can be explained by Hotel Website Quality, while 79.7% of the variance in Customer Loyalty can be explained by Hotel Website Quality and Customer Satisfaction within the research model. Based on the criteria proposed by Hair et al. (2022), these R^2 values fall within the strong to very strong category, indicating that the model has high explanatory power and predictive capability. Therefore, the structural relationships among the variables in this study can be considered adequate and capable of comprehensively explaining the phenomenon under investigation.

Effect Size(f^2)

Based on Table 4, the results of the effect size (f^2) analysis indicate the relative contribution of each exogenous construct to the endogenous constructs in the research model. Hotel Website Quality has a very substantial effect on Customer Satisfaction, with an f^2 value of 13.885, which far exceeds the threshold for a large effect ($f^2 \geq 0.35$). This finding confirms that website quality is a highly dominant factor in shaping and increasing customer satisfaction.

In contrast, the effect of Hotel Website Quality on Customer Loyalty is categorized as weak, with an f^2 value of 0.020, indicating a relatively small direct contribution. Meanwhile, the effect of Customer Satisfaction on Customer Loyalty has an f^2 value of 0.142, which falls within the small effect category, although it approaches the threshold for a medium effect. Overall, these findings indicate that Hotel Website Quality plays a crucial role in increasing Customer Satisfaction. However, the formation of Customer Loyalty does not depend solely on website quality and customer satisfaction, but is also influenced by other factors outside the research model.



DISCUSSION

The Effect of Hotel Website Quality on Customer Satisfaction

The findings of this study confirm that hotel website quality is a highly significant determinant of customer satisfaction. The very high path coefficient indicates that customers' experiences when interacting with the website—including ease of navigation, completeness and accuracy of information, and interaction quality—play a crucial role in shaping satisfaction perceptions. Theoretically, this finding is consistent with the concept of e-service quality, which emphasizes that electronic service quality is evaluated based on the overall user interaction process with a digital system, rather than merely the final transaction outcome (Shankar & Datta, 2020). An informative, attractive, and user-friendly hotel website can reduce consumer uncertainty in online transactions, thereby creating a sense of convenience and trust that ultimately enhances customer satisfaction.

These findings also reinforce previous empirical research. Prabowo et al. (2016) and Adityapratama et al. (2024) demonstrated that website usability, information quality, and interaction quality have positive effects on user satisfaction and online booking intentions. Similarly, Khumalo-Ncube and Motala (2021) found that hotel booking website quality, particularly information quality, is a dominant factor in shaping user satisfaction. Therefore, hotel management should view the website as a strategic touchpoint in the customer experience. Optimizing website design, content, and technical performance is essential for increasing customer satisfaction and strengthening hotel competitiveness in the digital era.

The Effect of Customer Satisfaction on Customer Loyalty

The findings of this study indicate that customer satisfaction has a positive and significant effect on customer loyalty, confirming that the level of satisfaction experienced by customers is a key factor in shaping loyal behavior. Customers who are satisfied with the services, facilities, and overall stay experience provided by the hotel tend to develop a stronger long-term commitment, reflected in their intention to revisit and willingness to recommend the hotel to others. This finding indicates that customer satisfaction functions not only as an evaluation of past experiences but also as a key determinant of customers' future decision-making.

These findings are consistent with previous studies emphasizing the strategic role of customer satisfaction in building loyalty, particularly in the hotel industry and digital-based services. Hermanto and Fachri (2024) and Bintarto et al. (2021) found that satisfied customers tend to demonstrate higher levels of loyalty, both through repeat purchases and positive word-of-mouth. Therefore, hotels need to consistently maintain and improve customer satisfaction through superior service quality, adequate facilities, and enjoyable stay experiences to ensure that customer loyalty can be sustained over the long term.

The Effect of Hotel Website Quality on Customer Loyalty

The findings of this study indicate that hotel website quality has a positive and significant effect on customer loyalty, although the magnitude of this effect is relatively smaller than its indirect effect through customer satisfaction. This finding suggests that a professional, informative, accessible, and user-friendly hotel website can create a sense of convenience and trust among customers, thereby encouraging their tendency to continue using the hotel's services. Theoretically, this finding is consistent with the concept of e-service quality, which positions the quality of digital interactions as an important determinant of post-purchase behavior, including revisit intentions and recommendations to others.

These findings are also consistent with previous empirical research. Adityapratama et al. (2024) demonstrated that website quality influences customer loyalty on online booking platforms such as Traveloka and Pegi-peg.com, particularly through an understanding of user needs that enhances satisfaction and loyalty. Furthermore, Rahmoune et al. (2022) emphasized that informative, user-friendly, and trustworthy websites can increase customer trust and encourage repeat purchases, with customer satisfaction having a direct relationship with loyalty. Thus, it can be concluded that optimizing website quality is an important strategy for hotels to build and maintain customer loyalty amid increasingly intense competition in the hotel industry and online booking services.

Customer Satisfaction Mediates the Effect of Hotel Website Quality on Customer Loyalty

The findings of this study indicate that hotel website quality has a positive and significant effect on customer loyalty through customer satisfaction, highlighting the important role of customer satisfaction as a mediating variable. The relatively high indirect effect coefficient indicates that improvements in website quality—including ease of use, completeness and accuracy of information, transaction security, and interaction quality—can create a positive digital experience for customers. This experience subsequently increases customer satisfaction, which ultimately strengthens customer loyalty toward the hotel. This finding demonstrates that the effect of website quality on customer loyalty becomes more effective when mediated by customer satisfaction than through the direct effect alone.

These findings are consistent with previous studies emphasizing the importance of customer satisfaction in digital-based services. Permadi (2022) and Saputri and Sukresna (2022) demonstrated that customer satisfaction plays a significant mediating role in the relationship between website quality and customer loyalty. Therefore, customer satisfaction functions not only as an outcome of website quality but also as a key mechanism that connects the effect of website quality to customer loyalty. The implication is that hotel management should prioritize optimal website





management as part of its strategy to enhance customer satisfaction, thereby enabling customer loyalty to be developed and maintained sustainably.

CONCLUSION

Based on the research findings, it can be concluded that hotel website quality plays a highly strategic role in shaping customer satisfaction and loyalty at Swiss-Belhotel Pangkalpinang. Website quality was found to have a positive and significant effect on customer satisfaction, which subsequently has a strong effect on customer loyalty, both in terms of revisit intentions and recommendations to others. In addition, website quality also has a direct effect on customer loyalty, although the magnitude of this effect is smaller than its indirect effect through customer satisfaction. The main finding of this study confirms that customer satisfaction serves as a significant mediating variable in the relationship between website quality and customer loyalty. Therefore, increasing customer loyalty will be more effective when the hotel is first able to create a satisfying digital experience through a website that is informative, user-friendly, secure, and interactive. Thus, optimal website quality management is an important key to enhancing customer satisfaction and building sustainable customer loyalty amid increasing competition in the digital-based hotel industry.

This study has several limitations that should be considered. First, the research model focuses primarily on website quality, customer satisfaction, and customer loyalty and therefore does not fully capture the complexity of other factors that may influence customer satisfaction and loyalty, such as interface design, system reliability, and customer trust. Second, the research is limited to a single hotel, namely Swiss-Belhotel Pangkalpinang, which means that the findings cannot yet be broadly generalized to different hotel industry contexts. Therefore, future research is recommended to expand the research model by incorporating other relevant variables, including customer trust as a mediating variable, and to conduct comparative studies involving several hotels in the same or different locations. Future studies could also combine quantitative approaches with qualitative methods, such as in-depth interviews or observations, to obtain a more comprehensive and in-depth understanding of customer behavior and experiences when interacting with hotel websites.

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