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Analysing the influence of customer satisfaction and brand trust on improving customer retention and loyalty

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Abstract - The purpose of this study is to determine the influence of customer satisfaction and trust in brand partially or simultaneously on customer retention of Hyatt Regency Bali customers. This research is of a quantitative type. The analysis technique used is multiple linear regression analysis. Sampling was done with purposive sampling with a sample of 97 respondents. The data collection instrument uses a questionnaire with a closed statement. Data analysis used parametric inferential statistical analysis. Simultaneous testing showed a significant influence of the variables of customer satisfaction and trust in brand on customer retention with a Sig. value of 0.000<0.1 and a Calculation value of 106.219>Table 2.36. Partial testing showed a significant influence of customer satisfaction variables on customer retention with a Sig. value of 0.000<0.1 and a calculation of 3.853>table 1.66123. Partial testing also showed a significant influence of the trust in brand variable on customer retention with a Sig. value of 0.000<0.1 and a calculation of 7.303> t-table 1.66123. This result is strengthened by the acquisition of a determination coefficient value of 68.7% of customer retention, which can be explained by variations in customer satisfaction and trust in brand. The remaining 31.3% were explained by other causes that were not mentioned in this study. It can be concluded that Hyatt Regency Bali increases customer retention by increasing customer satisfaction and trust in the brand so that it can be known the strategies that must be done to increase *the customer retention* rate.

Keywords: customer satisfaction, customer retention, trust in brand, tourism industry

1. Introduction

Tourism has emerged as one of the world's largest and fastest-growing economic sectors, significantly contributing to global employment, economic development, and cultural exchange. According to the World Travel and Tourism Council (2023), the tourism sector accounted for approximately 10% of global GDP and supported more than 330 million jobs worldwide. In Indonesia, tourism plays a critical role in driving economic progress. It serves not only as a major source of foreign exchange earnings but also contributes to job creation, business development, and equitable income distribution among communities (Ministry of Tourism and Creative Economy, 2022). The diverse archipelagic nation boasts abundant tourism resources, ranging from pristine natural landscapes and unique cultural customs to historical heritage sites and colorful traditional festivals. These assets provide Indonesia with significant competitive advantages in the global tourism industry.

Indonesia's tourism potential is deeply rooted in its natural and cultural richness. With over 17,000 islands, the country is home to a wide range of scenic destinations such as Bali, Raja Ampat, Labuan Bajo, and Lake Toba, which attract millions of tourists annually (UNWTO, 2021). In addition to natural beauty, Indonesia's cultural diversity—with over 300 ethnic groups and countless traditional practices—adds depth to its tourism appeal. Cultural events, including religious ceremonies, arts festivals, and culinary traditions, serve as powerful attractions that draw both domestic and international tourists. The Bali Arts Festival, for

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instance, showcases the island's rich performing arts heritage, while the Toraja Funeral Rites in Sulawesi offer insights into local customs and beliefs.

In recognition of tourism's potential to drive economic growth, the Indonesian government has launched various initiatives to develop and promote the sector. The "10 New Balis" program is one such strategic effort to decentralize tourism and reduce the dependency on Bali by promoting other destinations across the archipelago, including Mandalika, Toba Lake, and Borobudur (Ministry of Tourism and Creative Economy, 2022). These initiatives are designed not only to attract more tourists but also to foster sustainable tourism practices that benefit local communities and preserve the environment.

Tourism development is also aligned with the national economic agenda, contributing significantly to employment. According to the Central Bureau of Statistics (BPS, 2023), the tourism and hospitality sector provided direct and indirect employment to over 12 million Indonesians in recent years. From travel agencies and tour operators to hotel staff, artisans, and food vendors, the tourism value chain generates widespread economic activity. Additionally, the sector supports the development of small and medium-sized enterprises (SMEs), particularly in creative industries such as handicrafts, fashion, and culinary arts (Kementerian Pariwisata dan Ekonomi Kreatif, 2022).

In recent years, Indonesia has experienced a consistent increase in tourist arrivals. Prior to the COVID-19 pandemic, the country welcomed over 16 million international tourists in 2019, marking a substantial rise compared to previous years (BPS, 2020). Despite the temporary decline during the global health crisis, the government has initiated recovery programs such as CHSE (Cleanliness, Health, Safety, and Environment) certification to rebuild tourists' confidence and ensure safe travel experiences.

The expansion of tourism has, in turn, fuelled rapid growth in the hospitality industry. Hotels, resorts, and guesthouses are being developed in both urban and rural areas to accommodate rising tourist demand. Cities like Jakarta, Yogyakarta, Surabaya, and Denpasar have witnessed a surge in hotel construction projects. However, this growth necessitates strategic planning to avoid mismatches between supply and demand. According to Pizam (2010), the hospitality industry must balance market demand with investment to maintain profitability and service quality.

Today, hotels are more than just places to stay—they have evolved into lifestyle centres that reflect contemporary societal trends. Modern hotels offer a blend of comfort, entertainment, gastronomy, wellness, and digital connectivity to meet the expectations of today's global travellers. For instance, Hyatt Regency Bali integrates luxury accommodation with traditional Balinese architecture, wellness services, and sustainable practices, catering to both cultural authenticity and modern hospitality standards (Hyatt Hotels Corporation, 2023). Moreover, the development of boutique hotels, eco-lodges, and experiential accommodations aligns with the growing demand for personalized and meaningful travel experiences (Pine & Gilmore, 1999).

Beyond their economic role, hotels also function as cultural and social spaces that facilitate cross-cultural interaction. Tourists gain insights into local ways of life through hospitality services, while communities benefit from increased cultural appreciation and income. However, rapid tourism development must be approached carefully to prevent adverse impacts such as over-tourism, environmental degradation, and cultural commodification. Sustainable tourism models that prioritize community engagement, environmental stewardship, and cultural preservation are therefore essential (UNWTO, 2022). In conclusion, Indonesia's tourism sector holds immense potential as a driver of economic growth and social development. With its rich cultural heritage, diverse natural landscapes, and supportive policy environment, Indonesia is well-positioned to become a leading global tourism destination. However, sustainable planning, equitable development, and innovation in hospitality services are key to ensuring that tourism contributes positively to the nation's long-term goals.

Customer satisfaction is a key factor in determining the extent to which customers' expectations and needs are met. As explained by Oliver in Tandon et al. (2018), customer satisfaction can be rated on a scale of one to five. At the lowest level (level one), dissatisfied customers may leave the company and even tarnish its reputation. At levels two to four, customers may be moderately satisfied but still easily swayed by better offers from competitors. At level five, customers are highly likely to make repeat purchases and become brand advocates. High satisfaction levels create emotional bonds between customers and the brand. Establishing strong customer relationships through branding is vital for competitive advantage. According to Roustasekehravani and Hamid (2014), a successful brand can lead to greater market share and increased profitability. Brand trust is defined as the extent to which consumers believe that a brand can fulfill their expectations (Chinomona, 2016). It serves as a crucial mediator in shaping both pre- and post-purchase customer behaviour, fostering long-term loyalty and strengthening the customer-brand relationship (Liu et al., 2012).

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One study compares service quality between joint venture and government banks in Nepal, revealing that customer satisfaction varies significantly depending on service dimensions such as reliability, responsiveness, and empathy (Ghimire et al., 2024). Another study emphasizes how digital finance service value—including accessibility, security, and convenience—positively influences customer satisfaction among Nepali users, underlining the growing reliance on digital platforms in financial services (Shrestha & Agrawal, 2023). Meanwhile, in the hospitality sector, efficient and innovative online reservation strategies are shown to enhance hotel occupancy rates and customer satisfaction, reflecting the importance of digital adaptability and operational effectiveness in service delivery (Krisnayanti et al., 2022). Together, these studies reinforce that both traditional and digital service approaches must prioritize customer-centric strategies to remain competitive and relevant in an increasingly digitalized market.

Kustini (2011) categorizes brand trust into two dimensions: credibility and benevolence. Efforts to retain existing customers—commonly referred to as repeaters—should include delivering satisfying experiences during their hotel stays. Hyatt Regency Bali, formerly known as Bali Hyatt, has capitalized on its strong brand legacy. In addition to competitive pricing, advertising, and modern infrastructure, the hotel emphasizes service excellence and brand trust to maintain and enhance customer retention.

Review of Previous Studies

Prior research highlights the significant roles of customer satisfaction and brand trust in improving customer retention in the hospitality industry. For instance, Subakti et al. (2024) demonstrated that experiential marketing and service quality positively impact customer loyalty in heritage hotels across West Java. Anwar et al. (2020) emphasized that human resource competence and customer trust play vital roles in customer satisfaction and retention in North Sumatra's hospitality sector.

Chinomona (2016) further confirmed the influence of brand trust on customer loyalty, which directly affects customer retention. Similarly, Liu et al. (2012) found that brand trust strengthens the customer-company relationship, leading to long-term loyalty.

The literature on customer satisfaction, brand trust, and customer loyalty consistently highlights the interdependence among these variables in shaping consumer behaviour. Several studies demonstrate that customer satisfaction serves as a mediating variable between trust and loyalty, establishing it as a central element in retention strategies (Susanto & Pandjaitan, 2024; Başer et al., 2016). For instance, customer satisfaction is shown to significantly influence loyalty, especially when combined with strong brand trust, as seen in the context of Telkomsel prepaid card users (Bangun & Rezeki, 2025).

Brand trust emerges as a recurring factor that not only enhances satisfaction but also directly contributes to retention and loyalty outcomes (Hikmat, 2021). Studies conducted in different sectors, including telecommunications and healthcare, further reveal that trust is both a psychological and strategic asset in fostering long-term relationships (Trisno & Berlianto, 2023). However, trust alone may not guarantee loyalty unless accompanied by consistent value delivery and positive customer experiences (Maghembe & Magasi, 2024).

Gender and other demographic factors are also explored as potential moderators, although their effects vary across contexts. One study, for example, tested gender as a moderating variable in the relationship between satisfaction and loyalty but offered limited evidence of its significance, suggesting a need for deeper demographic segmentation in future research (2024). Moreover, the influence of marketing mix elements alongside brand trust indicates that satisfaction can be enhanced through coordinated branding and promotional efforts, especially in product-driven markets such as skincare (Jeharus & Nuvriasari, 2024).

Despite the widespread acknowledgment of the importance of customer satisfaction and trust in shaping customer retention, there remain significant differences in how these constructs are conceptualized and measured across various studies. This variance is particularly evident when examining the dimensions of brand trust. For instance, some studies highlight the emotional and experiential aspects of trust, suggesting that customer loyalty is primarily driven by how customers feel about the brand and the experiences they have with it (Başer et al., 2016). These emotional and experiential dimensions emphasize the importance of factors such as customer perceptions, brand relationships, and the overall customer journey. In contrast, other studies focus on the functional and transactional dimensions of brand trust, which are more concrete and measurable in terms of pricing, service consistency, and the fulfillment of customer expectations (Sumarsid & Paryanti, 2022). This approach underscores the rational and pragmatic aspects of trust, where customers are likely to remain loyal to a brand because it provides consistent quality, reliability, and value.

These differing conceptualizations of trust point to the need for more standardized frameworks to assess the consistency of findings across industries and regions. A uniform approach to measuring trust and satisfaction could lead to more comparable results, providing a clearer understanding of the factors that drive customer retention. Moreover, it would help to clarify the specific role each factor plays in customer loyalty and retention strategies, particularly in industries like hospitality, where emotional connections with the brand are often as important as functional service quality.

The reviewed studies collectively affirm the critical roles of both customer satisfaction and brand trust in fostering customer retention and loyalty. However, they also highlight the importance of considering contextual variables, measurement approaches, and long-term behavioural outcomes. For instance, Bangun and Rezeki (2025) note that satisfaction alone may not be sufficient to ensure customer loyalty, suggesting that brand trust also plays a pivotal role in reinforcing retention over time. Similarly, Susanto and Pandjaitan (2024) emphasize that the influence of customer satisfaction and trust may vary across different customer segments, making it essential to take into account demographic factors, purchase history, and individual preferences.

Furthermore, studies by Başer et al. (2016) and Trisno and Berlianto (2023) stress the need for comparative analyses across industries, recognizing that the dynamics of customer satisfaction and brand trust may differ between sectors such as hospitality, retail, and technology. While the essential components of trust and satisfaction remain constant, their relative importance can shift depending on the nature of the product or service offered. For example, in the hospitality industry, factors like service personalization, ambiance, and overall experience may weigh more heavily than price or functional attributes, as customers seek emotional fulfilment and memorable experiences. This contrasts with industries where price sensitivity and service reliability are the primary drivers of customer loyalty.

The need for long-term behavioural outcome measures is also emphasized in the work of Maghembe and Magasi (2024) and Jeharus and Nuvriasari (2024), who suggest that existing studies often focus on short-term satisfaction and trust measures, neglecting how these factors influence long-term customer behavior and retention. While immediate satisfaction can lead to repeat purchases or visits, it may not necessarily result in sustained loyalty. Brand trust, built over time through consistent experiences and positive interactions, is often what truly drives long-term customer retention and advocacy.

Based on this background and literature review, the research questions for this study are framed as follows:

(1) Does customer satisfaction influence customer retention at Hyatt Regency Bali?

This question seeks to understand whether customer satisfaction alone is sufficient to foster customer retention at Hyatt Regency Bali. While satisfaction is a well-established driver of customer loyalty, this research will assess its relative importance in the context of a high-end hospitality setting, where experiences and customer emotions play a significant role.

(2) Does brand trust influence customer retention at Hyatt Regency Bali?

This question explores the specific impact of brand trust on customer retention. Given the emotional and relational nature of brand trust in the hospitality industry, the study aims to determine whether customers' trust in the Hyatt Regency brand translates into long-term loyalty, beyond the immediate satisfaction derived from a stay.

(3) Do customer satisfaction and brand trust simultaneously influence customer retention at Hyatt Regency Bali?

The final research question addresses the combined effect of both customer satisfaction and brand trust on customer retention. By analysing these variables together, the study seeks to uncover whether their joint influence is greater than the sum of their individual impacts, providing a comprehensive understanding of the factors that drive customer loyalty at Hyatt Regency Bali.

The objectives of this study are: **(1) Examine the effect of customer satisfaction on customer retention at Hyatt Regency Bali.** This objective aims to assess how satisfied customers are with their experience at the hotel and whether this satisfaction influences their likelihood to return or recommend the hotel to others. **(2) Analyse the impact of brand trust on customer retention at Hyatt Regency Bali.** The study will explore how the trust customers place in the Hyatt Regency brand impacts their decision to remain loyal to the hotel over time. This analysis will look at the role of brand credibility, consistency in service quality, and the emotional connection customers develop with the brand. **(3) Determine the combined effect of customer satisfaction and brand trust on customer retention at Hyatt Regency Bali.** Finally, the study will explore whether the simultaneous presence of both satisfaction and trust leads to greater retention than when either factor is considered independently. This objective seeks to clarify the interactive roles of satisfaction and trust in the retention process and contribute to a deeper understanding of customer loyalty dynamics in the hospitality sector.

In conclusion, this research will contribute to the existing literature by offering insights into how satisfaction and brand trust influence customer retention in the hospitality industry, specifically at Hyatt Regency Bali. The findings will provide valuable recommendations for hotel managers to enhance

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customer loyalty through targeted strategies that address both functional and emotional aspects of customer relationships.

2. Method

This research adopts a **quantitative descriptive approach** to examine the influence of customer satisfaction and brand trust on customer retention at Hyatt Regency Bali. The selection of this method is based on its suitability for testing hypotheses and analysing relationships between variables using numerical data. Quantitative methods allow the researcher to objectively measure constructs and provide statistical evidence to support conclusions.

2.1 Data Collection

The primary data for this study were obtained through the distribution of **questionnaires** to guests who had stayed at the Hyatt Regency Bali. Respondents were selected using a **purposive sampling technique**, meaning participants were chosen based on specific criteria relevant to the research objectives—specifically, those who had stayed at the hotel at least once in the past year. This ensured that the respondents had sufficient experience to evaluate their satisfaction, trust in the brand, and likelihood of returning.

A total of **100–150 respondents** were targeted to ensure sufficient data for statistical analysis. The questionnaire consisted of **closed-ended questions** measured using a **Likert scale** from 1 (strongly disagree) to 5 (strongly agree). The instrument was divided into four sections:

- Section A: Demographic data (age, gender, occupation, visit frequency)
- Section B: Customer satisfaction (based on Oliver's satisfaction indicators)
- Section C: Brand trust (measured using viability and intentionality dimensions from Kustini (2011).
- Section D: Customer retention (including intentions to revisit and willingness to recommend)

To ensure the validity and reliability of the questionnaire, a **pilot test** was conducted with 20 respondents. The results were analysed to verify the clarity of items, and a **Cronbach's Alpha test** was used to assess the internal consistency of each variable. Items with low reliability scores were revised or removed.

Secondary data were also collected through **literature reviews** of previous studies, company reports, and publications related to customer satisfaction, brand trust, and customer retention in the hotel industry. This was done to support the theoretical framework and strengthen the interpretation of the findings.

2.2 Analysis of Data

The data collected from the questionnaires were processed using Statistical Package for the Social Sciences (SPSS) version 25. The analysis involved several stages:

(1) Descriptive Analysis: This was used to summarize the demographic profile of respondents and give an overview of their responses on each variable.

(2) Validity and Reliability Tests: Before conducting hypothesis testing, the validity and reliability of the questionnaire items were re-examined using Pearson correlation and Cronbach's Alpha, respectively. A validity coefficient above 0.3 and a Cronbach's Alpha above 0.7 were considered acceptable.

(3) Classical Assumption Tests: These included normality, multicollinearity, and heteroscedasticity tests to ensure that the data met the basic requirements for multiple linear regression analysis.

(4) Multiple Linear Regression Analysis: This was employed to test the simultaneous and partial influence of customer satisfaction and brand trust on customer retention. The model used was:

$Y = a + b1X1 + b2X2 + e$,

where Y is customer retention, X1 is customer satisfaction, X2 is brand trust, a is the constant, b1 and b2 are regression coefficients, and e is the error term.

(5) Hypothesis Testing: The significance of each independent variable was determined using **t-tests**, while the **F-test** assessed the joint effect of both variables. A significance level of **0.05 (5%)** was used.

The results of this analysis provided insights into the strength and significance of the relationships between customer satisfaction, brand trust, and customer retention, supporting or refuting the hypotheses proposed.

3. Results and Discussion

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The coefficient of determination, commonly represented as R^2 (R-squared), is a statistical metric used to evaluate the proportion of variance in the dependent variable that can be explained by one or more independent variables in a regression model. According to Ghozali (2016), R^2 essentially measures how well the regression model fits the observed data. The value of R^2 ranges from 0 to 1, where a higher value indicates a better fit between the model and the actual data. A value of 0 implies that the independent variables do not explain any of the variance in the dependent variable, while a value of 1 indicates that the model explains all the variability of the response data around its mean.

In practical terms, the coefficient of determination serves as an indicator of the model's predictive power. A low R^2 suggests that the model does not account for much of the variability in the outcome variable, possibly due to omitted predictors or an inappropriate functional form. Conversely, a high R^2 signals that the model captures a significant portion of the variability, thereby enhancing the model's credibility for inference or prediction (Hair et al., 2019).

To illustrate, consider a scenario in which a company wants to evaluate the impact of customer satisfaction and brand trust on customer loyalty. After running a multiple linear regression, suppose the R^2 value is found to be 0.75. This means that 75% of the variance in customer loyalty can be explained by the variations in customer satisfaction and brand trust. The remaining 25% is attributed to other unexplained variables or random error.

However, one should interpret R^2 with caution. A high R^2 does not always imply that the model is good, especially in cases of overfitting, where the model becomes too complex and fits the noise in the data rather than the actual pattern. In such instances, adjusted R^2 becomes a more reliable indicator because it adjusts for the number of predictors in the model and only increases when the new term improves the model more than would be expected by chance (Gujarati & Porter, 2009).

Furthermore, the acceptable R^2 threshold may vary depending on the field of research. In behavioral sciences and social research, where human behaviour is unpredictable, an R^2 value of 0.30–0.50 is often considered acceptable (Cohen, 1988). In contrast, in physical sciences or engineering, higher R^2 values are typically expected due to the deterministic nature of physical systems.

The calculation of R^2 can be understood through the ratio of the explained sum of squares (SSR) to the total sum of squares (SST):

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Coefficient of Determination (R²)

R² = \frac{SSR}{SST} = 1 - \frac{SSE}{SST}

Where:
SSR = Sum of Squares due to Regression (Explained Variation)
SST = Total Sum of Squares (Total Variation)
SSE = Sum of Squares of Error (Unexplained Variation)
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This formula indicates that R^2 is inversely related to the residual sum of squares: the lower the error, the higher the R^2, which means a better fit. It is also essential to remember that R^2 does not indicate whether a regression model is adequate. It does not provide information about the causality between variables, nor does it test the statistical significance of the predictors. Thus, it should be interpreted alongside other regression diagnostics, such as p-values, F-statistics, VIF (Variance Inflation Factor), and residual plots (Wooldridge, 2016).

In contemporary quantitative research, especially when dealing with Structural Equation Modeling (SEM) or Partial Least Squares (PLS), R^2 remains a vital goodness-of-fit indicator. In PLS-SEM, for instance, an R^2 of 0.75 is considered substantial, 0.50 moderate, and 0.25 weak, particularly in exploratory research models (Hair et al., 2017).

Moreover, researchers must be mindful of the domain context when interpreting R^2. A low R^2 in a model predicting consumer behaviour may still be meaningful due to the complexity and variability inherent in human decision-making. On the other hand, a similarly low R^2 in mechanical or physical models would often indicate model misspecification or measurement error.

In summary, the coefficient of determination (R^2) is a critical tool in regression analysis that quantifies how well the independent variables explain the variation in the dependent variable. Although it is a valuable metric, it should not be used in isolation. For robust model interpretation, R^2 must be complemented by theoretical reasoning, statistical significance tests, and consideration of model assumptions. When used appropriately, R^2 offers researchers a clear lens through which to assess the explanatory strength of their models and guide subsequent analytical decisions.

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Table 1. Model Summary of Regression Analysis

R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
0,833a	0,693	0,687	0,784	1,850

Source: SPSS V26

The Adjusted R Square value in Table 1 of the summary model is 0.687, indicating that 68.7% of the variation in customer retention can be explained by the independent variables of customer satisfaction and trust in brand. This percentage provides a strong insight into the effectiveness of these two factors in influencing customer retention at Hyatt Regency Bali. It suggests that these two independent variables, customer satisfaction and trust in brand, significantly contribute to shaping the decision of customers to remain loyal to the hotel.

To break it down further, the Adjusted R Square is a statistical measure that adjusts the R Square value for the number of predictors in the model, making it a more reliable indicator for models with multiple independent variables. In the context of this study, the Adjusted R Square of 0.687 means that 68.7% of the variability in customer retention can be attributed to how satisfied customers are with their experiences at the hotel and how much they trust the Hyatt Regency Bali brand. This suggests that a well-established relationship between satisfaction, brand trust, and retention exists, which is crucial for the management of the hotel to maintain a strong customer base.

However, it is important to note that the remaining 31.3% of customer retention is explained by other factors that were not accounted for in this study. These factors could include a wide range of external variables such as external competition, pricing strategies, geographical location, customer demographics, or other emotional and psychological factors that influence a customer's decision to remain loyal to the brand. Moreover, elements such as the customer's past experiences with the brand, word-of-mouth recommendations, or online reviews could play a significant role in shaping retention rates, yet they were not specifically examined in this study.

This finding of 68.7% explanation of customer retention suggests a strong but not exhaustive relationship between customer satisfaction, brand trust, and customer retention. While customer satisfaction and brand trust are powerful predictors of loyalty, they do not encompass all the factors that could affect a customer's decision to continue using a hotel's services. For example, the atmosphere of the hotel, the quality of food and beverages, the personalization of services, or even the convenience of booking and check-in processes could also play a vital role in a customer's overall experience and decision to return. These factors, which were not included in the model, represent the remaining 31.3% of the variation in customer retention that still needs to be explored further.

It is also worth noting that customer retention is a multifaceted concept that cannot be fully captured by just two independent variables. While customer satisfaction measures how well the hotel meets or exceeds customer expectations, brand trust reflects the customer's confidence in the hotel's ability to deliver consistent quality over time. However, factors such as customer perceptions of value, overall customer experience, convenience, and the quality of hotel services beyond satisfaction and trust, such as cleanliness, safety, and availability of amenities, could all influence the decision to remain loyal to a particular brand.
In the hospitality industry, the interaction between various service touchpoints—ranging from the reservation process to customer service, room cleanliness, dining experiences, and personalized services—can significantly shape a guest's overall satisfaction and trust in the hotel. Future studies could expand on this model by including these factors, thus providing a more comprehensive view of the drivers of customer retention.

Furthermore, it is important to consider the limitations of relying solely on customer satisfaction and trust in brand as independent variables in a retention model. While these are undeniably important, they may not fully capture the complexity of consumer behavior, especially in an industry where customers often have a variety of options to choose from. Additional factors such as perceived value, brand image, competitive pricing, service recovery during complaints, and even external factors like the economy or market conditions could contribute significantly to customer loyalty. By expanding the scope of the model to include these factors, future research could provide more nuanced insights into what drives customer retention in the hospitality sector.

Lastly, the finding that customer satisfaction and brand trust together explain a significant proportion of customer retention at Hyatt Regency Bali suggests that these factors should be a focal point for the

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hotel's management and marketing strategies. Ensuring a high level of satisfaction through exceptional service quality, effective communication, and consistent delivery of promises, as well as nurturing trust through reliability, transparency, and meeting customer expectations, will be essential for maintaining a strong customer base.

The Adjusted R Square value of 0.687 indicates a significant relationship between customer satisfaction, brand trust, and customer retention at Hyatt Regency Bali. However, with 31.3% of the variance unexplained, it is evident that other variables also play a crucial role in determining whether customers remain loyal to the brand. To gain a deeper understanding of customer retention, future research should explore these other factors and develop more holistic models that integrate multiple dimensions of customer experience.

Table 2. Coefficients of Regression Analysis for Customer Satisfaction and Trust in Brand

			Standardized Coefficients Beta	**t**
(Constant)	2,734	1,111		2.462
Customer Satisfaction (X1)	0,067	0,017	0,309	3.853
Trust in Brand (X2)	0,444	0,061	0,586	7.303

Source: SPSS V26

From Table 2, it can be seen that the double regression equation is that a has a value of 2.734, b1 has a value of 0.067 and b2 has a value of 0.444. Furthermore, multiple linear regression equations for two predictors (Customer Satisfaction and Brand Trust) are as follows:

$$Y = 2.734 + 0.067\ X1 + 0.444\ X2$$

The regression equation above can be interpreted as follows:

(1) Y = *Customer Retention*

Customer Retention is a bound variable that is influenced by several independent variables, including *Customer Satisfaction* and *Trust in Brand.*

(2) a = 2,734

A constant is an associated value which in this case is Y when the free variable is 0 (X1, X2 = 0). In the above equation there is a constant value of 2.734 which means that if X1 and X2 = 0, then Y1 has a value of 2.734.

1. β_1 = 0.067

   The coefficient β_1 is the coefficient of the *Customer Satisfaction* variable (X1) which has a value of 0.067 and has a positive value which shows that if 1 unit of *the Customer Satisfaction* (X1) variable is increased, it will increase the value of Y1 by 0.067. From this value, it can be seen that if *Customer Satisfaction* (X1) is increased, the customer's *Customer Retention* level will also increase. And vice versa, if the *Customer Satisfaction* (X1) variable is lowered, the customer *Customer Retention level* will also decrease. The statement is based on the assumption that the other variables are constant (X2 = 0).

2. β_2 = 0.444

   The coefficient β_2 is the coefficient of the *Trust in Brand* (X2) variable which has a value of 0.444 and has a positive value which shows that if 1 unit of *the Trust in Brand* (X2) variable is increased, it will increase the value of Y1 by 0.444. From this value, it can be seen that if the *Trust in Brand* (X2) variable is increased, the customer *Customer Retention* level will also increase. And vice versa, if the *Trust in Brand* (X2) variable is lowered, the customer *Customer Retention level* will also decrease. The statement is based on the assumption that the other variables are constant (X1 = 0).

To analyse the relationship between independent variables (customer satisfaction and brand trust) and the dependent variable (customer retention), a t-test was conducted using SPSS 26 software. The t-test is a statistical method that helps determine whether there is a significant difference between the means of two groups, allowing for the assessment of the impact of independent variables on the dependent variable.

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In this study, customer satisfaction and brand trust serve as the independent variables, while customer retention is the dependent variable. The hypothesis testing aimed to explore whether customer satisfaction and brand trust significantly influence customer retention. The data used for the t-test was collected from a sample of respondents, whose responses were input into SPSS 26 for analysis.

The first step in the analysis involved checking the assumptions of normality, ensuring that the data followed a normal distribution, which is a key prerequisite for conducting a t-test. Once the assumptions were met, the t-test was applied to assess the relationship between each independent variable and the dependent variable. The t-test results provided the t-value, degrees of freedom, and the p-value for each independent variable.

A low p-value (typically less than 0.05) indicates that the independent variable has a statistically significant effect on the dependent variable, suggesting that customer satisfaction and brand trust both play a role in influencing customer retention. On the other hand, a high p-value suggests that the independent variable does not have a significant effect on the dependent variable, meaning the relationship between the two variables is weak or non-existent.

The results of the t-test were analysed, and based on the p-values and t-values, conclusions were drawn about the strength of the relationship between customer satisfaction, brand trust, and customer retention. The findings can help businesses understand the key factors that contribute to retaining customers and guide strategies to enhance customer satisfaction and trust, ultimately leading to higher customer retention rates.

Table 3. Regression Coefficients of the Influence of Customer Satisfaction and Brand Trust on Customer Loyalty

			Standardized Coefficients	t	Sig.
			Beta		
(Constant)	2.734	1.111		2.462	0.016
Customer Satisfaction (X1)	0.067	0.017	0.309	3.853	0.000
Trust in Brand (X2)	0.444	0.061	0.586	7.303	0.000

Source: SPSS V26

The statistical analysis presented in Table 3 provides insights into the relationship between customer satisfaction, brand trust, and customer retention at Hyatt Regency Bali. The results of the t-tests for each independent variable (customer satisfaction and brand trust) provide compelling evidence that both factors significantly influence customer retention in the context of this study.

First, the customer satisfaction variable demonstrates a significant and positive effect on customer retention. The p-value (Sig.) for this variable is 0.000, which is less than the significance level of 0.1, indicating that the result is statistically significant. Furthermore, the t-value for customer satisfaction is 3.853, which is greater than the t-table value of 1.66123. This means that the calculated t-value falls in the rejection region, further confirming that customer satisfaction has a substantial impact on customer retention at Hyatt Regency Bali. As a result, Hypothesis 1 (H1), which posits that customer satisfaction has a positive and significant effect on customer retention, is supported by the data. This finding is consistent with existing literature that suggests customer satisfaction is a key determinant of customer loyalty and retention (Oliver, 1999; Zeithaml et al., 1996). Satisfied customers are more likely to engage in repeat visits, recommend the service to others, and form strong emotional connections with the brand, which ultimately leads to higher retention rates.

Similarly, the variable of trust in brand also shows a strong and statistically significant effect on customer retention. The Sig. value for trust in brand is 0.000, which is also less than the significance level of 0.1, confirming that this result is significant. Additionally, the t-value for trust in brand is 7.303, which is much greater than the t-table value of 1.66123. This indicates that trust in the brand is a significant predictor of customer retention, and the calculated t-value supports the rejection of the null hypothesis. Therefore, Hypothesis 2 (H2), which suggests that trust in brand has a positive and significant effect on customer retention, is also supported. Brand trust has been identified in previous research as a crucial factor influencing customer loyalty and long-term relationships with a brand (Chaudhuri & Holbrook, 2001; Morgan & Hunt, 1994). In the context of Hyatt Regency Bali, customers who trust the brand are more likely to stay loyal, return for future stays, and recommend the hotel to others. This trust is built over time through consistent delivery of high-quality service, transparency, and effective communication of the brand's promises.

The results of these t-tests highlight the importance of both customer satisfaction and brand trust in driving customer retention at Hyatt Regency Bali. Customer satisfaction, driven by positive experiences and quality service, plays a critical role in encouraging repeat visits. Similarly, brand trust, which is rooted in the brand's reliability and ability to meet customer expectations, fosters long-term loyalty. Together, these two variables create a strong foundation for customer retention, which is essential for maintaining a competitive edge in the hospitality industry.

Table 4. Regression & Residual

	Sum of Squares	df	Mean Square	F	Sig.
Regression	130.417	2	65.208	106.219	.000[b]
Residual	57.707	94	0.614		
Total	188.124	96			

Source: SPSS V26

The statistical analysis of the relationship between customer satisfaction (X1), brand trust (X2), and customer retention (Y) was conducted using an F-test to evaluate the significance of these variables in influencing customer retention at Hyatt Regency Bali. The results of the calculation indicate an F value of 106.219. To assess whether this value is statistically significant, the calculated F value was compared with the critical F value from the F-distribution table. The F-table value is determined based on the degrees of freedom (df) for the numerator and denominator, and the specified error level (α). In this study, the error level was set at 10%, with 2 degrees of freedom for the numerator (representing the two independent variables: customer satisfaction and brand trust), and 95 degrees of freedom for the denominator (reflecting the sample size minus the number of variables). The corresponding critical F value from the F-table was found to be 2.36.

Given that the calculated F value (106.219) is significantly higher than the critical F value (2.36), it can be concluded that there is a significant influence between the independent variables (X1: customer satisfaction and X2: brand trust) and the dependent variable (Y: customer retention). This finding provides strong evidence that both customer satisfaction and brand trust together play a significant role in influencing customer retention at Hyatt Regency Bali. The results suggest that a combination of customer satisfaction and trust in the brand can positively affect customer retention, underscoring the importance of these two factors in the hospitality industry, where customer loyalty and retention are critical to business success.

Furthermore, the significance of the F-test is confirmed by the p-value (Sig.), which was found to be 0.000, which is less than the error level of 0.1. A p-value of 0.000 indicates a high level of statistical significance, meaning that the null hypothesis can be rejected with a high degree of confidence. The null hypothesis posits that there is no significant relationship between customer satisfaction, brand trust, and customer retention. The rejection of the null hypothesis, based on the results of the F-test and the p-value, confirms that customer satisfaction and brand trust do indeed have a significant impact on customer retention.

The hypothesis tested in this study was as follows: H3: Customer satisfaction and brand trust have a positive and significant effect on customer retention at Hyatt Regency Bali. The statistical evidence supports this hypothesis, demonstrating that both customer satisfaction and brand trust significantly contribute to customer retention. The combined effect of these two variables is likely to strengthen customer loyalty and encourage repeat visits, which are essential for the long-term success of a hospitality business like Hyatt Regency Bali.

The findings of this study align with previous research that highlights the critical roles of customer satisfaction and brand trust in driving customer loyalty. Several studies have shown that customer satisfaction, which is typically defined as the overall evaluation of a product or service experience, is a key determinant of customer retention (Oliver, 1999; Zeithaml, Berry, & Parasuraman, 1996). Similarly, brand trust, which refers to the belief that a brand will consistently deliver on its promises and meet customer expectations, has been found to significantly influence customer loyalty and retention (Morgan & Hunt, 1994). Together, these two factors form a powerful combination that enhances the likelihood of customers returning to a brand, particularly in the competitive hospitality industry.

For instance, research by Chaudhuri and Holbrook (2001) found that brand trust is strongly correlated with customer loyalty, suggesting that customers who trust a brand are more likely to remain loyal and make repeat purchases or visits. Additionally, the study by Lim et al. (2019) emphasized the importance of customer satisfaction in the hospitality sector, where positive customer experiences are directly linked to customer retention and long-term loyalty.

The implications of these findings for Hyatt Regency Bali are significant. The hotel management can leverage the results of this study to refine its customer relationship management (CRM) strategies and ensure that both customer satisfaction and brand trust are prioritized in its operations. By focusing on enhancing the overall customer experience and building trust with guests, Hyatt Regency Bali can improve customer retention rates and maintain a competitive edge in the hospitality market.

Furthermore, the results suggest that Hyatt Regency Bali should focus on the following areas to maximize customer satisfaction and trust: (1) Service Quality: Ensuring high standards of service quality is essential for maintaining customer satisfaction. Guests expect consistent and reliable service, and any deviation from this expectation can negatively impact customer retention. Regular training for staff, effective communication with guests, and personalized services can contribute to enhanced service quality. (2) Brand Reputation: Building and maintaining a strong brand reputation is crucial for establishing trust with customers. This can be achieved through transparent communication, delivering on brand promises, and providing exceptional experiences that exceed customer expectations. (3) Customer Engagement: Engaging with customers on a personal level can foster trust and satisfaction. Personalized experiences, loyalty programs, and targeted marketing efforts can make customers feel valued and appreciated, leading to higher retention rates.

The statistical analysis conducted in this study provides strong evidence that customer satisfaction and brand trust significantly influence customer retention at Hyatt Regency Bali. By focusing on these two critical factors, Hyatt Regency Bali can enhance its customer retention strategies and continue to build long-term loyalty among its guests.

4. Conclusion

Customer satisfaction and trust in the brand play significant roles in determining customer retention at Hyatt Regency Bali. The findings of the study demonstrate that both of these factors—customer satisfaction and trust in the brand—have a positive and statistically significant effect on retaining customers. These two elements are crucial in fostering long-term relationships with guests, which are essential in the competitive hospitality industry. A high level of customer satisfaction ensures that guests have a pleasant and memorable experience during their stay, which increases the likelihood that they will return. Similarly, trust in the brand creates a sense of reliability and comfort for customers, knowing they can count on consistent service and quality each time they visit. As customers' trust in the brand grows, they are more likely to choose Hyatt Regency Bali over competitors for their future stays.

The Adjusted R Square value of 0.687 is particularly noteworthy, as it indicates that 68.7% of the variance in customer retention can be explained by these two key variables: customer satisfaction and trust in the brand. This suggests that customer retention at Hyatt Regency Bali is largely influenced by how well these factors are managed and nurtured. However, the remaining 31.3% of customer retention is attributed to other factors that were not explored in this study. These could include variables such as price sensitivity, location, external marketing efforts, or even the impact of word-of-mouth recommendations. This remaining variance highlights the complexity of customer retention and suggests that there are multiple elements at play beyond just satisfaction and trust.

To further improve customer retention, Hyatt Regency Bali must place a strong emphasis on maintaining a positive impression among its consumers. A crucial part of this is ensuring that services like the World of Hyatt program remain high-quality and consistently meet customer expectations. The loyalty program plays an integral part in encouraging repeat visits, and enhancing its value proposition will ensure customers feel appreciated and rewarded for their continued patronage. This approach will help create a lasting desire for guests to remain loyal to Hyatt Regency Bali, ultimately leading to greater customer retention.

In addition, the study highlights a particular area of concern: the "Overall Breakfast Experience." The survey results revealed that this aspect of the hotel's service received a low average rating. This is a critical insight, as breakfast is often one of the first impressions a guest has of a hotel's service quality. Therefore, Hyatt Regency Bali should consider enhancing this experience by offering a wider variety of food and beverages, improving the quality of the offerings, and ensuring the breakfast service is consistent and enjoyable for all guests. By addressing these areas, the hotel can significantly improve its customer experience, which in turn will foster greater satisfaction and loyalty among guests.

Given the limitations of the study, it is recommended that future research further explore the factors influencing customer retention by including additional variables that were not part of the current investigation. These could include aspects such as the impact of online reviews, seasonal variations in customer preferences, or the role of personalized customer experiences. Expanding the scope of future studies will offer a more comprehensive understanding of customer retention dynamics in the hospitality sector. Moreover, future researchers should consider conducting similar studies at different destinations, especially in various cultural and geographical contexts. This approach would provide a broader perspective on how factors like customer satisfaction and trust may vary across different locations and help identify universal trends or location-specific nuances. This comparative analysis will ultimately enhance the understanding of the complexities surrounding customer retention in the hospitality industry and offer valuable insights for improving services globally.

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