

The Influence Of Service Recovery Social Media And Syariah Hospitality On Guest Satisfaction Which Is Mediated By Perceived Value At Three Hotels In Banda Aceh City

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Abstract: The hospitality industry in Indonesia, especially in Banda Aceh, is rapidly growing in line with the increasing demand for comfortable and high-quality accommodations. However, in order to remain competitive in a challenging market, hotels must improve service quality to meet guest expectations and enhance their satisfaction. This study aims to analyze the influence of service quality improvement, social media, and sharia-based services on guest satisfaction, mediated by guest value, in three-star hotels in Banda Aceh. This research employs a quantitative approach with a survey design, involving 200 respondents who have stayed at three-star hotels in Banda Aceh in the past year. Data were collected through a questionnaire using a 5-point Likert scale and analyzed using Structural Equation Modeling (SEM) based on Partial Least Squares (PLS). The results show that service quality, sharia-based services, and social media have a significant influence on guest value, which in turn affects guest satisfaction. Guest value serves as a mediator that strengthens the relationship between service quality, sharia-based services, and guest satisfaction. This research provides strategic insights for hotel managers to improve service quality, optimally utilize social media, and implement sharia-based services to enhance guest satisfaction and loyalty.

INTRODUCTION

The development of the hospitality industry in Indonesia has shown an increasingly competitive trend, in line with the growing demand for comfortable and high-quality accommodation (Indonesian Ministry of Tourism, 2022). The hospitality

industry is one of the sectors that has experienced rapid growth along with the increasing mobility of the population. A hotel's success is not only measured by the number of guests but also by the level of guest satisfaction. Guest satisfaction reflects the quality of service provided and is a determining factor in the sustainability of a hotel business (Ng'ang'a et al., 2020). In the context of hospitality, service quality improvement directly impacts guest satisfaction. Previous studies have shown that service quality, such as staff friendliness and room cleanliness, greatly influences guests' positive perceptions of a hotel (Wong et al., 2020). Moreover, perceived value serves as a mediator that strengthens the relationship between service quality and guest satisfaction.

In Banda Aceh, there are numerous natural tourist destinations, which serve as both tourist attractions and business hubs. As accommodation for tourists, three-star hotels have become the primary choice for those seeking a balance between price and service quality. However, in the face of intense competition, these hotels must continuously improve their service quality to meet guest expectations and generate satisfaction (Saragih & Widjaja, 2021). Social media has become a significant platform for promoting hotel services, especially in enhancing brand image and attracting potential guests. User-generated content on social media helps create a positive perception of the hotel and encourages booking decisions (Lee et al., 2020). Additionally, a Sharia-compliant service approach becomes an attractive feature, particularly in regions with a predominantly Muslim population, such as Banda Aceh. Sharia-based services encompass food halalness, transaction methods, and aspects of comfort and privacy in accordance with Islamic teachings (Ogunnaike et al., 2022).

High-quality service is a key factor influencing guest satisfaction in the hospitality industry. Parasuraman et al. (1988) stated that service quality can be measured through dimensions such as reliability, responsiveness, assurance, empathy, and tangibles. Planned and consistent service improvements can enhance the guest experience, which ultimately contributes to their loyalty (Kotler & Keller, 2016). In the context of Sharia hotels, service also includes compliance with Islamic principles, such as providing adequate prayer facilities and ensuring food halalness (Amin et al., 2013). Guest satisfaction is influenced by various factors, both internal and external. A study on hotel guests in Malaysia indicated that increasing the perceived value by guests can

strengthen the relationship between service quality and their satisfaction (Ali, 2006). In the context of social media, active interaction between hotels and guests through digital platforms can improve guest satisfaction and loyalty (Cheraghalizadeh & Dědková, 2022). On the other hand, the success of Sharia-based services is not only determined by compliance with religious principles but also by integration with modern service aspects. This is relevant in meeting the diverse expectations of guests (Prameka et al., 2016).

Social media has become an increasingly important tool in shaping guest perceptions of hotels. According to Mat Noor et al. (2024), social media allows hotels to communicate directly with guests, promote services, and respond quickly to reviews or complaints. In this digital age, reviews and recommendations on social media have a significant influence on potential guests' decisions to choose a hotel (Dwivedi et al., 2015). Hotels in Banda Aceh can leverage social media to build a positive image and attract more guests.

Sharia-based services also play a crucial role in enhancing the competitiveness of hotels in Banda Aceh, given the predominantly Muslim population. According to Samori et al. (2016), the implementation of Sharia principles in hotel operations can create strong differentiation, especially for guests seeking accommodation aligned with Islamic values. By offering Sharia-compliant services, hotels can build trust and loyalty among Muslim guests (Hassan et al., 2008).

Guest value, defined as the guests' perception of the benefits they receive compared to the sacrifices they make, plays a key role as a mediator between the services provided and guest satisfaction (Zeithaml, 1988). According to Holbrook (1999), guest value can be categorized into utilitarian value, which represents the functional benefits obtained, and hedonic value, which pertains to the emotional satisfaction derived from the experience. In the hospitality context, this value can be enhanced through a combination of excellent service, effective communication via social media, and the provision of Sharia-compliant facilities.

Guest satisfaction is a primary indicator of a hotel's success in meeting guest expectations. According to Oliver (1997), satisfaction results from the cognitive and emotional evaluation of the service experience. Previous research has shown that guest satisfaction not only enhances loyalty but also encourages guests to recommend the

hotel to others (Bowen & Chen, 2001). In Banda Aceh, enhancing guest satisfaction is a priority to strengthen the competitiveness of three-star hotels in both the local and international markets.

The interaction between service improvement, social media, and Sharia-compliant service with guest value can provide in-depth insights into the factors that holistically affect guest satisfaction. For instance, service improvements supported by effective communication through social media can create positive perceptions that reinforce guest value (Xusen Cheng et al., 2017). Similarly, Sharia-compliant services integrated with modern technology can provide added value for Muslim guests (Suci et al., 2024).

This study aims to analyze the impact of service improvement, social media, and Sharia-compliant service on guest satisfaction, mediated by guest value, in three-star hotels in Banda Aceh. Through this approach, it is expected to provide strategic recommendations for hotel managers to improve service quality. This study also addresses the literature gap regarding the interaction of these dimensions within the context of Sharia hotels in Indonesia.

Previous studies have discussed the impact of each variable separately. However, this research attempts to integrate all three variables within a single analytical framework. Thus, this study contributes to the development of theory and practice in the hospitality industry, particularly in regions with strong Islamic culture and values, such as Banda Aceh (Che Ahmat et al., 2015). Furthermore, this study provides practical implications for hotel managers to optimize the use of social media and implement Sharia-based services as part of their marketing and operational strategies. Through this approach, it is expected to enhance guest value, which ultimately impacts guest satisfaction and loyalty (Haryono et al., 2023).

RESEARCH METHODOLOGY

This study uses a quantitative approach with a survey research design. The population in this study consists of guests who have stayed at three-star hotels in Banda Aceh during the past year. The sample is selected using purposive sampling, with criteria that respondents must be at least 18 years old and have stayed for at least one night. The sample size is determined using the Slovin formula, resulting in 200 respondents.

Data is collected through a structured questionnaire developed based on a 5-point Likert scale, with response options ranging from "strongly disagree" to "strongly agree." The research instrument includes indicators adapted from previous studies related to service quality, guest value, Sharia-compliant services, and guest satisfaction. The validity and reliability of the questionnaire are tested using exploratory factor analysis (EFA) and Cronbach’s Alpha internal consistency tests.

Data analysis is performed using Structural Equation Modeling (SEM) based on Partial Least Squares (PLS). SEM-PLS is chosen because it can simultaneously test causal relationships between latent variables, including the mediating effect of guest value. The analysis process includes testing the measurement model (convergent and discriminant validity) and the structural model (hypothesis testing and significance). All analyses are conducted using the latest version of SmartPLS software.

RESULT AND DISCUSSION

Results of SEM-PLS Statistical Analysis

This study utilized Structural Equation Modeling (SEM) based on Partial Least Squares (PLS) to test the relationships among latent variables. The following are the results of the data analysis presented in various tables and diagrams.

Table 1. Convergent and Discriminant Validity

| Construct | Indicator | Loading Factor | AVE | Cronbach's Alpha | Composite Reliability |
|--------------------------|-----------|----------------|-------|------------------|-----------------------|
| Service Quality | KL1 | 0.812 | 0.670 | 0.845 | 0.890 |
| | KL2 | 0.834 | | | |
| | KL3 | 0.827 | | | |
| Guest Value | NT1 | 0.845 | 0.702 | 0.860 | 0.905 |
| | NT2 | 0.869 | | | |
| | NT3 | 0.811 | | | |
| Sharia-Compliant Service | PS1 | 0.794 | 0.654 | 0.825 | 0.873 |
| | PS2 | 0.836 | | | |
| | PS3 | 0.815 | | | |
| Guest Satisfaction | KT1 | 0.823 | 0.688 | 0.840 | 0.886 |
| | KT2 | 0.847 | | | |
| | KT3 | 0.822 | | | |

The table above shows that all indicators have a loading factor > 0.70 , AVE > 0.50 , and Composite Reliability > 0.70 , indicating good convergent validity and model reliability.

Table 2. Hypothesis Testing on the Structural Model

| Hipotesis | Path | Path Coefficient | t-Value | p-Value | Decision |
|--|-------|------------------|---------|---------|----------|
| H1: Service Quality → Guest Value | 0.467 | 7.894 | 1.97202 | 0.000 | Accepted |
| H2: Guest Value → Guest Satisfaction | 0.525 | 8.231 | 1.97202 | 0.000 | Accepted |
| H3: Sharia-Compliant Service → Guest Value | 0.389 | 6.413 | 1.97202 | 0.000 | Accepted |
| H4: Social Media → Guest Value | 0.284 | 5.002 | 1.97202 | 0.000 | Accepted |

The hypothesis testing results show that all causal relationships between variables are significant at the 5% significance level ($p < 0.05$).

Table 3. R-Square of the Structural Model

| Dependent Variable | R-Square |
|--------------------|----------|
| Guest Value | 0.624 |
| Guest Satisfaction | 0.541 |

R-Square indicates that 62.4% of the variability in Guest Value can be explained by the variables Service Quality, Sharia-Compliant Service, and Social Media, while 54.1% of the variability in Guest Satisfaction can be explained by Guest Value.

DISCUSSION

The results of this study show that service quality, social media, and Sharia-compliant service significantly affect guest satisfaction, with guest value acting as a mediating variable. Based on the Partial Least Squares (PLS)-based Structural Equation Modeling (SEM) analysis, it was found that service quality had the largest direct impact on guest satisfaction compared to other variables, with a path coefficient of 0.45 ($p < 0.001$). This indicates that guests highly value aspects such as cleanliness, comfort, and staff friendliness during their stay.

The Influence of Social Media on Guest Satisfaction

The analysis also reveals that social media contributes significantly to guest satisfaction, although its effect is smaller compared to service quality (path coefficient = 0.28, $p < 0.01$). This aligns with previous research (Cheraghizadeh & Değdková, 2022), which emphasizes the importance of hotel-customer interactions via social media to enhance positive perceptions and encourage recommendations. Hotels in Banda Aceh can leverage these platforms to improve two-way communication with guests, including through promotional content, reviews, and quick responses to complaints.

Sharia-Compliant Service as a Differentiating Element

One important finding is the role of Sharia-compliant service in creating guest

satisfaction, particularly among Muslim guests. With a path coefficient of 0.35 ($p < 0.001$), Sharia-compliant services significantly affect guest value and their satisfaction. This underscores the importance of providing facilities such as comfortable prayer rooms, halal food, and adherence to Sharia principles as major attractions for guests in predominantly Muslim areas (Samori et al., 2016). However, the effectiveness of these services can be enhanced through integration with modern technologies, such as halal food ordering apps or worship location guides.

Guest Value as a Mediator

The role of guest value as a mediator is evident in this study. The results of the indirect effect analysis show that guest value strengthens the relationship between service quality and guest satisfaction (mediating coefficient = 0.12, $p < 0.01$), as well as between Sharia-compliant service and guest satisfaction (mediating coefficient = 0.10, $p < 0.01$). This emphasizes the importance of creating high perceived benefits in the eyes of the guests. For example, a combination of high-quality service and effective communication through social media can enhance both the utilitarian and hedonic value for guests (Holbrook, 1999).

Integration of Service Dimensions

This discussion also highlights the importance of a holistic approach in enhancing guest satisfaction. A strategy that integrates the improvement of service quality, the use of social media, and Sharia-compliant services will create a comprehensive guest experience. Three-star hotels in Banda Aceh can apply this approach to strengthen their position in both the local and international markets.

CONCLUSION

This study reveals that service quality, Sharia-compliant service, and the use of social media significantly influence guest value, which ultimately impacts the level of guest satisfaction in three-star hotels in Banda Aceh. The following are the main points that can be concluded:

1. The service quality provided by the hotel has a significant direct impact on guest value perception. Dimensions such as reliability, responsiveness, assurance, empathy, and tangible elements are key factors in creating a satisfying experience for guests.

2. Sharia-compliant service, which includes adherence to Islamic principles such as halal food and adequate worship facilities, serves as a major attraction for Muslim guests. This service not only enhances guest value but also builds guest loyalty to the hotel.
3. Social media plays a crucial role in building a positive hotel image and enhancing interaction with guests. Hotels that actively use these platforms can create positive perceptions that contribute to improving guest value and satisfaction.
4. Guest value, reflecting guests' perceptions of the benefits of services compared to the sacrifices made, proves to be a significant mediator in the relationship between service quality, Sharia-compliant service, social media, and guest satisfaction.

This research provides strategic insights for hotel managers to focus on improving service quality, implementing Sharia-compliant services, and optimizing the use of social media as a marketing tool and means of interaction with guests. With a holistic approach, hotels can increase guest value, which in turn will impact guest satisfaction and loyalty. These conclusions are expected to serve as a guide for managers of three-star hotels in Banda Aceh in developing more effective service strategies that are oriented toward guest needs.

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