



THE INFLUENCE OF YOGA ATTRACTIONS AND SERVICE EXCELLENCE ON CUSTOMER LOYALTY AT PRAMA SANUR BEACH HOTEL, DENPASAR TIMUR

Ni Ketut Erawati¹, I Nyoman Subagia², I Ketut Wardana Yasa³

¹SMK Teknologi Nasional. Email: erawatimahesa@yahoo.com

²³Universitas Hindu Negeri I Gusti Bagus Sugriwa Denpasar

Submit 09 Juni 2024, Revised 02 September 2024, Accepted 03 Oktober 2024

ABSTRACT

Attractions and service excellence provide significant influence to loyal customers , because existing facilities hotel and quality services provided proven capable interesting visitor For come return . The purpose of study This is For know exists influence yoga attraction to customer loyalty , influence service excellence to Customer loyalty and existence influence yoga attractions and service excellence to loyal customers . Types of research This is analysis descriptive quantitative. Data collection techniques were carried out through questionnaires and interviews . Data analysis method used is analysis multiple linear regression .

Research result This obtain equality regression : $Y = 6.335 + 0.149 + 0.746$ With table t value 1.662, table F value 3.09, and level significance 5% (0.05). Based on test results Partial prove that : 1) variable yoga attractions have t -count $>$ t table 2.626 with mark significance $0.10 < 0.05$ and value its influence amounting to 31.0% 2) variable service excellence has t -count 10.665 $>$ t table 1.662 with mark significance $0.00 < 0.05$ and value its influence by 54.2%. This result showing that yoga attractions and service excellence influential to loyal customers . 3) Overall test results simutan has an F -count of 59.941 $>$ F table with mark significance $0.000 < 0.05$. Whereas mark Adjusted R^2 0.574 explain that amounting to 56.4% of yoga attractions and service excellence own contribution For influence loyal customers . As for the rest 43.6% influenced factor others who don't explained in the research model This like Power pull , factor social , and factors nature .

Keywords : *Yoga attractions, service excellence, loyal customers*

Copyright ©2024. UHN IGB Sugriwa Denpasar. All Right Reserved

I. INTRODUCTION

Tourism is the act of traveling from one place to another, temporarily, conducted by individuals or groups, as an effort to seek balance, harmony, and happiness with the environment in social, cultural, natural, and scientific dimensions. Tourism does not aim for business or livelihood in the visited place but is solely for enjoying the journey for sightseeing and recreation, supported by various attractions, facilities, and services provided by the community, entrepreneurs, and the government (Yoeti, 2008:8). The quality of services provided by tourism operators at a tourist attraction, in this case, the hotel, greatly affects



customer satisfaction. This is also conveyed by (Basiya & Rozak, 2012); (Sopyan & Widiyanto, 2015); and (Nasution et al., 2009) that tourist attractions tend to be unpolished, even though the quality of the attraction is the most critical factor determining tourists' interest in visiting the destination.

Bali is one of the islands with extraordinary beautiful tourism potential. Its landscapes and panoramas can captivate anyone who sees them. Additionally, the unique culture and traditions in each place also become their own attraction for tourists. Furthermore, Bali's development as a cultural tourism destination encompasses various cultural aspects such as art, architecture, and religious ceremonies, all of which are packaged into various tourism packages like religious tourism, nature tourism, arts, traditions, healing tourism, wellness tourism, and others. One of the products of wellness tourism currently popular and highly in demand is yoga. Recently, yoga tourism has become a trend sought after by tourists. Many tourist destinations now consider yoga attractions as a tourist draw, such as in the areas of Ubud, Tegallalang, Kintamani, Sanur, and Nusa Dua. Awareness of the importance of health and well-being through yoga practices has further increased tourist interest in visiting Bali. Bali's authentic and natural environment forms a perfect harmony suitable as a place for yoga.

With the growing interest in yoga attractions, there is a need for available yoga training centers complete with instructors, studios, and resorts equipped with facilities and packages tailored to the health needs and concerns of guests. It is hoped that guests feel comfortable and peaceful while practicing yoga. Regular and consistent yoga practice can bring about physical and mental healing and happiness. The type of yoga commonly favored in Bali is Asana Yoga, which helps train breathing or pranayama and assists in shaping body posture. This yoga is part of Hatha Yoga.

In modern society, the term yoga has become increasingly popular worldwide. Yoga comes from the Sanskrit word "*Yuj*," which means the union between the body and consciousness in the mind. When performing yoga movements, it involves a series of physical exercises, breathing, relaxation, and meditation, aiming to develop harmony between the body, mind, and the surrounding environment. Many believe that yoga is an activity that provides physical, mental, and spiritual health benefits. It can relieve stress, improve posture, provide relaxation, and even enhance well-being. This aligns with Kinasih's (210) research, which states that yoga is a process of uniting the three important aspects within humans: physical, mental, and spiritual. Yoga attractions can serve as a medium to attract guests to tourist destinations by emphasizing the various health benefits that can be gained from yoga as a tourism attraction.

Prama Sanur Beach Hotel is located in Banjar Semawang, Sanur Village, East Denpasar District. This hotel was established since 1976 and is classified as a 5-star hotel, so the service excellence offered at this hotel matches the 5-star facilities, including yoga as one of the amenities provided by the hotel. As mentioned earlier, the yoga attraction at Prama Sanur Beach Hotel carries the theme of "serving with heart," which distinguishes its service quality from other places, aiming to provide satisfaction to the guests. This hotel certainly has many returning customers who continue to use the services of Prama Sanur Beach Hotel to this day. The main aspect that needs to be further examined is whether the yoga attraction and service excellence at Prama Sanur Beach Hotel can provide satisfaction leading to customer loyalty. This makes it interesting to research further the influence of yoga attractions and service excellence on customer loyalty at Prama Sanur Beach Hotel.

METHOD

This research is a descriptive quantitative study because the data used is primary data. The research design is correlational since the researcher aims to determine the extent of the influence or relationship between variables based on the magnitude of the correlation coefficient.

Population and Sample

The population in this study includes all guests/customer loyalty members who stayed at Prama Sanur Beach Hotel over the two years from 2022-2023. The sampling technique used in this research is purposive sampling. The total sample size in this study is 92 samples.

Data Collection Techniques

The data collection technique in this study involves using a questionnaire distributed or shared in the form of a Google Form statement to respondents.

Data Analysis Methods

The methods used for data analysis include validity and reliability tests for the questionnaire items, classical assumption tests (data normality test, linearity test, multicollinearity test, heteroscedasticity test), multiple linear regression analysis, hypothesis testing (F-test and t-test), and determination coefficient test.

II. RESULT AND DISCUSSIONS

Table 1. Normality Test

Variabel	Kolmogorov- Smirnov			Simpulan
	Statistika	df	Sig.	
Atraksi Yoga	154	92	0.11	Normal
Service Excellence	106	92	0.13	Normal

Source: Research data, 2024

Based on the SPSS output in Table 1, the results show that out of 92 respondents involved, the yoga attraction variable has a statistical test value of 0.154 with a significance of 0.11. When compared to the probability value of 0.05, the significance value of this research variable is greater than 0.05, which indicates that the data in this study are normally distributed.

Multiple Linear Regression Test

The purpose of the multiple linear regression analysis test is to determine the relationship or linear influence between two or more independent variables on one dependent variable (Priyatno, 2014:149).

Table 2 Regression Test of the Effect between Yoga Attraction and Service Excellence on Customer Loyalty at Prama Sanur Beach Hotel, East Denpasar

Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	6.335	3.164		2.002	.048
Atraksi Yoga	.149	.057	.182	2.626	.010

<i>Service Excellence</i>	.746	.070	.738	10.665	.000
---------------------------	------	------	------	--------	------

Source: Research data, 2024

Based on the regression analysis, the regression equation obtained is:

$$Y=6.335+0.149X_1+0.746X_2$$

The interpretation of this equation is as follows:

Constant Value

The constant value for the customer loyalty variable (Y) is 6.335. This means that if all variables in the study, namely yoga attraction and service excellence, have no effect on customer loyalty, the value of Y (customer loyalty) will remain at 6.335 according to the constant.

Regression Values

a. Yoga Attraction: 0.149

The regression value for the X1 variable (yoga attraction) is 0.149. This indicates that for every 1 unit/point increase in yoga attraction, such as increased interest in participating in yoga activities, customer loyalty will increase by 0.149 units/points.

b. Service Excellence: 0.746

The regression value for the X2 variable (service excellence) is 0.746. This means that for every 1 unit/point increase in service excellence, such as improved quality of services provided by the hotel, customer loyalty will increase by 0.746 units/points.

F-Test (Simultaneous)

The F-test is used to evaluate the overall significance of the regression model. In other words, this test helps to determine whether at least one independent variable has a significant effect on the dependent variable when considered together. A significant F-test result indicates that the regression model as a whole makes a meaningful contribution to the dependent variable. The results of the F-test can be seen in the following table.

Table 3. F-Test of the Effect of Yoga Attraction and Service Excellence on Customer Loyalty at Prama Sanur Beach Hotel, East Denpasar

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	290.529	2	145.264	59.941	.000 ^b
	Residual	215.688	89	2.423		
	Total	506.217	91			

a. Dependent Variable: *Customer Loyalty*

b. Predictors: (Constant), *Service Excellence*, *Atraksi Yoga*

Source: Research data, 2024

Based on the SPSS analysis output, the calculated F-value is 59.941, which is greater than the table F-value of 3.09. Additionally, the significance value of 0.000 is less than 0.05, indicating

that Yoga Attraction and Service Excellence, when considered together (simultaneously), have a significant impact on Customer Loyalty.

t-Test (Partial Test)

After establishing that the overall model is significant, the t-test is used to evaluate the significance of each individual independent variable. The t-test helps to determine whether each independent variable makes a significant contribution to the dependent variable when the other variables are included in the model. With the t-test, we can identify which independent variables significantly influence the dependent variable and which may not be significant. The t-test results between the dependent and independent variables can be seen in the following table.

Table 4. t-Test of the Effect of Yoga Attraction and Service Excellence on Customer Loyalty at Prama Sanur Beach Hotel, East Denpasar.

a. Dependent Variable: <i>Costumer Loyalty</i>						
Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	6.335	3.164		2.002	.048
	Atraksi Yoga	.149	.057	.182	2.626	.010
	<i>Service Excellence</i>	.746	.070	.738	10.665	.000

To assess the contribution of each independent variable (free variable) to the dependent variable (bound variable) partially, we can look at the Beta and Zero Order values produced by each independent variable. By multiplying Beta by the Zero Order, we can determine the partial influence of each variable.

Yoga Attraction Variable (X1): The Beta value is 0.182, and the Zero Order is 0.171. By multiplying these values, $0.182 \times 0.171 = 0.031122$, which rounds to 0.031. Thus, the contribution or influence of the Yoga Attraction variable is 31.0%.

Service Excellence Variable (X2): The Beta value is 0.738, and the Zero Order is 0.735. By multiplying these values, $0.738 \times 0.735 = 0.54243$, which rounds to 0.542. Hence, the contribution or influence of the Service Excellence variable is 54.2%.

To determine the influence of all independent variables in the model on Customer Loyalty at Hotel Prama Sanur Beach, East Denpasar, we can use the coefficient of determination analysis, known as R Square. The results from the SPSS version 27 for Windows output for the coefficient of determination of the Yoga Attraction and Service Excellence variables on Customer Loyalty are displayed in Table 5.

Table 5 Coefficient of Determination of the Yoga Attraction and Service Excellence Variables on Customer Loyalty at Prama Sanur Beach Hotel, East Denpasar

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.758 ^a	0.574	0.564	1.557

a. Predictors: (Constant), *Service Excellence*, Atraksi Yoga

Source: Research data, 2024

Based on the SPSS analysis results in the table above, it shows that the **R** value is 0.758 and the **R Square (R²)** value is 0.574, with an **Adjusted R Square** of 0.564. This indicates that **56.4%** of the variance in **Customer Loyalty** at **Hotel Prama Sanur Beach, East Denpasar** is explained by the independent variables, namely **Yoga Attraction** and **Service Excellence**. The remaining **43.6%** is influenced by other factors not covered in this study, such as price, facilities, and tourism product promotion.

These findings align with a previous study by **Febriyanto Ngabiso (2021)**, which stated that customer loyalty heavily depends on the trust and image of services and facilities in the tourism industry. In this case, **yoga attractions** play a significant role. Therefore, factors affecting satisfaction should be well provided, especially long-term and sustainable facilities for visiting tourists. Excellent service, or **Service Excellence**, creates a strong combination that attracts guests to return, fostering **Customer Loyalty**.

Another study consistent with these findings is by **Ratna Acintya Putri, Naili Farida, and Reni Shinta Dewi (2009)**, which noted that the facilities at tourism destinations, such as hotels, both partially and simultaneously have a significant impact on **Customer Loyalty**. A good tourism destination must be able to provide facilities that meet the needs of visitors, making their stay more convenient and fulfilling.

Kotler (2009:45) emphasized that facilities are everything intentionally provided by service providers for consumers to use and enjoy, with the goal of delivering maximum satisfaction. When tourism facilities provide optimal satisfaction, they form a solid foundation for repeat visits.

III. CONCLUSIONS

Based on the research findings, the previous discussion, and the hypothesis testing conducted through multiple linear regression analysis using SPSS version 27.0 for Windows, the following conclusions can be drawn:

1. There is a positive and significant influence of the yoga attraction on customer loyalty.
2. There is a positive and significant influence of service excellence on customer loyalty.
3. There is a positive and significant joint influence of both yoga attraction and service excellence on customer loyalty.
4. Every indicator from the statements representing the variables of yoga attraction, service excellence, and customer loyalty demonstrates a reliable instrument, receiving consistent responses from the respondents.
5. The variables yoga attraction (X1) and service excellence (X2) contribute 56.4% to customer loyalty (Y) at Hotel Prama Sanur Beach, East Denpasar, while the remaining 43.6% is influenced by other factors not covered in this study.

REFERENCE

- (Iv, 2009)Abdurrahman, D. K., & Ayuningsih, S. F. (2020). Pengaruh Kualitas Pelayanan Terhadap Loyalitas Konsumen Di Hotel Best Western Plus Kemayoran, Jakarta. *Destinesia : Jurnal Hospitaliti Dan Pariwisata*, 2(1), 47–53. <https://doi.org/10.31334/jd.v2i1.1070> ARTIKEL INDIKATOR ATRAKSI WISATA. (n.d.).

- Aziz, Z. A. (2022). Pengaruh Fasilitas Dan Pengalaman Pengunjung Terhadap Loyalitas Pengunjung Yang Dimediasi Oleh Kepuasan Pengunjung (Survey Pada Pengunjung Wisata Umbul Ponggok Klaten). *Jurnal Studi Manajemen Organisasi*, 17(2), 8–18. <https://doi.org/10.14710/jsmo.v17i2.32470>
- Endang Widayati, & Yoga Pradana Widiastuti. (2022). Pengaruh atraksi, lokasi, dan harga terhadap keputusan berkunjung wisatawan di Hutan Pinus Pengger Bantul Daerah Istimewa Yogyakarta. *Journal Of Tourism And Economic*, 5(2), 199–218. <https://doi.org/10.36594/jtec/n2azd666>
- Indikator, V., Butir, N., & Soal, J. (n.d.). *Lampiran 01. Kisi-kisi Instrumen sebelum Uji Coba*.
- Iv, B. a B. (2009). *Bab iv hasil penelitian dan pembahasan*. 46–67.
- Kartika, A. S., Muliadisa, I. K., & Jayendra, P. S. (2024). *Strategi Pengembangan Daya Tarik Wisata Spiritual di Brahmavihara Arama Banjar Kabupaten Buleleng Bali*. 1(1), 47–65.
- Karuniawati, B., & Putrianti, B. (2020). Gambaran Perilaku Hidup Bersih Dan Sehat (Phbs) Dalam Pencegahan Penularan Covid-19. *Jurnal Kesehatan Karya Husada*, 8(2), 34–53. <https://doi.org/10.36577/jkkh.v8i2.411>
- Kevin, D., & Carsana, Y. (2020). Pengaruh Promosi, Persepsi Harga Dan Sikap Konsumen Terhadap Keputusan Pembelian Mobil Suzuki Di Pt.Arista Suskes Abadi Tanjung Pinang. *Jurnal Manajerial Dan Bisnis Tanjungpinang*, Vol.3, No.1, 2020: 1-13, 3(1), 1–13.
- Ngabiso, F., Radji, D. L., & Kango, U. (2021). Pengaruh Citra Merek (Brand Image) Dan Kepercayaan Merek (Brand Trust) Terhadap Loyalitas Merek (Brand Loyalty) Pada Produk Air Minum Dalam Kemasan Merek Aqua (Studi Pada Konsumen Amdk Merek Aqua Di Kota Gorontalo). *JAMBURA: Jurnal Ilmiah Manajemen Dan Bisnis*, 4(1), 1–12. <https://doi.org/10.37479/jimb.v4i1.10453>
- Prismawati, A. K. Y., & Suryawan, I. B. (2022). Upaya Peningkatan Kunjungan Wisatawan Wellness Tourism di Desa Adat Bindu, Kabupaten Badung, Bali. *Jurnal Destinasi Pariwisata*, 10(2), 232. <https://doi.org/10.24843/jdepar.2022.v10.i02.p09>
- Putra, I. P. A. N., & Desi, M. H. U. (2021). Pengaruh Ketersediaan Fasilitas, Atraksi Wisata Terhadap Jumlah Wisatawan, Pendapatan Masyarakat Di Pura Tirta Taman Mumbul. *E-Jurnal Ekonomi Pembangunan Universitas Udayana*, 10(1), 247–277. <http://repository.radenintan.ac.id/9379/1/Awal - BAB II dan Dapus.pdf>
- Putri, R. A., Farida, N., & Dewi, R. S. (2018). Pengaruh Citra Destinasi, Fasilitas Wisata Dan Experiential Marketing Terhadap Loyalitas Melalui Kepuasan. *Jurnal Ilmu Administrasi Bisnis*, 4(1), 225–235.
- Rahmadani, Y. L. (2023). Pengaruh Fasilitas Dan Daya Tarik Wisata Terhadap Loyalitas Pengunjung Pada Objek Wisata Telaga Ngebel Ponorogo. *Journal of Hospitality* <http://ejournal.poltektegal.ac.id/index.php/jht/article/view/5700>
- Rahman, Y., Luthfi, A., & Adiawaty, S. (2020). PENGARUH KOMPETENSI INSTRUKTUR YOGA, MOTIVASI, DAN LOKASI TERHADAP KEPUASAN PELANGGAN (Studi Kasus Studio Yoga di Jakarta). In *Jurnal Ilmiah Bisnis, Pasar Modal, dan UMKM* (Vol. 3, Issue 1).
- (Indikator et al., n.d.)(Karuniawati & Putrianti, 2020)(Kartika et al., 2024)(Rahmadani, 2023)(Putri et al., 2018)(Kevin & Carsana, 2020)(Endang Widayati & Yoga Pradana Widiastuti, 2022)(Aziz, 2022)(Prismawati & Suryawan, 2022)(Abdurrahman & Ayuningsih, 2020)(Ngabiso et al., 2021)(ARTIKEL INDIKATOR ATRAKSI WISATA, n.d.)(Rahman et al., 2020)(Putra & Desi, 2021)Abdurrahman, D. K., & Ayuningsih, S. F. (2020). Pengaruh Kualitas Pelayanan Terhadap Loyalitas Konsumen Di Hotel Best Western Plus Kemayoran, Jakarta. *Destinesia : Jurnal Hospitaliti Dan Pariwisata*, 2(1), 47–53. <https://doi.org/10.31334/jd.v2i1.1070>
- ARTIKEL INDIKATOR ATRAKSI WISATA. (n.d.).
- Aziz, Z. A. (2022). Pengaruh Fasilitas Dan Pengalaman Pengunjung Terhadap Loyalitas

- Pengunjung Yang Dimediasi Oleh Kepuasan Pengunjung (Survey Pada Pengunjung Wisata Umbul Ponggok Klaten). *Jurnal Studi Manajemen Organisasi*, 17(2), 8–18. <https://doi.org/10.14710/jsmo.v17i2.32470>
- Endang Widayati, & Yoga Pradana Widiastuti. (2022). Pengaruh atraksi, lokasi, dan harga terhadap keputusan berkunjung wisatawan di Hutan Pinus Pengger Bantul Daerah Istimewa Yogyakarta. *Journal Of Tourism And Economic*, 5(2), 199–218. <https://doi.org/10.36594/jtec/n2azd666>
- Indikator, V., Butir, N., & Soal, J. (n.d.). *Lampiran 01. Kisi-kisi Instrumen sebelum Uji Coba*. Iv, B. a B. (2009). *Bab iv hasil penelitian dan pembahasan*. 46–67.
- Kartika, A. S., Muliadisa, I. K., & Jayendra, P. S. (2024). *Strategi Pengembangan Daya Tarik Wisata Spiritual di Brahmavihara Arama Banjar Kabupaten Buleleng Bali*. 1(1), 47–65.
- Karuniawati, B., & Putrianti, B. (2020). Gambaran Perilaku Hidup Bersih Dan Sehat (Phbs) Dalam Pencegahan Penularan Covid-19. *Jurnal Kesehatan Karya Husada*, 8(2), 34–53. <https://doi.org/10.36577/jkkh.v8i2.411>
- Kevin, D., & Carsana, Y. (2020). Pengaruh Promosi, Persepsi Harga Dan Sikap Konsumen Terhadap Keputusan Pembelian Mobil Suzuki Di Pt.Arista Suskes Abadi Tanjung Pinang. *Jurnal Manajerial Dan Bisnis Tanjungpinang*, Vol.3, No.1, 2020: 1-13, 3(1), 1–13.
- Ngabiso, F., Radji, D. L., & Kango, U. (2021). Pengaruh Citra Merek (Brand Image) Dan Kepercayaan Merek (Brand Trust) Terhadap Loyalitas Merek (Brand Loyalty) Pada Produk Air Minum Dalam Kemasan Merek Aqua (Studi Pada Konsumen Amdk Merek Aqua Di Kota Gorontalo). *JAMBURA: Jurnal Ilmiah Manajemen Dan Bisnis*, 4(1), 1–12. <https://doi.org/10.37479/jimb.v4i1.10453>
- Prismawati, A. K. Y., & Suryawan, I. B. (2022). Upaya Peningkatan Kunjungan Wisatawan Wellness Tourism di Desa Adat Bindu, Kabupaten Badung, Bali. *Jurnal Destinasi Pariwisata*, 10(2), 232. <https://doi.org/10.24843/jdepar.2022.v10.i02.p09>
- Putra, I. P. A. N., & Desi, M. H. U. (2021). Pengaruh Ketersediaan Fasilitas, Atraksi Wisata Terhadap Jumlah Wisatawan, Pendapatan Masyarakat Di Pura Tirta Taman Mumbul. *E-Jurnal Ekonomi Pembangunan Universitas Udayana*, 10(1), 247–277. <http://repository.radenintan.ac.id/9379/1/Awal - BAB II dan Dapus.pdf>
- Putri, R. A., Farida, N., & Dewi, R. S. (2018). Pengaruh Citra Destinasi, Fasilitas Wisata Dan Experiential Marketing Terhadap Loyalitas Melalui Kepuasan. *Jurnal Ilmu Administrasi Bisnis*, 4(1), 225–235.
- Rahmadani, Y. L. (2023). Pengaruh Fasilitas Dan Daya Tarik Wisata Terhadap Loyalitas Pengunjung Pada Objek Wisata Telaga Ngebel Ponorogo. *Journal of Hospitality* <http://ejournal.poltektegal.ac.id/index.php/jht/article/view/5700>
- Rahman, Y., Luthfi, A., & Adiawaty, S. (2020). PENGARUH KOMPETENSI INSTRUKTUR YOGA, MOTIVASI, DAN LOKASI TERHADAP KEPUASAN PELANGGAN (Studi Kasus Studio Yoga di Jakarta). In *Jurnal Ilmiah Bisnis, Pasar Modal, dan UMKM* (Vol. 3, Issue 1).