

# The Influence of Service Quality, Amenities, and Value on Customer Satisfaction and Customer Loyalty at Bobocabin Cikole Bandung

Danniella Nathannia Nimeesha<sup>1</sup>, Ira Fachira<sup>2</sup>

<sup>1,2</sup>*School of Business and Management, Institut Teknologi Bandung, Indonesia*

Email: [danniella\\_nathannia@sbm-itb.ac.id](mailto:danniella_nathannia@sbm-itb.ac.id)

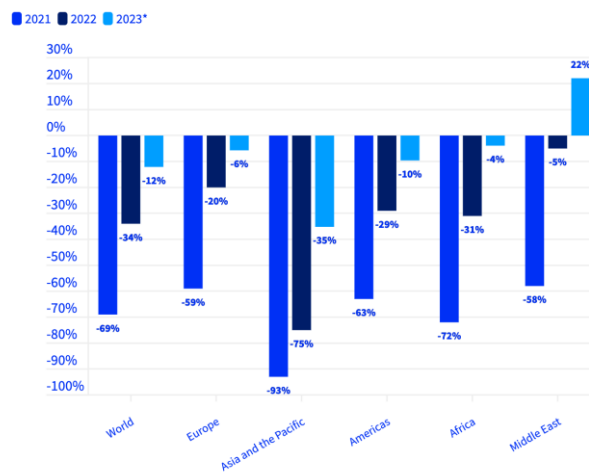
Copyright © 2025 Danniella Nathannia Nimeesha & Ira Fachira. This is an open access article distributed under the Creative Commons Attribution License, which permits unrestricted use, distribution, and reproduction in any medium, provided the original work is properly cited.

**Abstract.** Although Indonesia's hotel industries have made an outstanding recovery, the developing glamping sector has specific challenges. These challenges include inadequate infrastructure and limited access to glamping locations, which hinder the ability to provide an exceptional customer experience. This study aims to address this issue by examining the impact of service quality, facilities, and value on customer satisfaction and loyalty at Bobocabin Cikole Bandung, with the goal to improve glamping experiences. The study utilizes a quantitative approach to examine the relationship between service quality, amenities, volume customer satisfaction, and loyalty. An online questionnaire is employed to collect data from 200 respondents. The data gathered is then analyzed using PLS-SEM to confirm relationships and generate actionable insights and recommendations. The findings indicate that service quality does not significantly impact customer satisfaction or loyalty. However, amenities and value significantly impact customer satisfaction. Customer satisfaction mediates the relationship between amenities, value, and loyalty, but not between service quality and loyalty. Glamping operators should improve amenities, value, and unique experiences to enhance customer satisfaction and loyalty. Further research should examine various glamping types, larger samples, and reasons for service quality's limited impact. This study emphasizes the importance of amenities and perceived value for sustained success.

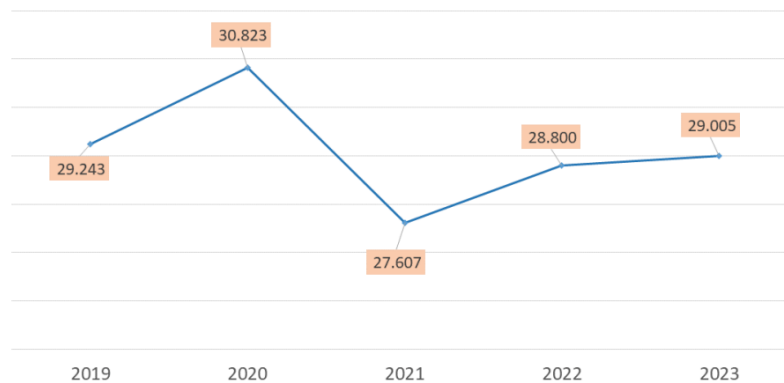
**Keywords:** *Glamping, Hospitality Industry, Service Quality, Amenities, Perceived Value, Customer Satisfaction, Customer Loyalty.*

## A. INTRODUCTION

Globally, the tourism industry has grown to become one of the major economic sectors, presently standing as the fastest growing service sector, and has become part of the largest industry in the world, demonstrating rapid expansion. The first UNWTO World Tourism Barometer for this year reported that international tourism in 2023 has achieved 88% of pre-pandemic levels, with around 1.3 billion foreign arrivals. Pent-up demand, enhanced air connectivity, and robust market and destination recovery in Asia are expected to be the primary factors driving full tourist recovery by the end of 2024. Indonesia plays a significant role in tourism, boasting abundant natural wonders, cultural heritage, and diversified attractions. The tourist sector in Indonesia is rapidly growing and gaining international recognition, as reported by the Indonesian Ministry of Tourism and Creative Economy. Along with the rise in foreign tourist arrivals, the hospitality industry in Indonesia is set to grow and expand. In 2022, when the pandemic started to decline, there had been a huge 4.32 percent increase in the number of hospitality businesses. The growth pattern continued into 2023, as stated by the Indonesian Central Statistics Agency.



**Figure 1 International Tourist Arrivals**  
 Source: UNWTO (2023)



**Figure 2 Number of Hotels and Other Accommodation Business in Indonesia 2019-2023**  
 Source: BPS (2023)

The hospitality industry in Indonesia, as illustrated by current trends in the quantity of hotels and accommodation businesses, represents an example of resilience and gradual recovery. Starting from an initial point in 2019, the industry originally showed a path of growth, indicating an active sector supported by the rise in tourism. However, this positive trend experienced a significant decrease, corresponding to the global downturn caused by the pandemic. In the following years, there have been indications of a steady improvement as the sector started to recover.

Throughout the years, there have been substantial changes in the hospitality industry, marked by luxurious hospitality experiences, an emphasis on technological advancements, and customer-oriented services. These changes show how the industry adjusts to changing customer preferences and demands. Simultaneously, there has been a growing interest in outdoor hospitality and nature-based tourism. Dissatisfaction with conventional mass tourism has resulted in an increase in ‘alternative tourism’, which places a strong emphasis on shared experiences and pleasant connections between hosts and guests as well as natural, social, and communal values. One popular type of nature-based tourism is camping (O’Neill et al., 2010). Camping is a type of outdoor recreational activity that involves spending the night in a simple accommodation, such as a tent. From the simplicity of camping in a tent, outdoor accommodations have evolved to meet various preferences and comfort levels by creating a luxurious glamping experience in fully furnished tents featuring modern amenities.

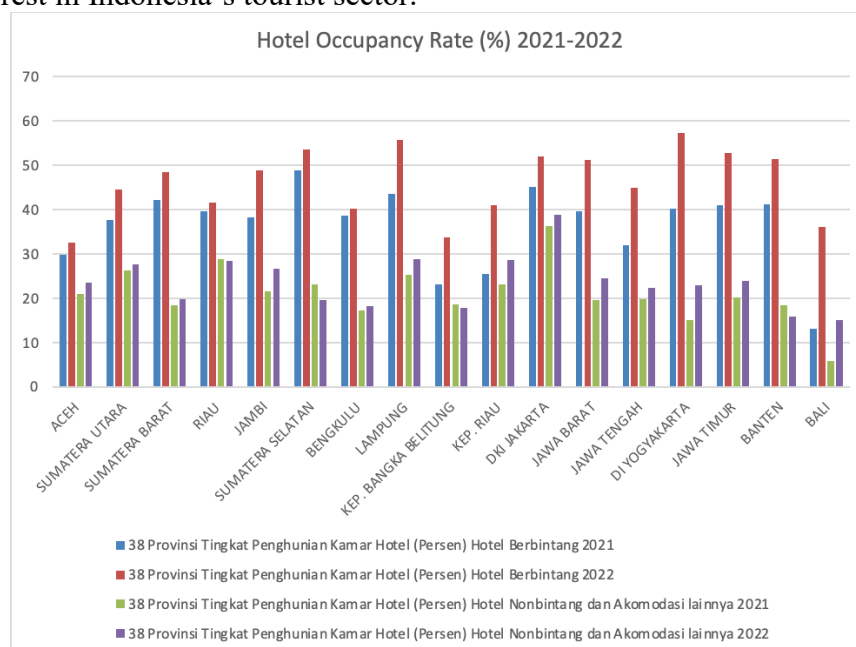
Glamping, a term that combines the terms ‘glamorous’ and ‘camping’, provides nature lovers with an outdoor hotel experience by eliminating the inconveniences of being outside. Glamping is an innovative style of hospitality that bridges the gap between outdoor and indoor settings. Based on CRR Hospitality 2024, the camping business has experienced a fascinating transformation. Younger age groups and a wider variety of campers are actively searching for new and exciting outdoor experiences. The change has resulted in a significant increase in the desire for recreational vehicles (RVs), campervans, and luxurious camping options (glamping), expanding beyond the conventional domain of backpacking and tent camping. The glamping market is currently experiencing a 22% rise in preference among outdoor enthusiasts, according to a recent analysis by CRR Hospitality, 2024. This increasing popularity of glamping is also noticeable in Indonesia. The glamping trend was especially prominent at the recent MotoGP event hosted in Mandalika in 2022. The Indonesian Ministry of Tourism and Creative Economy strongly supported the promotion of glamping as a means to enhance the success of the event. They acknowledged the potential of glamping to offer luxury accommodation choices for tourists while also generating employment opportunities for local people and helping to revitalize the economy. Eiger x Bobobox supplied a substantial amount of spacious glamping tents to assist the event, totaling 75 tents. In addition, Bobocabin has established accommodations at IKN Nusantara specifically for government officials, serving as further proof of the growing importance of the adoption of glamping in Indonesia.

Emerging trends in the hospitality industry, such as the shift towards nature-based tourism and the development of luxury outdoor accommodation such as glamping, demonstrate an initial basis for improving the customer experience (CX). These days, customer experience is receiving a lot of attention. The term “customer experience” itself has several definitions. (Meyer & Schwager, 2007), for example, define customer experience as how customers feel about their interactions with a company, both direct and indirect, and (Shaw & Ivens, 2002) define it as how the customer judges their experience based on what happens (functionality) and how it makes them feel (emotions), compared to what they expected every time they interact with a company. (Csikszentmihalyi, 2008) underscored the vital role of experiences in generating lasting enjoyment and positive memories that enrich our lives. This idea refers to customer satisfaction and loyalty as the quality of experiences a company delivers. Customers are more likely to feel satisfied and develop a desire to return to a brand when they have exceptional experiences. These remarkable experiences not only foster a deep emotional connection with the brand but also increase repeat business and loyalty. Customer satisfaction (CS) is about understanding customers deeply, meeting their unique needs, and exceeding their expectations, ultimately delivering value that builds trust and loyalty (Lager, 2008). In the hospitality industry, meeting customer expectations is crucial for hotels to compete effectively. As such, ensuring customer satisfaction is an essential part of success (Nobar & Rostamzadeh, 2018). The level of customer satisfaction is dependent on the quality of services provided by the hotel operator, regardless of whether it is a luxury 5-star hotel or a budget motel. Usually, tourists prioritize the comfort of the room and the amenities provided by the hotel. In addition to the amenities provided in the rooms, guests of a hotel will additionally consider the quality of food and beverages that are available, as well as the level of professionalism shown by the hotel staff (Abdullah et al., 2022). According to Khrisna et al. (2020), the long-term viability of a hotel is determined by the number of guests it obtains. Meanwhile, customer loyalty is the sense of being deeply connected with a brand, consistently choosing their products and services, and actively recommending them to others (Bowen & Chen, 2001). Satisfied customers are more likely to

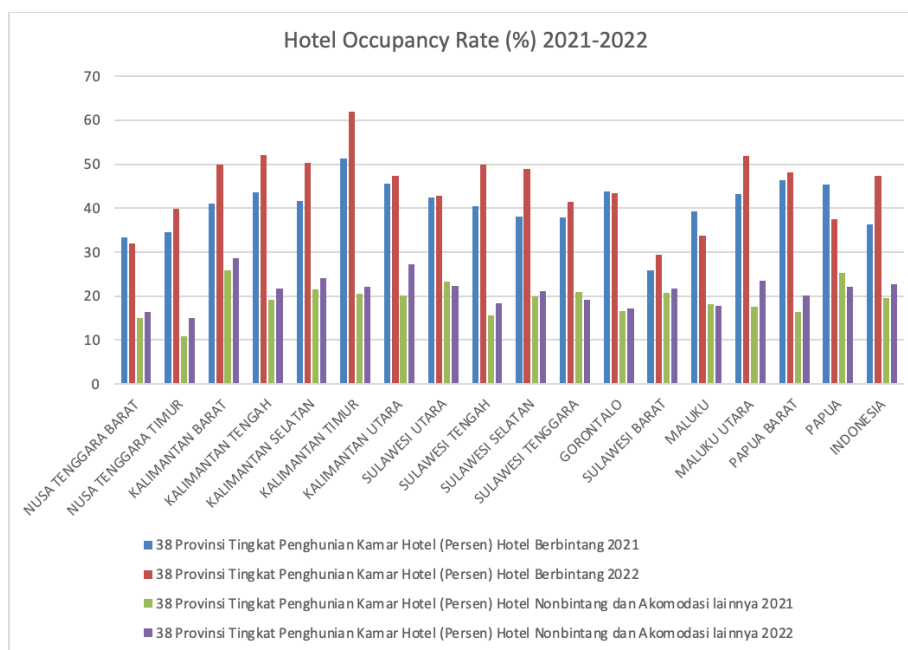
show loyalty, engage in repeat purchases, and participate in positive word-of-mouth communication.

Amidst the several glamping businesses, Bobocabin stands out as a unique and innovative destination that conveys the combination of nature-based tourism and luxury accommodation. Bobocabin is one of the products under the Bobobox brand. Surrounded by tranquil green spaces, apart from the hustle and bustle of the city, there are three Bobocabin locations in Bandung, namely Cikole, Ranca Upas, and Pangalengan. By offering a variety of carefully selected amenities and personalized services, Bobocabin elevates the camping experience and sets a new standard for the glamping business. The final project will focus on Bobocabin as the focal point, analyzing the customer experience within the context of a glamping business. By studying the intricacies of customer interaction, service delivery, and overall satisfaction at Bobocabin, this paper aims to deliver valuable insights that inform how service quality, amenities, and value can influence customer satisfaction and customer loyalty in the glamping sector.

In 2023, the Indonesian hospitality industry, considered as a vital component of the country's expanding creative economy, has shown remarkable resilience and growth. Sandiaga Uno, the Minister of Tourism and Creative Economy, disclosed that the sector has surpassed its initial target of attracting 8.5 million tourists. As of October 2023, the number of international tourist arrivals had reached approximately 9.5 million. This impressive achievement demonstrates a successful exceedance of the initial expectations. By September 2023, the tourist sector generated \$10.46 billion in foreign exchange earnings, as indicated by the economic indicators. Tourism contributes approximately 3.8 percent of the GDP, while the creative economy contributes IDR 1,050 trillion in added value and exports worth \$17.38 billion. Remarkably, there has been an incredible rise in domestic tourism, with a staggering 688.78 million trips reported as of October 2023. This data highlights the strong recovery and growing interest in Indonesia's tourist sector.



**Figure 3 Hotel Occupancy Rates by Region in Indonesia 2021-2022**  
 Source: BPS (2023)



**Figure 4 Hotel Occupancy Rates by Region in Indonesia 2021-2022**

Source: BPS (2023)

Indonesia's conventional hotel is currently experiencing a healthy resurgence, despite the constraints posed by the pandemic. Hotel occupancy rates are experiencing a consistent upward trend nationwide, as seen by data indicating an increase from 2021 to 2022. This pattern is strengthened by robust tourism statistics in 2023, surpassing levels seen before the pandemic.

Despite the remarkable recovery of Indonesia's hotel businesses, there are still obstacles that hinder the delivery of an exceptional customer experience. These obstacles appear in areas that are essential for ensuring customer satisfaction and furthermore customer loyalty. Various studies emphasize important factors that affect the hotel industry in Indonesia. One of the studies on SERVQUAL for improving customer service quality conducted by Prananda et al. (2019) shows that there has been a decrease of an average of 19% in Indonesian hotels due to several reasons, one of which was poor service quality, resulting in customers switching to other competitors and hotel revenue decreasing. Furthermore, research conducted by Juliana et al. (2021) on analyzing the effect of Indonesian service quality and hotel facilities on customer satisfaction says that globalization, which has several impacts in the economic field, especially the hospitality industry, requires hotel businesses to better recognize consumer behavior and to be more creative in providing services or facilities to customers in order to meet customer satisfaction and gain loyalty. The same as in Aysah & Khalid's study (2024) on the effect of price perceptions on decisions to stay at Indonesian hotels, which also says that Indonesian hotels must understand the elements that influence customers' decisions to choose, one of which is price perception. These studies collectively emphasize the importance of Indonesian hotels improving service quality, enhancing amenities, and optimizing prices in order to effectively compete in the market.

Supporting these challenges, research provides clear evidence of their impact. A study by Abdullah et al. (2022) indicates that hotel amenities have a positive and significant impact on customer experience. Consequently, hotels that offer better amenities have a tendency to generate a more pleasant experience for their customers. Similarly, Kwofie et al. (2024) found an absolute correlation between the quality of services provided by hotels and the level of satisfaction experienced by customers. Certain factors, such as cleanliness and staff



responsiveness, show a more noticeable positive impact on customer satisfaction. This implies that implementing enhancements in specific service areas can significantly improve customer satisfaction. Furthermore, a focus solely on price can hinder long-term customer loyalty. Industry Trends Report of The Hospitality Sector by Comarch x The Loyalty People (2023) acknowledges that although discounts have been proven to be an effective short-term strategy and numerous studies indicate that consumers primarily join loyalty programs for these benefits, focusing exclusively on pricing may hinder long-term customer loyalty. Comarch is a leading European IT firm. They develop solutions for improving customer engagement and operational efficiency (AI, IoT, and cloud) for major brands to boost customer loyalty and operational efficiency in key economic sectors. It is crucial to achieve the right balance between providing discounts and improving the value offered during each customer interaction to ensure a perceived value for the money paid. This method not only maintains customer interest but also enhances customer loyalty within the business. The relationship between customer satisfaction and loyalty is demonstrated by research. A study by Saputra et al. (2023) on the impact of customer experience on customer loyalty, mediated by customer satisfaction and customer trust, validates that satisfied customers tend to foster loyalty towards a brand. This finding emphasizes the significance of customer satisfaction as a crucial element in fostering loyalty, particularly across various industries, such as the hospitality industry. In other words, a strong correlation exists between excellent customer satisfaction and increased customer loyalty. The research indicates that hotels should prioritize the establishment of strong customer satisfaction by addressing the factors that impact customer perception, emotions, and expectations. By implementing this approach, hotels can ultimately enhance both customer satisfaction and loyalty.

Although the research emphasizes the significance of service quality, amenities, value, and satisfaction in conventional hotels and conventional hotels in Indonesia are currently performing well in terms of occupancy rate (see Fig. 1.4), a new trend called glamping is gaining popularity in Indonesia's hospitality industry, as acknowledged by the Ministry of Tourism and Creative Economy Republic of Indonesia in their Tourism Industry Trends Reports (2022-2023). This form of accommodation is increasingly sought after post-pandemic as travelers seek experiences that enable social distancing while yet enjoying the essence of travel. The Ministry of Tourism and Creative Economy points out that glamping is expected to become a sustainable trend as it aligns with the NEW-A tourism model, which stands for Nature, Ecotourism, Wellness, and Adventure. Currently, there are approximately 272 glamping operators in Indonesia, and this number is expected to continue growing. Glamping has evolved from a niche interest to an important and growing segment in the hospitality industry, appealing to a diverse range of individuals seeking unique and nature-focused travel experiences. This trend indicates that glamping is becoming a fundamental part of the hospitality industry, demonstrating its potential to significantly influence the continuous growth of the industry. However, despite the increasing popularity of glamping in Indonesia, research on the aspects that impact customer experience in this particular industry remains scarce. The limited understanding of the topic is a notable challenge for glamping operators aiming to enhance their offerings and guarantee an excellent customer experience, as glamping businesses encounter difficulties in optimizing their services and amenities, which may result in dissatisfied customers and hinder their long-term success. Furthermore, it has been highlighted by industry experts such as Ahmad Qois, the marketing manager of Bobobox, who emphasizes the challenges posed by underdeveloped infrastructure and restricted access to many glamping destinations in Indonesia. These challenges not only hinder potential growth but also impede a comprehensive understanding of customer preferences. Moreover, customers encounter challenges in reaching the destination as a result

of poor road infrastructure, which can hinder the timely delivery of amenities and services, thereby impacting the overall quality and satisfaction of the experience.

The importance of service quality, amenities, value, satisfaction, and loyalty in conventional hotels is underscored by industry research (Abdullah et al., 2022; Kwofie et al., 2024; Saputra et al., 2023). It can be argued that these factors hold equivalent significance in the context of glamping, which comprises an elevated form of hospitality based on delivering an exceptional and comfortable outdoor experience.

Bobocabin demonstrates the success of glamping operations in Indonesia with a remarkable occupancy rate of 95% at its Cikole site, its high customer retention rate, with 40% being repeat customers, and strategic partnerships. Bobocabin has made a lot of collaborations, and one of them is with Perhutani Ecotourism Independent Business Group (KBM) Regional Division of West Java and Banten, which hold significant importance as they not only improve the customer experience by incorporating sustainable tourism practices but also make a substantial contribution to local economic development. This operational approach establishes Bobocabin as a leading representative of Indonesia's growing glamping industry, demonstrating its ability to have a substantial and sustained influence on regional tourism development. The Deputy Minister of Tourism and Creative Economy, Angela Tanoesoedibjo, expresses pride and wholehearted support for Bobocabin's further positive initiatives. Studying Bobocabin, despite its high occupancy rates, gives valuable insights into successful strategies and challenges within the glamping sector, offering lessons that can be applied to enhance the broader glamping sector.

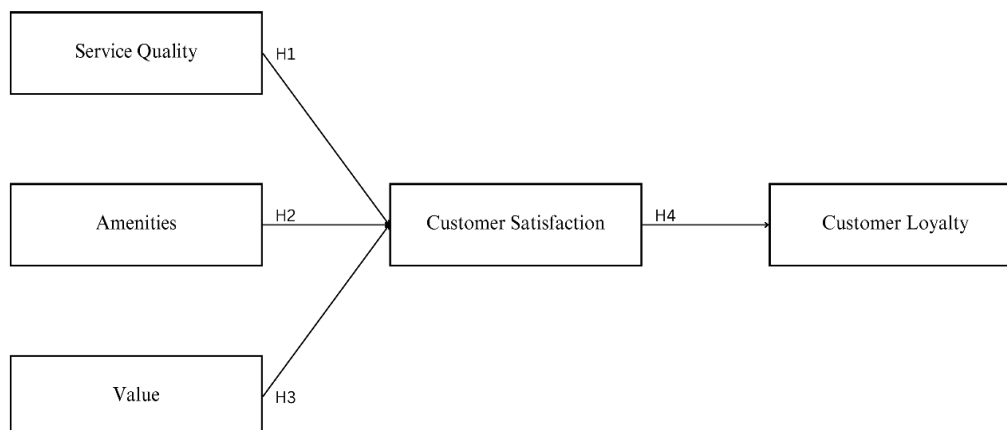
The research will analyze customer expectations, emotional connections, and the experiences of customers at the Bobocabin site in Cikole Bandung, Indonesia, to provide useful insights that glamping operators can use to improve their offerings. These insights will be crucial in formulating customized strategies that optimize customer interactions, enhance service delivery, and guarantee that every aspect of the glamping experience remains in line with the expectations of modern tourists. Additionally, the findings are expected to provide significant recommendations that will facilitate the sustainable growth of Indonesia's distinct glamping industry. By following recommendations obtained through thorough analysis, glamping operators will be able to improve customer satisfaction and cultivate customer loyalty, consequently gaining a competitive advantage in this rapidly expanding segment of the hospitality industry.

## **B. LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT**

This study is built upon previous research that integrates key factors that influence customer satisfaction and subsequent loyalty in the hotel industry, specifically focusing on the glamping experience at Bobocabin Cikole. Based on Vidyanata's (2022) study, it is suggested that service quality plays an important role in determining customer satisfaction, which in turn serves as a mediator to customer loyalty. Extending this, Abdullah et al., (2022) study provides insights into how amenities significantly influence customer satisfaction, emphasizing the importance of high-quality amenities in improving the overall customer experience. Furthermore, a study by El-Adly (2019), investigates the influence of perceived value on customer satisfaction and loyalty in the hotel industry. These studies collectively indicate that the interaction between service quality, amenities, and value has a significant influence on customer satisfaction, which is pivotal in fostering loyalty among customers at Bobocabin Cikole.

The conceptual framework for this study is designed to analyze the relationships between three main independent variables service quality, amenities, and value and their combined influence on the dependent variables of customer satisfaction and customer loyalty,

with customer satisfaction being the mediating variable, all within the unique setting of Bobocabin Cikole in Bandung.



**Figure 5 Conceptual Framework**

Service quality refers to the evaluation of the degree to which service performance meets customer expectations (Jeyalakshmi & Meenakumari, 2016). Service quality is an important factor in determining customer satisfaction, which includes several aspects such as tangibles, reliability, responsiveness, assurance, and empathy (Parasuraman et al., 1988). Customer satisfaction, as defined by Oliver (1980), results from a cognitive evaluation in which the actual performance of the service is compared with the customer's expectations. Customer satisfaction in the hospitality industry is significantly influenced by service quality (Zeithaml et al., 2017). This concept applies to glamping experiences, which cater to customers with unique needs beyond conventional hotels (Jeyalakshmi & Meenakumari, 2016). The study conducted by Kwofie et al. (2024) found that service quality has a significant influence on customer satisfaction, which subsequently influences customer loyalty. Given the importance of service quality and customer satisfaction for encouraging business success and customer loyalty, the researcher hypothesizes that service quality has a significant influence on customer satisfaction at Bobocabin Cikole, Bandung.

**H<sub>1</sub>:** Service quality of Bobocabin Cikole has a positive effect on customer satisfaction.

Amenities play an important role in influencing the overall customer experience in the hotel business (Abdullah et al., 2022), especially establishments like Bobocabin Cikole. According to Sim et al. (2006), amenities refers to supplementary items and services that are offered to customers without any additional cost, yet they greatly increase the perceived value of their overall experience. The amenities provided including in-room technologies and basic toiletries, serve both the functional needs of customers and contribute to their satisfaction by adding a level of comfort and luxury (Abdullah et al., 2022; Bilgihan et al., 2016). In Abdullah et al. (2022) study, explored the relationship between hotel amenities and customer experience, with customer satisfaction being the mediating role. The study found that customer satisfaction significantly enhances the influence of hotel amenities on customer experience. Thus, the researcher hypothesizes that amenities have a significant influence on customer satisfaction at Bobocabin Cikole, Bandung.

**H<sub>2</sub>:** Amenities of Bobocabin Cikole have a positive effect on customer satisfaction.

Value, as a multidimensional construct in the hospitality industry, includes several aspects such as effectiveness, emotional benefits, and customer interactions that collectively determine the perceived value of a service (Anderson & Narus, 1998; Zeithaml, 1988). At Bobocabin Cikole, the dimensions encompass the quality of the lodgings, the uniqueness of the experience, and the tailored services that meet or surpass the customer expectations. Perceived value plays an important role in determining customer satisfaction, as it directly



affects how customers assess their experiences in relation to the price they paid (Maynes & Rawson, 2016). Based on El-Adly (2019)'s research, which demonstrated a strong connection between how customers perceive the value of a hotel and their satisfaction, this hypothesis suggests that the value offered by Bobocabin Cikole will also have a positive impact on customer satisfaction. El-Adly (2019)'s research highlights the significance of perceived value in fostering customer satisfaction, which ultimately leads to increased customer loyalty. Thus, the researcher hypothesizes that value has a significant influence on customer satisfaction at Bobocabin Cikole, Bandung.

**H3:** Value of Bobocabin Cikole has a positive effect on customer satisfaction.

Customer satisfaction is a pivotal factor in the hotel industry, serving as an indicator for customer loyalty, which refers to the probability of a customer repurchasing and continuing to use a service based on favorable previous experiences. Oliver (1999) and Dick & Basu (1994), have thoroughly documented the process by which customer satisfaction leads to loyalty. They believe that satisfaction has an impact on loyalty by shaping the customer's perception of the brand and their following actions, such as making repeat purchases and spreading positive word of mouth. A study conducted by Sim et al. (2006) provides evidence for this relationship, demonstrating that satisfied customers are more likely to revisit a hotel and recommend it to others, thereby establishing a loyal customer base. Thus, the researcher hypothesizes that customer satisfaction has a significant influence on customer loyalty.

**H4:** Customer satisfaction has a positive effect on customer loyalty.

In the hotel industry, high-quality service results in higher customer satisfaction, which in turn increases customer loyalty. This relationship is well-documented in multiple studies. Vidyanata's (2022) research emphasizes the importance of mediating the role of customer satisfaction in bridging to customer loyalty within the hotel industry. The study illustrates that although service quality is essential, its influence on customer loyalty is much enhanced when customer satisfaction acts as a mediator. These findings indicate that customers who perceive a high level of service quality are more likely to feel satisfied, and this satisfaction subsequently drives their loyalty. Thus, the researcher hypothesizes that service quality has a positive relationship with customer loyalty through the mediating effect of customer satisfaction at Bobocabin Cikole, Bandung.

**H5:** The impact of service quality on customer loyalty is mediated by customer satisfaction.

Amenities have a critical role in shaping customer satisfaction, which subsequently affects customer loyalty. A study conducted by Padlee et al. (2019) showed that amenities had a significant impact on customer satisfaction, leading to an increase in customer loyalty. This study highlights the importance of amenities in shaping the customer experience, which in turn has a direct impact on their overall satisfaction and loyalty towards the hotel. Thus, the researcher hypothesizes that amenities have a positive relationship with customer loyalty through the mediating effect of customer satisfaction at Bobocabin Cikole, Bandung.

**H6:** The impact of amenities on customer loyalty is mediated by customer satisfaction.

Value, including factors such as effectiveness, emotional benefits, and customer interactions, has a significant impact on deciding customer satisfaction. This satisfaction, in turn, influences customer loyalty. El-Adly's (2019) research established a strong relationship between perceived value and customer satisfaction, and customer loyalty within the hotel industry. The study emphasized that the perceived value has a significant impact on customer satisfaction, which subsequently enhances customer loyalty. Thus, the researcher hypothesizes that value has a positive relationship with customer loyalty through the mediating effect of customer satisfaction at Bobocabin Cikole, Bandung.

**H7:** The impact of value on customer loyalty is mediated by customer satisfaction.

### C. METHOD

This study utilizes a quantitative methodology to systematically examine the relationship between service quality, amenities, and value (independent variable), and customer satisfaction and customer loyalty (dependent variable) within the setting of Bobocabin Cikole, Bandung. Questionnaires are used as the main instrument for data collection in this research (Sugiyono, 2018). The data acquired from the questionnaire will undergo statistical analysis to test hypotheses and draw conclusions regarding the factors that significantly influence customer satisfaction and loyalty at Bobocabin Cikole, Bandung. This methodology ensures that the findings are based on empirical evidence, offering reliable insights that can inform operational and strategic decisions aimed at improving customer experience.

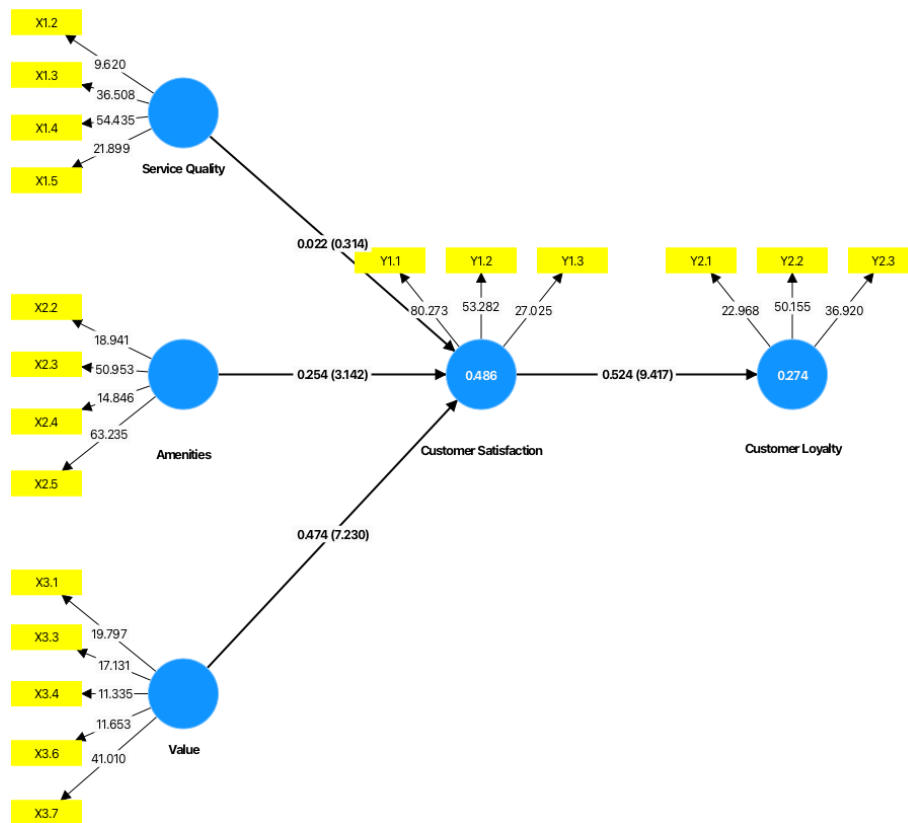
The population in this study is customers who have stayed in Bobocabin Cikole, Bandung, Indonesia, within the last 12 months. Considering the use of PLS-SEM and the complexity of the model with multiple constructions, this study aims for a sample size of minimum 200. This adjustment follows the recommendation of Hair Jr. et al. (2021), they suggest a sample size of 100 as suitable for most research institutions. This moderate to large sample sizes can mitigate the identification issue and improve the accuracy of estimations in PLS-SEM analyses. The sampling technique used is the non-probability purposive sampling (Hair, 2007). This technique is chosen since there is no specific customer data provided by Bobocabin Cikole. Furthermore, purposive sampling technique is suitable for this study as it focuses on identifying customers who have directly interacted with Bobocabin Cikole.

This study utilizes Partial Least Square Structural Equation Modeling (PLS-SEM) to examine the relationship between the variables being studied—service quality, amenities, value, customer satisfaction, and customer loyalty. PLS is a variance-based structural equation modeling (SEM) that is employed to model complex relationships between latent variables (Henseler et al., 2016); (Hair et al., 2017); (Bayaga & Kyobe, 2022). The PLS-SEM approach enables the modeling of complex relationships by focusing on the maximization of the explained variance of the dependent constructs. This approach offers comprehensive insights into the direct and mediated influences among the constructs. The use of PLS-SEM is particularly appropriate for this study since it can effectively handle variables that are highly collinear and is successful in handling sample sizes that are small to medium in scale (Homburg et al., 2021). Additionally, the method's adaptability in defining models and its focus on forecasting offer a straightforward approach to comprehending the impact of service quality, amenities, and perceived value at Bobocabin Cikole on customer satisfaction and consequently customer loyalty.

### D. RESULTS AND DISCUSSION

Following multiple initial tests, the researcher performed bootstrapping procedures to analyze the inner and outer model using T-statistics. T-values are used to assess the significance of the relationship in a model. To meet the criteria, the T-value must be equal to or greater than 1.96. Based on these findings, the researcher can accept or reject the hypothesis. The study model consists of 5 constructs and 20 indicators. These constructs include: service quality with 3 indicators, amenities with 4 indicators, value with 7 indicators, customer satisfaction with 3 indicators, and customer loyalty with 3 indicators.

To evaluate the quality of the model, it is necessary to consider various attributes such as path coefficients, coefficient of determination ( $R^2$ ), and cross-validated redundancy ( $Q^2$ ). The bootstrapping calculation is shown in Figure 6 below:



**Figure 6 Bootstrapping Result**  
**Table 1 Structural Path Significance Result**

Structural Path	Path Coefficient	T Statistics ( O/STDEV )	Coefficients of Determination (R <sup>2</sup> )	Stone-Gaesser (Q <sup>2</sup> )
Service Quality → Customer Satisfaction	0.022	0.314	0.490	0.460
Amenities → Customer Satisfaction	0.254	3.142		
Value → Customer Satisfaction	0.474	7.230		
Customer Satisfaction → Customer Loyalty	0.524	9.417	0.295	0.318

Table 1 displays the R<sup>2</sup> values, which measure the extent to which the amount of variance in the endogenous constructs explained by the model's exogenous constructs. The R<sup>2</sup> for customer loyalty is 0.295, suggesting that approximately 29.5% of the variance in customer loyalty is explained by the constructs predicting it within the model. Similarly, the R<sup>2</sup> for customer satisfaction is 0.490, indicating that 49% of the variance in customer satisfaction is explained by its predictors. The R<sup>2</sup> values indicate that the model has a moderate explanatory power for customer loyalty and moderate to substantial explanatory power for customer satisfaction (Hair, 2014).

The Stone-Gaesser test (Q<sup>2</sup>), is utilized to evaluate the predictive significance of the model. The Q<sup>2</sup> values are calculated through a blindfolding technique, wherein data points are deliberately excluded and then predicted using the model. The Q<sup>2</sup> value for customer loyalty is 0.318, suggesting a moderate predictive relevance. Meanwhile, the Q<sup>2</sup> value for customer satisfaction is 0.460, suggesting a high level of predictive relevance. Given that both Q<sup>2</sup> values are above 0, it confirms that the model has a strong predictive relevance for these constructs (Henseler et al., 2009).

**Table 2 Goodness of Fit Result**

Variable	Average Variance Extracted (AVE)	Coefficients of Determination (R <sup>2</sup> )
Service Quality	0.667	
Amenities	0.690	
Value	0.558	
Customer Satisfaction	0.772	0.486
Customer Loyalty	0.729	0.274
Goodness of Fit (GoF)	0.509	

The Goodness of Fit (GoF) is employed to assess the overall fit of the PLS-SEM model, using a single metric to validate both the measurement and structural models. The GoF value in Table 4.10 is calculated as 0.509, indicating a strong fit. According to the study conducted by Tenenhaus et al. (2005), a GoF value above 0.36 is considered to indicate significant effect size. This suggests that the model is able to explain a substantial portion of the variance in the data. The GoF is calculated by taking the geometric mean of the AVE and the R<sup>2</sup> values. In this model, the average AVE is 0.6832, and the average R<sup>2</sup> is 0.380, leading to a GoF of 0.509. This high GoF value indicates the model's strong predictive accuracy and overall fit.

**Table 3 Hypothesis Testing Result**

Hypothesis	Structural Path	T Statistics ( O/STDEV )	P Values	Results
H1	Service Quality → Customer Satisfaction	0.314	0.754	Rejected
H2	Amenities → Customer Satisfaction	3.142	0.002	Accepted
H3	Value → Customer Satisfaction	7.230	0.000	Accepted
H4	Customer Satisfaction → Customer Loyalty	9.417	0.000	Accepted

The T statistic for this path is 0.314, which falls below the threshold value of 1.96 for a 95% confidence level. The P-value of 0.754 exceeds the standard alpha level of 0.05, suggesting that there is no significant impact between service quality and customer satisfaction. Consequently, there is insufficient evidence to support the hypothesis that service quality has a positive relationship effect on customer satisfaction.

The T statistic for this path is 3.142, which surpasses the critical value of 1.96, and the P-value is 0.002, which is below 0.05. This suggests that there is a significant impact between amenities and customer satisfaction. Therefore, there is a strong-evidence to support the hypothesis that amenities have a positive relationship effect on customer satisfaction.

The T statistic for this path is 7.230, which is significantly greater than the critical value of 1.96. Additionally, the P-value is 0.000, which is considerably lower than the threshold of 0.05. This suggests a strong relationship between value and customer satisfaction. The hypothesis that value has a positive relationship effect on customer satisfaction is strongly supported.

The T statistic for this path is 9.417, which is far above the critical value of 1.96, and the P-value is 0.000, showing a very strong significance. This shows that the level of customer satisfaction has a significant and strong positive impact on customer loyalty. Therefore, there is strong evidence to support the hypothesis that customer satisfaction is positively related to customer loyalty.

F square is used to assess the influence of a specific independent variable on a dependent variable (Hair et al., 2017).

**Table 4 F Square Result**

	Amenities	Customer Loyalty	Customer Satisfaction	Service Quality	Value
Amenities			0.049		
Customer Loyalty					
Customer Satisfaction		0.378			
Service Quality			0.000		
Value			0.189		

The F square effect size results in Table 4.12 offer insights into the impact of various independent variables on the dependent variables within the model. The amenities variable has an effect size of 0.049 on customer satisfaction, showing a small effect size but noticeable impact on customer satisfaction. On the other hand, the customer satisfaction score of 0.378 indicates a significant effect size on customer loyalty. This emphasizes that customer satisfaction has a strong influence on customer loyalty. The score of 0.189 for the value on customer satisfaction variable signifies a moderate effect size. This suggests that perceived value has a significant but moderate influence on customer satisfaction. Meanwhile, the f square value of 0.000 for service quality on customer satisfaction indicates that there is no effect. This means that changes in service quality cannot explain variations in customer satisfaction in this model.

**Table 5 Total Effect Test Result**

	Original Sample (O)
Amenities → Customer Loyalty	0.133
Amenities → Customer Satisfaction	0.254
Customer Satisfaction → Customer Loyalty	0.524
Service Quality → Customer Loyalty	0.011
Service Quality → Customer Satisfaction	0.022
Value → Customer Loyalty	0.248
Value → Customer Satisfaction	0.474

This section presents the combined impact of both direct and indirect paths from an independent variable to a dependent variable. The researcher employs this approach to determine the percentage impact of the independent variable on the dependent variable, summing up the direct effect and all specific indirect effects. The result is as follows:

1. Amenities impact customer loyalty by 13.3%, including both direct effects and indirect effects through customer satisfaction, indicating that amenities account for 13.3% of the variance in customer loyalty.
2. Amenities impact customer satisfaction by 25.4%, indicating that high-quality amenities contribute significantly to customer satisfaction.
3. Customer satisfaction impacts customer loyalty by 52.4%, emphasizing the significance of assuring customer satisfaction in order to build loyalty.



4. Service quality impacts customer loyalty by only 1,1%, including both direct effects and indirect effects through customer satisfaction, implying that other variables may have greater impact on building loyalty.
5. Service quality impacts customer satisfaction by 2.2%, indicating that service quality accounts for 2.2% of the variance in customer satisfaction.
6. Value impacts customer loyalty by 24.8%, including both direct effects and indirect effects through customer satisfaction, indicating that value accounts for 24.8% of the variance in customer loyalty.
7. Value impacts customer satisfaction by 47.4%, indicating that value accounts for 47.4% of the variance in customer loyalty.

The test is conducted to determine the effect of a mediating variable. The objective of the test is to determine if the mediator has a greater impact on the dependent variable compared to the independent variable's direct impact. Baron & Kenny (1986) and MacKinnon et al. (2007) outline the requirements that must be fulfilled:

1. The independent variable should have a significant impact on the dependent variable.
2. The independent variable should have a significant impact on the mediating variable.
3. When the independent and mediating variables are predictors of the dependent variable, the outcome of the mediating variable should have a significant impact on the dependent variable.

**Table 6 Total Effect Result of Service Quality on Customer Loyalty**

Variable	T Statistics ( O/STDEV )	P Values
Service Quality → Customer Loyalty	0.310	0.756

The data presented in Table 6 shows the outcome of the total effect test conducted on the dependent variable (customer loyalty) of the independent variable (service quality). The results indicate that there is no significant impact of service quality on customer loyalty due to the T statistic (0.310) is below the threshold of 1.96 for a 95% confidence level and the P value (0.756) is much higher than 0.05, suggesting that there is no significant evidence. Thus, the first condition is not met. While the direct effect of service quality on customer loyalty is not significant, there is theoretical justification to support the need for further investigation on mediation analysis. According to Budianto (2019), customer satisfaction plays an important role in mediating the relationship between service quality and customer loyalty. Customers who are satisfied are more likely to become loyal customers. The examination of indirect effects is justified if service quality significantly improves customer satisfaction, subsequently driving customer loyalty. Thus, the researcher decided to proceed with the mediation analysis.

**Table 7 Total Effect Result of Service Quality on Customer Satisfaction**

Variable	T Statistics ( O/STDEV )	P Values
Service Quality → Customer Satisfaction	0.314	0.754

The relationship shown in Table 7 remains insignificant after further examination of the impact of independent variable (service quality) on the mediating variable (customer satisfaction). Therefore, the researcher chose to discontinue the mediation analysis for the effect of service quality on customer loyalty, as mediated by customer satisfaction. This decision is based on the lack of significant direct and indirect effects, which indicates that service quality does not have a significant impact on customer loyalty through customer satisfaction in this context, the hypothesis is rejected.

**Table 8 Total Effect Result of Amenities on Customer Loyalty**

Variable	T Statistics ( O/STDEV )	P Values
Amenities → Customer Loyalty	2.846	0.004

The data presented in Table 8 shows the outcome of the total effect test conducted on the dependent variable (customer loyalty) of the independent variable (amenities). The result indicates a significant impact between the independent variable and dependent variable. Thus, the first criteria has been fulfilled.

**Table 9 Total Effect Result of Amenities on Customer Satisfaction**

Variable	T Statistics ( O/STDEV )	P Values
Amenities → Customer Satisfaction	3.142	0.002

The data presented in Table 9 shows the outcome of the total effect test conducted on the mediating variable (customer satisfaction) of the independent variable (amenities). The result shows a significant impact between the independent variable and the mediating variable. Thus, the second criteria has been fulfilled.

**Table 10 Total Effect Result of Amenities and Customer Satisfaction on Customer Loyalty**

Variable	T Statistics ( O/STDEV )	P Values
Customer Satisfaction → Customer Loyalty	9.417	0.000
Amenities → Customer Loyalty	2.846	0.004

The data presented in Table 10 shows the outcome of the total effect test, which examines the impact of the independent variable (amenities) and the mediating variable (customer satisfaction) on the dependent variable (customer loyalty). The findings indicate that the impact of the mediating variable on the dependent variable is more significant than the impact of the mediating variable itself, as evidenced by the T statistic. Thus, the third criteria is fulfilled. These findings indicate that amenities have a significant influence on customer loyalty through customer satisfaction, thereby supporting the role of mediation, hypothesis accepted.

**Table 11 Total Effect Result of Value on Customer Loyalty**

Variable	T Statistics ( O/STDEV )	P Values
Value → Customer Loyalty	5.984	0.000

The data presented in Table 11 shows the outcome of the total effect test conducted on the dependent variable (customer loyalty) of the independent variable (value). The result indicates a significant impact between the independent variable and dependent variable. Thus, the first criteria has been fulfilled.

**Table 12 Total Effect Result of Value on Customer Satisfaction**

Variable	T Statistics ( O/STDEV )	P Values
Value → Customer Satisfaction	7.230	0.000

The data presented in Table 12 shows the outcome of the total effect test conducted on the mediating variable (customer satisfaction) of the independent variable (value). The result shows a significant impact between the independent variable and the mediating variable. Thus, the second criteria has been fulfilled.

**Table 13 Total Effect Result of Value and Customer Satisfaction on Customer Loyalty**

Variable	T Statistics ( O/STDEV )	P Values
Customer Satisfaction → Customer Loyalty	9.417	0.000
Value → Customer Loyalty	5.984	0.000

The data presented in Table 13 shows the outcome of the total effect test, which examines the impact of the independent variable (value) and the mediating variable (customer satisfaction) on the dependent variable (customer loyalty). The findings indicate that the impact of the mediating variable on the dependent variable is more significant than the impact of the mediating variable itself, as evidenced by the T statistic. Thus, the third criteria is fulfilled. Therefore, value significantly influences customer loyalty through customer satisfaction, demonstrating a strong mediation effect, hypothesis accepted.

This section provides an interpretation and conclusion of the tested hypothesis. It will discuss how variables exhibit positive or negative significant relationships between variables, as well as the alignment of the hypothesis testing results with past studies. Furthermore, a concise table presenting the comprehensive results of the hypothesis testing will be included.

### **The Effect of Service Quality on Customer Satisfaction**

According to the results of hypothesis testing, there is no significant impact between service quality and customer satisfaction, which indicates that the hypothesis is rejected. Within the context of this study, it could be implied that variations in service quality do not substantially influence customer satisfaction. The findings, contradicts previous research, such as the study conducted by Kwofie et al. (2024), which demonstrated that service quality has a significant influence on customer satisfaction, subsequently affecting customer loyalty. The difference in results can be ascribed to differences in specific types of hotel examined, that impact customer expectations and perceptions.

The specific category of hotel being analyzed has a significant impact on the differing results. The study conducted by Kwofie et al. (2024) examined an ordinary hotel, a 2-star hotel, which catered to budget-conscious customers with distinct service quality expectations in comparison to customers seeking a glamping experience such as Bobocabin Cikole. The difference in the type of hotel may result in differences in the way service quality influences customer satisfaction. Additionally, Brochado & Pereira (2017) define glamping as a combination of being immersed in nature while enjoying luxurious accommodations, where it emphasizes the importance of connecting with nature serves an important role in customer satisfaction. Therefore, the focus may shift from traditional service quality aspects, such as room service, to more experiential characteristics such as the quality of the outdoor environment.

Customer perceptions of service quality in glamping are centered on the combination of luxury and nature, distinguishing it from traditional camping and regular hotel stays. This unique combination shapes customer expectations and influences their overall satisfaction. Various factors contribute to these perceptions, including luxury and comfort, unique experiences, exceptional service, and connection with nature (Brochado & Pereira, 2017); (Brochado & Brochado, 2019); (Liberato et al., 2020). When comparing the level of service excellence between glamping and regular hotels, one notable difference is the emphasis on personalization. Glamping prioritizes customized, immersive services designed to individual preferences, whereas hotels concentrate on standardized luxury services. In terms of location and experience, glamping combines natural surroundings and unique outdoor activities in its service offerings, while hotels provide urban convenience. Both kinds of accommodations

emphasize dependability and professionalism, but glamping needs a more customized and flexible strategy due to its own characteristics and customer demands.

A potential reason for the lack of significance in this study may be that customer satisfaction is influenced more by other factors such as amenities and value, rather than service quality alone. It is also possible that the perceived service quality among the respondents was uniformly either excellent or bad, resulting in insufficient variation to identify a significant influence. Another possible factor could be variations in methodology, such as the sample size and or the data collection process. It is essential to emphasize that service quality plays an important role in determining customer satisfaction in many contexts. However, the extent of its influence might vary significantly depending on the specific conditions and variables involved in the study. Further research is required to examine these dynamics and understand the fundamental causes for these variations. Such research could improve service quality models and enhance their applicability across diverse contexts.

Within the context of glamping, the expectations for service quality might differ greatly compared to those of regular hotel experiences. Brochado & Pereira (2017) define glamping as a combination of being immersed in nature while enjoying luxurious accommodations, where it emphasizes the importance of connecting with nature serves an important role in customer satisfaction. Therefore, the focus may shift from traditional service quality aspects, such as room service, to more experiential characteristics such as the quality of the outdoor environment.

### **The Effect of Amenities on Customer Satisfaction**

According to the results of hypothesis testing, it has been found that amenities have a significant influence on customer satisfaction, therefore confirming the hypothesis. This result indicates that high-quality amenities significantly enhance customer satisfaction. This finding aligns with the previous study conducted by Abdullah et al. (2022), which showed a positive relationship between hotel amenities and customer satisfaction. Within this context, factors such as unique facilities, comfort, cleanliness, and available facilities have a direct influence on customer satisfaction. The relationship between amenities and customer satisfaction can be explained by the direct benefits and improved experience that amenities provide to customers. Providing high-quality amenities that fulfill customers' expectations and enhance perceptions of the service, ultimately resulting in increased satisfaction. Well-maintained and thoughtfully provided are essential for creating a comfortable and enjoyable environment, which is a critical aspect in enhancing customer experience in the hotel business. Furthermore, a study conducted by Padlee et al. (2019) showed that room amenities play a significant role in influencing customer satisfaction in hotels. Within the context of glamping, the nature of amenities becomes even more important in comparison to a regular hotel. Glamping is a form of camping that blends the comfort and luxury of high-end accommodations with the excitement of being in nature (Roderick, 2023). It focuses on providing unique and innovative amenities that enhance the overall outdoor experience. Therefore, the amenities in glamping settings are specifically designed to provide luxury and convenience while maintaining the authentic ambience of a natural environment. Glamping accommodations usually provide luxurious tents, environmentally friendly conscious amenities, private outdoor areas, and unique activities such as private bonfires. These amenities greatly enhance customer satisfaction by providing a unique combination of comfort and thrill that regular hotels may not provide. The emphasis on unique and high-quality amenities in glamping also satisfies the desire for an exclusive and unforgettable experience. Customer satisfaction is higher when they perceive their accommodations to provide unique and distinctive features that distinguish from a regular hotel. This emphasis

on unique amenities aligns with the current trend in the hospitality industry, where experiential travel is gaining popularity. As Johnston (2024) states, current travel trends prioritize wellness and developing a connection with nature, reflecting an increasing desire among travelers for immersive experiences that provide both luxury and a deep connection to the natural environment.

### **The Effect of Value on Customer Satisfaction**

According to the results of hypothesis testing, it has been confirmed that perceived value has a significant influence on customer satisfaction. Therefore, the hypothesis has been accepted. The findings indicate that customers who perceive a high level of value in their interaction with the hotel are more likely to be satisfied with their overall experience. This study aligns with the research conducted by El-Adly (2019), which established a strong relationship between customer perception of a hotel's value and their satisfaction. El-Adly's (2019) study emphasizes that perceived value is important in fostering customer satisfaction, which in turn results in increased customer loyalty. Perceived value comprises multiple factors, such as the quality of services received relative to the price paid, the emotional benefits, and the overall hotel experience. The strong relationship between perceived value and customer satisfaction can be explained by the customer's evaluation of the overall value they receive from the hotel's services and amenities. Customers are more likely to express higher satisfaction levels when they perceive that the benefits they receive from the hotel services outweigh the costs incurred. The perception of value not only includes tangible aspects such as the hotel's physical state, but also intangible factors such as the level of customer service and the emotional connection. Furthermore, a study conducted by Liat & Chiau, (2015) confirmed that the perceived value has a significant influence on customer loyalty through customer satisfaction. This further highlights the significance of perceived value in influencing customer satisfaction and subsequently loyalty in the hotel industry.

### **The Effect of Customer Satisfaction on Customer Loyalty**

According to the results of hypothesis testing, customer satisfaction has a strong and significant effect on customer loyalty. This further implies that as the level of customer satisfaction increases, the probability of customers maintaining loyalty to the service provider also increases. This study demonstrates that customer satisfaction is an important factor in determining customer loyalty. Satisfied customers tend to exhibit loyalty behaviors, such as repeat patronage word-of-mouth. This aligns with the results of study conducted by Sim et al. (2006), which showed that satisfied customers are more likely to return to a hotel and promote it to others, thus building a loyal customer base. The relationship between customer satisfaction and loyalty can be linked to the encounter of the overall positive experience, which motivates customers to revisit and promote the service. This positive experience includes various factors such as exceptional service quality, great amenities, and perceived value. Furthermore, a study conducted by Joviando & Kurniawati, (2022) highlights the significance of maintaining high customer satisfaction in order to promote loyalty among hotel guests, contributing to sustained business success in the hospitality industry.

### **The Mediating Effect of Customer Satisfaction on Customer Loyalty**

According to hypothesis testing, customer satisfaction has a significant mediation effect in the relationship between amenities, value, and customer loyalty. But not between service quality and customer loyalty. A study conducted by Padlee et al. (2019), revealed that room amenities and overall service quality in hotels had a significant influence on customer satisfaction and subsequently customer loyalty with customer satisfaction being the



mediating variable. Furthermore, El-Adly (2019), discovered that the perceived value has a significant influence on customer loyalty through customer satisfaction.

In this study, there was no significant influence of service quality on customer satisfaction, which subsequently did not mediate the relationship between service quality and customer loyalty. The findings is in contrast to previous studies, such as the study conducted by Vidyanata (2022), which showed that customer satisfaction plays a mediating role in the relationship between service quality and customer loyalty in the hotel business.

The results indicate that customer satisfaction has a significant mediating role, although it does not equally mediate all relationships. The significance of amenities and value in influencing customer loyalty through customer satisfaction highlights the importance of these factors in the glamping businesses. Service quality, though essential, may directly influence customer loyalty or be mediated by other variables not captured in this study. Further research could investigate additional mediators to fully understand these dynamics.

## **E. CONCLUSION**

There is no significant impact between service quality and customer satisfaction at Bobocabin Cikole, resulting in the rejection of the hypothesis. These findings are in direct opposition to the previous studies, such as the study conducted by Kwofie et al. (2024), which showed that service quality had a significant impact on customer satisfaction. The variation in results can be attributed to the specific type of accommodation being studied. Kwofie et al. (2024) conducted a study on a 2-star ordinary hotel that caters to customers who are mindful of their budget with distinct service quality expectations, compared to the glamping experience at Bobocabin Cikole. The insignificance of this study may also be due to customer satisfaction being strongly influenced by other factors such as amenities and value, rather than solely by service quality. Methodological variations, sample size, and differences in the process of collecting data may also be the contributing factors. While service quality is an important factor in various situations, its influence might differ significantly based on specific circumstances and variables. Further research is required to analyze these dynamics and understand the underlying causes for these variations. This has the potential to enhance the effectiveness of service quality models and enhance their applicability across diverse contexts.

High-quality amenities significantly influence customer satisfaction at Bobocabin Cikole. In this particular context, factors such as unique facilities, comfort, cleanliness, and availability of amenities have a direct influence on customer satisfaction. The relationship between amenities and customer satisfaction can be explained by the direct benefits and enhanced experience that amenities provide to customers. Providing high-quality amenities that meet customers' expectations and improve their perceptions of the service ultimately leads to higher satisfaction levels. Bobocabin Cikole recognizes the importance of providing amenities that specifically meet the needs and desires of glamping customers. This includes offering luxurious tents, modern facilities such as smart windows, mood lamps, QR door lock, and B-Pad, and the variations of food and beverage. These factors play a significant role in enhancing the overall customer experience and satisfaction. Therefore, it is essential for glamping operators to prioritize the high-quality amenities to enhance customer satisfaction. Investing in well-maintained and thoughtfully provided amenities will create a comfortable and enjoyable environment for customers, thereby enhancing their overall experience and satisfaction.

There is a positive influence between customers' perceptions of high value in their interaction with Bobocabin Cikole and their satisfaction with the overall experience. Perceived value is determined by various factors such as the quality of services received

relative to the price paid, the emotional benefits, and the overall glamping experience. The strong impact between perceived value and customer satisfaction can be explained by customers' evaluation of the overall value they receive from the glamping services. Customers are more likely to express higher levels of satisfaction when they believe that the benefits they gain from the glamping services outweigh the costs incurred. At Bobocabin Cikole, providing a perceived high value through exceptional services, fair pricing, and emotional connection is important in ensuring high levels of customer satisfaction. Therefore, it is essential for glamping operators to enhance customer satisfaction and improve the overall glamping experience by delivering high-quality services that provide great value for money and establish a strong emotional bond with customers.

There is a positive influence between customer satisfaction and customer loyalty at Bobocabin Cikole, indicating that an increase in customer satisfaction leads to a higher level of loyalty. The survey data emphasized the importance of comfort, unique experiences, and value for money. Strategies include the enhancement of service quality, the upgrading of amenities, and the improvement of perceived value. In order to achieve sustained business success, glamping operators should prioritize these areas to enhance customer satisfaction and create loyalty.

Customer satisfaction does not mediate the relationship between service quality and customer loyalty, at Bobocabin Cikole. Although service quality is important, it does not have a significant impact on customer loyalty through customer satisfaction. Glamping operators should prioritize direct improvements in amenities and perceived value to increase customer satisfaction and build loyalty. Operators can achieve sustained success in the glamping industry by implementing a comprehensive strategy that includes personalized services and unique experiences. This strategy allows them to effectively meet customer expectations and drive loyalty.

Customer satisfaction significantly mediates the relationship between amenities and customer loyalty, at Bobocabin Cikole. This indicates that customers highly value well-maintained amenities, comfort, and additional amenities that enhance their glamping experience. These amenities significantly impact their overall satisfaction and subsequent loyalty behaviors. Therefore, it is essential for glamping operators to prioritize the continuous improvement and maintenance of amenities in order to enhance customer satisfaction. Glamping operators may achieve sustainable success in the glamping business by prioritizing comfort, convenience, and personalized experiences, contributing to the sustainability of success in the glamping industry.

Customer satisfaction significantly mediates the relationship between perceived value and customer loyalty, at Bobocabin Cikole. This indicates that customers put a high emphasis on the value they receive from their glamping experience, which includes the quality of services in relation to the money they spent, emotional benefits, and the overall experience. This perceived value has a significant impact on their satisfaction and loyalty behaviors. Glamping operators should concentrate on improving the perceived value of their services in order to increase customer satisfaction. Operators may achieve sustainable success in the glamping business by providing competitive pricing, unique experiences, and powerful emotional benefits that boost customer loyalty.

## REFERENCES

- Abdullah, F. A., Ismail, T. A. T., & Yusoff, A. M. (2022). Hotel Amenities, Customer Satisfaction and Customer Experience: A Test of Mediation. *Journal of Tourism, Hospitality & Culinary Arts (JTHCA)*, 14(1), 262-270.

- Ali, M. M. (2013). Healthcare Service Quality: Towards A Broad Definition. *Journal of Health Care Quality*, 26(3), pp.203-19.
- Anderson, J. C., & Narus, J. A. (1998). *Business Marketing: Understand What Customers Value*. Harvard Business Review.
- Aysah, A. P., & Khalid, J. (2024). Pengaruh Persepsi Harga, Citra Merek dan Word of Mouth Terhadap Keputusan Menginap di Hotel GranDhika. *EKOMA: Jurnal Ekonomi, Manajemen, Akuntansi*, 3(4), 23-34. <https://doi.org/10.56799/ekoma.v3i4.3194>
- Badan Pusat Statistik. (2023). *Statistik Hotel dan Akomodasi Lainnya di Indonesia 2023*. Retrieved from: <https://www.bps.go.id/id/publication/2023/12/29/d9c277bd3ad62674f53e454a/statistik-hotel-dan-akomodasi-lainnya-di-indonesia-2023.html>
- Badan Pusat Statistik. (2024). *Tingkat Penghunian Kamar Hotel - Tabel Statistik*. Retrieved from: <https://www.bps.go.id/id/statistics-table/2/MjgyIzI=/tingkat-penghunian-kamar-hotel--persen-.html>
- Baparekraf, K. (2022, Oktober 24). *Buku Tren Pariwisata 2022-2023*. Kementerian Pariwisata dan Ekonomi Kreatif/Badan Pariwisata dan Ekonomi Kreatif Republik Indonesia.
- Baron, R. M., & Kenny, D. A. (1986). The Moderator-Mediator Variable Distinction in Social Psychological Research: Conceptual, Strategic, and Statistical Considerations. *Journal of Personality and Social Psychology*, 51(6), 1173-1182.
- Bayaga, A., & Kyobe, M. (2022). PLS-SEM modelling in Information Systems. *Conference on Information Communications Technology and Society (ICTAS)*, 1-6. <https://doi.org/10.1109/ictas53252.2022.9744685>
- Bilgihan, A., Smith, S. J., Ricci, P., & M. Bujisic, M. (2016). Hotel guest preferences of in-room technology amenities. *Journal of Hospitality and Tourism Technology*, 7(2), 118-134. <https://doi.org/10.1108/JHTT-02-2016-0008>
- Bitner, M. J., Booms, B. H., & Tetreault, M. S. (1990). The Service Encounter: Diagnosing Favorable and Unfavorable Incidents. *Journal of Marketing*, 54(1). <https://doi.org/10.1177/002224299005400105>
- Bobobox. (2021). *Beristirahat di tengah Pesona Alam Indonesia dengan Bobocabin Bobobox!*. Retrieved from: <https://bobobox.com/blog/beristirahat-di-tengah-pesona-alam-indonesia-dengan-bobocabin-bobobox/>
- Bowen, J. T., & Chen, S.-L. (2001). The Relationship Between Customer Loyalty and Customer Satisfaction. *International Journal of Contemporary Hospitality Management*, 13(5), 4. <https://doi.org/10.1108/09596110110395893>
- Brady, M. K., & Cronin Jr., J. J. (2001). Some New Thoughts on Conceptualizing Perceived Service Quality: A Hierarchical Approach. *Journal of Marketing*, 65(3), 34-49. <https://doi.org/10.1509/jmkg.65.3.34.18334>
- Brochado, A., & Brochado, F. (2019). What makes a glamping experience great? *Journal of Hospitality and Tourism Technology*, 10(1).
- Brochado, A., & Pereira, C. (2017). Comfortable experiences in nature accommodation: Perceived service quality in Glamping. *Journal of Outdoor Recreation and Tourism*, 17(-), 7.
- Cohen, J. (1988). *Statistical power analysis for the behavioral sciences* (2nd ed.). New York: Routledge.
- Dev, C. S., Hamilton, R. W., Rust, R. T., & Valenti, M. V. (2018). What Do Hotel Guests Really Want? Anticipated Versus Actual Use of Amenities. *Cornell Hospitality Report*, 18(8).

- Dick, A. S., & Basu, K. (1994). The authors define customer loyalty as the degree of relationship between an individual's subjective opinion about a product or service and their tendency to repeatedly use it. The dynamics of this relationship are shaped by a multitude of circumstances, e. *Journal of the Academy of Marketing Science*, 22(2), 99-113.
- Diwyartha, N. D. M. S., Pratama, I. W. A., & Eddy, I. W. T. (2023). Tourist Perspective Towards Glamping Accommodation in the Era of Industry 4.0 and Society 5.0. *Jurnal Syntax Transformation*, 4(1), 59-76.
- Eid, R. (2013). Integrating Muslim Customer Perceived Value, Satisfaction, Loyalty and Retention in the Tourism Industry: An empirical study. *International Journal of Tourism Research*, 17(3), 249-260.
- El-Adly, M. I. (2019). Modelling the relationship between hotel perceived value, customer satisfaction, and customer loyalty. *Journal of Retailing and Consumer Services*, 50, 322-332. <https://doi.org/10.1016/j.jretconser.2018.07.007>
- Fornell, C., & Larcker, D. F. (1981). Evaluating Structural Equation Models with Unobservable Variables and Measurement Error. *Journal of Marketing Research*, 18(1), 39-50.
- Gallarza, M., Arteaga, F., Del Chiappa, M. G., & Saura, I. G. (2016). Intrinsic Value Dimensions and The Value-satisfaction-loyalty chain: A Causal Model for Services. *Journal of Services Marketing*, 30(2).
- Gallarza, M. G., & Saura, I. G. (2006). Value dimensions, perceived value, satisfaction and loyalty: an investigation of university students' travel behaviour. *Journal of Tourism Management*, 27(3), 437-452.
- Hair, J., Hollingsworth, C. L., Randolph, A. B., & Chong, A. Y. L. (2017). An updated and expanded assessment of PLS-SEM in information systems research. *Industrial Management & Data Systems*, 117(3), 442-458. <https://doi.org/10.1108/IMDS-04-2016-0130>
- Hair, J., Sarstedt, M., Ringle, C. M., & Gudergan, S. P. (2023). *Advanced Issues in Partial Least Squares Structural Equation Modeling*. SAGE Publications.
- Hair, J. F. (2007). *Research Methods for Business* (J. F. Hair, Ed.). John Wiley & Sons.
- Hair, J. F. (2010). *Multivariate Data Analysis*. Prentice Hall.
- Hair, J. F. (2014). *A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM)*. SAGE Publications.
- Hair, J. F., Hair, J., Hult, G. T. M., Ringle, C. M., & Sarstedt, M. (2022). *A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM)*. SAGE.
- Hair, J. F., Ringle, C. M., & Sarstedt, M. (2012). Partial Least Squares: The Better Approach to Structural Equation Modeling? *Long Range Planning*, 45(5-6), 312-319.
- Hair, J. F., Ringle, C. M., & Sarstedt, M. (2013). PLS-SEM: Indexed a Silver Bullet. *Journal of Marketing Theory and Practice*, 19(2), 139-151.
- Hair, J. F., Risher, J. J., Sarstedt, M., & Ringle, C. M. (2019). When to use and how to report the results of PLS-SEM. *European Business Review*, 31(1), 2-24.
- Hair Jr., J. F., Hult, G. T. M., Ringle, C. M., Sarstedt, M., Danks, N. P., & Ray, S. (2021). *Partial Least Squares Structural Equation Modeling (PLS-SEM) Using R: A Workbook*. Springer International Publishing.
- Hendriyani, I. G. A. D. (2023). *Siaran Pers: Jumpa Pers Akhir Tahun, Kememparekraf Paparkan Capaian Kinerja di Sepanjang 2023*. Kementerian Pariwisata Dan Ekonomi Kreatif/Badan Pariwisata dan Ekonomi Kreatif



- Henseler, J., Hubona, G., & Ray, P. A. (2016). Using PLS path modeling in new technology research: updated guidelines. *Industrial Management & Data Systems*, 116(1), 2-20. <https://doi.org/10.1108/IMDS-09-2015-0382>
- Henseler, J., Ringle, C. M., & Sarstedt, M. (2015). A new criterion for assessing discriminant validity in variance-based structural equation modeling. *Journal of the Academy of Marketing Science*, 43(1), 115-135.
- Henseler, J., Ringle, C. M., & Sinkovics, R. R. (2009). The Use of Partial Least Squares Path Modeling in International Marketing. *Advances in International Marketing*, 20(4), 277-319.
- Homburg, C., Klarmann, M., & Vomberg, A. (2021). *Handbook of Market Research*. Springer International Publishing.
- Hospitality, C. (2024). *Comprehensive Outdoor Hospitality Market Analysis: Opportunities and Challenges*. Retrieved from: <https://crrhospitality.com/blog/comprehensive-outdoor-hospitality-market-analysis-opportunities-and-challenges/>
- Jashireh, A., Slambolchi, A., & Mobarakabadi, H. (2016). A Literature Review of Service Quality and Customer Satisfaction. *Advanced Social humanities and Management*, 3(2), 12.
- Jeyalakshmi, S. S., & Meenakumari, D. S. (2016). Service Quality Management: A Literature Review. *Journal of Management*, 3(4), 24.
- Johnston, I. (2024). *The Experiential Travel Boom: The Big Summer Travel Trends for 2024*. HFTP.
- Joviando, J., & Kurniawati. (2022). The Effects of Overall Service Quality, Customer Value, Customer Trust, and Customer Satisfaction on Customer Loyalty in the Hotel Industry. *Jurnal Ekonomi, Bisnis & Entrepreneurship*, 16(2), 156-169.
- Jr., J. J. C., Brady, M. K., & Hult, G. T. M. (2000). Assessing the effects of quality, value, and customer satisfaction on consumer behavioral intentions in service environments. *Journal of Retailing*, 76(2), 193-218.
- Juliana, J., Tanujaya, T., & Nathaniel, N. (2021). Analysis of the Effect of Hotel Service Quality and Hotel Facilities on Customer Satisfaction. *Journal of Management*, 2(1), 1-10.
- Kementerian Pariwisata dan Ekonomi Kreatif Republik Indonesia. (2023). *Fakta Menarik Pariwisata Indonesia, Banyak Diakui Dunia*. Retrieved from: <https://www.kemendparekraf.go.id/hasil-pencarian/fakta-menarik-pariwisata-indonesia-banyak-diakui-dunia>
- Kesari, B., & Atulkar, S. (2016). Satisfaction of mall shoppers: A study on perceived utilitarian and hedonic shopping values. *Journal of Retailing and Consumer Services*, 31, 22-31.
- Khrisna, C. V. M., AppaRao, D. G., & AnuRadha, D. S. (2020). A Framework for the Identification of Significant Contexts in Tourism Domain. *International Journal of Advanced Science and Technology*, 29(7), 1007-1009.
- Kim, J. J., & Han, H. (2022). Redefining in-room amenities for hotel staycationers in the new era of tourism: A deep dive into guest well-being and intentions. *International Journal of Hospitality Management*, 102.
- Kotler, P., & Keller, K. (2015). *Marketing Management*. Pearson Education.
- Kusumawardhani, A. (2022). *Kemendparekraf Siapkan Tenda Glamping Jelang MotoGP, Simak Harganya*. Retrieved from: <https://ekonomi.bisnis.com/read/20220221/12/1502929/kemendparekraf-siapkan-tenda-glamping-jelang-motogp-simak-harganya>



- Kutner, M. H., Nachtsheim, C., Neter, J., & Li, W. (2005). *Applied Linear Statistical Models*. McGraw-Hill Irwin.
- Kwofie, A. S., Ankor, P., & Adu, C. (2024). An Assessment of Guest Satisfaction of Service Quality in Selected 2-Star Hotels in Takoradi. *Asian Research Journal of Arts & Social Sciences*, 22(4), 36-52.
- Ladhari, R., Pons, F., Bressolles, G., & Zins, M. (2011). Culture and personal values: How they influence perceived service quality. *Journal of Business Research*, 64(9), 7.
- Lager, M. (2008). CRM: In the public interest. *CRM Mag.* 6., 18.
- Liat, C. B., & Chiau, L. K. (2015). Antecedents of Customer Loyalty in the Malaysian Hotel Industry. *International Journal for Innovation Education and Research*, 3(8), 12-15.
- Liberato, P., Liberato, D., & Coelho, J. (2020). Price Versus Service Assessment in Glamping. *International Journal of Hospitality Management*.
- Lovelock, C. H. (2005). *Services Marketing in Asia: Managing People, Technology, and Strategy*. Pearson/Prentice Hall.
- MacKinnon, D., Fairchild, A., & Fritz, M. S. (2007). Mediation Analysis. *Annual Review of Psychology*, 58(1), 593-614.
- Maharani, A. S. A., & Alexander, H. B. (2022). *Menakar Potensi Bisnis Glamping di Indonesia*. Retrieved from: <https://www.kompas.com/properti/read/2022/09/26/142548421/menakar-potensi-bisnis-glamping-di-indonesia?page=all>
- Mak, A. H.N., & Chang, R. C.Y. (2019). The driving and restraining forces for environmental strategy adoption in the hotel Industry: A force field analysis approach. *Journal of Tourism Management*, 73, 48-60.
- Malhotra, N. K. (2007). *Marketing Research: An Applied Orientation*. Pearson/Prentice Hall.
- Mashabi, S., & Widyanti, N. N. W. (2023). *6 Tren Industri Hotel 2022/2023, Glamping Banyak Diminati*. Retrieved from: <https://travel.kompas.com/read/2023/04/11/150434127/6-tren-industri-hotel-2022-2023-glamping-banyak-diminati?page=all>
- Mathew, R. V., & Panchanatham, N. (2016). Influencers and the role in determining the work- life Balance of employees working in the information technology sector. *KNEES Journal of Social Science*, (1), 17-31.
- Maynes, J., & Rawson, A. (2016). Linking the customer experience to value. *McKinsey & Company*.
- Meyer, C., & Schwager, A. (2007). Understanding Customer Experience. *Harvard Business Review*, 13.
- Nguyen, N., & LeBlanc, G. (1998). The mediating role of corporate image on customers' retention decisions: an investigation in financial services. *International Journal of Bank Marketing*, 16(2), 52-65.
- Nobar, H. B. K., & Rostamzadeh, R. (2018). The Impact of Customer Satisfaction, Customer Experience and Customer Loyalty on Brand Power: Empirical Evidence from Hotel Industry. *Journal of Business Economics and Management*, 19(2), 14. <https://doi.org/10.3846/jbem.2018.5678>
- Nurcahyadi, G. (2023, April 19). *Wamenparekraf Apresiasi Bobocabin, Dukung Pariwisata Dalam Negeri Berstandar Global*. Retrieved from: <https://mediaindonesia.com/humaniora/575700/wamenparekraf-apresiasi-bobocabin-dukung-pariwisata-dalam-negeri-berstandar-global>
- Oliver, R. L. (1980). A Cognitive Model of the Antecedents and Consequences of Satisfaction Decisions. *Journal of Marketing Research*, 17(4), 460-469.
- Oliver, R. L. (1999). Whence Consumer Loyalty? *Journal of Marketing*, 63(4), 33-44.

- Oliver, R. L. (2014). *Satisfaction: A Behavioral Perspective on the Consumer*. Taylor & Francis Group.
- O'Neill, M. A., Riscinto-Kozub, K. A., & Hyfte, M. V. (2010). Defining visitor satisfaction in the context of camping oriented nature-based tourism the driving force of quality!. *Journal of Vacation Marketing*, 16(2), 16.
- Padlee, S. F., Thaw, C. Y., & Zulkiffli, S. N. (2019). The relationship between service quality, customer satisfaction and behavioural intentions. *Tourism and Hospitality Management*, 25(1), 121-139.
- Parasuraman, A., & Grewal, D. (2000). The Impact of Technology on the Quality-Value-Loyalty Chain: A Research Agenda. *Journal of the Academy of Marketing Science*, 28(1), 168-174. <https://doi.org/10.1177/0092070300281015>
- Parasuraman, A., Zeithaml, V. A., & Berry, L. L. (1988). Servqual: A Multiple-Item Scale for Measuring Consumer Perceptions of Service Quality. *Journal of Retailing*, 64, 12-40.
- Prananda, Y., Lucitasari, D. R., & Khannan, M. S. A. (2019). Penerapan Metode Service Quality (Servqual) Untuk Peningkatan Kualitas Pelayanan Pelanggan. *OPSI – Jurnal Optimasi Sistem Industri*, 12(1).
- Roderick, M. (2023). *The Luxurious Side of Camping: Discovering the World of Glamping*. Tourist Secrets.
- Rust, R. T., & Sahorik, A. J. (1993). Customer satisfaction, customer retention, and market share. *Journal of Retailing*, 69(2), 193-215.
- Saputra, M. E., Sumiati, & Yuniarinto, A. (2023). The effect of customer experience on customer loyalty mediated by customer satisfaction and customer trust (Study on users of PLN mobile application at PLN UP3 Malang). *Journal of Economics and Business Letters*, 3(3), 27-37.
- Sheth, J. N., Newman, B. I., & Gross, B. L. (1991). Why we buy what we buy: A theory of consumption values. *Journal of Business Research*, 22(2), 159-170.
- Sim, J., Mak, B., & Jones, D. (2006). A Model of Customer Satisfaction and Retention for Hotels. *Journal of Quality Assurance in Hospitality & Tourism*, 7(3), 1-23.
- Srivastava, M., & Rai, A. K. (2013). Investigating the mediating effect of customer satisfaction in the service quality-customer loyalty relationship. *Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behavior*, 26, 95-109.
- Sugiyono. (2018). *Metode Penelitian Bisnis: Pendekatan Kuantitatif, Kualitatif, Kombinasi dan R&D*. Alfabeta.
- Tenenhaus, M., Vinzi, V. E., Chatelin, Y.-M., & Lauro, C. (2005). PLS Path Modeling. *Computational Statistics & Data Analysis*, 48(1), 159-205.
- UN Tourism. (2024, January 19). *International Tourism to Reach Pre-Pandemic Levels in 2024*. Retrieved from: <https://www.unwto.org/news/international-tourism-to-reach-pre-pandemic-levels-in-2024>
- Urbach, N., & Ahlemann, F. (2010). Structural Equation Modeling in Information Systems Research Using Partial Least Squares. *Journal of Information Technology Theory and Application (JITTA)*, 11(2), 5-40.
- Vallen, G. K., & Vallen, J. J. (2013). *Check-in Check-out: Managing Hotel Operations*. Pearson.
- Vidyanata, D. (2022). The Mediating Role of Customer Satisfaction on the Relationship between Service Quality and Consumer Loyalty on the Hospitality Industry. *Jurnal Ilmiah Ekonomi dan Bisnis*, 15(1), 179-185. <https://doi.org/10.51903/e-bisnis.v15i1.768>

- Voss, G. B., Parasuraman, A., & Grewal, D. (1998). The Roles of Price, Performance, and Expectations in Determining Satisfaction in Service Exchanges. *Journal of Marketing*, 62(4), 46-61.
- Wong, K. K. K. (2013). Partial Least Squares Structural Equation Modeling (PLS-SEM) Techniques Using SmartPLS. *Marketing Bulletin*, 24(1), 1-32.
- Yuniar, N. (2022, Maret 20). *Glamping Fasilitas Alternatif Penonton Moto GP 2022*. Retrieved from: <https://jambi.antaranews.com/berita/496921/glamping-fasilitas-alternatif-penonton-motogp-2022>
- Yusof, N., Rahman, F. A., Jamil, M. F. C., & Iranmanesh, M. (2014). Measuring the Quality of Ecotourism Services: Case Study-Based Model Validation. *SAGE Open*, 4(2). <http://dx.doi.org/10.1177/2158244014538270>.
- Zeithaml, V. A. (1988). Consumer Perceptions of Price, Quality, and Value: A Means-End Model and Synthesis of Evidence. *Journal of Marketing*, 52(3), 2-22.
- Zeithaml, V. A., Bitner, M. J., & Gremler, D. D. (2017). *Services Marketing: Integrating Customer Focus Across the Firm*. McGraw-Hill Education.
- Zeithaml, V. A., Parasuraman, A., & Berry, L. L. (1990). *Delivering Quality Service: Balancing Customer Perceptions and Expectations*. Simon and Schuster.