

Creating Memorable Wedding Experiences: The Effect of Wedding Service Quality on Customer Satisfaction at a Luxury Resort in Bali

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ABSTRACT

The wedding service industry has become one of the strategic business segments in Bali's hospitality sector, requiring hotels to consistently deliver excellent service quality to create customer satisfaction. This study aims to analyze the effect of wedding service quality on customer satisfaction at Kakanda, Bali. The research employed a quantitative approach using a simple linear regression analysis. The population consisted of 385 domestic and international customers who had previously held wedding events at Kakanda, Bali and submitted service complaints during the 2020–2025 period. Using purposive sampling and the Slovin formula with a 10% margin of error, 79 respondents were selected as the research sample. Primary data were collected through questionnaires using a five-point Likert scale and analyzed using IBM SPSS Statistics Version 26. Instrument testing indicated that all questionnaire items were valid and reliable. The results of the classical assumption tests confirmed that the regression model met the assumptions of normality and homoscedasticity. The regression analysis revealed that wedding service quality has a positive and significant effect on customer satisfaction, with a significance value of 0.000 (<0.05) and a regression coefficient of 0.124. Furthermore, the coefficient of determination ($R^2 = 0.572$) indicates that service quality explains 57.2% of the variation in customer satisfaction, while the remaining 42.8% is influenced by other factors outside the research model. Descriptive analysis also showed that wedding service quality received a Very Good rating (mean = 4.28), whereas customer satisfaction was categorized as Good (mean = 3.95). These findings demonstrate that improving service quality, particularly in the dimensions of tangibles, reliability, responsiveness, assurance, and empathy, is essential for enhancing customer satisfaction and strengthening Kakanda, Bali's competitive position as a premium wedding destination in Bali.

Keywords: *Service Quality, Customer Satisfaction, Wedding Services, Luxury Resort, Bali*

1. INTRODUCTION

The tourism industry is one of the strategic sectors that significantly contributes to Indonesia's economic growth. One of the fastest-growing supporting sectors within tourism is the hospitality industry. Hotels not only serve as accommodation providers but also offer a wide range of complementary services, including restaurants, spas, recreational facilities, meetings, incentives, conventions, exhibitions (MICE), as well as event and wedding services. The increasingly intense competition in the hospitality industry has encouraged hotels to continuously improve both their products and service quality in order to deliver exceptional customer experiences. In the service industry, service quality is a critical determinant of a company's success in creating customer satisfaction and maintaining long-term customer loyalty. Customers are valuable assets for the sustainability of service businesses. Therefore, companies must understand customers' needs, preferences, and expectations to provide services that meet or even exceed their expectations. In the hospitality industry, customer satisfaction is one of the primary indicators used to evaluate service performance. Satisfied customers are more likely to make repeat purchases, recommend the hotel to others, and share positive experiences through positive word-of-mouth communication. Conversely, according to Suprina [1] dissatisfied customers tend to express complaints and spread negative experiences, potentially damaging the hotel's image and reputation while discouraging prospective customers.

According to Dedy and Alfandi [2], customer satisfaction is an emotional response that arises after customers compare their expectations before using a product or service with the actual performance they experience afterward. When the service received meets or exceeds expectations, customers will feel satisfied. Conversely, if the service falls below expectations, disappointment arises, which may reduce customer loyalty. Consequently, service quality plays a vital role in achieving customer satisfaction, particularly in the hospitality industry where direct interaction between service providers and customers is fundamental. In recent years, the destination wedding business in Bali has experienced remarkable growth. Bali has become one of the world's leading wedding destinations due to its breathtaking natural scenery, unique cultural heritage, and internationally recognized hospitality facilities. This trend has encouraged many domestic and international couples to choose Bali as the venue for their weddings. As a result, luxury hotels and resorts have increasingly developed professional wedding services capable of meeting the diverse needs of couples planning their special day. Wedding services differ from regular hotel services because they involve an extensive process, beginning with consultation and planning, continuing through vendor coordination and event execution, and ending with post-event evaluation. Therefore, the quality of wedding services is a crucial factor influencing customer satisfaction.

Kakanda, Bali is one of the luxury five-star resorts offering premium wedding services. Located in Ungasan, Badung Regency, Bali, the resort occupies approximately 10 hectares and features exclusive villas, fine dining restaurants, spa facilities, a kids' club, water sports activities, and comprehensive event and wedding services. Its spectacular clifftop location overlooking the Indian Ocean has made Kakanda one of Bali's most desirable destinations for luxury destination weddings. All event and wedding activities at Kakanda are managed by the Event & Wedding Section under the Sales & Marketing Department. This section is led by the Director of Sales & Marketing and supported by an Assistant Event & Wedding Manager and an Event Executive who are responsible for organizing every stage of the event. Their responsibilities extend beyond venue provision to include customer consultation, vendor coordination, event concept development, administrative management, and on-the-day event coordination to ensure smooth execution. Consequently, the quality of wedding services depends largely on the team's professionalism, responsiveness, communication skills, accuracy, and ability to provide effective solutions to customers' needs.

Based on preliminary interviews with the Event Executive, the number of events organized at Kakanda demonstrated a consistently increasing trend during the 2020–2025 period. The resort successfully hosted 10 events in 2020, increasing to 14 events in 2021, 16 in 2022, 19 in 2023, 22 in 2024, and 27 events in 2025. This steady growth indicates that the resort's event services have gained increasing customer trust and market recognition. In contrast, the number of wedding events experienced fluctuations over the same period. In 2020, the resort hosted six weddings, which declined to only two weddings in 2021 due to the COVID-19 pandemic and the resulting restrictions that forced many wedding cancellations. Following the post-pandemic recovery, the number of weddings increased significantly, reaching 18 ceremonies in 2023. However, the number declined to 13 weddings in 2024 before increasing again to 18 weddings in 2025. These fluctuations indicate that although the wedding market has gradually recovered after the pandemic, several other factors continue to influence customers' decisions when selecting Kakanda as their wedding venue. Interviews with the Event Executive further revealed that, besides external factors such as the COVID-19 pandemic, internal factors associated with service quality also contributed to these

fluctuations. Several customers expressed complaints regarding the services they received before, during, and after their wedding events. These complaints were related to response time for inquiries, coordination among departments, punctuality, communication with customers, and inconsistencies between promised and delivered services. These findings indicate that although the resort has implemented services according to its Standard Operating Procedures (SOPs), service delivery has not consistently met customer expectations.

In service industries, service quality is closely associated with customer satisfaction. According to Bahri et al. [3], service quality refers to customers' evaluation of a service provider's ability to deliver services that meet their needs and expectations. The higher the service quality, the greater the customer satisfaction achieved. Conversely, inadequate service quality may result in customer dissatisfaction, complaints, negative reviews, and a decline in customer trust. Therefore, hotels should continuously evaluate and improve their service quality to enhance customer satisfaction and maintain competitiveness in the increasingly dynamic hospitality industry. From a theoretical perspective, service quality can be evaluated using the SERVQUAL model developed by Parasuraman, Zeithaml, and Berry, which consists of five dimensions: tangibles, reliability, responsiveness, assurance, and empathy. These dimensions are particularly relevant in evaluating wedding services because the service process involves intensive interactions between service providers and customers throughout the planning and execution stages. Delivering excellence across all five dimensions is expected to improve customer satisfaction, strengthen customer loyalty, encourage positive word-of-mouth recommendations, and enhance the hotel's overall reputation.

Previous studies have reported inconsistent findings regarding the relationship between service quality and customer satisfaction. Rosalin [4], in a study conducted at Permata Wedding Organizer, found that service quality had a positive and significant effect on customer satisfaction, indicating that better service quality leads to higher customer satisfaction. However, Andriyani and Ardianto [5] reported contrasting findings, concluding that service quality did not significantly influence customer satisfaction. These inconsistent findings reveal a research gap and highlight the need for further investigation within the hospitality industry, particularly in the context of luxury wedding services. Considering the empirical phenomenon of fluctuating wedding bookings, customer complaints regarding service quality, and inconsistencies in previous research findings, investigating the effect of wedding service quality on customer satisfaction at Kakanda, Bali is both relevant and important. The findings of this study are expected to provide valuable insights into the extent to which wedding service quality influences customer satisfaction and to serve as an evaluation tool for the management of Kakanda, Bali in enhancing service quality, strengthening competitiveness, and creating memorable wedding experiences for every customer. Based on the background described above, the research problem is formulated as follows: "How does wedding service quality affect customer satisfaction at Kakanda, Bali?"

2. LITERATURE REVIEW

2.1 *Customer Satisfaction*

Customer satisfaction is one of the primary indicators of a company's success in delivering products and services to its customers. In the hospitality industry, customer satisfaction plays a crucial role because it is directly associated with customer loyalty, corporate reputation, and long-term business sustainability. Customers who receive services that meet or exceed their expectations are more likely to make repeat

purchases, recommend the hotel to others, and establish long-term relationships with the company. Conversely, dissatisfied customers tend to express complaints and share negative reviews, which may adversely affect the company's reputation and competitiveness. According to Kotler, as cited in Budiarno et al. [6], satisfaction is the level of feeling experienced by an individual after comparing the perceived performance of a product or service with prior expectations. Hadyarti and Kurniawan [7] define customer satisfaction as the cumulative evaluation of customers' experiences after using a product or service. Similarly, Suwarsito and Aliya [8] argue that every new consumption experience contributes to shaping the level of customer satisfaction. Therefore, customer satisfaction can be understood as a comprehensive evaluation of customers' experiences after consuming a product or service. Within the context of the wedding hospitality industry, customer satisfaction extends beyond the successful execution of the wedding ceremony itself. It encompasses customers' overall experiences throughout the entire service process, including consultation, planning, coordination, event implementation, and post-event services. Consequently, customer satisfaction serves as an important indicator of the ability of wedding service providers to fulfill the expectations of couples and their families.

According to Sindarto and Ellitan [9], customer satisfaction is influenced by several factors, including product quality, price, and service quality. Among these factors, service quality is considered the most dominant in service industries because customers primarily evaluate the service experience rather than tangible products. The higher the quality of service delivered, the greater the likelihood of achieving customer satisfaction. Customer satisfaction can be measured using several methods, including complaint and suggestion systems, mystery shopping, lost customer analysis, and customer satisfaction surveys, as said by Fitriani et al., [10]. In the present study, customer satisfaction is measured through a structured questionnaire because survey methods provide direct insights into customers' perceptions of the wedding services they receive. Based on Rizka Octavia et al. [11], customer satisfaction consists of three principal dimensions: overall customer satisfaction, repurchase intention, and willingness to recommend. Overall customer satisfaction reflects customers' overall evaluation of the services received. Repurchase intention represents customers' willingness to use the services again in the future, while willingness to recommend refers to customers' intention to recommend the services to friends, relatives, and colleagues. These three dimensions provide a comprehensive framework for evaluating customer satisfaction with wedding services at Kakanda, Bali.

2.2 *Service Quality*

Service quality is one of the most important determinants of organizational success in service industries. In the hospitality sector, services represent the primary product experienced directly by customers; therefore, superior service quality constitutes a sustainable competitive advantage. High-quality service not only satisfies customers but also strengthens customer loyalty and enhances the company's reputation. According to Sehangunaung et al. [12], service quality refers to the level of excellence expected by customers and the organization's ability to consistently deliver services that fulfill those expectations. Herlambang and Komara [13] further define service quality

as an organization's effort to meet customer needs through effective service delivery that creates customer satisfaction. Meanwhile, Kharisma et al. [14] explain that service is an interactive process between service providers and customers; consequently, service performance largely depends on the competence and professionalism of human resources. In the context of wedding services, service quality is particularly critical because weddings are highly personalized events involving emotional, financial, and psychological investments. Customers expect not only flawless event execution but also responsive communication, timely coordination, attention to detail, and effective problem-solving throughout the planning and implementation processes. Therefore, wedding service quality plays a fundamental role in shaping memorable customer experiences and determining customer satisfaction.

The SERVQUAL model developed by Parasuraman, Zeithaml, and Berry identifies five dimensions of service quality that are widely used in hospitality research in Syahputri [15]. These dimensions include tangibles, reliability, responsiveness, assurance, and empathy. Tangibles refer to the physical appearance of facilities, equipment, and employees, reflecting the professionalism and credibility of the service provider. In wedding services, tangible aspects include elegant venues, attractive decorations, modern equipment, and the professional appearance of wedding staff. Reliability refers to the organization's ability to deliver promised services accurately, consistently, and dependably. This dimension includes accurate event planning, adherence to schedules, and the successful execution of wedding arrangements according to customer expectations. Responsiveness represents employees' willingness and ability to provide prompt assistance and timely services. Quick responses to customer inquiries, immediate handling of unexpected situations, and efficient communication throughout the wedding planning process demonstrate responsiveness. Assurance relates to employees' knowledge, competence, courtesy, and ability to inspire customer confidence and trust. Professional expertise, clear communication, and confidence in managing wedding events contribute significantly to customers' sense of security. Empathy reflects individualized attention and genuine concern for customers' specific needs. Wedding planners who actively listen, understand customers' preferences, and provide personalized solutions demonstrate empathy, thereby enhancing the overall customer experience.

These five SERVQUAL dimensions provide the theoretical foundation for evaluating the quality of wedding services at Kakanda, Bali. Superior physical facilities, reliable event coordination, prompt responsiveness, professional competence, and personalized customer care are expected to enhance customer perceptions of service quality and ultimately increase customer satisfaction. Based on these theoretical perspectives, service quality can be defined as the organization's overall capability to consistently deliver services that meet or exceed customer expectations through excellence in tangibles, reliability, responsiveness, assurance, and empathy.

2.3 *The Relationship between Service Quality and Customer Satisfaction*

Conceptually, service quality and customer satisfaction are closely interconnected. The Expectation Confirmation Theory (ECT) explains that customer satisfaction occurs when the actual performance of a service confirms or exceeds customers' prior

expectations. Conversely, when perceived performance falls below expectations, dissatisfaction emerges. In the wedding hospitality industry, service quality exerts an even greater influence because weddings are once-in-a-lifetime experiences for most customers. Every interaction between customers and the wedding service team contributes to the formation of memorable experiences. Professional communication, prompt service, reliability, personalized attention, and effective problem-solving are essential elements in creating customer satisfaction throughout the wedding journey. Empirical studies generally support the positive relationship between service quality and customer satisfaction. Rosalin [1] found that service quality has a positive and significant influence on customer satisfaction at Permata Wedding Organizer, indicating that improvements in service quality directly increase customer satisfaction. However, Andriyani and Ardianto [5] reported that service quality did not significantly influence customer satisfaction. These contrasting findings reveal the existence of a research gap, suggesting that the relationship between service quality and customer satisfaction may vary depending on the research context and characteristics of the hospitality business. Based on the theoretical perspectives and previous empirical findings, this study proposes that wedding service quality is a significant determinant of customer satisfaction. Therefore, it is hypothesized that the higher the quality of wedding services provided by the Wedding Team at Kakanda, Bali throughout every stage of service delivery, the higher the level of customer satisfaction experienced by customers.

3. METHODS

3.1 Research Object and Population

The object of this study is the influence of wedding service quality (X) on customer satisfaction (Y) at Kakanda, Bali. The study focuses on customers who have previously held their wedding ceremonies at Kakanda, Bali, and have submitted complaints regarding the services they received. This research was conducted based on the phenomenon identified in the background section, namely fluctuations in wedding bookings accompanied by customer complaints related to service quality. The population of this study consists of both domestic and international customers who organized wedding events at Kakanda, Bali, between 2020 and 2025 and submitted complaints regarding the wedding services. Based on data provided by the management, the total population comprised 385 customers.

3.2 Sampling Technique

This study employed a purposive sampling technique. According to Mukti and Aprianti [16], purposive sampling is a non-probability sampling method in which respondents are selected based on specific criteria relevant to the research objectives. The criteria established in this study include customers who (1) have conducted a wedding event at Kakanda, Bali, (2) experienced the complete wedding service process, and (3) submitted complaints regarding the services received.

The sample size was determined using the Slovin formula with a margin of error of 10%.

$$N = \{N\} / \{1 + Ne^2\}$$

n = sample size

N = population size (385)

e = margin of error (10% or 0.10)

The calculation is as follows:

$$N = \{385\} \{1 + 385(0.10)^2\}$$

$$N = \{385\} \{4.85\} = 79.38$$

Accordingly, the required sample size was rounded to 79 respondents who met the predetermined sampling criteria.

3.3 Data Collection Technique

This research primarily utilized primary data, collected directly from respondents to address the research objectives. Primary data were obtained through questionnaires, supported by interviews and observations. The questionnaire served as the main research instrument. According to Shabrina et al. [17], a questionnaire is a data collection technique involving a set of written questions distributed to respondents to obtain information systematically. In this study, the questionnaire was distributed online using Google Forms to customers who had previously organized wedding events at Kakanda, Bali. The questionnaire items were developed based on the indicators of the two research variables, namely wedding service quality and customer satisfaction. Responses were measured using a five-point Likert scale, ranging from 1 (Strongly Disagree) to 5 (Strongly Agree). This scale was selected because it effectively measures respondents' perceptions, attitudes, and levels of agreement regarding the quality of wedding services and their overall satisfaction. To complement the questionnaire findings, interviews with relevant hotel personnel and direct observations of wedding service operations were conducted to obtain a deeper understanding of service implementation and customer experiences.

3.4 Data Analysis Technique

The collected data were analyzed using IBM SPSS Statistics. The analytical procedures included descriptive analysis, classical assumption tests, simple linear regression analysis, hypothesis testing, and the coefficient of determination.

3.4.1 Classical Assumption Tests

Prior to hypothesis testing, classical assumption tests were conducted to ensure that the regression model fulfilled the required statistical assumptions. The normality test was performed using the One-Sample Kolmogorov-Smirnov Test to determine whether the research data were normally distributed. A significance value greater than 0.05 indicates that the data follow a normal distribution. The heteroscedasticity test was conducted using the Glejser Test, which regresses the absolute residual values against the independent variable. A significance value greater than 0.05 indicates the absence of heteroscedasticity, suggesting that the regression model satisfies the homoscedasticity assumption.

3.4.2 Simple Linear Regression Analysis

Simple linear regression analysis was employed to examine the effect of wedding service quality on customer satisfaction. The regression model is expressed as follows: $[Y=a+bX]$. Y means customer satisfaction, a means constant, b means regression coefficient, X means Wedding Service Quality. The regression coefficient indicates the direction and magnitude of the influence of wedding service quality on customer satisfaction.

3.4.3 Hypothesis Testing (t-test)

The t-test was conducted to determine whether wedding service quality significantly influences customer satisfaction. The hypothesis was tested by comparing the calculated t-value with the critical t-value or by examining the significance level (p-value). The decision criteria are as follows: If Sig. < 0.05 or t-calculated > t-table, the null hypothesis (H_0) is rejected and the alternative

hypothesis (H_1) is accepted, indicating a significant effect of wedding service quality on customer satisfaction. If $\text{Sig.} > 0.05$ or $t\text{-calculated} < t\text{-table}$, the null hypothesis (H_0) is accepted, indicating that wedding service quality does not significantly influence customer satisfaction.

3.4.4 Coefficient of Determination (R^2)

The coefficient of determination (R^2) was calculated to measure the proportion of variance in customer satisfaction explained by wedding service quality. The R^2 value ranges from 0 to 1. A value approaching 1 indicates that the independent variable explains a large proportion of the variation in the dependent variable, whereas a value approaching 0 suggests that other variables outside the research model have a greater influence on customer satisfaction.

4. RESULTS AND DISCUSSION

4.1 Respondent Characteristics

The respondent characteristics are presented to provide an overview of the profile of the customers who participated in this study. Understanding respondent characteristics is important because demographic factors may influence customers' perceptions of service quality and their level of satisfaction. A total of 79 respondents participated in this research, corresponding to the predetermined sample size calculated using Slovin's formula. Based on gender, 42 respondents (53.16%) were female, while 37 respondents (46.84%) were male. These findings indicate that female respondents slightly outnumbered male respondents. This distribution suggests that women tend to play a more active role in planning and organizing wedding events, making them more likely to participate in the study. Based on age, 47 respondents (59.49%) were between 19 and 30 years old, whereas 32 respondents (40.51%) were over 30 years of age. The majority of respondents belonged to the productive age group, which represents the primary market segment for wedding services. Individuals within this age range generally have high expectations regarding service quality, making them an important customer segment in the wedding hospitality industry. Regarding nationality, 64 respondents (81.01%) were international customers, while 15 respondents (18.99%) were Indonesian customers. The dominance of international respondents demonstrates Kakanda, Bali's strong position as one of Bali's leading luxury destination wedding venues. Its spectacular cliff-top location overlooking the Indian Ocean, world-class facilities, and premium wedding experiences have made the resort highly attractive to couples from around the world. The diversity of respondent characteristics is expected to provide a comprehensive and objective representation of customers' perceptions of the wedding services offered by Kakanda, Bali.

4.2 Summary of Questionnaire Results

The summary of the questionnaire results was conducted to provide an overview of respondents' evaluations of the wedding service quality delivered by Kakanda, Bali. Data were collected from 79 respondents using a five-point Likert scale, ranging from 1 (Strongly Disagree) to 5 (Strongly Agree). All responses were processed using IBM SPSS Statistics through descriptive statistical analysis. The analysis involved calculating the mean score for each statement item as well as the overall mean score for each research variable. These mean scores were used to identify respondents' general perceptions of wedding service quality and customer satisfaction. Higher mean scores indicate more favorable evaluations of the wedding services provided by Kakanda, Bali, whereas lower mean scores suggest aspects of the service that require improvement to enhance overall customer satisfaction.

The detailed distribution of respondents' responses for the Wedding Service Quality (X) variable, across the five SERVQUAL dimensions—tangibles, reliability, responsiveness, assurance, and empathy. The results provide valuable insights into which aspects of wedding service quality have been perceived positively by customers and which aspects require further improvement to achieve higher levels of customer satisfaction.

4.3 Summary of Respondents' Responses on Wedding Service Quality (X)

Based on the data, the overall Wedding Service Quality variable obtained a mean score of 4.28, which falls within the Very Good category. This finding indicates that respondents provided highly positive evaluations of the quality of wedding services delivered by Kakanda, Bali. The high mean score suggests that the services provided have successfully met customers' expectations across various service dimensions, including physical evidence, reliability, responsiveness, assurance, and empathy. Overall, the wedding services provided by Kakanda, Bali, have successfully created a positive customer experience throughout the wedding event. This demonstrates that the resort has effectively implemented a customer-oriented service approach, in which all service activities are directed toward providing comfort, security, and satisfaction to every customer. Based on the descriptive analysis of each SERVQUAL dimension, the Tangibles dimension obtained a mean score of 4.32, categorized as Very Good. This was the highest mean score among all service quality dimensions. The result indicates that respondents highly appreciated the appearance of the wedding staff, the cleanliness of the wedding venue, the completeness of wedding facilities, and the cleanliness of the bridal suite. Such findings reflect that Kakanda, Bali's physical facilities create a professional, comfortable, and luxurious atmosphere throughout the wedding ceremony. As a five-star luxury resort serving an international premium market, the quality of physical facilities plays a significant role in shaping customers' perceptions of overall service quality.

The Reliability dimension achieved a mean score of 4.24, which also falls within the Very Good category. This finding indicates that customers perceived Kakanda, Bali's staff as capable of delivering services in accordance with the agreed Letter of Agreement, maintaining professionalism throughout the event, providing high-quality services, and ensuring smooth check-in and check-out procedures. Nevertheless, several indicators within this dimension remained in the Good category, suggesting that service reliability can still be improved to achieve greater consistency throughout every stage of the wedding service process. The Responsiveness dimension obtained a mean score of 4.27, categorized as Very Good. This result demonstrates that the staff responded promptly and appropriately to customers' requests, questions, and complaints. Furthermore, the staff were considered capable of understanding customer needs and providing effective solutions to issues arising during the wedding event. Such responsiveness reflects the readiness and competence of the employees in delivering timely and customer-focused services, thereby enhancing customers' overall experience.

Similarly, the Assurance dimension achieved a mean score of 4.27, which is also categorized as Very Good. Customers expressed confidence and a sense of security while utilizing Kakanda, Bali's wedding services. This confidence was supported by the professionalism and competence of the staff, the availability of adequate parking facilities, and the cleanliness of dining equipment. These findings indicate that the services provided met the quality standards expected from a luxury hospitality establishment. Meanwhile, the Empathy dimension obtained a mean score of 4.30, also classified as Very Good. This result indicates that the staff treated all customers equally without discrimination, communicated effectively, provided clear and understandable information, listened attentively to customers' concerns and suggestions, and understood customers' individual needs. Personalized service is particularly important in the wedding industry because every couple expects a unique and memorable experience. Among all indicators, the highest mean score (4.41) was obtained for the statement, "All staff members treated customers equally without discrimination." This finding demonstrates that customers highly appreciated the professionalism and fairness displayed by the wedding team. Conversely, the lowest mean score (4.11) was recorded for the statement, "All staff members communicated effectively with customers during the wedding event." Although this indicator still falls within the Good category, it suggests that communication between staff and customers can be further enhanced, particularly in providing more proactive, timely, and clearer information to international clients with diverse cultural backgrounds.

Overall, the findings indicate that Kakanda, Bali's wedding service quality was perceived as Very Good by its customers. This demonstrates that the resort has successfully delivered

professional, responsive, consistent, and customer-oriented services throughout the wedding experience. Such high-quality services are expected to create memorable wedding experiences, enhance customer satisfaction, and strengthen Kakanda Bali's reputation as one of Bali's premier luxury wedding destinations.

4.4 Summary of Respondents' Responses on Customer Satisfaction (Y)

Based on the data, the overall Customer Satisfaction variable obtained a mean score of 3.95, which falls within the Good category. This finding indicates that customers were generally satisfied with the wedding services provided by Kakanda, Bali, although several aspects of service quality still have room for improvement in order to achieve a Very Good level of customer satisfaction. Among the three customer satisfaction dimensions, Willingness to Recommend obtained the highest mean score of 3.99. This result indicates that most customers were willing to recommend Kakanda, Bali's wedding products, services, and facilities to their family members, relatives, and friends. Customers' willingness to recommend a service is an important indicator in the hospitality industry because it reflects their trust and confidence in the quality of services received. The Repurchase Intention dimension achieved a mean score of 3.96, suggesting that customers were inclined to use Kakanda, Bali's services again in the future or to utilize other facilities offered by the resort. This finding indicates that positive service experiences have the potential to foster long-term customer loyalty.

Meanwhile, the Overall Customer Satisfaction dimension obtained a mean score of 3.92, which also falls within the Good category. This indicates that customers were generally satisfied with the overall wedding experience provided by Kakanda, Bali, although several service aspects can still be improved to create an even more satisfying customer experience. At the indicator level, the highest mean score (4.04) was found for the statement, "I am willing to recommend Kakanda, Bali's wedding products, services, and facilities to my family." Conversely, the lowest mean score (3.87) was recorded for the statement, "Karma Kandara provides high-quality wedding services to its customers." Although this indicator remains within the Good category, the result suggests that the resort should continue improving its service quality to further enhance customer satisfaction.

4.5 Data Analysis

Data analysis was conducted to determine the effect of wedding service quality on customer satisfaction at Kakanda, Bali, Bali. The data used in this study were collected through questionnaires distributed to 79 respondents who met the established research criteria. Data processing was performed using IBM SPSS Statistics Version 26. The analysis began with instrument testing through validity and reliability tests [18]. Subsequently, classical assumption tests, consisting of the normality test and heteroscedasticity test, were conducted to ensure that the regression model satisfied the required statistical assumptions. After all assumptions had been met, simple linear regression analysis was performed to determine the direction and magnitude of the influence of wedding service quality on customer satisfaction. Furthermore, the t-test was conducted to examine whether wedding service quality significantly influences customer satisfaction. In addition, the coefficient of determination (R^2) was calculated to determine the extent to which wedding service quality explains variations in customer satisfaction. The results of these analyses serve as the basis for answering the research questions and testing the research hypothesis.

4.6 Classical Assumption Tests

Classical assumption tests were conducted prior to the simple linear regression analysis to ensure that the data satisfied the statistical assumptions required for regression analysis. The tests performed in this study included the normality test and the heteroscedasticity test. The normality test, conducted using the One-Sample Kolmogorov-Smirnov Test, produced an Asymp. Sig. (2-tailed) value of 0.071, which is greater than 0.05. Therefore, the residual data are normally distributed, indicating that the regression model satisfies the normality assumption and is

appropriate for further analysis. The heteroscedasticity test was performed using the Glejser method. The significance value for the Wedding Service Quality (Total_X) variable was 0.892, which exceeds the significance threshold of 0.05. Therefore, it can be concluded that the regression model does not exhibit heteroscedasticity, indicating that the residual variances are homogeneous. Since both classical assumptions have been satisfied, the regression model is considered appropriate for examining the effect of wedding service quality on customer satisfaction at Kakanda, Bali.

4.7 Simple Linear Regression Analysis

Simple linear regression analysis was employed to determine the direction and magnitude of the effect of Wedding Service Quality (X) on Customer Satisfaction (Y). According to Ghazali [19], simple linear regression analysis is used to measure the causal relationship between one independent variable and one dependent variable. The regression analysis was conducted using IBM SPSS Statistics Version 26, and the results are presented in Table 4.12 as the basis for interpreting the influence of wedding service quality on customer satisfaction.

4.8 The Effect of Service Quality on Customer Satisfaction

Based on the results of the simple linear regression analysis, the significance value obtained was 0.000, which is lower than the significance level of 0.05. This result indicates that H_0 is rejected and H_1 is accepted, meaning that service quality has a positive and significant effect on customer satisfaction in the wedding services provided by Kakanda, Bali. Furthermore, the regression coefficient was 0.124, indicating that every one-unit increase in service quality would increase customer satisfaction by 0.124 units, assuming other variables remain constant. These findings demonstrate that service quality makes a substantial contribution to improving customer satisfaction and serves as one of the primary determinants of customer satisfaction in the wedding service industry.

The statistical findings are supported by the descriptive analysis, which shows that the Service Quality variable achieved an average score of 4.28, categorized as Very Good, while the Customer Satisfaction variable obtained an average score of 3.95, categorized as Good. These high average scores indicate that customers positively evaluated the quality of services they received during their wedding events at Kakanda, Bali. In other words, the higher the perceived service quality, the higher the level of customer satisfaction. These findings suggest that the company's ability to provide professional and customer-oriented services has successfully created positive customer experiences and enhanced overall satisfaction.

In the hospitality industry, particularly within wedding services, service quality plays a crucial strategic role because services are characterized as intangible, inseparable, heterogeneous, and perishable. Consequently, customers evaluate service quality based on their experiences throughout the service delivery process. When the services received meet or exceed customer expectations, customer satisfaction increases. Conversely, when service performance falls below expectations, customers are likely to experience dissatisfaction, resulting in negative reviews and a reduced likelihood of recommending the company to others. The findings of this study support the argument of Sumarsid and Paryanti [20], who stated that service quality is a critical factor in maintaining customer trust. High-quality service creates positive experiences that ultimately lead to customer satisfaction. Likewise, the findings are consistent with Mumtaza and Millanyani [21], who argued that customers perceive service quality positively when the services provided meet their expectations. Therefore, customer satisfaction is influenced not only by service outcomes but also by the overall service delivery process experienced by customers.

Furthermore, this study reinforces the theory proposed by Abadi [22], who explained that service quality begins with understanding customer needs and ends with customers' perceptions of the services they receive. This implies that the success of a service organization is determined not by management's assessment but by customers' evaluations of the service quality delivered. In this study, customers rated Kakanda, Bali's wedding service quality as Very Good, resulting in customer

satisfaction being categorized as Good. These findings indicate that the company has successfully understood customer needs and translated them into professional, personalized, and customer-oriented services.

The influence of service quality on customer satisfaction can also be explained through the five SERVQUAL dimensions proposed by Keni and Kamete [23], namely Tangibles, Reliability, Responsiveness, Assurance, and Empathy. The findings indicate that all five dimensions were evaluated as Very Good, with average scores of 4.32 for Tangibles, 4.24 for Reliability, 4.27 for Responsiveness, 4.27 for Assurance, and 4.30 for Empathy. These results demonstrate that customers perceived every aspect of Kakanda, Bali's wedding services as being delivered at a high standard. Among these dimensions, Tangibles received the highest average score. This indicates that customers highly appreciated the resort's physical environment, venue cleanliness, wedding facilities, and the professional appearance of the wedding staff. In the premium wedding industry, physical evidence is a crucial determinant of customer perceptions because weddings are considered once-in-a-lifetime events. Therefore, luxurious facilities and an exclusive atmosphere significantly contribute to customer satisfaction.

The Reliability dimension demonstrates that customers perceived the staff as capable of delivering services according to the agreed Letter of Agreement, organizing wedding events on schedule, and providing consistent service throughout the event. Similarly, the Responsiveness dimension indicates that employees were able to respond promptly and effectively to customer requests and complaints. Such responsiveness is particularly important because unexpected situations frequently occur during wedding events, requiring immediate solutions from the organizing team. The Assurance dimension reflects customers' confidence in the professionalism and competence of Kakanda, Bali's staff. Customers felt safe, comfortable, and confident throughout the wedding event due to the staff's expertise, courteous behavior, and the availability of supporting facilities. Meanwhile, Empathy emerged as one of Kakanda, Bali's greatest service strengths. The high average score indicates that employees provided personalized attention to every customer without discrimination, understood individual customer needs, and offered customized solutions based on each couple's expectations.

The highest-scoring indicator was the statement that all staff members provided equal attention to every customer without discrimination. This finding highlights personalized service as one of Kakanda, Bali's key competitive advantages. Conversely, the lowest average score was found in the staff's ability to communicate effectively with customers during the event. Although this indicator still falls within the Good category, it suggests that communication skills can be further improved, particularly when serving international customers from diverse cultural and linguistic backgrounds. The findings also reveal that customer satisfaction is influenced not only by service quality but also by the overall customer experience throughout the wedding event. This is reflected in the Willingness to Recommend dimension, which achieved the highest average score of 3.99, while the statement "I am willing to recommend Kakanda, Bali's wedding products, services, and facilities to my family" obtained the highest indicator score of 4.04. These results indicate that customers who experience high-quality services are more likely to recommend the company to others. In the hospitality industry, customer recommendations represent one of the most valuable forms of loyalty because they generate positive word-of-mouth promotion, which is often more effective than conventional marketing strategies.

According to Hasibuan et al. [24], satisfied customers demonstrate loyalty through their intention to continue using a company's services and by recommending those services to potential customers. Therefore, service quality not only enhances customer satisfaction in the short term but also contributes to customer loyalty and strengthens the company's reputation over the long term. The findings are also consistent with previous studies conducted by Juniasih et al. [25] and Rosalin [1], both of which concluded that service quality has a positive and significant effect on customer satisfaction. The consistency of these findings indicates that service quality is a key determinant of customer satisfaction across various service industries, including hotels, restaurants, cafés, and

wedding service providers. Thus, this study further reinforces the theoretical perspective that customers become satisfied when the services they receive meet or exceed their expectations.

Based on the coefficient of determination (R^2) analysis, the R Square value was found to be 0.572. This indicates that 57.2% of the variation in customer satisfaction can be explained by service quality, while the remaining 42.8% is influenced by other variables that were not included in this study. These findings suggest that service quality makes a substantial contribution to customer satisfaction; however, it is not the only factor influencing customer satisfaction. According to Sindarto and Ellitan [9], customer satisfaction is also affected by various other factors, including product quality, price, perceived value, corporate image, and the overall customer experience. In the context of Kakanda, Bali's wedding services, these additional factors may include wedding package pricing, food and beverage quality, decorations, vendor professionalism, venue attractiveness, photography and videography quality, entertainment, and overall event coordination. Therefore, although service quality significantly influences customer satisfaction, the company should also manage these supporting aspects to create a comprehensive and memorable wedding experience. Overall, the results of this study demonstrate that service quality is a critical factor in enhancing customer satisfaction with wedding services at Kakanda, Bali. By maintaining the Very Good level of service quality while continuously improving other supporting aspects, Kakanda, Bali is expected to enhance customer satisfaction sustainably, strengthen customer loyalty, and reinforce its position as one of Bali's leading luxury wedding destinations

CONCLUSION

Based on the findings of this study on the effect of wedding service quality on customer satisfaction at Kakanda, Bali, it can be concluded that service quality has a positive and significant effect on customer satisfaction. The hypothesis testing results indicate that the calculated t-value (4.900) is greater than the critical t-value (1.665), with a significance value of 0.000, which is lower than 0.05. Therefore, H_0 is rejected and H_1 is accepted. The regression coefficient of 0.124 indicates that every improvement in service quality is followed by an increase in customer satisfaction. Furthermore, the R Square value of 0.572 demonstrates that 57.2% of customer satisfaction is explained by service quality, while the remaining 42.8% is influenced by other variables outside the scope of this study. These findings confirm that service quality is a major determinant of customer satisfaction in wedding services. The better the quality of service provided, the higher the level of customer satisfaction achieved. Therefore, continuously improving service quality should remain a strategic priority for Kakanda, Bali in maintaining customer satisfaction and strengthening its competitive advantage as a premium wedding destination in Bali.

Kakanda, Bali is encouraged to maintain the excellent level of service quality that has received Very Good evaluations from customers. Nevertheless, the company should continue improving service quality, particularly in terms of communication between staff and customers throughout the wedding event. This improvement can be achieved through customer service excellence training, interpersonal communication training, cross-cultural communication programs, and regular service evaluations. Additionally, the company should pay greater attention to other factors influencing customer satisfaction, such as food and beverage quality, decorations, vendor professionalism, supporting facilities, innovative wedding packages, and the overall customer experience. By integrating these aspects into its service strategy, Kakanda, Bali can further enhance customer satisfaction, strengthen customer loyalty, and improve its competitiveness within the premium wedding hospitality industry.

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