

ANALYSIS OF THE INFLUENCE OF CUSTOMER EXPERIENCE ON CUSTOMER LOYALTY AT HOTEL NOVOTEL TANGERANG

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Abstract—This research was conducted by researchers to find out whether there is an influence of Customer Experience on Customer Loyalty at the Novotel Tangerang Hotel. This research uses a quantitative research method with a descriptive research type of mean which is measured using a Likert scale. Distributed to consumers using an online questionnaire via Google Form, the results of which will be processed using IBM SPSS version 27. Based on data analysis, it can be concluded that the results of the validity and reliability tests have valid and reliable results. With the results of the tests carried out, it is known that the Customer Experience variable has a significant influence on Customer Loyalty with the results of simple linear regression analysis $Y = 54.975 + 0.187X$ and the results of the coefficient of determination test show that the Customer Experience variable has the ability to influence the Customer Loyalty variable by 67%. It can be concluded that customer experience influences customer loyalty at the Novotel Tangerang Hotel.

Keywords—Customer Experience, Customer Loyalty, Novotel Tangerang Hotel.

INTRODUCTION

The tourism sector in Indonesia is one of the tourism industries that plays an important role in the world economy. Tourism itself is an activity of traveling from one location to another in a temporary period of time that can be done by individuals or groups to find happiness with the surrounding environment, whether in nature, social, cultural, or scientific (according to Wahid, 2015). Tourism has elements of development, namely transportation, service facilities, infrastructure, accommodation, and attractions (according to Kurniawan, 2015). One of the parts included in accommodation is hotels. Hotels play a very important role in the tourism industry, because hotels themselves are included as one part of the tourism industry itself, which is useful in providing accommodation services for tourists who are traveling.

Quoting data from the Central Statistics Agency (BPS) published in February 2024, the report shows an overview of the occupancy rate of starred hotels in Indonesia at 59.74% in December 2023. This figure increased by 2.84% year on year when compared to the same period in the previous year, which was 56.9% in December 2022. A hotel is a type of accommodation established for business purposes, which is available for everyone who needs lodging, accommodation, and food and beverage services (according to Sulastiyono, 2017). Hotels themselves have many types, ranging from one-star hotels to luxury hotels, namely five-star hotels. One of the four-star hotels located in the heart of Tangerang City is the Novotel Tangerang Hotel. This hotel is located at Jalan Jenderal Sudirman No. 01, Tangerang, Banten, where it is located not far from Soekarno Hatta Airport. Novotel is a hotel brand under the auspices of the Accor Group, where the Accor Group is an international hotel chain from France that has operated hundreds of thousands of rooms in 105 countries in the world.

Customer Experience is a recognition that is perceived or understood cognitively that can affect the motivation of customers or consumers (according to Chen and Lin, 2014). Where the recognition or perception of the guests or customers is the result of the interaction between consumers and the company, both emotionally and physically which can affect the assessment of the company's products. Customer experience is divided into 2 contexts, namely offline (conventional) and online (online) customer experience. Offline customer experience involves direct interaction between customers and the company through a face-to-face meeting. Meanwhile, online customer experience is interaction with the company through a website, application, or other platform. This customer experience has been implemented at the Novotel Tangerang Hotel, because the service provided by this hotel is quite good. It can be seen from the reviews given by customers, Novotel Tangerang has a fairly high rating. Because the staff who work at the Novotel Tangerang Hotel serve customers in a friendly and professional manner.

The services provided by Hotel Novotel Tangerang have been implemented both offline and online. Some services that are implemented offline, such as giving birthday celebrations by singing birthday songs, giving balloons, cakes, or the like to the guest, if there are guests who are sick and cannot go to the restaurant for breakfast, the staff will prepare and provide food available at the breakfast buffet using a breakfast box according to the guest's request and will be delivered to their room, during holidays, Hotel Novotel Tangerang holds Sunday Activities, where this Sunday Activity is different every week, such as cooking classes, pottery classes, and the like. Some services that have been implemented online, namely from the ALL.Accor.com website, where guests or visitors can order directly through the website, starting from

booking rooms, booking restaurants, booking ballrooms, ordering hotel taxis that can pick up guests directly from the airport, available promotions, and many more that can make it easier for guests who want to stay at Hotel Novotel Tangerang. Novotel Tangerang Hotel is also responsive in responding to customer responses on various social media and websites, such as positive and negative reviews given by customers will be responded to directly by staff who are specifically in handling such matters.

Some services that have been implemented online, namely from the ALL.Accor.com website, where guests or visitors can book directly through the website, starting from booking rooms, booking restaurants, booking ballrooms, ordering hotel taxis that can pick up guests directly from the airport, offering promotions, and many more that can make it easier for guests who want to stay at the Novotel Tangerang Hotel. Through social media Instagram, the Novotel Tangerang Hotel also provides a link available in their profile biodata to make it easier for customers who want to book rooms, meeting rooms, pool bars, restaurants for dinner or the like, and much more information. Loyalty Customer loyalty is a strong and deep commitment for consumers to continue to make purchases or support a particular product or service that they like in the future, even though there is the possibility of situational influences and marketing efforts that have the potential to make customers switch (according to Kotler and Keller, 2016). This loyalty is not only limited to making repeat purchases but also includes strong emotional affiliations and tendencies to choose a brand or product consistently. This customer loyalty can be formed in various ways, including positive customer experiences, consistent product quality, good customer service, and loyalty programs that are interesting.

Customer loyalty is a strong and deep commitment for consumers to continue to make purchases or support a particular product or service that they like in the future, even though there is the possibility of situational influences and marketing efforts that have the potential to make customers switch (according to Kotler and Keller, 2016). This loyalty is not only limited to making repeat purchases but also includes strong emotional affiliations and tendencies to choose a brand or product consistently. This customer loyalty can be formed in various ways, including positive customer experiences, consistent product quality, good customer service, and loyalty programs that are interesting.

Loyalty customer has been implemented at the Novotel Tangerang Hotel, customers can create members by downloading the ALL (Accor Live Limitless) application. The application is membership given to customers to get reward points based on the amount spent by each customer staying at a hotel included in the Accor Group. This loyalty program has five levels, namely starting from classic, silver, gold, platinum, and diamond, where the benefits obtained by customers vary. Researchers conducted this research to find out how much influence customer experience has on customer loyalty at the Novotel Tangerang Hotel. Because in the Accor Group, "customer is everything", the Novotel Tangerang Hotel has provided good service to its customers. In relation to this, this research is important to be conducted, so that researchers can prove whether with *benefit* and service received by customers will make customers come back to stay at the Novotel Tangerang Hotel. With that, this research becomes a special interest for the author to raise the theme "The Influence of Customer Experience on Customer Loyalty at the Novotel Tangerang Hotel".

Identification of problems in this study can be seen from the background above, it has not been confirmed whether there is a relationship between customer experience and customer loyalty at the Novotel Tangerang Hotel. In relation to this, this study will be conducted by the author to examine and analyze so that researchers can prove that there is a relationship between the two variables at the Novotel Tangerang Hotel. This study aims to determine the impact of customer experience on customer loyalty at the Novotel Tangerang Hotel. Because there are many customers who have repeatedly stayed at this hotel, customers who have repeatedly stayed mean they have a good impression and experience when staying at the Novotel Tangerang Hotel. The impression and experience that customers get when staying or visiting the hotel will have an impact on increasing customer loyalty to the hotel. This research is important to conduct, to find out whether the experience, benefits, and services received or felt by customers will make customers come back to stay at the Novotel Tangerang Hotel, which will then make them continue to return in the future.

METHODS

In conducting this research, the researcher used a quantitative approach. Where the quantitative approach is based on the philosophy of positivism or using an empiricism approach, which is used to study certain samples or populations. The subjects in this study were consumers who had visited the Novotel Tangerang Hotel with a minimum of two visits and had made purchases at the Novotel Tangerang Hotel located near Soekarno-Hatta International Airport, namely on Jalan Jenderal Sudirman, Tangcity Superblock, Tangerang, Banten.

In conducting this research, the researcher collected data by distributing questionnaires directly and closed. Direct means that the questionnaire was given directly to the respondents, while a closed questionnaire means a questionnaire that was distributed indirectly, such as distributing through *G-Form*. The data collected in this study were obtained directly from the respondents, as well as additional data obtained from various sources, such as journals, books, and articles via the internet that are directly related to the research topic to support the research conducted.

In this study, the researcher used a population which was *customer* or customers who have visited and purchased products from the Novotel Tangerang Hotel throughout 2023, as many as 104,821 customers who have stayed at the Novotel Tangerang Hotel. Researchers use the Slovin formula in sampling this study with the number of samples needed, namely 100 respondents.

Researchers analyzed the data using several tests, starting from the research instrument test with two methods, namely the validity test and the reliability test to measure the accuracy of the data collection measuring instrument. Furthermore, researchers conducted descriptive statistical tests. *mean* to find out the minimum, maximum, average, and standard deviation values. After that, the researcher conducted a classical assumption test starting from the normality test, heteroscedasticity test, and simple linear regression test. The normality test is used to find out whether the distribution of the variables is related to each specific independent variable. The heteroscedasticity test is used to find out whether the residuals in the regression model fluctuate sufficiently from one observation to the next. A simple linear regression test is conducted to find out whether there is a relationship between variable X and variable Y. The last one is the hypothesis test by conducting a T test and a determination coefficient test. The T test is used to assess whether the independent variable has a significant effect on the dependent variable. Meanwhile, the determination coefficient test is used to find out how well the independent variable can explain the dependent variable.

Based on the distribution of questionnaires conducted by researchers to 100 respondents, researchers obtained the characteristics of respondents ranging from gender, age, type of work, domicile, monthly income, and purpose of staying at the Novotel Tangerang Hotel. The data obtained based on gender, namely 52% of respondents were male and 48% of respondents were female. With the majority of respondents aged 27 to 31 years with a percentage result of 33%. The type of work of the most respondents, namely entrepreneurs with a percentage result of 46%. The majority of respondents domiciled in Tangerang with a percentage result of 65%. Respondents have a monthly income of more than Rp. 7,760,000, - with a percentage result of 39%. The majority of respondents who have visited, namely 2-3 times visited with a percentage result of 49%. With the most purpose of staying, namely to *do refreshing* with a percentage result of 40%.

RESULTS AND DISCUSSION

Researchers have tested the results of respondents using the SPSS version 27 application, starting from the Mean Descriptive Statistical Test, Validity Test, Reliability Test, Normality Test, Heteroscedasticity Test, Simple Linear Regression Test, T Test, and Determination Coefficient Test.

Table 1. Descriptive Mean of Customer Experience Variables

Dimensions	Statement	Std. Deviation	Mean	Mean Result	Interpretation
Sensory Experience	X1	0.595	4.36	4.41	(4.21 – 5.00) Very High
	X2	0.651	4.40		
	X3	0.670	4.34		
	X4	0.625	4.44		
	X5	0.592	4.55		
Emotional Experience	X6	0.540	4.54	4.46	(4.21 – 5.00) Very High
	X7	0.655	4.43		
	X8	0.593	4.46		
	X9	0.634	4.39		
	X10	0.643	4.49		
Social Experience	X11	0.630	4.37	4.43	(4.21 – 5.00) Very High
	X12	0.657	4.55		
	X13	0.611	4.48		
	X14	0.646	4.37		
	X15	0.616	4.38		

Source: Data processed by researchers (2024)

Based on table 1, it can be seen that the results of the calculation of the mean or average value of the customer experience variable in the emotional experience dimension have the highest results compared to the other two dimensions, namely with a result of 4.46.

Table 2. Descriptive Mean of Customer Loyalty Variables

Dimensions	Statement	Std. Deviation	Mean	Mean Result	Interpretation
Recommended	Y1	0.593	4.46	4.50	(4.21 – 5.00) Very High
	Y2	0.530	4.61		
	Y3	0.609	4.45		
	Y4	0.658	4.47		
	Y5	0.673	4.54		
Refuse	Y6	0.575	4.55	4.51	(4.21 – 5.00) Very High
	Y7	0.570	4.41		
	Y8	0.678	4.38		
	Y9	0.567	4.61		
	Y10	0.565	4.62		
Repeat Purchases	Y11	0.611	4.47	4.46	(4.21 – 5.00) Very High
	Y12	0.658	4.46		
	Y13	0.674	4.52		
	Y14	0.599	4.38		
	Y15	0.627	4.47		

Source: Data processed by researchers (2024)

Based on the data in table 2, it can be seen from the results of the calculation of the mean or average value of the customer loyalty variable in the refuse dimension, it has the highest result compared to the other two dimensions, namely with a result of 4.51.

Table 3. Validity Test of Customer Experience Variables

Dimensions	No	Customer Experience(X)	R. Count	R. Table	Information
Sensory Experience	1.	Statement 1	0.465	0.165	VALID
	2.	Statement 2	0.593	0.165	VALID
	3.	Statement 3	0.617	0.165	VALID
	4.	Statement 4	0.498	0.165	VALID
	5.	Statement 5	0.372	0.165	VALID
Emotional Experience	1.	Statement 6	0.529	0.165	VALID
	2.	Statement 7	0.530	0.165	VALID
	3.	Statement 8	0.416	0.165	VALID
	4.	Statement 9	0.524	0.165	VALID
	5.	Statement 10	0.419	0.165	VALID
Social Experience	1.	Statement 11	0.517	0.165	VALID
	2.	Statement 12	0.268	0.165	VALID
	3.	Statement 13	0.519	0.165	VALID
	4.	Statement 14	0.573	0.165	VALID
	5.	Statement 15	0.484	0.165	VALID

Source: Data processed by researchers (2024)

Based on the data in table 3, it can be concluded that based on the validity test, all statement items containing 15 statements for the variables *customer experience* can be said to be valid because all R Calculation values exceed R table which has a value of 0.165. All dimensions can be declared valid because the r calculation is higher than the r table, this is because the purpose of the validity test itself is to show whether the measuring instrument can measure correctly, if the test data of the measuring instrument is not relevant to the research objectives, the test can be declared invalid.

Table 4. Validity Test of Customer Loyalty Variables

Dimensions	No	Customer Loyalty (Y)	R. Count	R. Table	Information
Recommended	1.	Statement 1	0.527	0.165	VALID
	2.	Statement 2	0.474	0.165	VALID
	3.	Statement 3	0.426	0.165	VALID
	4.	Statement 4	0.492	0.165	VALID

Refuse	5.	Statement 5	0.383	0.165	VALID
	1.	Statement 6	0.391	0.165	VALID
	2.	Statement 7	0.384	0.165	VALID
	3.	Statement 8	0.524	0.165	VALID
	4.	Statement 9	0.369	0.165	VALID
Repeat Purchases	5.	Statement 10	0.434	0.165	VALID
	1.	Statement 11	0.458	0.165	VALID
	2.	Statement 12	0.423	0.165	VALID
	3.	Statement 13	0.378	0.165	VALID
	4.	Statement 14	0.432	0.165	VALID
	5.	Statement 15	0.576	0.165	VALID

Source: Data processed by researchers (2024)

Based on the data in table 4, it can be concluded that based on the validity test, all statement items containing 15 statements for the Customer Loyalty variable can be said to be valid because all R Calculation values exceed R table which has a value of 0.165. All dimensions can be declared valid because the calculated r is higher than the r table, this is because the purpose of the validity test itself is to show whether this measuring instrument can measure correctly, if the test data of the measuring instrument is not relevant to the research objectives, the test can be said to be invalid.

Table 5. Variable Reliability Test Customer Experience

Reliability Statistics	
Cronbach's Alpha	N of Items
.772	15

Source: Data processed by researchers (2024)

Based on table 5, the researcher concluded that the value *Cronbach's Alpha* obtained on the customer experience variable (x) is 0.772. Thus, it can be concluded that the instrument is reliable because it has a higher value than the minimum value. Because this reliability test is used as a measuring tool that functions to ensure that the items in the measuring instrument used have a consistency that can be trusted to obtain valid results and to obtain consistent results can be done periodically or more than once. In using Cronbach Alpha, it can be said to be reliable if Cronbach Alpha produces a value higher than 0.6 (according to Amanda, et al, 2019).

Table 6. Reliability Test of Customer Loyalty Variables

Reliability Statistics	
Cronbach's Alpha	N of Items
.709	15

Source: Data processed by researchers (2024)

Based on table 6, the researcher concluded that the value *Cronbach's Alpha* obtained on the customer loyalty variable (y) is 0.772. Because this reliability test is used as a measuring tool that functions to ensure that the items in the measuring instrument used have a consistency that can be trusted to obtain valid results and to obtain consistent results can be done periodically or more than once. Therefore, it can be concluded that the instrument is reliable because it has a higher value than the minimum value. In using the Cronbach Alpha technique, it can be said to be reliable if the Cronbach Alpha has a value higher than 0.6 (according to Amanda, et al, 2019).

Table 7. Normality Test
One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	3.99967653
Most Extreme Differences	Absolute	.079
	Positive	.068
	Negative	-.079
Test Statistics		.079
Asymp. Sig. (2-tailed) ^c		.125
Monte Carlo Sig. (2-tailed) ^d	Sig.	.124
99% Confidence Interval	Lower Bound	.116
	Upper Bound	.133

Based on the data in table 7, the results of the significance value are 0.133. This value has a significance level higher than 0.05, thus, it can be concluded that the residual value has a normal distribution.

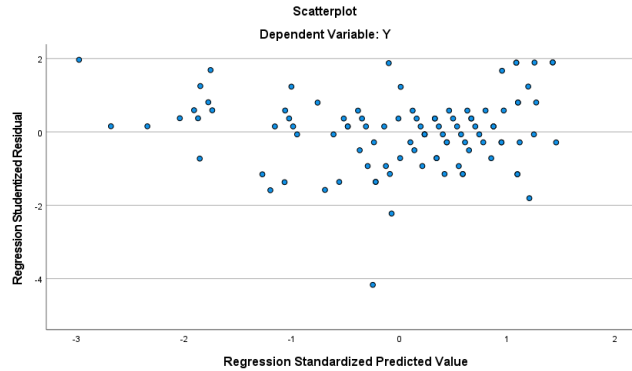


Figure 1. Heteroscedasticity Test
Source: Data processed by researchers (2024)

Based on the data in Figure 1 above, the researcher concluded that the test showed no pattern and spread randomly to all points. This indicates that there is no heteroscedasticity symptom in all variables in the research instrument, because the points are spread on the Y axis above or below the number 0.

Table 8. Simple Linear Regression Test

		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	54.975	5,890		9.333	.000
	<i>Customer experience</i>	.187	.088	.209	2.115	.037

a. Dependent Variable: Customer Loyalty

Source: Data processed by researchers (2024)

Based on the data in table 8 above, it is known that the constant value (a) is 54.975, on the other hand the value *customer experience* (b) is 0.187. So the value of the regression coefficient X is 0.187, it can be stated that every 1% increase in customer experience value, the customer loyalty value also increases by 0.187. This regression coefficient has a positive value so it can be stated that customer experience has a positive influence on customer loyalty.

Table 9. T-test

		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	54.975	5,890		9.333	.000
	<i>Customer experience</i>	.187	.088	.209	2.115	.037

a. Dependent Variable: Customer Loyalty

Source: Data processed by researchers (2024)

It is known that the significant value for the influence of the variable *customer experience* on Customer Loyalty is $0.037 < 0.05$ and the calculated t value is $2.115 > t_{table} 1.660$ so it can be concluded

that H1 is accepted. Where this means that there is an influence of customer experience (X) on Customer Loyalty (Y).

Table 10. Test of Determination Coefficient (R2)

Model Summary

Model	R	R Square	Adjusted Square	R	Std. Error of the Estimate
1	.818a	.670	.666		.603

a. Predictors: (Constant), Customer experience

Source: Data processed by researchers (2024)

Based on the data in table 10, it can be seen that the R square value (determination coefficient) is 0.670, which means the influence of the variable *customer experience* on the customer loyalty variable is 67%, which means that the magnitude of the influence of the customer experience variable on customer loyalty is 67% and 33% of the customer loyalty variable has been influenced by other variables, where the researcher did not examine that variable.

Table 11. Results of Descriptive Test of Mean Customer Experience Variables

Dimensions	Statement	Std. Deviation	Mean	Mean Result	Interpretation
Sensory Experience	X1	0.595	4.36	4.41	(4.21 – 5.00) Very High
	X2	0.651	4.40		
	X3	0.670	4.34		
	X4	0.625	4.44		
	X5	0.592	4.55		
Emotional Experience	X6	0.540	4.54	4.46	(4.21 – 5.00) Very High
	X7	0.655	4.43		
	X8	0.593	4.46		
	X9	0.634	4.39		
	X10	0.643	4.49		
Social Experience	X11	0.630	4.37	4.43	(4.21 – 5.00) Very High
	X12	0.657	4.55		
	X13	0.611	4.48		
	X14	0.646	4.37		
	X15	0.616	4.38		

Table 12. Results of Descriptive Test of Mean of Customer Loyalty Variables

Dimensions	Statement	Std. Deviation	Mean	Mean Result	Interpretation
Recommended	Y1	0.593	4.46	4.50	(4.21 – 5.00) Very High
	Y2	0.530	4.61		
	Y3	0.609	4.45		
	Y4	0.658	4.47		
	Y5	0.673	4.54		
Refuse	Y6	0.575	4.55	4.51	(4.21 – 5.00) Very High
	Y7	0.570	4.41		
	Y8	0.678	4.38		
	Y9	0.567	4.61		
	Y10	0.565	4.62		
Repeat Purchases	Y11	0.611	4.47	4.46	(4.21 – 5.00) Very High
	Y12	0.658	4.46		
	Y13	0.674	4.52		
	Y14	0.599	4.38		
	Y15	0.627	4.47		

Table 13. Results of Variable Validity Test Customer Experience

Dimensions	No	Customer Experience(X)	R. Count	R. Table	Information
Sensory Experience	1.	Statement 1	0.465	0.165	VALID
	2.	Statement 2	0.593	0.165	VALID
	3.	Statement 3	0.617	0.165	VALID
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	3.	Statement 13	0.519	0.165	VALID
	4.	Statement 14	0.573	0.165	VALID
	5.	Statement 15	0.484	0.165	VALID

Table 14. Results of Validity Test of Customer Loyalty Variables

Dimensions	No	Customer Loyalty (Y)	R. Count	R. Table	Information
Recommended	1.	Statement 1	0.527	0.165	VALID
	2.	Statement 2	0.474	0.165	VALID
	3.	Statement 3	0.426	0.165	VALID
	4.	Statement 4	0.492	0.165	VALID
	5.	Statement 5	0.383	0.165	VALID
Refuse	1.	Statement 6	0.391	0.165	VALID
	2.	Statement 7	0.384	0.165	VALID
	3.	Statement 8	0.524	0.165	VALID
	4.	Statement 9	0.369	0.165	VALID
	5.	Statement 10	0.434	0.165	VALID
Repeat Purchases	1.	Statement 11	0.458	0.165	VALID
	2.	Statement 12	0.423	0.165	VALID
	3.	Statement 13	0.378	0.165	VALID
	4.	Statement 14	0.432	0.165	VALID
	5.	Statement 15	0.576	0.165	VALID

Table 15. Results of Variable Reliability Test Customer Experience

Reliability Statistics

Cronbach's Alpha	N of Items
.772	15

Table 16. Results of Reliability Test of Customer Loyalty Variables

Reliability Statistics

Cronbach's Alpha	N of Items
.709	15

Table 17. Normality Test Results
One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual	
N		100	
Normal Parameters ^{a,b}	Mean	.0000000	
	Std. Deviation	3.99967653	
Most Extreme Differences	Absolute	.079	
	Positive	.068	
	Negative	-.079	
Test Statistics		.079	
Asymp. Sig. (2-tailed) ^c		.125	
Monte Carlo Sig. (2-tailed) ^d	Sig.	.124	
	99% Confidence Interval	Lower Bound	.116
		Upper Bound	.133

Figure 2. Results of Heteroscedasticity Test

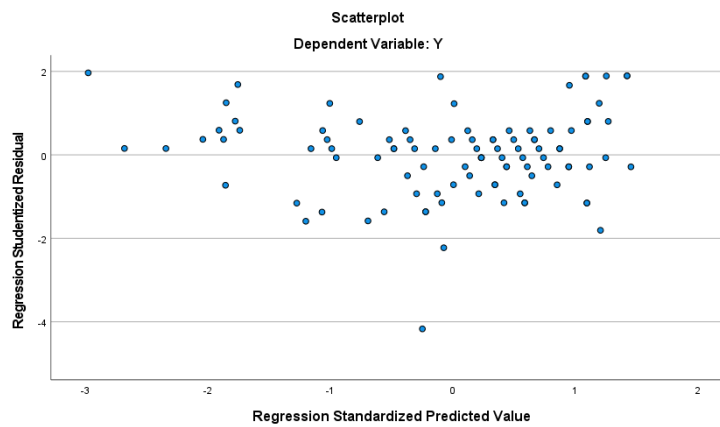


Table 18. Simple Linear Regression Test Result

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	54.975	5,890		9.333	.000
	<i>Customer experience</i>	.187	.088	.209	2.115	.037

a. Dependent Variable: Customer Loyalty

Table 19. T-Test Results

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	54.975	5,890		9.333	.000
	<i>Customer experience</i>	.187	.088	.209	2.115	.037

a. Dependent Variable: Customer Loyalty

Table 10. Results of the Determination Coefficient Test (R²)

Model Summary

Model	R	R Square	Adjusted Square	R	Std. Error of the Estimate
1	.818a	.670	.666		.603

a. Predictors: (Constant), Customer experience

CONCLUSION

Based on the results of research conducted by researchers on 100 respondents, researchers obtained the characteristics of respondents ranging from gender, age, type of work, domicile, monthly income, how many times they stayed, and the purpose of staying at the Novotel Tangerang Hotel. Based on the distribution of questionnaires, the data obtained based on gender, namely 52% of respondents were male and 48% of respondents were female, which means the majority were male. With the majority of respondents aged 27 to 31 years with a percentage result of 33%. The type of work of the most respondents, namely entrepreneurs with a percentage result of 46%. The majority of respondents domiciled in Tangerang with a percentage result of 65%. Respondents have a monthly income of more than Rp. 7,760,000, - with a percentage result of 39%. The majority of respondents who have visited, namely 2-3 times visited with a percentage result of 49%. With the most purpose of staying, namely to refresh with a percentage result of 40%.

Based on the results of the Validity Test and Reliability Test on the customer experience variable (X) and customer loyalty variable (Y), it can be seen that all types of statements with a total of 30 types of statements have valid results because the results of the R-calculation Test exceed R-table which has a minimum value of 0.165 and the Reliable results exceed 0.60. Based on the research results from the Normality Test on the customer experience variable (X) and the customer loyalty variable (Y), it can be seen that this research has normal results because it has a significance of 0.133 which shows that it is higher than 0.05 in the Kolmogorov-Smirnov value.

Based on the research results from the Simple Linear Regression Test, it is known that the customer experience variable (X) has an influence on the customer loyalty variable (Y) because the constant value is 54,975 with the regression coefficient value of X of 0.187. From these results, it can be concluded that customer experience has a positive effect on customer loyalty. Based on the results of the Determination Coefficient Test (R²) it produces a value of 0.670 which shows that the customer loyalty variable (Y) is influenced by the customer experience variable (X) by 67%. And the other 33% is influenced by other factors outside the independent variables in this study.

Based on the results of the study, the researcher concluded that the company must be more innovative in improving and updating the rooms and hotel designs with more interesting and modern themes as time goes by. So that it can give a good impression to customers, which in the future will affect customer loyalty to the Novotel Tangerang Hotel.

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