



# Managing Customer Experience Through Omnichannel to Maintain Customer Loyalty at the Sultan Hotel Jakarta in 2025

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## ABSTRACT

The rapid development of digital technology and changes in customer behavior have encouraged the hospitality industry to manage customer experience in a more integrated manner across multiple service channels. Today, hotel guests interact not only through face-to-face services but also through digital channels such as websites, social media, and other online communication platforms. This condition requires the implementation of an omnichannel strategy to create a consistent and sustainable customer experience. Omnichannel is a marketing and customer service strategy that integrates various communication channels—such as websites, social media, email, and physical outlets—so that customers can interact with a brand in a consistent and seamless manner. This approach not only focuses on providing multiple channels but also ensures that all channels are interconnected to create a superior customer experience. Through omnichannel, customers can move from one channel to another without losing context.

This study aims to analyze how the management of customer experience through omnichannel strategies plays a role in maintaining customer loyalty at The Sultan Hotel Jakarta in 2025. The research employs a qualitative approach using a case study method. Data collection techniques include in-depth interviews with hotel management, operational staff directly involved in customer service, and customers who have utilized various hotel service channels. Supporting data were obtained through observation and documentation. Data analysis was conducted through data reduction, data display, and conclusion drawing to obtain a comprehensive understanding of customer experience management through omnichannel.

The results indicate that managing customer experience through the integration of online and offline channels plays a significant role in creating positive customer experiences. Service consistency, ease of access to information, and the hotel's responsiveness to customer needs and complaints are key factors in fostering customer loyalty. Customers who experience high-quality service tend to show intentions to revisit and recommend the hotel to others. This research is expected to contribute academically to the development of studies on customer experience and omnichannel strategies in the hospitality industry, as well as provide practical insights for hotel management in designing service strategies oriented toward enhancing customer loyalty.

**Keywords:** omnichannel, customer experience, customer loyalty, hospitality industry.

## INTRODUCTION

The hospitality industry faces intense competition along with rapid digital technological advancements and changes in consumer behavior. Hotel guests today do not only assess service quality based on their on-site stay experiences but also through various touchpoints before, during, and after service usage, such as online reservation processes, communication through social media, customer service interactions, and complaint handling. These conditions require hotels to manage customer experience holistically and in an integrated manner.

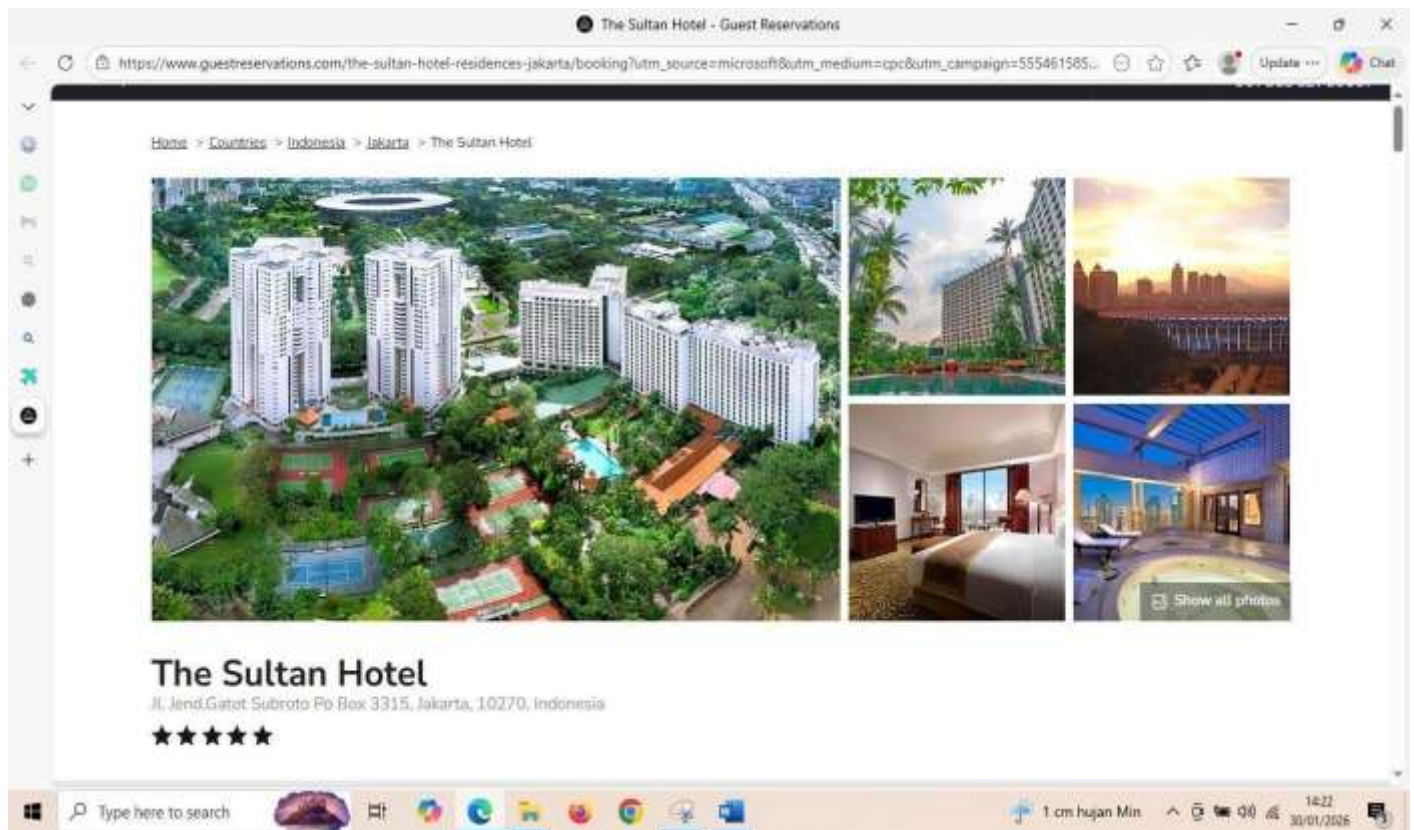
The development of digital technology has driven service companies, including hotels, to implement omnichannel strategies, namely the integration of multiple service and communication channels, both online and offline, to create a consistent and continuous customer experience. An effective omnichannel strategy enables customers to interact with hotels through various platforms such as websites, booking applications, telephone services, social media, and face-to-face interactions without experiencing differences in service quality. Proper

omnichannel management is believed to enhance convenience, accessibility, and positive customer perceptions of hotels.

Customer experience has become a critical factor in the hospitality industry because it is subjective and significantly influences customers' future attitudes and behaviors. A positive customer experience not only increases satisfaction but also encourages the formation of customer loyalty. Customer loyalty is crucial for hotels, as loyal customers are more likely to make repeat visits, recommend the hotel to others, and demonstrate greater tolerance toward potential service failures.

However, in practice, managing customer experience through omnichannel strategies still faces several challenges. Differences in service standards across channels, limited integration of customer data, and insufficient coordination among departments may lead to inconsistent customer experiences. Such conditions can reduce customer satisfaction and loyalty, especially in hotels targeting middle-to-upper market segments with high service expectations.

Hotel customers today interact not only through direct services at the hotel but also via various available digital channels. Therefore, managing customer experience through an omnichannel strategy is a critical aspect of maintaining customer loyalty.



**Figure 1. The Sultan Hotel**

The Sultan Hotel is located in the Senayan area, Central Jakarta. The Sultan Hotel has been legally designated as state-owned property under the authority of the Ministry of State Secretariat of the Republic of Indonesia.

“The leadership has decided that following the expiration of Building Use Rights (HGB) Number 27/Gelora/2006 and Number 26/Gelora, the property will be managed directly. Therefore, the Ministry of State

Secretariat will manage it through the GBK Complex Management Center (Pusat Pengelolaan Kompleks Gelora Bung Karno/PPK GBK),” stated Setya Utama, Secretary of the Ministry of State Secretariat, during a press conference at the Ministry of State Secretariat office in Jakarta on Friday (March 3, 2023).

Accordingly, ownership and management of The Sultan Hotel are currently under the authority of the Gelora Bung Karno (GBK) management.

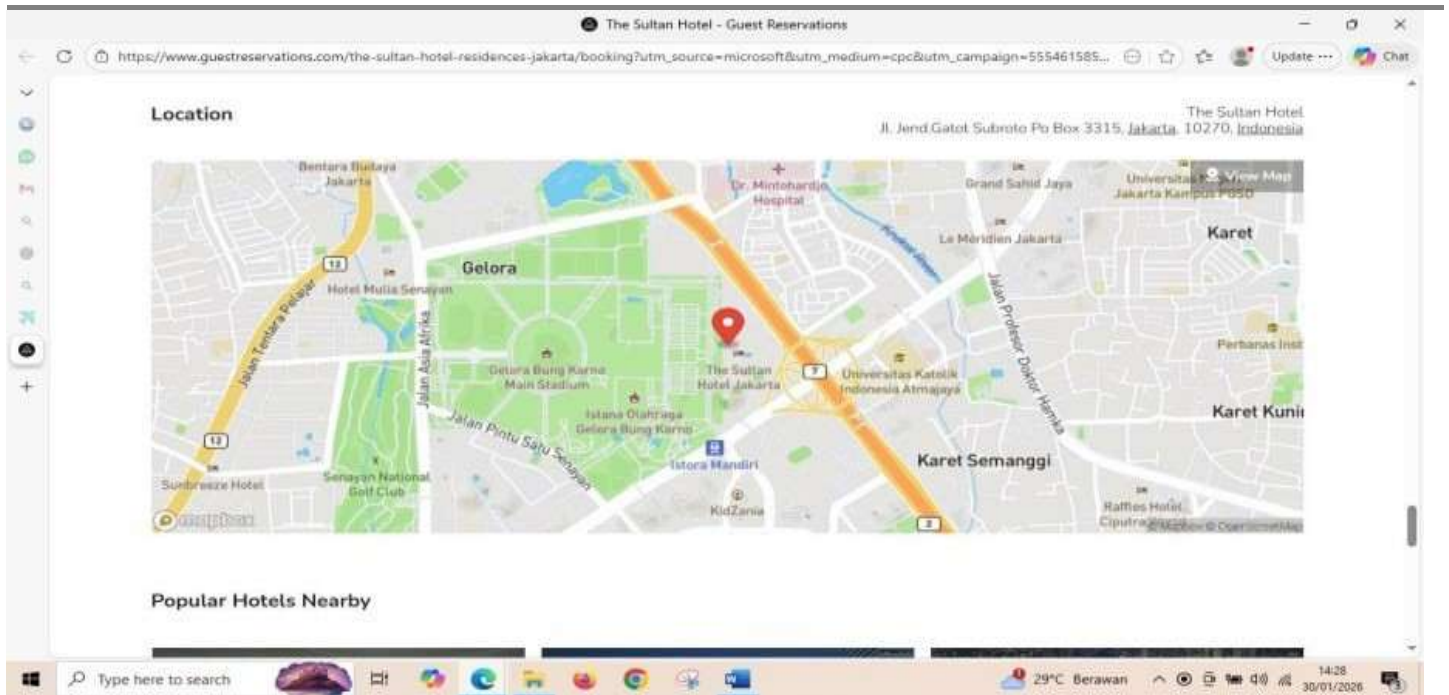


Figure 2. The Sultan Hotel Location

As one of the five-star hotels in Jakarta, The Sultan Hotel Jakarta faces challenges in maintaining customer loyalty amid intense competition in the hospitality industry and increasing customer expectations for fast, personalized, and integrated services. Therefore, it is crucial for the hotel to implement an effective service model to ensure sustained customer loyalty.

The Sultan Hotel Jakarta is widely recognized as one of Jakarta's legendary hotels, distinguished by its extensive facilities, strategic location, and long-standing experience in serving MICE (Meetings, Incentives, Conventions, and Exhibitions) guests and large-scale events. The hotel maintains a high occupancy rate due to its location in the heart of the capital city, with easy access from multiple directions.

The advancement of digital technology has significantly transformed consumer behavior in the hospitality industry. Customers now interact with hotels through various channels, including social media, websites, online travel agents (OTAs), email, and direct communication. This situation requires hotels not only to be present across multiple channels but also to manage customer experiences in an integrated manner.

Nevertheless, challenges remain in maintaining customer loyalty amid competition from modern hotels that are more advanced in utilizing technology and service personalization. Based on these conditions, this research is important to examine how managing customer experience through an omnichannel approach can contribute to maintaining customer loyalty. The findings of this study are expected to provide academic contributions to the development of customer experience and omnichannel research, as well as practical insights for hotel management in designing more effective, customer-oriented service strategies.

Therefore, managing customer experience through an omnichannel strategy becomes a crucial approach for maintaining customer loyalty at The Sultan Hotel Jakarta in 2025. These conditions encourage the researcher to explore how The Sultan Hotel is able to retain its customers.

## CONCEPTUAL FRAMEWORK

### New Media and Social Media

The development of communication technology has progressed rapidly, in line with the shift away from conventional media. One of the most significant developments is the emergence of new media. New media combines text, images, sound, and video using computer technology to create products that are similar to, yet distinct from, traditional media. According to Flew (2005), new media is a term used to describe the convergence of computerized digital communication technologies that are interconnected through networks. The emergence



of new media has had a profound impact on human life, directly transforming social patterns, culture, ways of thinking, and nearly all aspects of everyday life.

Furthermore, the term digital media is used to describe all forms of media communication. Digital media, also referred to as new media, integrates text, images, sound, and video through computer technology to create products that differ from traditional media (Biagi, 2005). The internet now enables massive interaction across various human activities and social organization processes. Ease of access and interconnected relationships allow interactions to occur in real time. Social networking platforms such as Facebook, Twitter, and MySpace have created new ways for individuals to socialize and interact.

Social media is an online medium that allows users to easily participate in various activities and interactions. User activities on social media often involve the exchange of information. This exchange of information can be utilized by modern marketing practices to promote products, services, or brands. According to David Meerman Scott in *The New Rules of Marketing and PR*, social media provides a way for people to share ideas, content, thoughts, and relationships online. Social media differs from so-called mainstream media in that anyone can create, comment on, and contribute to social media content. Social media can take the form of text, audio, video, maps, and communities (Scott, 2014).

Meanwhile, a more technical definition is proposed by A. M. Kaplan and M. Haenlein, who define social media as a group of internet-based applications built upon the ideological and technological foundations of Web 2.0, allowing the creation and exchange of user-generated content. According to Juju and Sulianta (2010), social media represents a combination of virtual space elements within online service products such as blogs, discussion forums, chat rooms, email, and websites, strengthened by community power built through social networks. The communication that occurs within social media has its own influential power, as it is supported by technology and various interactive media formats conveyed through text, images, photos, audio, and video. Customer experience refers to the overall perceptions and responses of customers formed through direct and indirect interactions with a company throughout the customer journey. This experience is subjective and influenced by emotional, cognitive, and functional aspects. Omnichannel is a marketing and service approach that integrates all communication and sales channels to ensure customers receive a consistent and continuous experience. Omnichannel differs from multichannel approaches, which merely place channels separately without integrating data and systems. Customer loyalty is defined as a customer's commitment to repurchase and recommend a brand despite the availability of alternatives. In the hospitality industry, loyalty is influenced by customer satisfaction, service quality, and customer experience. Effective management of customer experience through omnichannel strategies enables hotels to identify customer needs, deliver relevant services, and build long-term relationships that ultimately contribute to customer loyalty.

In line with previous studies examining the use of Instagram as a promotional and campaign medium, several relevant studies support this research. Research on the use of Instagram as a promotional medium indicates that Instagram has been utilized for promotion, although it has not yet demonstrated optimal results in increasing sales. Other studies show that Instagram, as a photo- and image-sharing social media application, has a strong correlation with influencing consumer purchase intention. Studies on promoting specialized library services through social media reveal that to enhance the effectiveness of social media usage, librarians must establish appropriate tactics and strategies to attract users. These findings indicate that Instagram can facilitate interaction between buyers and sellers and serve as an attraction for consumers to learn about promoted products. Overall, these studies demonstrate that various social media platforms such as Instagram and Facebook play an important role in consumer engagement, which aligns with the focus of this research.

### **Omnichannel Strategy**

Omnichannel strategy refers to service management practices that integrate all customer interaction channels, both online and offline, to create consistent, sustainable, and customer-oriented experiences. Omnichannel is a strategy aimed at integrating multiple service channels to create consistent and coordinated customer experiences (Verhoef et al., 2015). Through this approach, customers can interact with companies across multiple channels without experiencing differences in service quality (Lemon & Verhoef, 2016).

Unlike multichannel approaches that operate channels separately, omnichannel emphasizes cross-channel integration, allowing customers to move seamlessly between channels without service disruption. Verhoef,



Kannan, and Inman (2015) emphasize that consumers no longer distinguish between channels but instead expect integrated experiences. Lemon and Verhoef (2016) further explain that customer experience is formed through cross-touchpoint customer journeys that significantly influence customer loyalty.

According to Neslin et al. (2015), omnichannel is an evolution of multichannel strategies, where companies not only provide multiple channels but also manage customer interactions in an integrated manner. Research by Piotrowicz and Cuthbertson (2014) demonstrates that omnichannel improves customer journeys through service consistency across touchpoints, while Huré, Picot-Coupey, and Ackermann (2017) find that channel integration enhances customer perceptions of convenience and comfort.

In the hospitality context, omnichannel includes the integration of online reservation services, social media platforms, customer service channels, and on-site hotel services. Relevant omnichannel dimensions in this study include service channel integration, information and service consistency, channel accessibility and flexibility, and cross-channel service responsiveness. Effective omnichannel management reduces interaction barriers and enhances perceived service quality. According to Herhausen et al., the integration of online and offline channels significantly influences customer experience quality and customer engagement. Positive customer experiences play a major role in fostering customer loyalty.

### **Customer Experience Management**

Customer experience management refers to the overall perceptions and responses formed through customer interactions with a company throughout the customer journey. This experience is subjective and influenced by emotional, cognitive, and functional aspects. Lemon and Verhoef (2016) argue that customer experience is shaped through various touchpoints before, during, and after service usage.

According to Oliver, customer loyalty develops through several stages, ranging from cognitive loyalty and affective loyalty to conative loyalty and behavioral action. Indicators of customer loyalty in this study include intention to revisit, willingness to recommend the hotel, and preference for the hotel over competitors. Pleasant and consistent experiences encourage customers to return and recommend services to others. Klaus and Maklan state that customer experience quality has a stronger influence on loyalty than satisfaction alone, particularly in service industries such as hospitality.

In the hospitality industry, customer experience encompasses the reservation process, check-in procedures, service during the stay, and post-visit communication. Referring to Gentile, Spiller, and Noci, customer experience consists of several key dimensions: sensory (physical comfort and hotel atmosphere), emotional (feelings of satisfaction, pleasure, and security), cognitive (ease of understanding information and services), and relational (relationships with staff and the brand). Overall customer perceptions and responses are formed through interactions across multiple service channels, both direct and indirect, involving emotional, cognitive, and functional aspects throughout the customer journey. Customer experience is multidimensional and involves emotional, cognitive, and sensory components (Schmitt, 1999; Gentile et al., 2007). Integrated omnichannel management creates positive customer experiences that contribute to maintaining hotel customer loyalty.

### **Customer Loyalty**

Customer loyalty refers to a customer's commitment to repurchase and maintain long-term relationships with a company. Loyalty is reflected not only in repeat purchase behavior but also in positive attitudes and willingness to recommend the brand to others. Customer loyalty is characterized by intentions to repurchase, recommend to others, and emotional attachment to the brand. Research indicates that customer experience has a stronger influence on loyalty than satisfaction alone. Loyalty is formed not by isolated experiences but by consistently high-quality experiences. Common indicators of customer loyalty used in research include intention to revisit, willingness to recommend, preference over competitors, and long-term commitment.

Several studies demonstrate the relationship between omnichannel usage and customer loyalty. Research by Blom, Lange, and Hess Jr. (2017) shows that omnichannel consumers tend to exhibit higher loyalty compared to single-channel consumers. Herhausen et al. (2015) find that cross-channel consistency increases customer trust. From a business performance perspective, previous studies identify positive impacts of omnichannel strategies. Brynjolfsson, Hu, and Rahman (2013) show that online-offline integration increases sales and customer



engagement, while Neslin et al. (2006) provide foundational insights into the strategic benefits of multichannel integration leading toward omnichannel approach.

## RESEARCH METHOD

### Research Paradigm

The research paradigm adopted in this study is constructivism. The constructivist paradigm stands in contrast to perspectives that emphasize observation and objectivity as the primary means of discovering reality or knowledge. This paradigm views social science as a systematic analysis of socially meaningful actions through direct and detailed observation of social actors who actively create, maintain, and manage their social world (Hidayat, 2003).

### Research Method

This study employs a case study method, in which the researcher examines the implementation of omnichannel strategies to maintain customer loyalty. The researcher acts primarily as an observer, categorizing behaviors, observing phenomena, and recording findings through systematic observation. The researcher also conducts fieldwork by directly engaging with the research setting and interviewing relevant stakeholders. The results of this study describe existing conditions rather than seeking to test or explain causal relationships.

### Research Subjects

The research subjects consist of key informants selected based on their expertise, credibility, and relevance. Informants include representatives from The Sultan Hotel Jakarta involved in managing omnichannel services, customer experience, and customer loyalty. These include hotel management, specifically the Director of Sales and Marketing, represented by Ms. Mutmainah, who provided insights into overall omnichannel strategy, service policies, and efforts to maintain guest loyalty. Operational staff who interact directly with guests across both offline and online channels were also included, as well as hotel guests who had stayed at The Sultan Hotel Jakarta and used various booking channels such as the website, travel agents, and social media applications. These guests provided direct perspectives on customer experience, both positive and negative.

### Data Collection Techniques

Qualitative research recognizes several commonly used data collection methods, including interviews, observation, documentation studies, and focus group discussions (Herdiansyah, 2010). The data collection methods employed in this study are as follows:

#### Interviews

Interviews are conversations conducted with a specific purpose involving two parties: the interviewer, who poses questions, and the interviewee, who provides responses to those questions.

#### Observation

Observation is a method of systematically analyzing and recording descriptions of the observed environment, ongoing activities, individuals involved in the setting, as well as their behaviors and interactions, through direct observation of individuals or groups.

#### Documentation Study

Documentation study is a data collection technique used in social research methodology to trace and examine historical and supporting data relevant to the research.

### Data Analysis Techniques

In principle, qualitative data analysis is conducted concurrently with the data collection process. According to Miles and Huberman, qualitative data analysis consists of three interrelated activities: data reduction, data display, and conclusion drawing (Basrowi, 2008). The data analysis techniques applied in this study include:



**Data Reduction.** Field data obtained through observations and interviews, such as field notes and recordings, are typically extensive and complex. Therefore, data reduction is conducted by selecting, focusing, abstracting, and transforming raw data from the field into more manageable and meaningful forms.

**Data Display.** To facilitate data interpretation, the reduced data are presented in an organized manner through comprehensive descriptions of each research aspect, supported by tables, charts, category relationships, and similar visual aids where appropriate.

**Conclusion Drawing and Verification.** Verification involves interpreting and analyzing the organized research data. Based on this interpretation, conclusions are drawn to address the research questions formulated at the beginning of the study.

### **Data Validity Techniques.**

To ensure data validity, this study applies triangulation techniques. Triangulation is a data verification method that utilizes sources or methods outside the primary research data for comparison and validation purposes. Denzin identifies four types of triangulation: source triangulation, method triangulation, investigator triangulation, and theory triangulation (Moleong, 2013).

The triangulation technique used in this study is source triangulation, which involves comparing and crosschecking the credibility of information obtained through:

Comparing observational data with interview data; Comparing the consistency of informants' statements in public settings with their statements in private contexts; Comparing the perspectives of individuals with those of other members within the same work team.

## **ANALYSIS AND DISCUSSION**

Briefly, The Sultan Hotel Jakarta began operations as Jakarta Hilton International in 1976, designed to meet the needs of international-standard hotels in the capital city. Following changes in management contracts in 2006, the hotel was renamed The Sultan Hotel and remains one of Jakarta's prominent hotels, with a long history and evolving dynamics related to state-owned land management.

The hotel was first opened in 1976 under the name Jakarta Hilton International as part of the global Hilton hotel network, which aimed to provide world-class accommodation in Jakarta. Construction began around 1973 in the Gelora Bung Karno (Senayan) area of Jakarta. This location was selected because Jakarta was appointed as the host city for Asia-Pacific tourism conferences in the early 1970s, necessitating international-standard hotel facilities to accommodate delegates.

Over subsequent decades, the hotel became one of Jakarta's hospitality icons, serving as a venue for international conferences, major events, and as a hub for business and social activities in the capital. In addition to hotel rooms, the complex expanded to include serviced residences and large convention facilities such as the Golden Ballroom.

### **Research Findings**

The research findings were obtained through in-depth interviews with relevant stakeholders, including hotel representatives—represented by Ms. Mutmainah—and several hotel guests. Guest data were collected from websites and reviews across various platforms, reflecting their evaluations and experiences. Selected findings are presented below.

### **Omnichannel Implementation at The Sultan Hotel Jakarta**

The Sultan Hotel Jakarta utilizes multiple channels, including the official website, online travel agents (OTAs), social media platforms, email, WhatsApp, reservation telephone services, and offline sales channels for the MICE and corporate segments. Like other hotels, The Sultan Hotel conducts promotions across various channels. The channels employed reflect an omnichannel model, as outlined below:

**Digital Channels:**

Official Website: Provides information on room availability, serviced residences, ballrooms, weddings, and seasonal promotions.

Online Travel Agents (OTAs): Offer room reservations, guest reviews, and promotional pricing.

Social Media (Instagram and Facebook): Used for event branding, weddings, food and beverage promotions, and brand awareness.

Email Marketing: Communicates promotional packages for meetings, weddings, and national holiday events.

WhatsApp / Reservation Telephone: Primarily used for event bookings, weddings, and corporate reservations.

**Offline Channels:**

Corporate Sales and Government Relations: Strong presence in the MICE segment and government institutions.

Event Organizers and Wedding Organizers: Key channels for ballroom and large venue bookings.

On-Property Experience: Front office, concierge, banquet services, and sales counters serve as extended touchpoints following digital interactions.

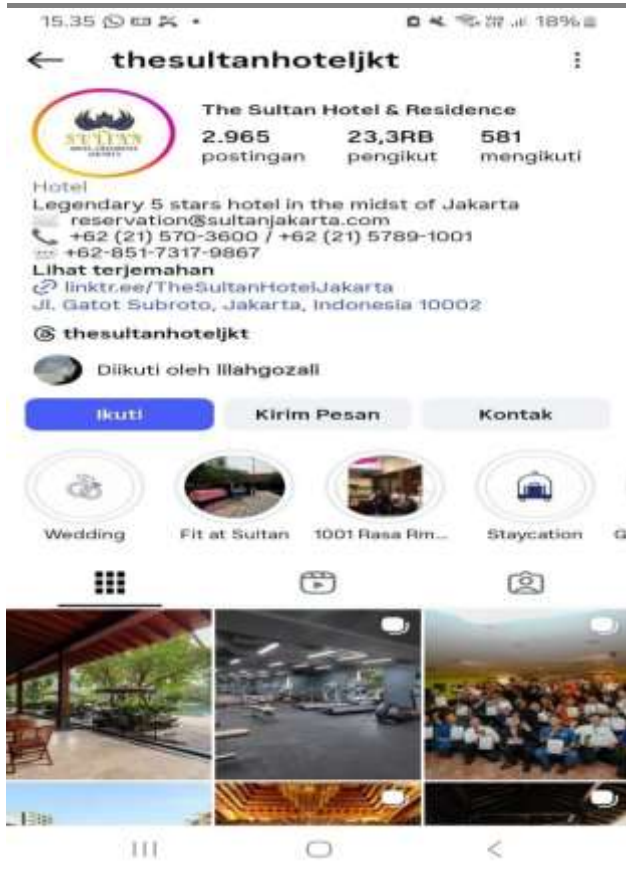
**Comparison with Comparable Hotels in Jakarta**

Aspect	Hotel Sultan	Comparable hotel
Positioning	Heritage, spacious, MICE & wedding	Luxury modern, lifestyle, premium
Website	Informative, functional	More visually appealing, fast, mobile-first
Social Media	Focus on event & promo	Storytelling, reels, influencer
Chat & fast response	Available, but not consistent	Live chat / WA agent
Tailored promo	Limited	CRM-driven, loyalty-based
Omnichannel journey	Still separated	More integrated end-to-end

Although an omnichannel model appears to have been implemented, several service channels are not yet fully integrated. This is particularly evident in the use of offline channels that remain disconnected from online channels.



Figure. 3. The Sultan Hotel Website.



## Omnichannel

Omnichannel is a marketing and service approach that integrates all communication and sales channels to ensure customers receive a consistent and continuous experience. Omnichannel differs from multichannel strategies, which merely operate channels separately without integrating data and systems.



Figure 4. Frequently Asked Questions

Such conditions need to be carefully considered, as integrated service channels allow both positive and negative customer experiences to spread rapidly. Therefore, service delivery must be conducted consistently and uniformly across all channels. Hotel facilities should be continuously maintained and properly managed, and digital responses should be handled promptly and attentively in accordance with each respective channel.

## Customer Experience

Customer experience refers to the overall perceptions and responses of customers formed through direct and

indirect interactions with a company throughout the customer journey. This experience encompasses emotional, cognitive, and functional aspects.

### Guest Reviews of The Sultan Hotel Based on Stay Experiences

Guests of The Sultan Hotel have shared highly positive reviews regarding their stay experiences. They frequently highlight the friendliness and professionalism of the hotel staff, including Mr. Hernandi, and express appreciation for the hotel’s facilities, such as the swimming pool and tennis courts. Guests also note that the food and beverage services, particularly breakfast, are of high quality and worth experiencing.

In addition, guests value the hotel’s strategic location, which is approximately a 15-minute walk from the Gelora Bung Karno (GBK) area and nearby convention venues. The hotel is recognized as one of the oldest hotels in Indonesia and is considered an ideal choice for concertgoers who wish to stay close to concert venues. Guests also express positive impressions of the hotel’s newly renovated lobby, which reflects Indonesian cultural elements. [www.tripadvisor.in](http://www.tripadvisor.in)

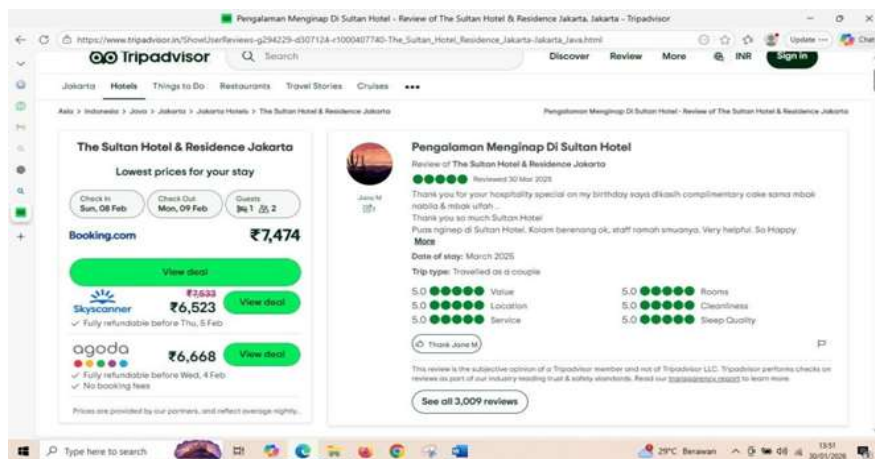


Figure 5.. costumer experience 1

### Customer Experience Management

The customer journey of guests at The Sultan Hotel Jakarta includes the stages of awareness, consideration, booking, pre-arrival, stay, and post-stay. The analysis indicates that although the service channels utilized are comprehensive, customer data integration across channels remains suboptimal. As a result, the customer experience has not yet been fully consistent.



Figure 6. The Sultan Hotel FB.

Aspects Appreciated Presence across multiple channels: Guests recognize hotel promotions through the official website, social media platforms, online travel agents (OTAs), email campaigns, and corporate or event organizer partnerships.

Integrated packages: Bundled promotions (accommodation, meetings, weddings, and food & beverage services) are considered helpful in simplifying event planning.

Strong brand positioning for specific segments: For the MICE and wedding segments, promotional messages are perceived as clear and consistent.

### Areas for Improvement

Inconsistency in promotional messaging across channels: Some guests have identified discrepancies in pricing details and benefits between OTAs, social media platforms, and the official website.

Limited personalization of promotions: Long-term guests expect offers that are more tailored to their preferences and habitual behaviors.

Optimization of real-time interaction: There is an expectation for more active and officially integrated chat or WhatsApp services that are directly connected to the reservation system.

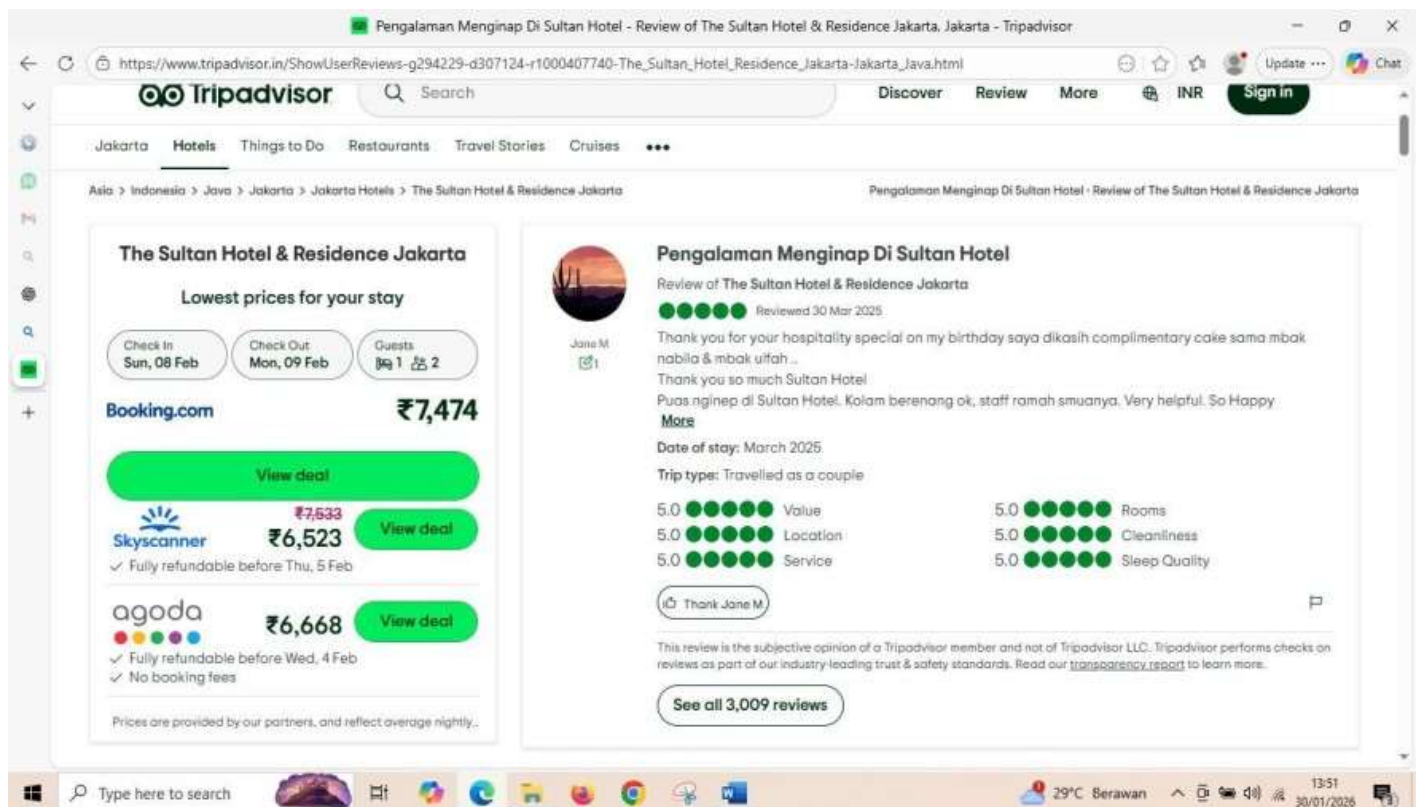


Fig.7. The Sultan Hotel IG

### General Stages of the Customer Journey

The general stages of the customer journey include awareness, where customers first become familiar with a brand, for example through Instagram; consideration, during which customers seek information through channels such as the official website, online travel agents (OTAs), and Google reviews; and booking, when customers make reservations via reservation telephone services, OTAs, or WhatsApp chat.

The experience stage occurs when customers use the hotel's services, including check-in procedures, interactions with staff, and the utilization of hotel facilities. The post-experience stage involves customers providing reviews, submitting complaints or compliments, and deciding whether to make repeat purchases or not.

The customer journey is important because customers primarily focus on their experiences when interacting with a brand. Positive experiences can significantly enhance customer loyalty. In other words, the customer journey represents a series of experiences that customers go through from their initial awareness of a brand to postpurchase and post-consumption stages. This concept does not emphasize transactions alone, but rather what customers see, feel, do, and think at each stage.

### The Relationship Between Customer Journey and Omnichannel

The customer journey serves as a key indicator of whether an omnichannel strategy is truly effective. In a multichannel approach, multiple channels are available, but the customer journey tends to be fragmented. In contrast, an omnichannel approach offers multiple channels while ensuring that the customer journey remains connected, seamless, and consistent across all touchpoints.

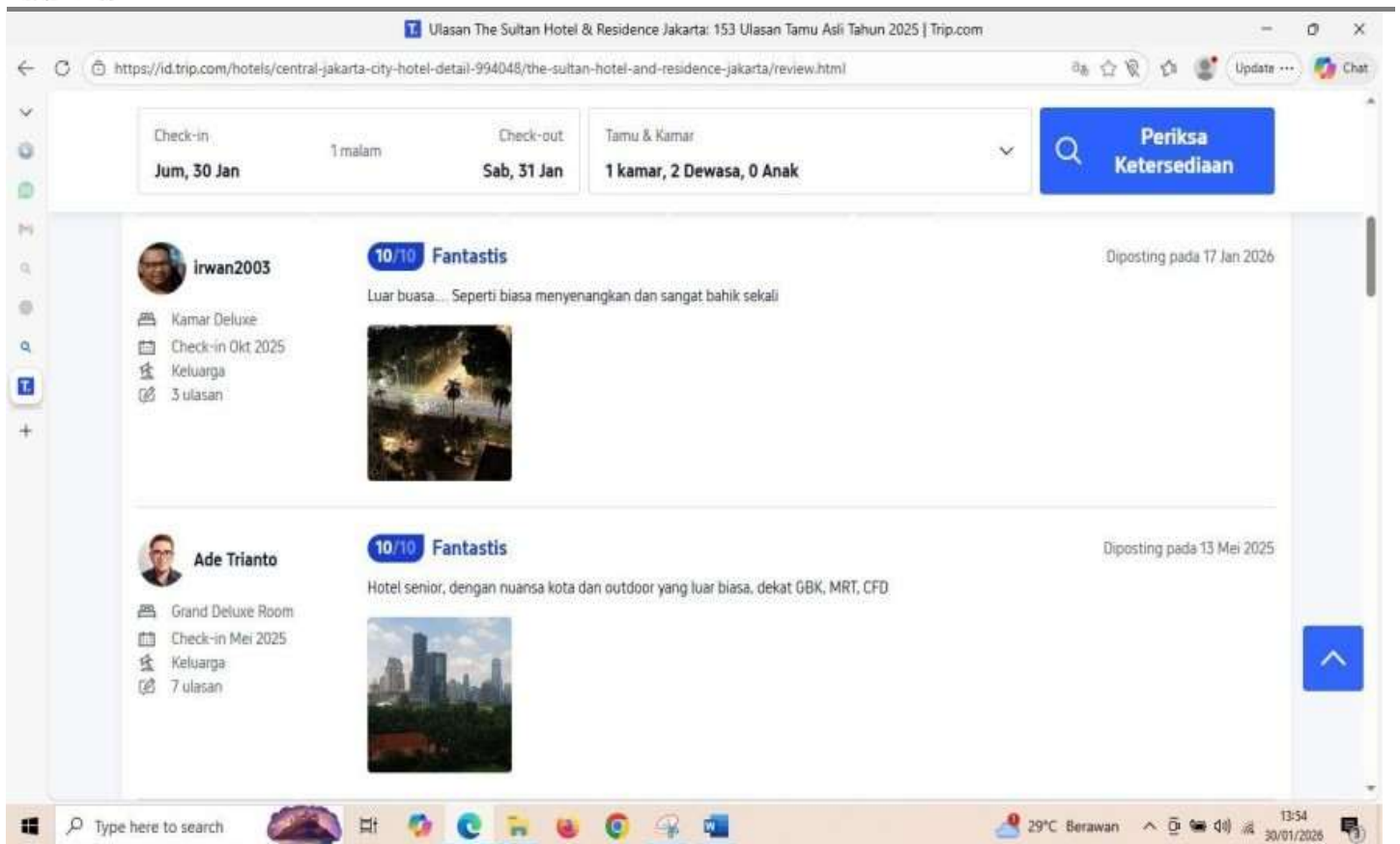


Figure 8.. Summary of Customer Journey Hotel Sultan

Stages	Presence	Challenges
Awareness	✓ strong	-
Consideration	✓ complete	Multiple info
Booking	✓ easy	Scattered data
Pre-arrival	✓ available	-
Stay	✓ experienced	less personal
Post-stay	✓ active review	Few follow-up
Loyalty	✗ not yet optimal	not yet integrated

### Customer Loyalty

Customer loyalty refers to a customer’s commitment to make repeat purchases and recommend a brand despite the availability of alternative options. In the hospitality industry, customer loyalty is influenced by satisfaction, service quality, and customer experience.



**Figure.9. Customer Experience 2**

Reviews provided across various channels can indicate customer loyalty toward a brand. The two example comments presented above illustrate the customer experience journey at The Sultan Hotel, where guests expressed satisfaction with the services provided by hotel staff.

The Sultan Hotel has demonstrated its commitment to delivering high-quality services and has made efforts to utilize all available channels by integrating both offline and online platforms. However, certain aspects have not yet been fully optimized, indicating that customer experience management still requires further attention to enhance customer loyalty, as reflected in the data presented above.

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