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Price Discounts as the Strongest Predictor of Customer Loyalty: The Roles of Service Quality and Online Reviews in the Entertainment Industry

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Abstract:

This study aims to examine the effects of service quality, price discounts, and online reviews on customer loyalty at Pentagon Billiard amid the increasingly competitive entertainment service industry. A quantitative method with an explanatory approach was employed. Data were collected through questionnaires distributed to customers of Pentagon Billiard using a purposive sampling technique. The collected data were analyzed using SPSS version 25 through t-tests, F-tests, and the coefficient of determination. The results indicate that service quality, price discounts, and online reviews have positive and significant effects on customer loyalty, both partially and simultaneously. Among the three independent variables, price discounts were found to have the strongest influence on customer loyalty. High service quality contributes to positive customer experiences and encourages repeat visits, while price discounts enhance the perceived value received by customers. In addition, online reviews play an important role in building customer trust and strengthening the company's reputation. These factors collectively contribute to maintaining long-term customer relationships and fostering loyalty. Therefore, Pentagon Billiard should continuously improve its service quality, offer attractive discount programs, and effectively manage online reviews to strengthen customer loyalty and enhance its competitive advantage.

Keywords: Service Quality; Price Discounts; Online Reviews; Customer Loyalty.

INTRODUCTION

The entertainment service industry in Indonesia has experienced significant growth alongside the increasing public interest in recreational and sports-related activities. One activity that has gained considerable popularity is billiards. In Tangerang City, the growing interest in billiards is reflected in the increasing number of tournaments and the high level of community participation in billiard-related events. This trend creates promising business opportunities for billiard venues while simultaneously intensifying competition among service providers. Consequently, companies are required to implement effective strategies to attract and retain customers in order to sustain their competitive advantage.

Service industry sustainability and long-term expansion depend heavily on customer loyalty as a core factor. Loyal patrons drive repeat visits, endorse services to their network, and maintain their brand preference despite available alternatives. Businesses consequently prioritize analyzing loyalty-influencing variables to solidify client relationships and enhance organizational performance.

One factor that may influence customer loyalty is service quality. High-quality service, characterized by responsiveness, friendliness, reliability, and comfortable facilities, can create positive customer experiences and encourage repeat visits. In addition, price discounts are frequently employed as a marketing strategy to enhance customer value and stimulate repeat patronage. The rapid advancement of digital technology strengthens the role of online reviews as the main information reference for consumers. Various testimonials on digital platforms such as Google Reviews and social media significantly shape the perception, trust, and customer assessment of service providers. Positive reviews can strengthen a company's reputation and encourage loyalty, whereas negative reviews may reduce customers' confidence in the services offered.

Based on customer reviews available on Google Reviews, most customers of Pentagon Billiard have expressed positive evaluations of the services provided. However, several negative reviews are still present, indicating a gap between customer expectations and actual service performance. This condition suggests that service quality, price discount programs, and online review management should receive greater attention from management as part of efforts to strengthen customer loyalty.

Although numerous studies have examined the relationships between service quality, price discounts, online reviews, and consumer behavior, research investigating these three variables simultaneously in relation to customer loyalty within the entertainment service industry, particularly billiard businesses, remains limited. Previous studies have predominantly focused on service quality alone or have used purchase intention and purchasing decisions as dependent variables. Consequently, this research evaluates the impact of service standards, price reductions, and digital feedback on consumer loyalty at Pentagon Billiard. The conclusions advance service marketing scholarship and provide management with practical tools to create powerful tactics for strengthening client commitment.

LITERATURE REVIEW

Service Quality

Service quality reflects the organization's ability to provide reliable, responsive, secure, and empathetic services consistently to meet expectations and build customer satisfaction and loyalty Verarika, (2023) Service quality is a crucial success factor in the service industry sector. The quality of service plays a strategic role to attract and retain customers in a competitive business environment. Organizations can gain a competitive advantage by providing superior services that align with customers' expectations and perceived needs Chandra et al., (2020).

Price Discounts

Sellers implement promotional strategies through price cuts by lowering the standard selling value of products to provide additional benefits for consumers and trigger active purchasing actions. Such discounts are commonly used to encourage immediate transactions and increase customer retention (Lasminingrat, 2025). To encourage customer testimonials and recommendations, companies may offer incentives, rewards, or discounts to customers who have used their products or services (Ritongga, 2020).

Online Reviews

Online reviews are customers' written evaluations of products, services, or businesses shared through digital platforms that influence consumer perceptions and purchasing decisions (Comm, 2025). Customer-generated online reviews offer valuable insights based on actual consumption experiences and are generally considered more trustworthy than firm-sponsored communications. As a result, they help reduce information asymmetry and perceived risk in consumers' decision-making processes (Dubran, 2022).

Customer Loyalty

Customer loyalty reflects an individual's strong intention to buy back a product or service on a consistent basis. Consumers demonstrate their commitment through efforts to maintain a long-term relationship with the company. They also play an active role in verbally disseminating positive recommendations to other parties. This transactional and communication behavior has a significant impact on the sustainability of corporate profitability over a long period of time (Warsito, 2021). In highly competitive markets, customer loyalty is considered a strategic asset that supports business sustainability, enhances customer retention, and contributes to long-term organizational growth (Tunjungsari et al., 2025).

METHOD

This study employed a quantitative research design with an explanatory approach to investigate the effects of service quality, price discounts, and online reviews on customer loyalty at Pentagon Billiard. The research population includes customers who have previously utilized Pentagon Billiard's services. The researcher selected 96 respondents through purposive sampling based on predetermined eligibility criteria. The researcher gathered primary data using a structured

questionnaire with a five-point Likert scale. The researcher analyzed the data via SPSS version 25, including validity and reliability assessments, classical assumption tests, multiple linear regression, partial (t-test) and simultaneous (F-test) significance testing, and the coefficient of determination (R^2).

RESULTS AND DISCUSSION

Validity Test

A statement item is considered valid if the calculated correlation coefficient is greater than the critical value ($R\text{-count} > R\text{-tabel}$).

Table 1. Validity Test Results

Variable	Item	R-Count	R-Table	Description
Service Quality	X1_1	0.790	0.1689	Valid
	X1_2	0.840	0.1689	Valid
	X1_3	0.779	0.1689	Valid
	X1_4	0.818	0.1689	Valid
	X1_5	0.836	0.1689	Valid
	X1_6	0.834	0.1689	Valid
	X1_7	0.798	0.1689	Valid
	X1_8	0.843	0.1689	Valid
	X1_9	0.831	0.1689	Valid
	X1_10	0.780	0.1689	Valid
Price Discounts	X2_1	0.829	0.1689	Valid
	X2_2	0.807	0.1689	Valid
	X2_3	0.827	0.1689	Valid
	X2_4	0.849	0.1689	Valid
	X2_5	0.802	0.1689	Valid
	X2_6	0.772	0.1689	Valid
	X2_7	0.866	0.1689	Valid
	X2_8	0.853	0.1689	Valid
Online Reviews	X3_1	0.822	0.1689	Valid
	X3_2	0.837	0.1689	Valid
	X3_3	0.796	0.1689	Valid
	X3_4	0.809	0.1689	Valid
	X3_5	0.764	0.1689	Valid
	X3_6	0.846	0.1689	Valid
	X3_7	0.807	0.1689	Valid
	X3_8	0.831	0.1689	Valid
Customer Loyalty	Y_1	0.890	0.1689	Valid
	Y_2	0.887	0.1689	Valid
	Y_3	0.882	0.1689	Valid
	Y_4	0.831	0.1689	Valid
	Y_5	0.887	0.1689	Valid
	Y_6	0.827	0.1689	Valid
	Y_7	0.854	0.1689	Valid

Variable	Item	R-Count	R-Table	Description
	Y_8	0.889	0.1689	Valid

Based on Table 1, the validity assessment indicates that all questionnaire items for Service Quality, Price Discount, Online Reviews, and Customer Loyalty obtained R-count values exceeding the R-table value of 0.1689.

Reliability Test

Researchers performed reliability tests to evaluate the consistency of the research instrument in measuring specific variables. An instrument demonstrates sound reliability once the Cronbach's Alpha coefficient surpasses the 0.60 threshold.

Table 2. Reliability Test Result

Variable	Cronbach's Alpha	Description
Service Quality	0,943	Reliable
Price Discounts	0,933	Reliable
Online Reviews	0,927	Reliable
Customer Loyalty	0,953	Reliable

Table 2 shows that all constructs achieved Cronbach's Alpha values above the 0.60 threshold, ranging from 0.927 to 0.953. Service Quality (0.943), Price Discounts (0.933), Online Reviews (0.927), and Customer Loyalty (0.953) therefore demonstrate high internal consistency and satisfactory reliability, supporting their use in subsequent analysis.

Normality Test

Researchers utilized the One-Sample Kolmogorov-Smirnov (K-S) test to evaluate data normality. This evaluation relied specifically on the Asymp. Sig. (2-tailed) value. The study classified the distribution as normal if the significance level surpassed 0.05. In contrast, significance scores of 0.05 or less signified that the data failed the normality requirement.

Table 3. Normality Test Result

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		96
Normal Parameters ^{a,b}	Mean	,0000000
	Std. Deviation	2,99720406
	Absolute	,088
Most Extreme Differences	Positive	,068
	Negative	-,088
Test Statistic		,088
Asymp. Sig. (2-tailed)		,062 ^c

Table 3 shows that data follow a normal distribution when the Asymp. Sig. (2-tailed) value exceeds 0.05. This study recorded a significance value of 0.062, which surpasses the 0.05 threshold. These results confirm that the residuals exhibit a normal distribution. Consequently, the data satisfy the required assumption of normality.

Multicollinearity Test

A regression model qualifies as free from multicollinearity when each independent variable yields a tolerance value greater than 0.10 and a Variance Inflation Factor (VIF) value less than 10.

Table 4. Multicollinearity Test Result

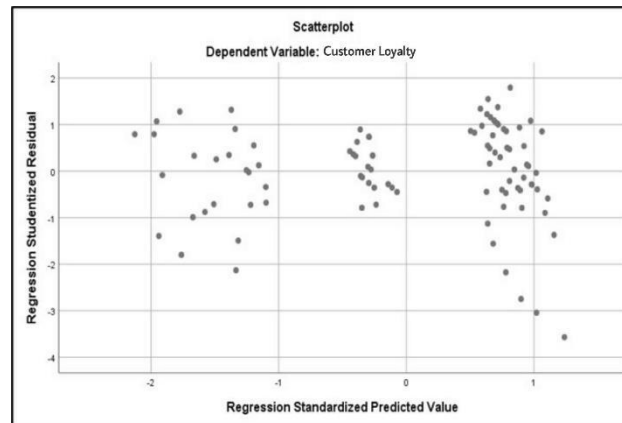
<i>Coefficients^a</i>			
Model		<i>Collinearity Statistics</i>	
		<i>Tolerance</i>	VIF
	<i>(Constant)</i>		
1	Service Quality	,130	7,691
	Price Discounts	,121	8,279
	<i>Online Reviews</i>	,104	9,577

Multicollinearity test results in Table 4 showed that all independent variables have met the criteria with Tolerance values above 0.10 and VIF below 10. Specifically, Service Quality has a Tolerance value of 0.130 and VIF 7.691, discounted prices have a Tolerance of 0.121 and VIF 8.279, and Online reviews have a Tolerance of 0.104 and VIF 9.577. In conclusion, the regression model does not suffer from multicollinearity disorders and researchers can process these independent variables for further analysis.

Heteroscedasticity Test

Heteroscedasticity test to detect the presence of constant or fluctuating residual variance in the regression model at each observation. This analysis works by reviewing the distribution of residual points contained in the scatter diagram. The regression Model qualifies heteroscedasticity-free if the entire residual point spreads randomly, does not show a specific geometric pattern, and occupies the area above and below the zero line.

Picture 1. Heteroscedasticity Test Plot



Picture 1. Heteroscedasticity Test Plot

Based from the heteroscedasticity test shows residual points scattering randomly around the zero line. No discernible patterns emerge within this distribution. This result signifies a stable residual variance. The regression model satisfies the homoscedasticity assumption and remains free from heteroscedasticity. Therefore, the model provides a valid framework for multiple linear regression analysis.

T-Test (Partial)

Researchers utilize the t-test (partial test) to measure the individual impact of each independent variable on the dependent variable. A variable produces a significant effect if the t-statistic surpasses the t-table value and the significance level remains below 0.05. Conversely, the effect lacks significance when the t-statistic falls below the t-table threshold and the significance level exceeds 0.05.

Table 5. T-Test (Partial) Result

<i>Coefficients^a</i>					
Model	<i>Unstandardized Coefficients</i>		<i>Standardized Coefficients</i>	t	Sig.
	B	<i>Std. Error</i>	Beta		
(Constant)	-1,402	1,380		-1,016	,312
Service Quality	,302	,101	,337	3,002	,003
Price Discounts	,390	,125	,362	3,112	,002
Online Reviews	,281	,141	,249	1,992	,049

1. Service Quality has a t-value of 3.002, exceeding the t-table value of 1.661, with a significance value of $0.003 < 0.05$. Thus, H_0 is rejected and H_1 is accepted, indicating that Service Quality has a positive and significant effect on Customer Loyalty.

2. Price Discount has a t-value of 3.112, exceeding the t-table value of 1.661, with a significance value of $0.002 < 0.05$. Therefore, H_0 is rejected and H_1 is accepted, indicating a positive and significant effect of Price Discount on Customer Loyalty.
3. Online Reviews have a t-value of 1.992, exceeding the t-table value of 1.661, with a significance value of $0.049 < 0.05$. Therefore, H_0 is rejected and H_1 is accepted, indicating that Online Reviews have a positive and significant effect on Customer Loyalty.

F-test (simultaneous)

The F test examines the significance of the influence of all independent variables on the dependent variable together.

Table 6. F-test Result

ANOVA ^a						
	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	4821,833	3	1607,278	173,270	,000 ^b
	Residual	853,407	92	9,276		
	Total	5675,240	95			

Based on Table 6, the F-table value is 2.01 at a significance level of 10% ($\alpha=0.10$) with degrees of freedom $df_1 = 3$ and $df_2 = 92$. Data processing through SPSS 25 resulted in F-count value of 173.270 which exceeded the threshold of F-table ($173.270 > 2.01$) with significance $0.000 < 0.10$. Based on these findings, the researchers rejected the H_0 and accepted the H_1 , which proved that the quality of Service, discounts, and Online reviews simultaneously have a positive and significant impact on customer loyalty.

Coefficient Determination

Coefficient of determination (R^2) to measure the degree of influence of the independent variable on the fluctuations of the dependent variable. The higher value of R^2 reflects the explanatory power of the regression model in explaining the dynamics of the dependent variable.

Table 7. Coefficient Determination

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,922 ^a	,850	,845	3,046

Based on Table 7, the *R Square* (R^2) value of **0.850** indicates that **85.0%** of the variation in Customer Loyalty can be explained by Service Quality, Price Discount, and Online Reviews included in the regression model.

DISCUSSION

Effect of Service Quality on Customer Loyalty at Pentagon Billiard

The findings confirm that Service Quality has a positive and significant effect on Customer Loyalty, as shown by $t = 3.002 > 1.661$, $p = 0.003 < 0.05$, and $\beta = 0.302$. This result supports Barus & Nisa, (2025) but differs from Dewi et al., (2023), who found no significant effect. The finding supports Relationship Marketing Theory, indicating that reliable, responsive, and customer-oriented services can enhance satisfaction and trust, thereby encouraging repeat visits and customer loyalty.

Effect of Price Discount on Customer Loyalty at Pentagon Billiard

Price Discount has a positive and significant effect on Customer Loyalty, with $t = 3.112 > 1.661$, $p = 0.002 < 0.05$, and $\beta = 0.390$. The finding is consistent with Susilawati et al., (2022) but differs from Sundari & Wahyuningtyas, (2023). Consistent with Sudirjo et al., (2024), attractive discounts can increase perceived value and encourage repeat purchases and visits, thereby strengthening customer loyalty.

Effect of Online Reviews on Customer Loyalty at Pentagon Billiard

Online Reviews have a positive and significant effect on Customer Loyalty, as indicated by $t = 1.992 > 1.661$, $p = 0.049 < 0.05$, and $\beta = 0.281$. This finding supports Susilawati et al., (2022) and Comm, (2025), suggesting that positive online reviews strengthen customer trust and perceptions, which may encourage repeat visits and recommendations.

Simultaneous Effect on Customer Loyalty

Service Quality, Price Discount, and Online Reviews jointly have a significant effect on Customer Loyalty, with $F = 173.270 > 2.01$ and $p = 0.000 < 0.10$. The finding supports (Tunjungsari et al., 2025), demonstrating that the combination of service quality, effective discounts, and positive online reviews contributes to stronger customer loyalty.

CONCLUSION

1. Service Quality has a positive and significant effect on Customer Loyalty. Higher-quality services and facilities increase customers' likelihood of revisiting and recommending Pentagon Billiard.
2. Price Discount has a positive and significant effect on Customer Loyalty. Appropriate discounts enhance customers' perceived value and encourage repeat visits.
3. Online Reviews have a positive and significant effect on Customer Loyalty. Positive, relevant, and credible reviews strengthen customer confidence and encourage repeat visits to Pentagon Billiard.
4. Service Quality, Price Discount, and Online Reviews jointly have a positive and significant effect on Customer Loyalty. Together, these factors enhance customer experience and trust, thereby strengthening loyalty toward Pentagon Billiard.

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