

CHAPTER IV

RESEARCH RESULT AND DISCUSSION

4.1 General View of Aryaduta Hotel Medan

The opulent 4-star Aryaduta Hotel Medan is located in the center of Medan, Indonesia. The hotel, which is located at Jl. Kapten Maulana Lubis No. 8, is ideally situated for both business and leisure travelers, being close to retail malls and well-known tourist destinations, such as Lippo Plaza Medan, Sun Plaza Medan, Borobudur Temple, Gunung Timur Temple, etc.

This exquisite hotel features 195 rooms of various categories, all designed in the spirit of European architecture. These consist of the Suite, Deluxe, Aryaduta Premier, and Pool Terrace rooms. Because each room has a private balcony, customer may enjoy direct views of Medan City's downtown from these accommodations.

Additionally, Aryaduta Medan offers conference and meeting spaces, exhibition halls, and a ballroom that may be utilized for a range of occasions, including commercial gatherings and private ones like birthdays and weddings. You can rest easy knowing that all of these services are backed by fully functional audiovisual equipment.

Every accommodation has the greatest amenities and services available. Beginning with high-end furnishings, a lavish bathroom featuring a bathtub and shower, a minibar, a dressing table, a 36-inch LCD TV featuring premium cable TV channels, complimentary high-speed Wi-Fi, and complimentary newspaper delivery.

4.2 Research Result

4.2.1 Test of Research

With a sample of thirty participants, the writer carried out an preliminary test to guarantee the validity and reliability of the questionnaire. The purpose of this preliminary test was to gather preliminary input and evaluate the questionnaire items' consistency and accuracy. In order to make the required adjustments before releasing the questionnaire to a larger audience, the writer tried to find any possible issues with question clarity, format, or response consistency by examining the sample data.

1. Validity Test

The R-count value must be greater than the R-table value in order to satisfy the validity test requirements. The R-table value is calculated as follows for a sample size of 30 at a 5% significance level:

$$df = N - 2$$

$$df = 30 - 2$$

$$df = 28$$

Therefore, at a 5% significance level, the R-table value for a degree of freedom of 28 is 0.361.

The following tables show the findings of the validity tests conducted using SPSS software for the variables of company reputation (CRPT), Word-of-Mouth Intention (WOMI), Customer Trust (CTRT) and Customer Loyalty (CTLY). As can be seen, every statement for every variable passed the validity test because its R-count values are more than its R-table value of 0.361.

Table 4.1 Validity Test for Company Reputation (CRPT)

Statement	R-count	R-table	Description
CRPT1	0.805	0.361	Valid
CRPT2	0.615	0.361	Valid
CRPT3	0.773	0.361	Valid
CRPT4	0.804	0.361	Valid

Source: Prepared by Writer (SPSS 25, 2025)

Table 4.2 Validity Test for Word-of-Mouth Intention (WOMI)

Statement	R-count	R-table	Description
WOMI1	0.765	0.361	Valid
WOMI2	0.896	0.361	Valid
WOMI3	0.881	0.361	Valid
WOMI4	0.770	0.361	Valid

Source: Prepared by Writer (SPSS 25, 2025)

Table 4.3 Validity Test for Customer Trust (CTRT)

Statement	R-count	R-table	Description
CTRT1	0.844	0.361	Valid
CTRT2	0.529	0.361	Valid
CTRT3	0.797	0.361	Valid
CTRT4	0.677	0.361	Valid

Source: Prepared by Writer (SPSS 25, 2025)

Table 4.4 Validity Test for Customer Loyalty (CTLY)

Statement	R-count	R-table	Description
CTLY1	0.774	0.361	Valid
CTLY2	0.680	0.361	Valid
CTLY3	0.721	0.361	Valid
CTLY4	0.661	0.361	Valid

Source: Prepared by Writer (SPSS 25, 2025)

2. Reliability Test

The purpose of reliability testing is to assess the questionnaire results' stability, consistency, and dependability. The variables' reliability will be

assessed using Cronbach's Alpha, which must have a minimum value of 0.6 in order to be considered reliable (Widodo et al., 2023).

Table 4.5 Reliability Test

Variable	Cronbach's Alpha	N of Items
CRPT	0.738	4
WOMI	0.844	4
CTRT	0.688	4
CTLY	0.688	4

Source: Prepared by Writer (SPSS 25, 2025)

The reliability test findings for the following four variables are shown in the above table: Customer Trust (CTRT), Customer Loyalty (CTLY), Word-of-Mouth Intention (WOMI), and Company Reputation (CRPT). The data demonstrates that every variable has passed the reliability test because each one's Cronbach's Alpha value is more than 0.6, indicating that it is reliable.

4.2.2 Characteristic of Research

Convenience sampling was used to distribute questionnaires to people who had visited and stayed at the Aryaduta Hotel in Medan in order to gather data for this study. A total of 105 response were collected.

Table 4.6 Number of Respondents based on Gender

Gender	Number of Respondent	Percentage
Male	55	52.4%
Female	50	47.6%
Total	105	100%

Source: Prepared by Writer (SPSS 25, 2025)

According to the above table, of the 105 respondents, 55 (52.4%) were male respondent and 50 (47.6%) were female respondent. It can be inferred from this distribution that there are marginally more male guests than female guests.

Table 4.7 Number of Respondents Based on Age

Age	Number of Respondent	Percentage
15 – 20 Years Old	13	12.4%
21 – 30 Years Old	53	50.5%
31 – 40 Years Old	23	21.9%
>40 Years Old	16	15.2%
Total	105	100%

Source: Prepared by Writer (SPSS 25, 2025)

According to table above, the majority of respondent come from people between the age of 21 to 30 years old with a total respondent of 53 (50.5%). It is follow by the group of 31 to 40 years old with 23 respondent (21.9%), more than 40 years old with 16 respondent (15.2%), and least of all the 15 to 20 years old group with 13 respondent (12.4%).

Table 4.8 Number of Respondents based on Last Visit/Stay

Last Stay / Visit	Number of Respondent	Percentage
< 1 Months Ago	17	16.2%
1 - 3 Months Ago	25	23.8%
6 Months Ago	29	27.6%
1 Years Ago	34	32.4%
Total	105	100%

Source: Prepared by Writer (SPSS 25, 2025)

According to table above, the majority respondent come from people who have visited/stayed at Aryaduta Hotel, Medan, from 1 years ago with total respondent of 34 (32.4%), follow by the group of 6 months ago with 29 respondent (27.6%), 1 – 3 months ago with 25 respondent (23.8%), and least of all the 1 months ago with 17 respondent (16.2%).

Table 4.9 Number of Respondents based on Occupancy

Last Stay / Visit	Number of Respondent	Percentage
Student	51	48.6%
Housewife	6	5.7%
Private Officer	17	16.2%
Entrepreneur	30	28.6%
Unemployed	1	1.0%
Total	105	100%

Source: Prepared by Writer (SPSS 25, 2025)

According to table above, the majority respondent come from people who have an Occupancy as student with a total respondent of 51 (48.6%), follow the group of entrepreneur with 30 respondent (28.6%), Private officer with 17 respondent (16.2%), housewife with 6 respondent (5.7%), and least of all the unemployed with 1 respondent (1.0%).

4.2.3 Explanation of Respondents on Research Variables

The distributed research questionnaire employs a Likert scale to assess responses, ranging from 1 to 5, where 1 represents strongly disagree and 5 indicates strongly agree. It includes a total of 16 statements, covering 4 variables: company reputation (CRPT) with 4 statements, word-of-mouth intention (WOMI) with 4

statements, customer trust (CTRT) with 4 statements, and customer loyalty (CTLY) with 4 statements.

1. Company Reputation (CRPT)

Table 4.10 Responses for Company Reputation (CRPT)

Statement	Strongly Disagree		Disagree		Neutral		Agree		Strongly Agree		Total	
	F	%	F	%	F	%	F	%	F	%	F	%
CRPT1	0	0.0	0	0.0	8	7.6	52	49.5	45	42.9	105	100
CRPT2	0	0.0	0	0.0	11	10.5	49	46.7	45	42.9	105	100
CRPT 3	0	0.0	0	0.0	19	18.1	41	39.0	45	42.9	105	100
CRPT4	0	0.0	0	0.0	15	14.3	33	31.4	57	54.3	105	100

Source: Prepared By Writer (SPSS 25, 2025)

According to the table of variable of company reputation (CRPT), the following are the statement of questioner that been distributed to respondents, as follow:

- a. "I am satisfied with the overall experience provided by this hotel." with most responses to this statement being "agree" with 52 responses (49.5%), follow by "strongly agree" with 45 responses (42.9%), and lastly followed by "neutral" with 8 responses (7.6%).
- b. "The general sentiment about this hotel, based on my personal experience, is positive." with most responses to this statement being "agree" with 49 responses (46.7%), followed by "strongly agree" with 45 responses (42.9%), and lastly followed by "neutral" with 11 responses (10.5%).
- c. "I frequently see positive online reviews about this hotel." with most responses to this statement being "strongly agree" with 45 responses

(42.9%), followed by “agree” with 41 responses (39.0%), and lastly followed by “neutral” with 19 responses (18.1%).

- d. “I often hear or see this hotel mentioned in discussions, advertisements, or social media.” with most responses to this statement being “strongly agree” with 57 responses (54.3%), followed by “agree” with 33 responses (31.4%), and lastly followed by “neutral” with 15 responses (14.3%).

2. Word-of-Mouth Intention (WOMI)

Table 4.11 Responses for Word-of-Mouth Intention (WOMI)

Statement	Strongly Disagree		Disagree		Neutral		Agree		Strongly Agree		Total	
	F	%	F	%	F	%	F	%	F	%	F	%
WOMI1	0	0.0	0	0.0	13	12.4	46	43.8	46	43.8	105	100
WOMI2	0	0.0	0	0.0	24	22.9	38	36.2	43	41.0	105	100
WOMI3	0	0.0	0	0.0	39	37.1	37	35.2	29	27.6	105	100
WOMI4	0	0.0	0	0.0	10	9.5	44	41.9	51	48.6	105	100

Source: Prepared By Writer (SPSS 25, 2025)

According to the table of variable of company reputation (CRPT), the following are the statement of questioner that been distributed to respondents, as follow:

- a. “I encourage friends and relatives to go this hotel.” with most responses to this statement being “strongly agree” with 46 responses (43.8%) and “agree” with 46 responses (43.8%) and lastly followed by “neutral” with 13 responses (12.4%).

- b. “I recommend this hotel whenever anyone seeks my advice.” with most responses to this statement being “strongly agree” with 43 responses (41.0%), followed by “agree” with 38 responses (36.2%), and lastly followed by “neutral” with 24 responses (22.9%).
- c. “When the topic of hotels comes up in conversation, I go out of my way to recommend this hotel.” with most responses to this statement being “neutral” with 39 responses (37.1%), followed by “agree” with 37 responses (35.2%), and lastly followed by “strongly agree” with 29 responses (27.6%).
- d. “I have actually recommended this hotel to my friends.” with most responses to this statement being “strongly agree” with 51 responses (48.6%), followed by “agree” with 44 responses (41.9%), and lastly followed by “neutral” with 10 responses (9.5%).

3. Customer Trust (CTRT)

Table 4.12 Responses for Customer Trust (CTRT)

Statement	Strongly Disagree		Disagree		Neutral		Agree		Strongly Agree		Total	
	F	%	F	%	F	%	F	%	F	%	F	%
CTRT1	0	0.0	0	0.0	9	8.6	42	40.0	54	51.4	105	100
CTRT2	0	0.0	0	0.0	7	6.7	44	41.9	54	51.4	105	100
CTRT 3	0	0.0	0	0.0	11	10.5	41	39.0	53	50.5	105	100
CTRT4	0	0.0	0	0.0	6	5.7	40	38.1	59	56.2	105	100

Source: Prepared By Writer (SPSS 25, 2025)

According to the table of variable of company reputation (CRPT), the following are the statement of questioner that been distributed to respondents, as follow:

- a. “I feel that this hotel is very dependable” with most responses to this statement being “strongly agree” with 54 responses (51.4%), followed by “agree” with 42 responses (40.0%), and lastly followed by “neutral” with 9 responses (8.6%).
- b. “I feel that this hotel is very competent” with most responses to this statement being “strongly agree” with 54 responses (51.4%), followed by “agree” with 44 responses (41.9%), and lastly followed by “neutral” with 7 responses (6.7%).
- c. “I feel that this hotel is very high integrity” with most responses to this statement being “strongly agree” with 53 responses (50.5%), followed by “agree” with 41 responses (39.0%), and lastly followed by “neutral” with 11 responses (10.5%).
- d. “I feel that this hotel is very responsive to customers” with most responses to this statement being “strongly agree” with 59 responses (56.2%), followed by “agree” with 40 responses (38.1%), and lastly followed by “neutral” with 6 responses (5.7%).

4. Customer Loyalty (CTLY)

Table 4.13 Responses for Customer Loyalty (CTLY)

Statement	Strongly Disagree		Disagree		Neutral		Agree		Strongly Agree		Total	
	F	%	F	%	F	%	F	%	F	%	F	%
CTLY1	0	0.0	0	0.0	12	11.4	40	38.1	53	50.5	105	100
CTLY2	0	0.0	0	0.0	7	6.7	45	42.9	53	50.5	105	100
CTLY 3	0	0.0	0	0.0	9	8.6	40	38.1	56	53.3	105	100
CTLY4	0	0.0	0	0.0	33	31.4	35	33.3	37	35.2	105	100

Source: Prepared By Writer (SPSS 25, 2025)

According to the table of variable of company reputation (CRPT), the following are the statement of questioner that been distributed to respondents, as follow:

- a. "I am likely to stay at this hotel again in the future." with most responses to this statement being "strongly agree" with 53 responses (50.5%), followed by "agree" with 40 responses (38.1%), and lastly followed by "neutral" with 12 responses (11.4%).
- b. "I trust this hotel to provide a consistent and high-quality experience." with most responses to this statement being "strongly agree" with 53 responses (50.5%), followed by "agree" with 45 responses (42.9%), and lastly followed by "neutral" with 7 responses (6.7%).
- c. "I feel confident that this hotel will meet my expectations during my stay." with most responses to this statement being "strongly agree" with 56 responses (53.3%), followed by "agree" with 40 responses (38.1%), and lastly followed by "neutral" with 9 responses (8.6%).
- d. "I prefer staying at this hotel over other competing hotels." with most responses to this statement being "strongly agree" with 37 responses (35.2%), followed by "agree" with 35 responses (33.3%), and lastly followed by "neutral" with 33 responses (31.4%).

4.3 Descriptive Statistics

In this research, the writer uses descriptive statistics to analyze the research variables by applying measures of central tendency (mean, median, and mode) and dispersion (variance and standard deviation). The interval classes for each variable will be determined using the following formula:

$$\text{Interval Range} = \frac{\text{Highest Value} - \text{Lowest Value}}{\text{Number of Class}}$$

$$\text{Interval Range} = \frac{5 - 1}{5}$$

$$\text{Interval Range} = 0.8$$

Table 4.14 Measurement Score of Interval Class Formula

Interval Class	Description
1.00 – 1.80	Very Bad
1.81 – 2.60	Bad
2.61 – 3.40	Moderate
3.41 – 4.20	Good
4.21 – 5.00	Very Good

Source: Prepared by Writer (2025)

1. Company Reputation (CRPT)

Below is the descriptive statistic for company reputation (CRPT) using SPSS 25:

Table 4.15 Descriptive Statistics for Company Reputation (CRPT) Statement

Statement	Mean	Median	Mode	Std. Deviation	Variance	Description
CRPT1	4.35	4.00	4	0.620	0.384	Very Good
CRPT2	4.32	4.00	4	0.658	0.433	Very Good
CRPT3	4.25	4.00	5	0.744	0.533	Very Good
CRPT4	4.40	5.00	5	0.729	0.531	Very Good

Source: Prepared by Writer (SPSS 25, 2025)

According to table 4.15 about the Descriptive Statistics for Company Reputation (CRPT) Statement, the statement with the highest mean is CRPT4, “I often hear or see this hotel mentioned in discussions, advertisements, or social media.” with the mean score of 4.40, indicating a “Very Good” rating. On the other hand, the statement with the lowest mean is CRPT3, “I frequently see positive online reviews about this hotel.” With the mean score of 4.25, indicating a “Very Good” rating.

Below is the formula to calculate the interval class for the variable company reputation (CRPT):

$$\text{Highest Value} = 4 \text{ Questions} \times 5 = 20$$

$$\text{Lowest Value} = 4 \text{ Questions} \times 1 = 4$$

$$\text{Interval Range} = \frac{\text{Highest Value} - \text{Lowest Value}}{\text{Number of Class}}$$

$$\text{Interval Range} = \frac{20 - 4}{5}$$

$$\text{Interval Range} = 3.2$$

Table 4.16 Measurement Score for Company Reputation (CRPT)

Interval Class	Description
4 – 7.2	Very Bad
7.3 – 10.4	Bad
10.5 – 13.6	Moderate
13.7 – 16.8	Good
16.9 - 20	Very Good

Source: Prepared by Writer (2025)

Table 4.17 Descriptive Statistics for Company Reputation (CRPT)

Statement	Mean	Median	Mode	Std. Deviation	variance	Description
Company Reputation (CRPT)	17.32	18.00	20	2.087	4.356	Very Good

Source: Prepared by Writer (SPSS 25, 2025)

Based on the table 4.17 about Descriptive Statistics for Company Reputation (CRPT), the mean score for company reputation is 17.32, which is the category of “Very Good”. This result concludes that there is a high level of customer satisfaction and trust, which fosters strong loyalty and referral. The rating of “Very Good” indicates that guests perceive the Aryaduta hotel Medan as a top-tier establishment, leading to strong brand recognition, increased bookings, and a competitive advantage in the hospitality industry. Innovation and constant service excellence is very crucial to sustaining this

2. Word-of-Mouth Intention (WOMI)

Below is the descriptive statistic for word-of-mouth intention (WOMI) using SPSS 25:

Table 4.18 Descriptive Statistics for Word-of-Mouth Intention (WOMI) Statement

Statement	Mean	Median	Mode	Std. Deviation	variance	Description
WOMI1	4.31	4.00	4	0.684	0.468	Very Good
WOMI2	4.18	4.00	5	0.782	0.611	Good
WOMI3	3.90	4.00	3	0.803	0.645	Good
WOMI4	4.39	4.0	5	0.658	0.433	Very Good

Source: Prepared by Writer (SPSS 25, 2025)

According to table 4.18 about the Descriptive Statistics for Word-of-Mouth Intention (WOMI) Statement, the statement with the highest mean is WOMI4, “I have actually recommended this hotel to my friends” with the mean score of 4.39, indicating a “Very Good” rating. On the other hand, the statement with the lowest mean is WOMI3, “When the topic of hotels comes up in conversation, I go out of my way to recommend this hotel” With the mean score of 3.90, indicating a “Good” rating.

Below is the formula to calculate the interval class for the variable word-of-mouth intention (WOMI):

$$\text{Highest Value} = 4 \text{ Questions} \times 5 = 20$$

$$\text{Lowest Value} = 4 \text{ Questions} \times 1 = 4$$

$$\text{Interval Range} = \frac{\text{Highest Value} - \text{Lowest Value}}{\text{Number of Class}}$$

$$\text{Interval Range} = \frac{20 - 4}{5}$$

$$\text{Interval Range} = 3.2$$

Table 4.19 Measurement Score for Word-of-Mouth Intention (WOMI)

Interval Class	Description
4 – 7.2	Very Bad
7.3 – 10.4	Bad
10.5 – 13.6	Moderate
13.7 – 16.8	Good
16.9 - 20	Very Good

Source: Prepared by Writer (2025)

Table 4.20 Descriptive Statistics for Word-of-Mouth Intention (WOMI)

Statement	Mean	Median	Mode	Std. Deviation	variance	Description
Word-of-Mouth Intention (WOMI)	16.79	17	15	2.433	5.917	Good

Source: Prepared by Writer (SPSS 25, 2025)

Based on the table 4.19 about Descriptive Statistics for Word-of-Mouth Intention (WOMI), the mean score for word-of-mouth intention is 16.79, which is the category of “Good”. This result concludes that customers are highly likely to recommend the hotel. The rating of “Good” indicates that the Aryaduta Hotel Medan has built a positive reputation through quality service and guest satisfaction, leading to strong referral potential. Guest engagement and constant service excellence is very crucial to sustaining this.

3. Customer Trust (CTRT)

Below is the descriptive statistic for customer trust (CTRT) using SPSS 25:

Table 4.21 Descriptive Statistics for Customer Trust (CTRT) Statement

Statement	Mean	Median	Mode	Std. Deviation	variance	Description
CTRT1	4.43	5.00	5	0.648	0.420	Very Good
CTRT2	4.45	5.00	5	0.620	0.384	Very Good
CTRT3	4.40	5.00	5	0.674	0.454	Very Good
CTRT4	4.50	5.00	5	0.606	0.368	Very Good

Source: Prepared by Writer (SPSS 25, 2025)

According to table 4.21 about the Descriptive Statistics for Customer Trust (CTRT) Statement, the statement with the highest mean is CTRT4, “I feel that this hotel is very responsive to customers” with the mean score of 4.50, indicating a “Very Good” rating. On the other hand, the statement with the lowest mean is CTRT3, “I feel that this hotel is very high integrity” With the mean score of 4.40, indicating a “Very Good” rating.

Below is the formula to calculate the interval class for the variable customer trust (CTRT):

$$\text{Highest Value} = 4 \text{ Questions} \times 5 = 20$$

$$\text{Lowest Value} = 4 \text{ Questions} \times 1 = 4$$

$$\text{Interval Range} = \frac{\text{Highest Value} - \text{Lowest Value}}{\text{Number of Class}}$$

$$\text{Interval Range} = \frac{20 - 4}{5}$$

$$\text{Interval Range} = 3.2$$

Table 4.22 Measurement Score for Customer Trust (CTRT)

Interval Class	Description
4 – 7.2	Very Bad
7.3 – 10.4	Bad
10.5 – 13.6	Moderate
13.7 – 16.8	Good
16.9 - 20	Very Good

Source: Prepared by Writer (2025)

Table 4.23 Descriptive Statistics for Customer Trust (CTRT)

Statement	Mean	Median	Mode	Std. Deviation	variance	Description
Customer Trust (CTRT)	17.78	18.00	20	2.126	4.519	Very Good

Source: Prepared by Writer (SPSS 25, 2025)

Based on the table 4.23 about Descriptive Statistics for Customer Trust (CTRT), the mean score for customer trust is 17.78, which is the category of “Very Good”. This result concludes that customers have strong confidence in Aryaduta Hotel Medan. The rating of “Very Good” indicates that Aryaduta Hotel Medan consistently delivers on its promises, creating a trustworthy brand that attracts repeat visitors and fosters long-term guest relationships. Personalized guest experience and constant service excellence is very crucial to sustaining this

4. Customer Loyalty (CTLY)

Below is the descriptive statistic for customer loyalty (CTLY) using SPSS 25:

Table 4.24 Descriptive Statistics for Customer Loyalty (CTLY) Statement

Statement	Mean	Median	Mode	Std. Deviation	variance	Description
CTLY1	4.39	5.00	5	0.686	0.471	Very Good
CTLY2	4.44	5.00	5	0.619	0.383	Very Good
CTLY3	4.45	5.00	5	0.650	0.423	Very Good
CTLY4	4.04	4.00	5	0.820	0.672	Good

Source: Prepared by Writer (SPSS 25, 2025)

According to table 4.24 about the Descriptive Statistics for Customer Loyalty (CTLY) Statement, the statement with the highest mean is CTLY3, “I feel confident that this hotel will meet my expectations during my stay.” with the mean score of 4.45, indicating a “Very Good” rating. On the other hand, the statement with the lowest mean is CTLY4, “I prefer staying at this hotel over other competing hotels.” With the mean score of 4.04, indicating a “Good” rating.

Below is the formula to calculate the interval class for the variable customer loyalty (CTLY):

$$\text{Highest Value} = 4 \text{ Questions} \times 5 = 20$$

$$\text{Lowest Value} = 4 \text{ Questions} \times 1 = 4$$

$$\text{Interval Range} = \frac{\text{Highest Value} - \text{Lowest Value}}{\text{Number of Class}}$$

$$\text{Interval Range} = \frac{20 - 4}{5}$$

$$\text{Interval Range} = 3.2$$

Table 4.25 Measurement Score for Customer Loyalty (CTLY)

Interval Class	Description
4 – 7.2	Very Bad
7.3 – 10.4	Bad
10.5 – 13.6	Moderate
13.7 – 16.8	Good
16.9 - 20	Very Good

Source: Prepared by Writer (2025)

Table 4.26 Descriptive Statistics for Customer Loyalty (CTLY)

Statement	Mean	Median	Mode	Std. Deviation	variance	Description
Customer Loyalty (CTLY)	17.31	18.00	20	2.279	5.198	Very Good

Source: Prepared by Writer (SPSS 25, 2025)

Based on the table 4.26 about Descriptive Statistics for Customer Loyalty (CTLY), the mean score for customer loyalty is 17.31, which is the category of “Very Good”. This result concludes that customers are highly committed to the Aryaduta Hotel Medan and likely to return frequently. The rating of “Very Good” indicates that strong guest satisfaction, emotional attachment, and a preference for the hotel over competitors. Personalized guest experience, loyalty program, and constant service excellence is very crucial to sustaining this

4.3.1 Result of Data Quality Testing

4.3.1.1 Outer Model

1. Convergent Validity Test

In this research, writer using SmartPLS 4.0 to analyze Structural Equation Model (SEM). Convergent validity is assessed using data gathered from 105 respondents. This includes evaluating outer loadings and conducting a construct validity test. The measurement model analysis is depicted in the figure below, showcasing the four variables examined in this study along with their respective indicators.

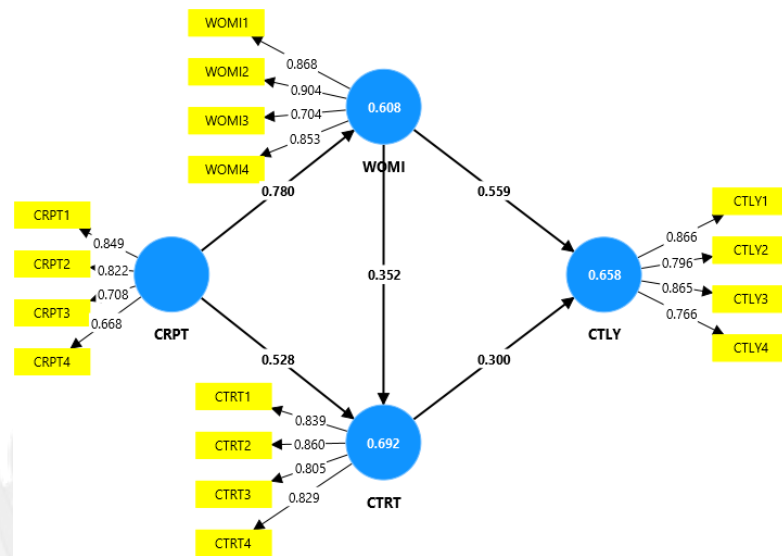


Figure 4.1 Measurement Model Analysis
Source: Prepared by Writer (SmartPLS 4.0 Output, 2025)

Additionally, the indicator loadings and constructs were examined to evaluate reliability. For convergent validity, outer loadings should typically be 0.5 or higher (Kamis et al., 2020). An Average Variance Extracted (AVE) value of 0.5 or above, along with a composite reliability score of at least 0.6, is generally considered acceptable (Homburg et al., 2022).

The table below demonstrates that each construct exhibits a high level of internal consistency:

Table 4.27 Loading, Composite Reliability (CR), and Average Variance Extracted (AVE)

Construct/Item	Loading	CR	AVE
Company Reputation (CRPT)		0.849	0.586
CRPT1	0.849		
CRPT2	0.822		
CRPT3	0.708		
CRPT4	0.668		
Word-of-Mouth Intention (WOMI)		0.894	0.680
WOMI1	0.866		
WOMI2	0.796		
WOMI3	0.865		
WOMI4	0.766		
Customer Trust (CTRT)		0.901	0.695
CTRT1	0.839		

CTRT2	0.860		
CTRT3	0.805		
CTRT4	0.829		
Customer Loyalty (CTLY)		0.902	0.698
CTLY1	0.868		
CTLY2	0.904		
CTLY3	0.704		
CTLY4	0.853		

Source: Prepared by Writer (SmartPLS 4.0 Output, 2025)

2. Discriminant Validity Test

The cross-loading test is another method for assessing discriminant validity. According to this test, the main loading of an indicator at least 0.50 on the specific construct (Kamis et al., 2020). The table below confirms that all variables and statements meet this requirement, indicating that the cross-loading test has been successfully passed:

Table 4.28 Cross-loading Test Results

Statement	Value
Company Reputation (CRPT)	
CRPT1	0.849
CRPT2	0.822
CRPT3	0.708
CRPT4	0.668
Word-of-Mouth Intention (WOMI)	
WOMI1	0.866
WOMI2	0.796
WOMI3	0.865
WOMI4	0.766
Customer Trust (CTRT)	
CTRT1	0.839
CTRT2	0.860
CTRT3	0.805
CTRT4	0.829
Customer Loyalty (CTLY)	
CTLY1	0.868
CTLY2	0.904
CTLY3	0.704
CTLY4	0.853

Source: Prepared by Writer (SmartPLS 4.0 Output, 2025)

All variables have successfully passed the construct reliability test, as shown in the table below, with Cronbach's Alpha and composite reliability values exceeding 0.7 (Homburg et al., 2022).

Table 4.29 Construct Reliability Result

Construct	Cronbach's alpha	Composite Reliability
CRPT	0.760	0.771
WOMI	0.842	0.847
CTRT	0.855	0.866
CTLY	0.853	0.866

Source: Prepared by Writer (SmartPLS 4.0 Output, 2025)

3. Multicollinearity test

The multicollinearity test results are presented in the table below, showing that all indicators have VIF values below 5. This indicates that there is no multicollinearity among the indicators (Kelly, 2024).

Table 4.30 Multicollinearity Test Results

Indicator	Value
CRPT1	1.957
CRPT2	1.931
CRPT3	1.378
CRPT4	1.231
WOMI1	2.436
WOMI2	2.863
WOMI3	1.430
WOMI4	2.202
CTRT1	2.077
CTRT2	2.186
CTRT3	2.150
CTRT4	2.207
CTLY1	2.159
CTLY2	1.579
CTLY3	2.077
CTLY4	2.186

Source: Prepared by Writer (SmartPLS 4.0 Output, 2025)

4.3.1.2 Inner Model

1. R-Square

Table 4.31 R-square Results

Construct	R²	R² Adjusted
Customer Loyalty (CTLY)	0.658	0.652
Customer Trust (CTRT)	0.692	0.686
Word-of-Mouth (WOMI)	0.608	0.604

Source: Prepared by Writer (SmartPLS 4.0 Output, 2025)

The table above reports an adjusted R-square demonstrating that Word-of-Mouth Intention (WOMI) and Customer Trust (CTRT) influence Customer Loyalty (CTLY) by 65.2%. Meanwhile, the remaining 34.8% represents the influence of other factors that were not examined in this study. It can be concluded that Word-of-Mouth Intention (WOMI) and Customer Trust (CTRT) have a moderate influence on Customer Loyalty (CTLY).

The independent variable, Company Reputation (CRPT), mediator variable, Word-of-Mouth Intention (WOMI) have 68.6% influence on Customer Trust (CTRT). Meanwhile, the remaining 31.4% represents the influence of other factors that were not examined in this study. It can be concluded that Company Reputation (CRPT) and Word-of-Mouth Intention (WOMI) have a moderate influence on Customer Trust (CTRT).

Company Reputation (CRPT) has 60.4% influence on mediating variable, Word-of-Mouth Intention (WOMI). Meanwhile, the remaining 39.6% represents the influence of other factors that were not examined in this study. It can be concluded that Company Reputation (CRPT) has a moderate influence on Word-of-Mouth Intention (WOMI).

2. Q-Square (Cross-Validated Redundancy)

Table 4.32 Q-Square Results

Construct	Q² Predict
Customer Loyalty (CTLY)	0.567
Customer Trust (CTRT)	0.636
Word-of-Mouth Intention (WOMI)	0.600

Source: Prepared by Writer (SmartPLS 4.0 Output, 2025)

From the table above, it can be seen that the value of Q-square predicted for Customer Loyalty (CTLY) for endogenous constructs is over 0, approximately 0.567, indicating that Word-of-Mouth Intention (WOMI) and Customer Trust (CTRT) have moderate predictive relevance on Customer Loyalty (CTLY). This suggests that variables (Customer Trust (CTRT) and Word-of-Mouth Intention (WOMI)) moderately contribute to explaining the variance in the dependent variable (Customer Loyalty (CTLY)).

The value of Q-square predict of Customer Trust (CTRT) for endogenous constructs is over 0, approximately 0.636, indicating that the model has moderate predictive relevance. This suggests that the independent variable (Company Reputation (CRPT)), and mediator variable (Word-of-Mouth Intention (WOMI)) moderately contribute to explaining the variance in the mediator variable (Customer Trust (CTRT)).

The value of Q-square predict of Word-of-Mouth Intention (WOMI) for endogenous constructs is over 0, approximately 0.600, indicating that the model has moderate predictive relevance. This suggests that the independent variable (Company Reputation (CRPT)) moderately contributes to explaining the variance in the mediator variable (Word-of-Mouth Intention (WOMI)).

3. F-Square (Effect Size)

Table 4.33 F-Square Results

Relationship	F-Square
Company Reputation (CRPT) → Customer Trust (CTRT)	0.355
Company Reputation (CRPT) → Word-of-Mouth Intention (WOMI)	1.552
Customer Trust (CTRT) → Customer Loyalty (CTLY)	0.110
Word-of-Mouth Intention (WOMI) → Customer Loyalty (CTLY)	0.381
Word-of-Mouth Intention (WOMI) → Customer Trust (CTRT)	0.158

Source: Prepared by Writer (SmartPLS 4.0 Output, 2025)

According to Cohen (1988) as cited in Purwanto (2021), F-effect size values greater than 0.02, 0.15, and 0.35 correspond to small, medium, and large effect sizes, respectively. Therefore, based on the table above, the following conclusions can be drawn:

- A. Company Reputation (CRPT) has large effect size on Customer Trust (CTRT)
- B. Company Reputation (CRPT) has larger effect size on Word-of-Mouth Intention (WOMI)
- C. Customer Trust (CTRT) has small effect size on Customer Loyalty (CTLY)
- D. Word-of-Mouth Intention (WOMI) has large effect size on Customer Loyalty (CTLY)
- E. Word-of-Mouth Intention (WOMI) has medium effect size on Customer Trust (CTRT)

4. Path Coefficient (Signification)

Table 4.34 Path Coefficient Results

	Relationship	Original Sample	P-values
Direct Effect	Company Reputation (CRPT) → Customer Trust (CTRT)	0.528	0.000
	Company Reputation (CRPT) → Word-of-Mouth Intention (WOMI)	0.780	0.000
	Customer Trust (CTRT) → Customer Loyalty (CTLY)	0.300	0.001
	Word-of-Mouth Intention (WOMI) → Customer Loyalty (CTLY)	0.559	0.000
	Word-of-Mouth Intention (WOMI) → Customer Trust (CTRT)	0.352	0.000
Indirect effect	Word-of-Mouth Intention (WOMI) → Customer Trust (CTRT) → Customer Loyalty (CTLY)	0.106	0.017
	Company Reputation (CRPT) → Word-of-Mouth Intention (WOMI) → Customer Loyalty (CTLY)	0.436	0.000
	Company Reputation (CRPT) → Customer Trust (CTRT) → Customer Loyalty (CTLY)	0.156	0.004

Source: Prepared by Writer (SmartPLS 4.0 Output, 2025)

According to Homburg et al. (2022), the path coefficient ranges from -1 to 1, where values between 0 and 1 indicate a positive impact, while values between -1 and 0 indicate a negative impact. Therefore, based on the table above, the following conclusions can be drawn:

A. Company Reputation (CRPT) → Customer Trust (CTRT)

The path coefficient value of 0.528 indicates a moderate positive relationship based on the path coefficient range. The positive relationship shows that as company reputation improves, so will customer trust. Additionally, the P-value of $0.000 < 0.05$ signifies that company reputation positively influences customer trust at Aryaduta Hotel Medan. Therefore, the first hypothesis is accepted.

B. Company Reputation (CRPT) → Word-of-Mouth Intention (WOMI)

The path coefficient value of 0.780 indicates a strong positive relationship based on the path coefficient range. The positive relationship shows that as company reputation improves, so will word-of-mouth intention. Additionally, the P-value of $0.000 < 0.05$ signifies that company reputation positively influences word-of-mouth intention at Aryaduta Hotel Medan. Therefore, the second hypothesis is accepted.

C. Customer Trust (CTRT) → Customer Loyalty (CTLY)

The path coefficient value of 0.300 indicates a weak positive relationship based on the path coefficient range. The positive relationship shows that as customer trust improves, so will customer loyalty. Additionally, the P-value of $0.001 < 0.05$ signifies that customer trust positively influences customer loyalty at Aryaduta Hotel Medan. Therefore, the third hypothesis is accepted.

D. Word-of-Mouth Intention (WOMI) → Customer Loyalty (CTLY)

The path coefficient value of 0.559 indicates a moderate positive relationship based on the path coefficient range. The positive relationship shows that as word-of-mouth intention improves, so will customer loyalty. Additionally, the P-value of $0.000 < 0.05$ signifies that word-of-mouth intention positively influences customer loyalty at Aryaduta Hotel Medan. Therefore, the fourth hypothesis is accepted.

E. Word-of-Mouth Intention (WOMI) → Customer Trust (CTRT)

The path coefficient value of 0.352 indicates a weak positive relationship based on the path coefficient range. The positive relationship shows that as word-of-mouth intention improves, so will customer trust. Additionally, the P-value of $0.000 < 0.05$ signifies that word-of-mouth intention positively influences customer trust at Aryaduta Hotel Medan. Therefore, the fifth hypothesis is accepted.

F. Word-of-Mouth Intention (WOMI) → Customer Trust (CTRT) → Customer Loyalty (CTLY)

The path coefficient value of 0.106 indicates a weak positive relationship based on the path coefficient range. This suggests that word-of-mouth intention indirectly influences customer loyalty through customer trust. As word-of-mouth intention improves, it positively impacts customer trust, which in turn enhances customer loyalty. Additionally, the P-value of $0.017 < 0.05$ signifies that this mediating effect is statistically significant at Aryaduta Hotel Medan. Therefore, the sixth hypothesis is accepted.

G. Company Reputation (CRPT) → Word-of-Mouth Intention (WOMI) → Customer Loyalty (CTLY)

The path coefficient value of 0.436 indicates a moderate positive relationship based on the path coefficient range. This suggests that company

reputation indirectly influences customer loyalty through word-of-mouth intention. As company reputation improves, it positively impacts word-of-mouth intention, which in turn enhances customer loyalty. Additionally, the P-value of $0.000 < 0.05$ signifies that this mediating effect is statistically significant at Aryaduta Hotel Medan. Therefore, the seventh hypothesis is accepted.

H. Company Reputation (CRPT) → Customer Trust (CTRT) → Customer Loyalty (CTLY)

The path coefficient value of 0.158 indicates a weak positive relationship based on the path coefficient range. This suggests that company reputation indirectly influences customer loyalty through customer trust. As company reputation improves, it positively impacts customer trust, which in turn enhances customer loyalty. Additionally, the P-value of $0.004 < 0.05$ signifies that this mediating effect is statistically significant at Aryaduta Hotel Medan. Therefore, the eighth hypothesis is accepted.

4.4 Discussion

To summarize the data and analysis results mentioned earlier, the following conclusions have been drawn:

1. For the validity test, a pre-test was conducted, revealing that all R-count values exceeded the R-table value of 0.361, confirming the validity of all statements in the questionnaire.

2. For the reliability test, a pre-test was conducted, showing that all Cronbach's Alpha values exceeded 0.6, indicating that all statements in the questionnaire are reliable.
3. The descriptive statistics results for the variable Company Reputation (CRPT) are as follows:
 - A. The highest mean is represented by CRPT4, "I often hear or see this hotel mentioned in discussions, advertisements, or social media.", with an average score of 4.40, indicating it is classified as "Very Good."
 - B. The lowest mean is represented by CRPT3, "I frequently see positive online reviews about this hotel.", with an average score of 4.25, indicating it is classified as "Very Good."
 - C. The mean value of Company Reputation (CRPT) is 17.32, indicating that it is classified as "Very Good" which means that guests perceive the Aryaduta Hotel Medan as a top-tier establishment, leading to strong brand recognition.
4. The descriptive statistics results for the variable Word-of-Mouth Intention (WOMI) are as follows:
 - A. The highest mean is represented by WOMI4, "I have actually recommended this hotel to my friends.", with an average score of 4.39, indicating it is classified as "Very Good."
 - B. The lowest mean is represented by WOMI3, "When the topic of hotels comes up in conversation, I go out of my way to recommend this hotel.", with an average score of 3.90, indicating it is classified as "Good."

- C. The mean value of Word-of-Mouth Intention (WOMI) is 16.79, indicating that it is classified as “Good” which means that the Aryaduta hotel Medan has built a positive reputation through quality service and guest satisfaction, leading to strong referral potential.
5. The descriptive statistics results for the variable Customer Trust (CTRT) are as follows:
- A. The highest mean is represented by CTRT4, "I feel that this hotel is very responsive to customers.", with an average score of 4.50, indicating it is classified as “Very Good.”
 - B. The lowest mean is represented by CTRT3, "I feel that this hotel is very high integrity.", with an average score of 4.40, indicating it is classified as “Very Good.”
 - C. The mean value of Customer Trust (CTRT) is 17.78, indicating that it is classified as “Very Good” which means that Aryaduta hotel Medan consistently delivers on its promises, creating a trustworthy brand that attracts repeat visitors and fosters long-term guest relationships.
6. The descriptive statistics results for the variable Customer Loyalty (CTLY) are as follows:
- A. The highest mean is represented by CTLY3, "I feel confident that this hotel will meet my expectations during my stay.", with an average score of 4.45, indicating it is classified as “Very Good.”

- B. The lowest mean is represented by CTLY4, "I prefer staying at this hotel over other competing hotels.", with an average score of 4.04, indicating it is classified as "Good."
 - C. The mean value of Customer Loyalty (CTLY) is 17.31, indicating that it is classified as "Very Good" which means that strong guest satisfaction, emotional attachment, and a preference for the hotel over competitors.
7. The results of outer model test, as follows:
- A. The outer loading test value for each variable – "Company Reputation (CRPT), Word-of-Mouth Intention (WOMI), Customer Trust (CTRT), and Customer Loyalty (CTLY)" – is greater than 0.5, suggesting that all variables have successfully passed the outer loading test.
 - B. For Company Reputation (CRPT), the highest loading factor value was 0.849 from CRPT1, which states, "I am satisfied with the overall experience provided by this hotel."
 - C. For Word-of-Mouth Intention (WOMI), the highest loading factor value was 0.866 from WOMI1, which states, "I encourage friends and relatives to go this hotel."
 - D. For Customer Trust (CTRT), the highest loading factor value was 0.860 from CTRT2, which states, "I feel that this hotel is very competent."
 - E. For Customer Loyalty (CTLY), the highest loading factor value was 0.904 from CTLY2, which states, "I trust this hotel to provide a consistent and high-quality experience."

- F. The composite reliability test results for all variables are above 0.6, meaning that all data passed the construct validity test.
 - G. The cross-loading test results for all variables exceed 0.5, indicating that all data passed the discriminant validity test.
 - H. The construct reliability test results for all variables are above 0.7, showing that all data passed both the construct and composite reliability tests.
 - I. The multicollinearity test result for all variable which the VIF values below 5, showing there are no multicollinearity among the indicators.
8. The result of inner model test for R-Square and Q-Square as follows:
- A. The adjusted R-square
 - 1) Adjusted R-square demonstrating that Word-of-Mouth Intention (WOMI) and Customer Trust (CTRT) influence Customer Loyalty (CTLY) by 65.2%. Meanwhile, the remaining 34.2% represents the influence of other factors that were not examined in this study. It can be concluded that Word-of-Mouth Intention (WOMI) and Customer Trust (CTRT) have a moderate influence on Customer Loyalty (CTLY). Furthermore, other variables may influence customer loyalty, including customer experience, service quality, customer satisfaction, and others.
 - 2) The independent variable, Company Reputation (CRPT), mediator variable, Word-of-Mouth Intention (WOMI) have 68.6% influence on Customer Trust (CTRT). Meanwhile, the remaining 31.4% represents the influence of other factors that were not examined in this study. It can be concluded that Company Reputation (CRPT) and Word-of-Mouth

Intention (WOMI) have a moderate influence on Customer Trust (CTRT). Furthermore, other variable may influence customer trust, including transparency, consistency, brand image, communication, and others.

- 3) Company Reputation (CRPT) has 60.4% influence on mediating variable, Word-of-Mouth Intention (WOMI). Meanwhile, the remaining 39.6% represents the influence of other factors that were not examined in this study. It can be concluded that Company Reputation (CRPT) has a moderate influence on Word-of-Mouth Intention (WOMI). Furthermore, other variable may influence word-of-mouth intention, including perceived value, social media engagement, emotional experience, and others.

B. The Q-square value

- 1) The Q-square value of Customer Loyalty (CTLY) is 0.567, which is greater than 0, indicating that predictive relevance has been established. This means that the mediator variable (Word-of-Mouth Intention (WOMI) and Customer Trust (CTRT)) are moderately effective in predicting the dependent variable (Customer Loyalty (CTLY)).
- 2) The Q-square value of Customer Trust (CTRT) is 0.636, which is greater than 0, indicating that predictive relevance has been established. This means that the independent variables (Company Reputation (CRPT)) and mediator variable (Word-of-Mouth Intention (WOMI)) are

moderately effective in predicting the mediator variable (Customer Trust (CTRT)).

- 3) The Q-square value of Word-of-Mouth Intention (WOMI) is 0.600, which is greater than 0, indicating that predictive relevance has been established. This means that the independent variables, Company Reputation (CRPT) are moderately effective in predicting the mediator variable (Word-of-Mouth Intention (WOMI)).

9. The result of inner model test for F-Square as follows:

- A. Company Reputation (CRPT) has large effect size on Customer Trust (CTRT)
- B. Company Reputation (CRPT) has larger effect size on Word-of-Mouth Intention (WOMI)
- C. Customer Trust (CTRT) has small effect size on Customer Loyalty (CTLY)
- D. Word-of-Mouth Intention (WOMI) has large effect size on Customer Loyalty (CTLY)
- E. Word-of-Mouth Intention (WOMI) has medium effect size on Customer Trust (CTRT)

10. The result of inner model test for path coefficient as follows:

- A. Company Reputation (CRPT) → Customer Trust (CTRT)

- 1) The path coefficient value of 0.528 indicates a moderate positive relationship based on the path coefficient range. The positive relationship shows that as company reputation improves, so will customer trust. Based on questioner result, most guest responses

strongly agree with the CRPT-related statements, suggesting that the hotel's efforts to enhance its reputation have a positive effect on increasing customer trust.

- 2) the P-value of $0.000 < 0.05$ signifies that company reputation positively influences customer trust at Aryaduta Hotel Medan. Therefore, H_1 accepted. This aligns with the finding of Jalilvand et al. (2017), which suggest that company reputation affects the customer trust in various aspect. Therefore, the Aryaduta Hotel Medan should maintain its focus on enhancing its company reputation to strengthen customer trust.
- 3) The path coefficient value reported in the prior study by Jalilvand et al. (2017) was 0.329, suggesting that the current research demonstrates a greater level of statistical significance in comparison. The current study reports a higher coefficient of 0.528, indicating a stronger relationship.

B. Company Reputation (CRPT) → Word-of-Mouth Intention (WOMI)

- 1) The path coefficient value of 0.780 indicates a strong positive relationship based on the path coefficient range. The positive relationship shows that as company reputation improves, so will word-of-mouth intention. Based on the path coefficient results, this path has the highest coefficient value, indicating it is the strongest relationship among the variables analysed. Based on the questionnaire results, most guest responses strongly agree with the CRPT-related statements, suggesting that the hotel's efforts to enhance its reputation have a positive effect on increasing word-of-mouth intention.

- 2) The P-value of $0.000 < 0.05$ signifies that company reputation positively influences word-of-mouth intention at Aryaduta Hotel Medan. Therefore, H_2 accepted. This aligns with the finding of Jalilvand et al. (2017), which suggests that company reputation affects the word-of-mouth intention in various aspects. Therefore, the Aryaduta Hotel Medan should maintain its focus on enhancing its company reputation to strengthen word-of-mouth intention.
- 3) The path coefficient value reported in the prior study by Jalilvand et al. (2017) was 0.399, suggesting that the current research demonstrates higher level of statistical significance in comparison. The current study reveals a substantially stronger relationship with a coefficient of 0.780.

C. Customer Trust (CTRT) → Customer Loyalty (CTLY)

- 1) The path coefficient value of 0.300 indicates a weak positive relationship based on the path coefficient range. The positive relationship shows that as customer trust improves, so will customer loyalty. Based on the questionnaire results, most guests' responses strongly agree with the CTRT-related statements, suggesting that the hotel's efforts to enhance its customer trust have a positive effect on increasing customer loyalty.
- 2) the P-value of $0.001 < 0.05$ signifies that customer trust positively influences customer loyalty at Aryaduta Hotel Medan. Therefore, H_3 accepted. This aligns with the finding of Ru & Jantan (2023), which suggest that customer trust affect the customer loyalty in various aspect.

Therefore, the Aryaduta Hotel Medan should maintain its focus on enhancing its customer trust to strengthen customer loyalty.

- 3) The path coefficient reported in the earlier study by Ru and Jantan (2023) was 0.218, which is lower than the 0.300 observed in the current research. The current study demonstrates a stronger and statistically significant relationship in comparison to the previous findings.

D. Word-of-Mouth Intention (WOMI) → Customer Loyalty (CTLY)

- 1) The path coefficient value of 0.599 indicates a moderate positive relationship based on the path coefficient range. The positive relationship shows that as word-of-mouth intention improves, so will customer loyalty. Based on questioner result, most guest responses strongly agree with the WOMI-related statements, suggesting that the hotel's efforts to enhance its word-of-mouth intention have a positive effect on increasing customer loyalty.
- 2) the P-value of $0.000 < 0.05$ signifies that word-of-mouth intention positively influences customer loyalty at Aryaduta Hotel Medan. Therefore, H_4 accepted. This aligns with the finding of Purwiati and Siska (2021), which suggest that word-of-mouth intention affect the customer loyalty in various aspect. Therefore, the Aryaduta Hotel Medan should maintain its focus on enhancing its word-of-mouth intention to strengthen customer loyalty.
- 3) Manyanga et al. (2022) reported a path coefficient of 0.339, indicating a significant positive relationship between the variables. In contrast, the

current study found a similar path coefficient (0.305) but a p-value of 0.559, which is not statistically significant.

E. Word-of-Mouth Intention (WOMI) → Customer Trust (CTRT)

- 1) The path coefficient value of 0.352 indicates a weak positive relationship based on the path coefficient range. The positive relationship shows that as word-of-mouth intention improves, so will customer trust. Based on questioner result, most guest responses strongly agree with the WOMI-related statements, suggesting that the hotel's efforts to enhance its word-of-mouth intention have a positive effect on increasing customer trust.
- 2) the P-value of $0.000 < 0.05$ signifies that word-of-mouth intention positively influences customer trust at Aryaduta Hotel Medan. Therefore, H_5 accepted. This aligns with the finding of Purwiati and Siska (2021), which suggest that word-of-mouth intention affect the customer trust in various aspect. Therefore, the Aryaduta Hotel Medan should maintain its focus on enhancing its word-of-mouth intention to strengthen customer trust.
- 3) The path coefficient value reported in the earlier study by Jalilvand et al. (2017), was 0.550, suggesting that the current research demonstrates a lower level of statistical significance in comparison. The path coefficient was reported as 0.550, which is higher than the 0.352 observed in the current research.

F. Word-of-Mouth Intention (WOMI) → Customer Trust (CTRT) →
Customer Loyalty (CTLY)

- 1) The path coefficient value of 0.352 indicates a weak positive relationship based on the path coefficient range. The positive relationship shows that word-of-mouth intention indirectly influences customer loyalty through customer trust. Based on questioner result, most guest responses strongly agree with the WOMI-related and CTRT-related statements, suggesting that the hotel's efforts to enhance its customer trust mediate positively the relationship between word-of-mouth intention and customer loyalty.
- 2) the P-value of $0.017 < 0.05$ signifies that customer trust mediate positively the relationship between word-of-mouth intention and customer loyalty at Aryaduta Hotel Medan. Therefore, H_6 accepted. This aligns with the finding of Purwiati Siska (2021), which suggest that customer trust mediated the relationship of word-of-mouth intention and customer loyalty in various aspect. Therefore, the Aryaduta Hotel Medan should maintain its focus on enhancing its customer trust to strengthen the relationship between word-of-mouth intention and customer loyalty.

G. Company Reputation (CRPT) → Word-of-Mouth Intention (WOMI) →
Customer Loyalty (CTLY)

- 1) The path coefficient value of 0.436 indicates a moderate positive relationship based on the path coefficient range. The positive

relationship shows that company reputation indirectly influences customer loyalty through word-of-mouth intention. Based on questioner result, most guest responses strongly agree with the CRPT-related and WOMI-related statements, suggesting that the hotel's efforts to enhance its word-of-mouth intention mediate positively the relationship between company reputation and customer loyalty.

- 2) the P-value of $0.000 < 0.05$ signifies that word-of-mouth intention mediate positively the relationship between company reputation and customer loyalty at Aryaduta Hotel Medan. Therefore, H_7 accepted. This aligns with the finding of s Therefore, the Aryaduta Hotel Medan should maintain its focus on enhancing its word-of-mouth intention to strengthen the relationship between company reputation and customer loyalty.

H. Company Reputation (CRPT) → Customer Trust (CTRT) → Customer Loyalty (CTLY)

- 1) The path coefficient value of 0.158 indicates a weak positive relationship based on the path coefficient range. The positive relationship shows that company reputation indirectly influences customer loyalty through customer trust. Based on questioner result, most guest responses strongly agree with the CRPT-related and CTRT-related statements, suggesting that the hotel's efforts to enhance its customer trust to mediate positively the relationship between company reputation and customer loyalty.

- 2) the P-value of $0.004 < 0.05$ signifies that customer trust mediate positively the relationship between company reputation and customer loyalty at Aryaduta Hotel Medan. Therefore, H_8 accepted. This aligns with the finding of Astono (2021), which suggest that customer trust mediated the relationship of company reputation and customer loyalty in various aspect. Therefore, the Aryaduta Hotel Medan should maintain its focus on enhancing its customer trust to strengthen the relationship between company reputation and customer loyalty.

