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The Influence of Digital Marketing, Service Quality, and Location on Consumer Satisfaction at Hotels in Pagar Alam

Marlianah[1], Sulaiman Helmi[2*], Trisninawati[3], Dewi Sartika[4]
Master of Management Study Program, Postgraduate Program, Bina Darma University. Jalan Jenderal Ahmad Yani No. 3, Palembang City, South Sumatra, 30264, Indonesia.
Corresponding Author: Sulaiman Helmi: **Sulaimanhelmi@binadarma.ac.id**

A R T I C L E I N F O

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A B S T R A C T

The purpose of this study is to examine how customer satisfaction at hotels in Pagar Alam is impacted by digital marketing, service quality, and location. This study uses a quantitative methodology. There were 101 responders in the sample population. The Structural Equation Modeling–Partial Least Square (SEM-PLS) approach was used to analyze the data. The study's findings show that customer satisfaction at Pagar Alam hotels is not significantly impacted by digital marketing. This result demonstrates that digital marketing initiatives have not been able to directly raise visitor satisfaction because it is more dependent on how well visitors' expectations and experiences during their stay match. Additionally, service quality does not have a major effect does not have a significant effect. This result suggests that while the services may have fulfilled the necessary requirements, they were unable to surpass the expectations of the visitors, and as a result, they have not yet taken center stage in determining satisfaction. In the meanwhile, customer satisfaction is significantly impacted by location. This demonstrates that the hotel's the hotel's the hotel's attractiveness, comfort.

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INTRODUCTION

The hospitality industry is a sector that continues to grow in line with the increasing mobility and travel needs of the people. The city of Pagar Alam, which is famous for its natural beauty, is an attractive tourist destination for domestic and foreign tourists. In the hospitality industry's competition, consumer satisfaction is the main factor that determines the success of a hotel in maintaining and increasing its market share.

Changes in consumer behavior in the digital era bring challenges as well as opportunities for the hospitality industry. Currently, consumers tend to use digital technology to find information about hotels, compare prices, view customer reviews, and make online bookings. Therefore, digital marketing is one of the important strategies in increasing hotel visibility and attracting consumer interest. The use of social media, the hotel's official website, and online booking platforms can help hotels reach customers more widely and effectively. According to research by Anita et al. (2024), digital marketing is crucial for raising customer satisfaction since it facilitates rapid and easy information retrieval and order placement. However, the customer contentment is not always directly. However, the consumer satisfaction is not always directly immediately directly.

Customer happiness is mostly dependent on service quality in addition to digital marketing. The quality of service is one of the key factors that determines business performance in the service sector, such as hospitality, since clients evaluate not only the amenities offered but also the level of service they receive when visiting. Friendly, responsive, and able to meet customer needs will create a positive experience for hotel guests. According to research by Rasmonowati et al. (2025), customer satisfaction is positively impacted by service quality since it can boost guests' comfort and confidence in hotels. According to the SERVQUAL model, there are five primary aspects that must be taken into account when providing services: tangibles, assurance, responsiveness, empathy, and reliability. Together, these dimensions contribute to meeting customer expectations.

The hotel's location is another element that influences patron pleasure. A strategic location can provide easy access for customers to reach various travel destinations such as tourist attractions, shopping centers, and transportation facilities. Hotels that have a strategic location tend to be more in demand by customers because they provide comfort and efficiency in travel. There are a number of factors to take into account. This is the major site is a hotel.

Additionally, research by Octovianus et al. (2024) demonstrates that a number of elements pertaining to the total customer experience, including digital marketing, facility innovation, and the customer experience throughout their stay, have an impact on hotel customer satisfaction. The study's findings indicate that customer experience plays a major role in determining customer happiness, thus hotels must focus on a number of factors that might improve visitors' comfort and good experiences.

By paying attention to these various factors, digital marketing, service quality, and location can be important elements in increasing consumer satisfaction in the hospitality industry. In the face of increasingly intense industry

competition, hotels can gain a competitive edge by implementing efficient digital marketing techniques, enhancing service quality, and selecting strategic locations. Therefore, hotel management needs to manage these three factors synergistically to create an optimal customer experience and increase customer loyalty.

Based on this description, the purpose of this study is to examine how location, service quality, and digital marketing affect customer satisfaction in Pagar Alam City hotels. It is anticipated that the findings of this study would help hotel sector participants create more successful marketing and service plans to boost client happiness and bolster company competitiveness in the face of fiercer industry rivalry.

LITERATURE REVIEW

Digital Marketing

Through the use of digital technology, social media, search engines, online advertising, mobile applications, and data analytics to broaden market reach, boost visibility, and develop more intimate relationships with customers, digital marketing is a marketing strategy that significantly contributes to the hospitality industry's increased competitiveness (Chaffey & Ellis-Chadwick, 2022; Chaffey & Smith, 2023). According to Kotler and Armstrong (2023), the effectiveness of digital marketing is decided by the capacity of hotels to employ technology to simplify the reservation process, provide timely and relevant communication, and give a better customer experience through data-driven service customisation. In addition, Kotler and Keller (2022) emphasized that the effectiveness of digital marketing will be more optimal if integrated with superior service quality and strategic hotel locations, so as to create a competitive advantage, increase occupancy rates, satisfaction, and customer loyalty. In line with that, Tuten and Solomon (2023) stated that the use of social media and attractive visual content can strengthen the hotel's image, increase interaction with customers, drive booking decisions, and generate positive reviews that impact customer loyalty.

Location

According to Kim and Kim (2023) and Brown and Dev (2021), one of the key elements influencing a customer's decision to book a hotel is its location. Hotels that are located in strategic locations, close to tourist attractions, business centers, and transportation facilities, provide easy access so as to increase comfort, satisfaction, and hotel occupancy rates. Furthermore, Leung et al. (2023) explained that strategic locations also affect online reviews, where hotels with a good location tend to get positive ratings that can increase attractiveness for potential customers. In addition, Kotler and Keller (2022) emphasized that the success of hotels is not only determined by strategic location, but also by synergy between location, service quality, and effective digital marketing to create a competitive advantage, increase customer satisfaction, and encourage customer loyalty.

Consumer Satisfaction

The appropriateness of the suitability of the suitability of the assessment of the evaluation of the evaluation of the evaluation of the performance of the performance of the evaluation of the evaluation of the evaluation of the evaluation of the evaluation of the performance of the product. client satisfaction, according to Masruroh et al. (2023), occurs when a product or service can satisfy the demands and expectations of the client. This is consistent with the assertion made by Suriadi et al. (2024) that a comparison of expectations and actual performance determines satisfaction. Because it promotes loyalty, repeat business, and good referrals to others, customer satisfaction is a crucial component of corporate success (Pratiwi, 2021). Furthermore, Inkiriwang et al. (2022) highlighted that a company's ability to maintain the quality of its goods and services has a significant impact on customer satisfaction, which can boost the company's competitiveness.

Influence Between Variables

Digital marketing is a type of contemporary marketing strategy that makes use of a variety of digital media, including social media, websites, and e-commerce platforms, in order to more effectively and widely reach consumers. This is based on the most recent level of consumer satisfaction. A study conducted by A. Setiawan (2024) shows that digital marketing, along with the quality of products and services, contributes greatly to the satisfaction of Shopee application users. Similar findings were also put forward by Kusumawardhani, Ramadhani, and Saputra (2024) in a study on smartphone consumers in Bekasi. Thus, companies need to optimize the implementation of digital marketing strategies by focusing on content quality, ease of access, and responsive services to create a positive experience that can increase consumer satisfaction.

H1: The Influence of Digital Marketing on Consumer Satisfaction

The level of the level of the level of customer satisfaction is a critical aspect is a crucial aspect is a crucial aspect is a crucial. If the services are able to match or above the expectations of the customers, they will be satisfied. Good service quality has been shown to have a major impact on raising customer satisfaction in the banking industry, according to research by Sari and Wibowo (2023). These results are consistent with study by Andini, Nugraha, and Lestari (2024), which demonstrates that customer satisfaction with digital services is directly impacted by factors such as service speed, personnel friendliness, and information accessibility. When a company is able to provide fast, friendly, and consistent service, consumers will tend to be more loyal and have a positive perception of the brand. Therefore, improving service quality is a key strategy for companies in creating satisfaction and maintaining customer loyalty.

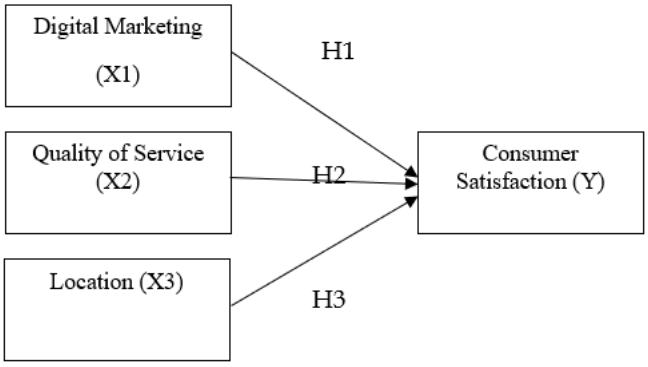
H2: The Effect of Service Quality on Consumer Satisfaction

Particularly in commercial industries like retail, dining, banking, and public services, location is a critical component that significantly influences customer satisfaction. A strategic location that is easy to reach, close to consumers, and in a safe and comfortable environment can increase the convenience of customers in transacting and interacting. Research conducted by Anindita and Wicaksono (2023) demonstrates that strategic business locations have a substantial influence on consumer satisfaction in the food and beverage industry. This finding is

strengthened by Santoso and Herlina (2024) who stated that the convenience of the location, ease of access, and availability of parking areas also contribute to consumers' positive perception of a retail business. Therefore, picking the ideal location for a business is crucial to boosting customer satisfaction and retaining their allegiance.

H3: Location affects consumer satisfaction

Figure 1. Conceptual Framework



METHODOLOGY

The goal of this study's quantitative methodology is to gage how strongly dependent and independent variables are related within a population. The data used is primary and secondary data. Customers who utilize Hotel Pagar Alam services make up the study's population. The sample sampling sampling sampling sampling sampling sampling methodology as a sampling technique as a cluster study technique. Customers who stay or use hotel services in Pagar Alam—up to 101 individuals—are the study's sample requirements. Customers who use the Pagar Alam Hotel service were given questionnaires as part of the study's data collection method. The Structural Equation Modeling–Partial Least Squares (SEM-PLS 3.0) method was used to analyze the data. Convergent validity, discriminant validity, and composite reliability tests were used to examine the measurement model, while path coefficient, R2, and effect size (f2) values were used to assess the structural model. The bootstrapping method was used to test the hypothesis, and it was accepted if the t-statistic value was greater than 1.645 at a 5% significance level (one-way test).

RESEARCH RESULT

Outer ModelConvergent Validity Results

To determine whether the indicator could accurately reflect the measured construct, convergent validity analysis was performed. If an indicator's outer loading value is more tha Figure 2. Inner Weight Analysis

n 0.70, it is said to meet the convergence validity. Based on the test results, all indicators in the variables of Digital Marketing, Service Quality, Location, and Consumer Satisfaction have an outer loading value above 0.70. As a result, every indication is deemed valid and satisfies the convergent validity requirements, allowing it to be used in the study measurement model.

Table 1. Validity Test Using Outer Loading

Item Code	Variabel	Value
DM.2	Digital Marketing	0.909
DM.3		0.927
DM.4		0.919
KP.1	Quality of Service	0.938
KP.2		0.868
KP.3		0.943
KP.4		0.905
L.1	Location	0.856
L.2		0.808
L.3		0.860
L.4		0.852
L.5		0.862
L.6		0.866
KK.1	Consumer Satisfaction	0.854
KK.2		0.895
KK.3		0.855
KK.4		0.878
KK.5		0.889
KK.6		0.790

Source: SmartPLS Output (Processed Data)

Discriminant Validity Results

To make sure that every construct in the study model has distinct differences, discriminant validity analysis is carried out. According to the HTMT test results, the majority of the values between constructs were less than 0.90, satisfying the requirements for discriminant validity. The condition is still acceptable since it demonstrates the conceptual proximity between the variables, even though the link between location and customer satisfaction has a value of 0.919. Overall, the measuring model satisfies discriminant validity requirements.

Tabel 2. Discriminant Validity Heterotrait-monotrait ratio (HTMT)

Variable Relationships	Value
Consumer Satisfaction <-> Digital Marketing	0.493
Quality of Service <-> Digital Marketing	0.676
Service Quality <-> Consumer Satisfaction	0.660
Digital Marketing <-> Locations	0.497
Location <-> Consumer Satisfaction	0.919
Location <-> Quality of Service	0.600

Source: SmartPLS Output (Processed Data)

Composite Reliability Results

The internal consistency of indicators used to measure research variables was tested using construct reliability analysis. A construct is judged reliable if it possesses Cronbach's Alpha and Composite Reliability values of > 0.70, and an AVE value of > 0.50 confirms the fulfillment of convergent validity. R Cronbach's Research Cronbach's Research Cronbach's Composite Cronbach's Composite Research Cronbach's Composite Research Cronbach's Composite Reliability. As a result, every construct is deemed trustworthy and practical for application in the research model.

Tabel 3. Composite Reliability

Variabel	**Cronbach's alpha**	**Composite reliability (rho_a)**	**Composite reliability (rho_c)**	**Average variance extracted (AVE)**
Digital Marketing	0.907	0.912	0.942	0.843
Consumer Satisfaction	0.930	0.931	0.945	0.742
Quality of Service	0.934	0.942	0.953	0.835
Location	0.924	0.925	0.940	0.724

Source: SmartPLS Output (Processed Data)

Inner Model Test

In a structural model, the ability of independent variables to explain dependent variables is measured by the coefficient of determination (R-square). The amount of the endogenous construct variation that the exogenous construct in the model can account for is shown by the R-square value (R^2) in PLS-SEM analysis. R2 values of 0.75 are often classified as strong (substantial), 0.50 as moderate, and 0.25 as weak. Based on the results of the R-square test, the Consumer Satisfaction variable has an R-square value of 0.758, which shows that the Digital Marketing, Service Quality, and Location variables are able to explain

75.8% of the Consumer Satisfaction variance, while 24.2% is explained by other variables outside the model. These numbers demonstrate the significant explanatory power of structural models.

Tabel 4. R Square

Variabel	**R-square**	**R-square adjusted**
Consumer Satisfaction	0.758	0.750

Source: SmartPLS Output (Processed Data)

Each exogenous variable's contribution to the endogenous variable in the structural model was ascertained using the effect size test in the PLS-SEM analysis. The f-square value (f^2) is used to assess the magnitude of this effect. Generally speaking, f-square values should be interpreted as 0.02 (small), 0.15 (middle), and 0.35 (big). According to the f-square test results, Customer Satisfaction was only slightly impacted by the Digital Marketing variable (0.001), although Service Quality had a minor impact (0.102). Location, on the other hand, had the biggest impact (1,507), indicating that it emerged as the most important variable in the research model for predicting shifts in customer satisfaction.

Tabel 5. F Square

Variable Relationships	f-square
Digital Marketing -> Consumer Satisfaction	0.001
Quality of Service - > Consumer Satisfaction	0.102
Location -> Consumer Satisfaction	1.507

Source: SmartPLS Output (Processed Data)

Hypothesis Testing Results

By analyzing the structural model (inner model) and concentrating on the R-Square values and the importance of the correlations between variables through bootstrapping findings, hypothesis testing was carried out. Even when the sample size is small and the data do not satisfy normality criteria, this resampling strategy allows for robust statistical analysis. The Smart Hypothesis Hypothesis Hypothesis Hypothesis Hypothesis Hypothesis is provided in the Smart hypothesis.

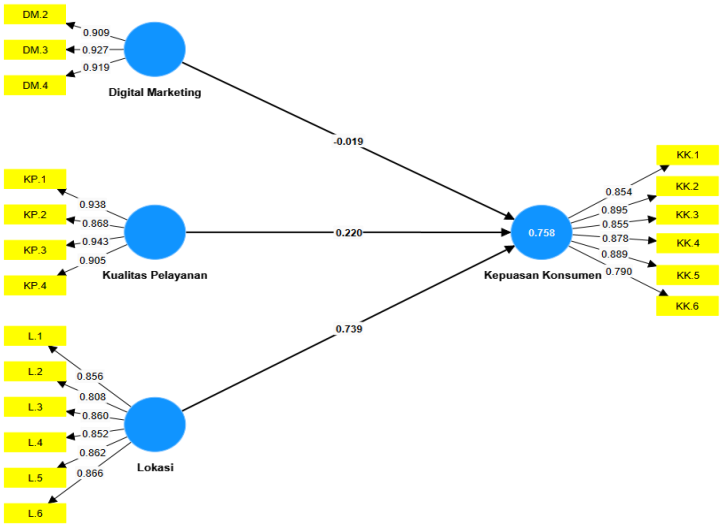


Figure 2. Inner Weight Analysis

Direct Effect (Path Coefficient)

By analyzing the route coefficients and P-values, direct impact analysis is used to investigate how independent variables affect dependent variables. When there is a substantial direct influence between the variables and the P-value is less than 0.05, the link is deemed statistically significant.

Tabel 6. Path Coefficient

Uji Hypothesis	T statistics	P values	Bias	Confidence Intervals		Remarks
				2.5%	97.5%	
Digital Marketing -> Consumer Satisfaction	0.176	0.860	0.030	-0.282	0.160	Insignificant
Quality of Service - > Consumer Satisfaction	1.701	0.089	0.052	-0.000	0.469	Insignificant
Location -> Consumer Satisfaction	4.583	0.000	-0.070	0.359	0.888	Meaningifikan

Source: SmartPLS Output (Processed Data)

DISCUSSION

The Influence of Digital Marketing on Consumer Satisfaction

With a coefficient of 0.176, a statistical T-value of -0.282, and a p-value of 0.160 (>0.05) based on the path analysis results, it can be said that digital marketing has no discernible impact on customer satisfaction in Pagar Alam hotels. In spite of the fact that the fact that the hotel's the hotel's have been able to have been able to have been able to have had a pleasant experiences. This is consistent with the Expectation Confirmation Theory (Oliver, 2020), which states that when client expectations are met or exceeded by service performance,

contentment is created. Therefore, in order to generate a great experience and boost customer satisfaction, digital marketing must be backed by high-quality services. These findings are different from several previous studies that showed that digital marketing can increase satisfaction through easy access to information and customer interaction (Dwivedi et al., 2021).

The Effect of Service Quality on Consumer Satisfaction

Based on the results of the path analysis, the Quality of Service to Consumer Satisfaction has a coefficient of 1.701, a Statistical T-value of -0.000, and a p-value of 0.469 (>0.05), so it can be concluded that the Quality of Service does not have a significant effect on Consumer Satisfaction at Hotels in Pagar Alam. This demonstrates that raising service standards has not immediately raised customer happiness. According to the Expectation Confirmation Theory (Oliver, 2020), when a customer's expectations are met or beyond, contentment is created. It's possible that the hotel's service quality has satisfied fundamental requirements, but it hasn't given guests an experience that beyond their expectations. These results contrast with earlier research that demonstrated that customer satisfaction is positively impacted by service quality (Ozturk & Aydin, 2022). As a result, hotels must raise the standard of service by offering more individualized, responsive, and customer-focused services.

The Influence of Location on Consumer Satisfaction

The location significantly affects customer satisfaction at hotels in Pagar Alam, according to the route analysis results, with a statistical T value of 4.583 (>1.96) and a p-value of 0.000 (<0.05). These findings demonstrate that a hotel's perceived level of customer satisfaction increases with its strategic, accessible, and handy location. Because it affects customer satisfaction, environmental comfort, and quick access to tourist attractions, location is crucial. According to the Expectation Confirmation Theory (Oliver, 2020), customers are satisfied when the hotel location meets or beyond their expectations. These results are consistent with earlier studies that found strategic locations improve customer satisfaction (Putra & Ramadhan, 2022). Thus, improving accessibility, comfort, and location excellence through location management is a key tactic for Hotel Pagar Alam to boost customer satisfaction and loyalty.

CONCLUSIONS AND RECOMMENDATIONS

Based on the results of this study, it can be concluded that Digital Marketing does not have a significant effect on consumer satisfaction at hotels in Pagar Alam, which shows that digital promotional activities have not been able to directly increase customer satisfaction because satisfaction is more influenced by the real experience felt during their stay. Additionally, customer satisfaction is not significantly impacted by service quality, indicating that while fundamental requirements have been reached, the services have not been able to deliver an experience that beyond the expectations of the client. However, location has a positive and considerable impact on customer happiness, indicating that a hotel's strategic, easily accessible, pleasant, and environmentally appealing position is crucial to boosting guest satisfaction.

These findings suggest that hotels in Pagar Alam should improve their online marketing approach. They need to share honest and appealing information that matches the real services guests receive. Hotel staff should also receive better training so they can offer more personal service. As a result, guests may feel more valued and satisfied with their stay. On top of that, hotel managers can use their location as a selling point. They can promote easy access to the area, the beautiful natural views, and how close the hotel is to local tourist spots. That way, guests see more value in choosing to stay there.

ADVANCED RESEARCH

This study has a few limits because it only looks at Digital Marketing, Service Quality, Location, and Consumer Satisfaction. That means future work should bring in other factors like price, facilities, brand image, customer experience, and consumer loyalty. Doing that would give a wider picture of what shapes consumer satisfaction. On top of that, researchers could try different methods and gather data from a bigger group of people. This would help strengthen the analysis and make the findings easier to apply more broadly.

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