

The Effect of the Marketing Mix (4Ps) and Brand Image on Customer Loyalty Through Customer Satisfaction: A Case Study of Ibis Styles Yogyakarta

Sabarihut Tua Sitompul, Myrza Rahmanita, Nurbaeti, Surya Fadjar Boediman

Institut Pariwisata Trisakti, Indonesia

Email: sabarsitompul@gmail.com*, myrzarahmanita@iptrisakti.ac.id,
nurbaeti@iptrisakti.ac.id, suryafajar@iptrisakti.ac.id

Keywords:	Abstract
marketing mix (4Ps); brand image; customer satisfaction; customer loyalty; SEM-PLS; Ibis Styles Yogyakarta.	This research aims to analyze the effect of the marketing mix (4P) and brand image on customer loyalty, with customer satisfaction as a mediating variable, among customers of Ibis Styles Yogyakarta Hotel. This research employed a quantitative approach through questionnaires distributed to 200 respondents who were customers of the hotel. The data were analyzed using Structural Equation Modeling based on Partial Least Square (SEM-PLS) with the assistance of SmartPLS version 3.2.7. The hypothesis testing results show that the marketing mix has a positive and significant effect on customer satisfaction ($t = 4.416$; $p = 0.000$) and on customer loyalty ($t = 2.196$; $p = 0.028$). Brand image also has a positive and significant effect on customer satisfaction ($t = 5.853$; $p = 0.000$) and on customer loyalty ($t = 3.727$; $p = 0.000$). Furthermore, customer satisfaction has a positive and significant effect on customer loyalty ($t = 4.025$; $p = 0.000$) and is proven to act as a significant mediator in the relationship between the marketing mix and customer loyalty ($t = 2.968$; $p = 0.003$), as well as between brand image and customer loyalty ($t = 3.480$; $p = 0.001$). These findings confirm that effective implementation of the marketing mix and strong brand image management can enhance customer satisfaction, which in turn drives increased customer loyalty. This study is expected to contribute academically to the development of hospitality marketing literature and to provide practical implications for the management of Ibis Styles Yogyakarta in formulating marketing strategies oriented toward customer satisfaction and loyalty.

INTRODUCTION

The tourism sector as an economic activity has become a potential mainstay of development for a number of countries (Arijuddin & Nurwahidin, 2023; Tania & Sinambela, 2022). Indonesia is one of the developing countries that has a wide area potential with considerable tourist attractions (Rahma, 2020; Asmoro & Cahyadi, 2022). Tourism in Indonesia is one of the economic supports that has bright prospects, one of which is the Yogyakarta area which is a world destination that is visited by many local and foreign tourists (Wibowo et al., 2021; Sari & Anggrismo, 2025). Therefore, tourism in Indonesia has had a great influence on the development and development of the country, especially the Special Region of Yogyakarta (Lubis & Az Zakiyyah, 2023).

Tourism can be defined as the entire network and symptoms associated with the presence of foreigners in a place, provided that they do not stay there to do an important job that provides permanent or temporary benefits. Adiyanto & Supriatna, 2019). As an

archipelagic country, Indonesia's potential to develop the tourism industry is very large, the tourism industry in Indonesia in particular and the world in general has grown rapidly. Indonesia is considered one of the 20 fastest growing countries in the tourism sector (Mun'im, 2022).

Regions Yogyakarta has become the prima donna of Indonesian tourism which is already known for its unique and interesting arts and culture. Besides being famous for its art and culture, the Yogyakarta area is also known for its natural beauty and beaches. The Yogyakarta area which has beautiful nature makes Yogyakarta famous as a tourist destination, tourists who come to Yogyakarta prefer to take vacations, therefore Yogyakarta is a tourism destination for tourists all over the world (Wahyuni, 2021). Tourism in Yogyakarta is very much related to accommodations such as hotels and restaurants that can support the comfort of tourists. Thus there are many accommodation facilities, one of which is a hotel. Hotels are one type of accommodation that has a great influence on the country's economy (Attila, 2016; Davidson & Sahli, 2015; Fuentes & Navarrete, 2016; Khan et al., 2020).

Hotels are one of the tourism facilities that provide various facilities for tourists in the form of rooms in one building, so that they can eat, sleep, wash, bathe, play, relax, scientific or business meetings and various other activities (Umar et al., 2021). Hotels are among the main means of tourism (main tourism superstructures) which means life and life depends a lot on the number of tourists who come. If we compare the tourism industry as a building, then the hotel sector is the pillar.

Based on data from Bappeda (2023), the structure of the hotel industry in Yogyakarta is dominated by non-star hotels and one- to three-star hotels. In particular, the number of three-star hotels was seen relatively more compared to four- and five-star hotels in the entire observation period. This condition indicates that the three-star hotel segment faces a stiffer level of competition, due to the large number of hotels in the same classification that offer products and services with similar characteristics. In addition, the number of hotels in all classifications decreased in 2020–2021 due to the impact of the COVID-19 pandemic, then showed a tendency to increase again in 2022–2023, although it has not fully returned to pre-pandemic conditions. This situation further strengthens the intensity of competition, especially in the three-star hotel segment, so effective marketing and brand image management strategies are needed to maintain customer loyalty

Based on data from Bappeda (2023), the number of tourist visits experienced a very significant decrease in 2020 due to the impact of the COVID-19 pandemic on the tourism sector. From 2021 to 2022, there was a sharp increase in the number of tourist visits, which indicates the recovery of tourism activities in Yogyakarta City. In 2023, the number of tourist visits decreased slightly compared to the previous year, but remained at a higher level than in the early period of the COVID-19 pandemic. This condition shows that the tourism sector in Yogyakarta City is starting to recover, but it is still volatile. Fluctuations in the number of tourist visits have an impact on the level of demand for accommodations, prompting hotels to implement more adaptive marketing and customer satisfaction management strategies in an effort to maintain customer loyalty.

Barudin (2018) stated that the availability of adequate hotel rooms has an effect on the increase in the number of tourist visits, which further encourages the increase in demand for hotel rooms. Hotel comfort also plays a role in extending the length of stay of tourists, so that both star and non-star hotels can earn higher tourism revenue as the length of stay increases.

The increase in the number of tourists and the length of stay in a tourist destination has a positive impact on the occupancy rate of hotel rooms. This condition requires hotel managers to continue to improve the quality of products and services so that guests feel satisfied and willing to extend their stay. The higher the number of rooms sold, the greater the revenue earned by the hotel manager.

The results of the study "Agin & Christiono, 2012 stated that the occupancy rate of hotel rooms (hotel occupancy) is the number of rooms occupied divided by the available rooms multiplied by 100%. Occupancy rate is one of the elements that counts hotel revenue. Room occupancy is a state of the extent to which the number of rooms is sold, when compared to the total number of rooms that can afford to sell. The definition of occupancy ratio is a benchmark for the success of hotels in selling their main products, one of which is rooms.

. It can be seen that the occupancy rate declined sharply in 2020, then gradually increased in 2021 and achieved a fairly strong recovery in 2022, before declining slightly again in 2023. Nevertheless, hotel occupancy rates in Yogyakarta were consistently above the national average throughout the observation period. This condition shows that the demand for hotel rooms in Yogyakarta is relatively stronger than the national average, which at the same time indicates the high activity and competition of the hotel industry in the city. In a competitive market situation, hotels are not enough to rely solely on room availability, but need to build an effective marketing strategy and a strong brand image in order to attract and retain guests. When occupancy rates are not yet fully stable, efforts to improve customer satisfaction through the right marketing mix and brand image strengthening are key to making guests willing to return and provide positive recommendations. Thus, customer loyalty plays a strategic factor to maintain a high and sustainable room occupancy rate at the Ibis Styles Yogyakarta Hotel.

There have been several previous studies that show that the marketing mix has a positive and significant effect on customer satisfaction, namely (Graciela Margarith Kewas & Rogi, 2020), (Ardani, 2021), and (Marlina et al., 2019). The results of the study that show that the marketing mix has a positive and significant effect on customer loyalty are (Hayuningtyas, 2020), and (Ediyanto & Sari, 2018) while the results of the research conducted by (Wibowo et al., 2022) state that there is an influence between the mix of service marketing and service quality on customer loyalty with customer satisfaction as a mediator variable. Every company is required to always be able to recognize, understand and meet the needs and desires of customers better than its competitors. Likewise, Ibis Styles Yogyakarta as an industry engaged in services must recognize, understand and meet the needs of its guests because if the needs and desires of guests are achieved, it means that the basic expectations of guests as customers have been met. If these

expectations are then compared to the performance that has been felt from the services obtained, the customer will experience satisfaction or dissatisfaction

Based on the above background description, it is hoped that the research on the influence of marketing mix (4P) on guest loyalty with satisfaction as an intervener at Ibis Styles Yogyakarta can provide a more comprehensive understanding of the dynamics of the hotel industry in Yogyakarta. With a deep understanding of guests' needs and preferences, Ibis Styles Yogyakarta's hotel management can take strategic steps to improve service quality, improve guest satisfaction, and create long-term loyalty.

This research aims to find out the description of the marketing mix (4P), brand image, customer satisfaction, and customer loyalty at Ibis Styles Yogyakarta, as well as analyze the direct influence of the marketing mix and brand image on customer satisfaction and loyalty, the influence of customer satisfaction on customer loyalty, and the indirect influence of marketing mix and brand image on customer loyalty through customer satisfaction as a mediating variable. Theoretically, this research is expected to contribute to the development of marketing and hospitality management science, especially in understanding the role of marketing mix and brand image in shaping customer satisfaction and loyalty. Practically, the results of this research are expected to be strategic inputs for the management of Ibis Styles Yogyakarta in optimizing the marketing mix and strengthening the brand image to increase customer satisfaction which leads to increased loyalty, so as to support the sustainability of the hotel business in the midst of increasingly fierce competition in the hotel industry.

METHOD

This study used a quantitative approach with an associative-causal research type that aims to analyze the causal relationship between the marketing mix (4P) and brand image on customer loyalty through customer satisfaction as a mediating variable. The research was conducted from August 2023 to December 2024 at the Ibis Styles Hotel Yogyakarta, located in the center of Yogyakarta City near Malioboro. The study population was 273,000 visitors to the Ibis Styles Yogyakarta hotel for the 2019–2023 period, with a sample of 200 respondents determined using the Slovin formula with a margin of error of 5% and a simple random sampling technique. Primary data were collected through the distribution of questionnaires with a Likert scale of 1–5, while secondary data were obtained through literature studies.

The variables in this study consisted of exogenous variables (marketing mix and brand image), endogenous variables (customer loyalty), and intervening variables (customer satisfaction). The research instrument was tested for validity using the Pearson Product Moment correlation with the r table 0.1197 at a confidence level of 90%, and its reliability was tested using Cronbach's Alpha with a $>$ value criterion of 0.70. Data analysis was carried out using the Structural Equation Modeling-Partial Least Square (SEM-PLS) method with the help of SmartPLS software version 3.2.7. Model evaluation is carried out through two stages, namely the evaluation of the measurement model (outer model) which includes tests of convergent validity, discriminant validity, and reliability,

and evaluation of structural models (inner model) to test the relationships between variables.

Hypothesis testing was performed by comparing the t-calculated value with the t-table at a significance level of 5% ($\alpha = 0.05$) and a 95% confidence interval, where the hypothesis is accepted if the t-calculated value > 1.66008 . The bootstrap procedure is used in SmartPLS to test the significance of direct and indirect influences (mediation) between variables. With this methodology, the research is expected to provide valid and reliable results regarding the influence of marketing mix and brand image on customer loyalty through customer satisfaction at Ibis Styles Yogyakarta.

RESULTS AND DISCUSSION

Overview of Ibis Styles Yogyakarta

The Ibis Styles Yogyakarta hotel, part of an international network of hotels managed by Accor Hotels. This hotel offers a combination of *modern comfort* and quality service in one of the most important cultural cities in Indonesia. Strategically located in the center of Yogyakarta, this hotel provides easy access to various iconic tourist destinations such as Malioboro Street, Yogyakarta Palace and Yogyakarta Monument. This hotel is designed to meet the needs of tourists who are looking for lodging at affordable prices while still prioritizing quality.



Figure 1. Ibis Yogyakarta Hotels
(Source: all.accor.com, accessed January 20, 2025)

Conveniently located in the center of Yogyakarta, close to Malioboro and other tourist destinations is the main attraction of Ibis Styles Yogyakarta. Easy accessibility from Yogyakarta International Airport, Yogyakarta Monument Station, and tourist

attractions add value to customers who want to explore the city in comfort. The hotel also utilizes various forms of promotion, including *online* campaigns, loyalty programs, and discounts to increase brand awareness and attract new customers as the main focus of the marketing aspect.

Ibis Styles Yogyakarta's modern, friendly, and comfortable brand image has contributed to increased customer loyalty. A satisfying stay, with professional service and adequate facilities, creates customer satisfaction, which in this study is assumed to be an important factor that mediates the relationship between brand image and customer loyalty. Customers who are satisfied with the hotel's service tend to be more loyal and are more likely to recommend the hotel to others and strengthen loyalty through repeated positive experiences.

Reliability Test of Research Instruments

Reliability is an important concept in measuring instruments such as questionnaires. It refers to the degree of consistency, accuracy, and accuracy of the measurement instrument in measuring the intended variable or construct. In the context of internal measurement, reliability measures how well the items or items in the instrument are consistent in measuring the same.

According to Umar (2009), reliability is an indicator that shows how well a questionnaire can be trusted in producing consistent or stable results over time. In this case, if a respondent gives a consistent answer to the same set of statements in the questionnaire, then the questionnaire is considered *reliable*. A statistical technique often used to test reliability is *Cronbach alpha*, which calculates the internal consistency level of the items in a questionnaire.

According to Nunnally and Bernstein (1994), an instrument is said to be reliable if its *Cronbach alpha* value is greater than 0.60. A high *Cronbach alpha* value indicates that the items in the questionnaire correlate well with each other and are reliable to measure the desired variable or construct. Reliability testing using *Cronbach alpha* is an important step in ensuring that the questionnaires used in the study have an adequate level of consistency to produce reliable and accurate data.

Table 1. Reliability Test Results

No	Variable	Reliability	
		<i>Alpha Cronbach</i>	Remarks
1	Marketing Mix (X1)	0.891	Reliable
2	Brand Image (X2)	0.849	Reliable
3	Customer Loyalty (Y)	0.770	Reliable
4	Customer Satisfaction (Z)	0.754	Reliable

(Source: Data processed by the author, 2024)

Evaluation of Measurement Models (Measurement Model/Outer Model)

The convergent validity of the measurement model is a criterion for measuring the validity of reflective research indicators. The evaluation of *convergent validity* is carried out based on the value/*coefficient of outer loading* of each indicator against its latent

variable. Hair et al., (2019:541) argue that the *rule of thumb* that is usually used to make the initial examination of the factor matrix is +0.40 considered to have met the minimum level, for loading > 0.50 is considered practically significant. The higher the value of *the loading* factor, the more important the role of *loading* in interpreting the factor matrix (Jogiyanto & Abdillah, 2016:60). If the *loading score* < 0.50, this indicator can be removed from the construct because this indicator is not loaded to the construct that represents it.

If the *loading* score is between 0.50-0.70, you should not delete the indicator that has *the loading score* as long as the AVE and Communality score of the indicator is > 0.50 (Jogiyanto & Abdillah, 2016:80). Chin also argues that for the early stages of research of the development of the measurement scale, the *loading* factor value of 0.50-0.60 is still considered sufficient (Ghozali & Latan, 2020:74). *The outer loading* coefficient can also provide information about the item's contribution to the indicator or its contribution to its latent variable. An indicator that has the largest *outer loading* coefficient to its dimensions means that it makes the greatest contribution to its indicator. The dimension that has the largest *outer loading* coefficient means that it has the greatest contribution to the variable.

Table 2. Value of Outer loadings Marketing Mix Indicator (X1)

	Indicator	<i>Outer loading</i>
X1.1	Ibis Styles Yogyakarta offers prices that match the quality of the products	0.781
	Ibis Styles Yogyakarta offers affordable prices	
X1.2	Ibis Styles Yogyakarta offers products that have good quality	0.753
	Ibis Styles Yogyakarta offers many product variants	
X1.3	Ibis Styles Yogyakarta offers attractive product promotions	0.755
	Ibis Styles Yogyakarta uses good promotional media	
X1.4	Employees at Ibis Styles Yogyakarta have good looks	0.746
	Employees at Ibis Styles Yogyakarta can communicate well with customers	
X1.5	Ibis Styles Yogyakarta offers prices that match the quality of the products	0.732
	Ibis Styles Yogyakarta offers affordable prices	
X1.6 The Gospel of Jesus	Ibis Styles Yogyakarta offers products that have good quality	0.759
	Ibis Styles Yogyakarta offers many product variants	
X1.7	Ibis Styles Yogyakarta offers attractive product promotions	0.744
	Ibis Styles Yogyakarta uses good promotional media	
X1.8	Employees at Ibis Styles Yogyakarta have good looks	0.756
	Employees at Ibis Styles Yogyakarta can communicate well with customers	

(Source: Data processed by the author, 2024)

Table 2 shows the value of *outer loadings* for the marketing mix indicator (X1), which evaluates various aspects of the product and service offerings at Ibis Styles Yogyakarta. The X1.1 and X1.5 indicators, with outer loading values of 0.781 and 0.732 respectively, show that price quotes that are in line with product quality and affordability have a strong contribution to customer satisfaction. The X1.3 and X1.7 indicators, with

outer loading values of 0.755 and 0.744 respectively, show that attractive promotions and the effective use of promotional media also play an important role in improving brand image. In addition, the outer loading values for X1.4 and X1.8 (0.746 and 0.756) emphasize the importance of employee appearance and communication skills in creating a positive experience for customers. Overall, these results show that the elements of the marketing mix implemented by Ibis Styles Yogyakarta contribute significantly to customer satisfaction and loyalty.

Table 3. Value of Outer loadings Brand Image Indicator (X2)

	Indicator	<i>Outer loading</i>
X2.1	Ibis Styles Yogyakarta is easily recognized by Customers Ibis Styles Yogyakarta has a good reputation	0.740
X2.2	Ibis Styles Yogyakarta is easily recognized by Customers Ibis Styles Yogyakarta has a good reputation	0.735
X2.3	Ibis Styles Yogyakarta remembered by customers Ibis Styles Yogyakarta keeps up with the times	0.746
X2.4	Ibis Styles Yogyakarta is easily recognized by Customers Ibis Styles Yogyakarta has a good reputation	0.756
X2.5	Ibis Styles Yogyakarta is easily recognized by Customers Ibis Styles Yogyakarta has a good reputation	0.784
X2.6	Ibis Styles Yogyakarta remembered by customers	0.768
The Gospel of Jesus	Ibis Styles Yogyakarta keeps up with the times	

(Source: Data processed by the author, 2024)

Table 3 shows the *outer loadings* values for the brand image indicator (X2) at Ibis Styles Yogyakarta. The X2.1 and X2.5 indicators, with outer loading values of 0.740 and 0.784 respectively, show that Ibis Styles Yogyakarta's ease of recognition and good reputation play an important role in shaping a positive brand image. The X2.3 and X2.6 indicators, with outer loading values of 0.746 and 0.768, confirm that the hotel's ability to be remembered by customers and keep up with the times is also an important factor in strengthening the brand image. Meanwhile, the outer loading values on the X2.2 and X2.4 indicators (0.735 and 0.756) also indicate a significant contribution from brand reputation and visibility, although there is still room for improvement in the aspect of brand recognition in the market. Overall, this data shows that the brand image of Ibis Styles Yogyakarta is positively rated by customers, with several areas that can be optimized to further strengthen customer loyalty to the brand.

Table 4. Value of Outer loadings Customer Loyalty Indicator (Y)

	Indicator	<i>Outer loading</i>
Y1	Customers spread positive things about Ibis Styles Yogyakarta both offline and <i>online</i>	0.805
Y2	Customers make repeated visits	0.857
Y3	Customers choose Ibis Styles Yogyakarta as their first choice when staying in Yogyakarta	0.821

(Source: Data processed by the author, 2024)

Table 4 presents the *outer loadings* values for the customer loyalty indicator (Y) at Ibis Styles Yogyakarta. The Y2 indicator, with an *outer loading* value of 0.857, indicates that customers are more likely to make repeat visits, which indicates a high level of loyalty. The Y3 indicator, with an *outer loading* value of 0.821, reflects that Ibis Styles Yogyakarta is often the top choice for customers when they stay in Yogyakarta. Meanwhile, the Y1 indicator, with an *outer loading* value of 0.805, shows that customers tend to spread positive things about Ibis Styles Yogyakarta, both *offline* and *online*. Overall, this data shows that customer loyalty towards Ibis Styles Yogyakarta is quite strong, with a significant contribution from positive experiences driving repeat visits and top customer choices.

Table 5. Value Outer loadings Indicator Customer Satisfaction (Z)

Indicator		<i>Outer loading</i>
Z1	Ibis Styles Yogyakarta customers are satisfied with the products and services provided	0.894
Z2	Products and packaging have met Ibis Styles Yogyakarta Customers	0.898

(Source: Data processed by the author, 2024)

Table 5 shows the value of *outer loadings* for the customer satisfaction indicator (M) at Ibis Styles Yogyakarta. The M2 indicator has the *highest outer loading* value of 0.898, indicating that the products and services provided have met customer expectations very well. The M1 indicator, with an *outer loading* value of 0.894, reflects that customers are satisfied overall with the products and services received at this hotel. Overall, this data shows that the level of customer satisfaction at Ibis Styles Yogyakarta is very high, which can have a positive impact on customer loyalty and the hotel's brand image.

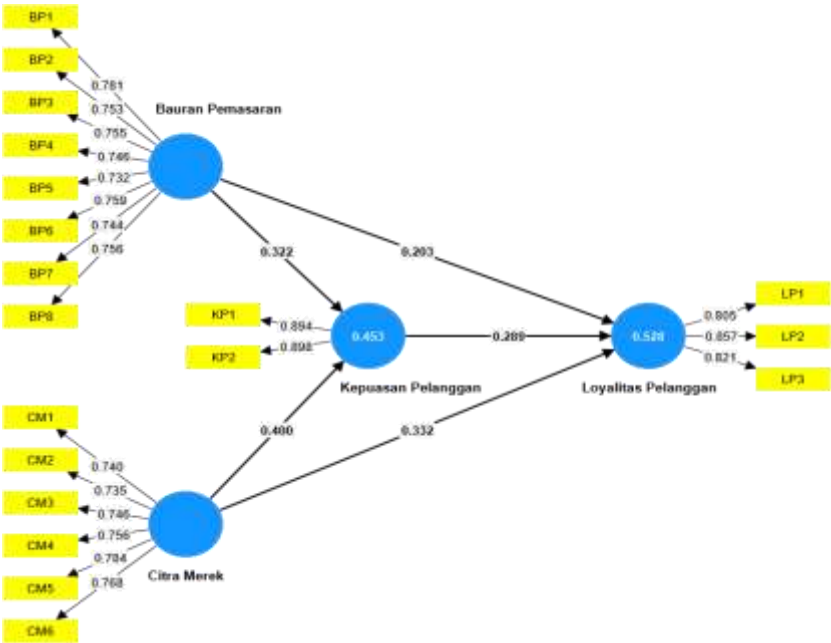


Figure 2. Research Structural Equation Model
(Source: Data processed by the author, 2024)

The results of the calculation of the *outer loading* value in Table 1-5, Figure 2 show that all indicators have met the valid requirements based on *the discriminant validity* criteria, namely *the outer loading* value > 0.60 and statistically significant.

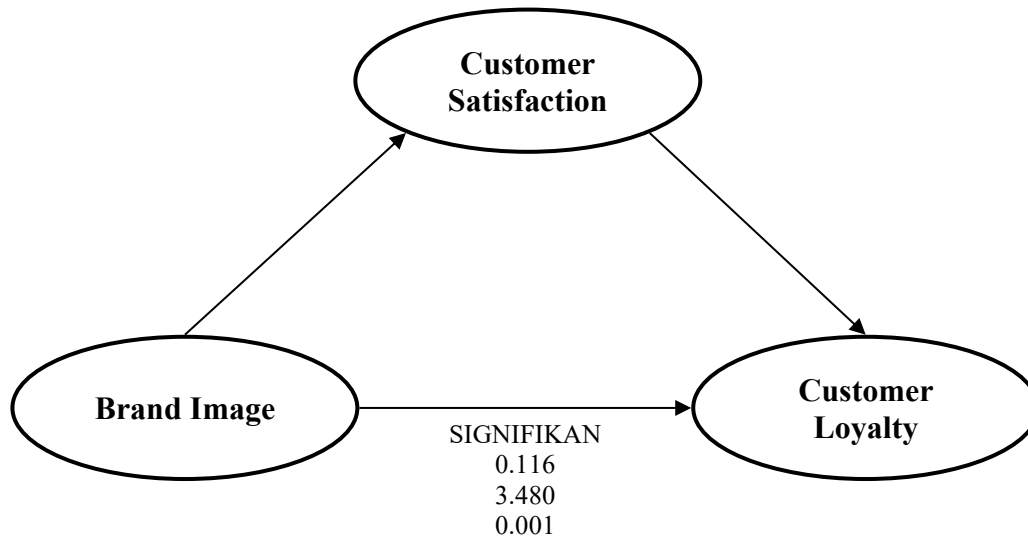


Figure 3. Customer Satisfaction Mediation Testing on the Influence of Brand Image on Customer Loyalty
(Source: Data processed by the author, 2024)

CONCLUSION

Regarding how the Marketing Mix (4P), Customer Satisfaction, Loyalty, and Brand Image of Ibis Styles Yogyakarta are perceived by customers, the results of the study revealed that the marketing mix indicator (4P), with an outer loading value of 0.781 and 0.732 respectively, showed that price offers that are in accordance with product quality and price affordability have a strong contribution to customer satisfaction. With an outer loading value of 0.755 and 0.744 respectively, it shows that attractive promotions and effective use of promotional media also play an important role in improving brand image, while an outer loading value of 0.746 and 0.756 respectively shows the importance of employee appearance and communication skills in creating a positive experience for customers. Overall, these results show that the elements of the marketing mix implemented by Ibis Styles Yogyakarta contribute significantly to customer satisfaction and loyalty. Customer satisfaction, with an outer loading value of 0.894, reflects that customers are satisfied overall with the products and services received at this hotel, indicating that the customer satisfaction level at Ibis Styles Yogyakarta is very high, which can have a positive impact on customer loyalty and the hotel's brand image. Customer loyalty, with an outer loading value of 0.821, reflects that Ibis Styles Yogyakarta is often the top choice for customers when they stay in Yogyakarta, showing that customer loyalty is quite strong, with a significant contribution from positive experiences that drive repeat visits and top customer choices. Brand image, with an outer loading value of 0.740 and 0.784 respectively, shows that the ease of recognizing Ibis

Styles Yogyakarta and its good reputation play an important role in forming a positive brand image, while outer loading values of 0.746 and 0.768 confirm that the hotel's ability to be remembered by customers and keep up with the times is also an important factor in strengthening the brand image, so that overall the brand image of Ibis Styles Yogyakarta is positively assessed by customers. There is also an influence of the Marketing Mix (4P) on Customer Satisfaction at Ibis Styles Yogyakarta, where the influence of the Marketing Mix variable (X1) on the Customer Satisfaction variable (Z) gives a value of $4.416 > 1.96$, and because the p-value is $0.000 < 0.05$, the marketing mix has a positive and significant effect on customer satisfaction. Similarly, there is an influence of the Marketing Mix (4P) on Customer Loyalty at Ibis Styles Yogyakarta, where the influence of the Marketing Mix variable (X1) on the Customer Loyalty variable (Y) gives a value of $2.196 > 1.96$, and because the p-value is $0.028 < 0.05$, the marketing mix also has a positive and significant effect on customer loyalty. Brand Image (X2) likewise influences Customer Satisfaction (Z) at Ibis Styles Yogyakarta, with the influence of the Brand Image variable on the Customer Satisfaction variable giving a value of $5.853 > 1.96$, and because the p-value is $0.000 < 0.05$, brand image has a positive and significant effect on customer satisfaction. Brand Image (X2) also influences Customer Loyalty (Y), where the influence of the Brand Image variable on the Customer Loyalty variable gives a value of $3.727 > 1.96$, and because the p-value is $0.000 < 0.05$, brand image has a positive and significant effect on customer loyalty as well. In addition, Customer Satisfaction (Z) influences Customer Loyalty (Y) at Ibis Styles Yogyakarta, with the influence of the Customer Satisfaction variable on the Customer Loyalty variable giving a value of $4.025 > 1.96$, and because the p-value is $0.000 < 0.05$, customer satisfaction has a positive and significant effect on customer loyalty. Furthermore, there is an indirect influence of the Marketing Mix (4P) on Customer Loyalty (Y) through Customer Satisfaction (Z) at Ibis Styles Yogyakarta, where the influence of the Marketing Mix variable on the Customer Loyalty variable through Customer Satisfaction gives a value of $2.968 > 1.96$, and since the p-value is 0.003, customer satisfaction plays a significant mediating role in the relationship between the marketing mix and customer loyalty. Likewise, there is an indirect influence of Brand Image (X2) on Customer Loyalty (Y) through Customer Satisfaction (Z), where the influence of the Brand Image variable on the Customer Loyalty variable through Customer Satisfaction gives a value of $3.480 > 1.96$, and since the p-value is 0.001, customer satisfaction also acts as a significant mediator in the relationship between brand image and customer loyalty.

REFERENCES

- Ardani, N. N. (2021). Effect of marketing mix and service quality on customer satisfaction and loyalty (A study on PT. Mutiara Cemerlang Utama Bali). *Journal of Applied Sciences in Travel and Hospitality*, 4(2), 77–84. <https://doi.org/10.31940/jasth.v4i2.77-84>
- Adiyanto, Y., & Supriatna, Y. (2019). Analysis of promotion strategies in tourism development in Lebak Banten Regency. *Management Science*, 4(2), 83–93. <https://doi.org/10.30656/sm.v4i2.979>

- Ardani, N. N. (2021). Effect of marketing mix and service quality on customer satisfaction and loyalty: A study on PT. Mutiara Cemerlang Utama Bali. *Journal of Applied Sciences in Travel and Hospitality*, 4(2), 77–84. <https://doi.org/10.31940/jasth.v4i2.77-84>
- Arijuddin, & Nurwahidin. (2023). Kontribusi sektor pariwisata terhadap perekonomian nasional. *Jurnal Masharif al-Syariah: Jurnal Ekonomi dan Perbankan Syariah*, 8(2).
- Asmoro, A. Y., & Cahyadi, H. S. (2022). Sustainable tourism: Analysis of methods and applications in the Indonesian tourism journals. *International Journal of Applied Sciences in Tourism and Events*, 6(2), 194–218. <https://doi.org/10.31940/ijaste.v6i2.194-218>
- Attila, A. T. (2016). The impact of the hotel industry on the competitiveness of tourism destinations in Hungary. *Journal of Competitiveness*, 8(4), 85.
- Davidson, L., & Sahli, M. (2015). Foreign direct investment in tourism, poverty alleviation, and sustainable development: A review of the Gambian hotel sector. *Journal of Sustainable Tourism*, 23(2), 167–187.
- Ediyanto, E., & Sari, R. K. (2018). The impact of marketing mix on customer loyalty with satisfaction and trust customer as mediating variable at Bank Syariah Mandiri at Situbondo. *E-Proceeding STIE Mandala*, 288–311. <https://doi.org/10.30574/wjarr.2023.19.2.1535>
- Fuentes, R., & Navarrete, L. (2016). Tourists in hotels versus holiday homes: Economic impact and characterization. *Tourism Review International*, 20(4), 177–195.
- Graciela Margarith Kewas, L., & Rogi. (2020). Pengaruh strategi bauran pemasaran dan manajemen hubungan pelanggan terhadap kepuasan wisatawan China pada Best Western Lagoon Hotel Manado. *EMBA*, 8(4), 100–109.
- Hayuningtyas, P. (2020). The impact of marketing mix on consumer satisfaction and customer loyalty on Aqua products. *Ekspektra: Jurnal Bisnis dan Manajemen*, 4, 83–103. <https://doi.org/10.25139/ekt.v4i2.3132>
- Khan, N., Hassan, A. U., Fahad, S., & Naushad, M. (2020). Factors affecting tourism industry and its impacts on global economy of the world. *Available at SSRN*. <https://doi.org/10.2139/ssrn.3559353>
- Lubis, F. R. A., & Az Zakiyyah, N. A. (2023). Pengembangan pariwisata dan pertumbuhan ekonomi: Studi kasus Provinsi Yogyakarta. *Management Studies and Entrepreneurship Journal (MSEJ)*, 4(4), 4127–4141. <https://doi.org/10.37385/msej.v4i5.1472>
- Marlina, D., Wardi, Y., & Patrisia, D. (2019). Effect of marketing mix on customer satisfaction and loyalty PT. TIKI Padang Branch. *Padang International Conference on Education, Economics, Business and Accounting*, 64(2013), 716–724. <https://doi.org/10.2991/piceeba2-18.2019.57>
- Mun'im, A. (2022). Penyempurnaan pengukuran kontribusi pariwisata: Alternatif percepatan pertumbuhan ekonomi Indonesia. *Indonesian Tourism Journal*, 16(1), 1–14.
- Rahma, A. A. (2020). Potensi sumber daya alam dalam mengembangkan sektor pariwisata di Indonesia. *Jurnal Nasional Pariwisata*, 12(1), 1. <https://doi.org/10.22146/jnp.52178>
- Sari, M. A., & Anggrismo, A. (2025). Implikasi pengembangan sektor pariwisata terhadap peningkatan ekonomi di Provinsi Daerah Istimewa Yogyakarta. *Jurnal Ekonomi Manajemen Sistem Informasi*, 6(3), 1364–1374.

<https://doi.org/10.38035/jemsi.v6i3.3854>

- Tania, T. L., & Sinambela, E. A. (2022). Sustainable tourism: Policy directions. *Bulletin of Science, Technology and Society*, 1(1), 11–14.
- Wibowo, A. H., Alwie, A. F., & Putro, T. S. (2022). Pengaruh bauran pemasaran jasa dan kualitas pelayanan terhadap loyalitas pelanggan pada usaha rumah kos di Panam Pekanbaru dengan kepuasan pelanggan sebagai variabel mediator Pekanbaru. *Jurnal Sosial Humaniora Terapan*, 5(1). <https://doi.org/10.7454/jsht.v5i1.1014>
- Wibowo, T. W., Santosa, S. H. M. B., Susilo, B., & Purwanto, T. H. (2021). Revealing tourist hotspots in Yogyakarta city based on social media data clustering. *GeoJournal of Tourism and Geosites*, 34(1), 218–225.