

Establishing Customer Satisfaction to Increase Customer Loyalty in Collin Beach Hotel

Walter Tabelessy^{1*}, Rainier H. Sitaniapessy², Dian M. Lekatompessy³

Jurusan Manajemen Universitas Pattimura

Corresponding Author: Walter Tabelessy wtabelessy@gmail.com

ARTICLE INFO

Keywords: Customer Loyalty,
Customer Satisfaction,
Experiential Marketing,
Service Quality

Received : 7 February

Revised : 22 February

Accepted: 22 March

©2023 Tabelessy, Sitaniapessy,
Lekatompessy: This is an open-access
article distributed under the terms of the
[Creative Commons Atribusi 4.0
Internasional](https://creativecommons.org/licenses/by/4.0/).



ABSTRACT

This research is conducted on the basis of phenomena related to experiential marketing, service quality, customer satisfaction and customer loyalty. This research is conducted through a quantitative survey at the Collin Beach Hotel in the village of Latuhalat, Ambon, as the object of research. The number of samples used in this research is 124 respondents, which is a Non-Probability Sampling collected using the Purposive Sampling technique. For hypothesis testing, this research applies PLS-SEM with SmartPLS application. The results of the research show that experiential marketing has a positive and significant influence towards customer satisfaction. Service quality has a positive and significant influence towards customer satisfaction. Customer satisfaction has a positive and significant influence towards customer loyalty

INTRODUCTION

Along with the development of modern world, there has been rapid growth in technology, business and economic systems. Nowadays, there are various kinds of service businesses that can be found in everyday life. One example is hotel business. Like service businesses in general, in order to maintain business sustainability, hotel service providers must know customers' need. To anticipate this issue, one thing that can be done is to understand customer behavior in order to find method on establishing customer satisfaction.

Kotler and Keller state that customer satisfaction is the level of one's feelings after comparing product performance (or results) with customer expectations (Megawati & Novita, 2017). One of the factors which establishes customer satisfaction is experiential marketing. Based on the results of research by Megawati & Novita (2017), it can be proven that experiential marketing has an influence towards customer satisfaction at Ahadiat Hotel & Bungalows. According to Smilansky, experiential marketing is an activity of identifying and fulfilling the needs and aspirations of customers, by involving them in two-way communication, which turns the personality of a brand into reality and adds value to the product in the eyes of the targeted audience (Panambunan et al., 2018). When a business gives a good impression to its customers, they will be satisfied and motivated to continue using the goods or services offered by the company.

Another factor that influences customer satisfaction is service quality. This fact is supported by research conducted by Nur & Fadili (2021), which shows that there is a partial or simultaneous influence from facilities and service quality towards customer satisfaction of Travelers Hotel Jakarta. Nur & Fadili (2021) state that service quality is a measure that indicates the suitability between the level of service provided and customer expectations.

Customers, who are satisfied with experiential marketing and service quality provided by a hotel, will rebook the hotel's services as a form of loyalty. According to Schiffman and Wisenblit, loyalty is a behavioral impulse to make purchases repeatedly and develop customer loyalty a product (Megawati & Novita, 2017). Through their research, Megawati & Novita (2017) confirmed this opinion. The research proves that customer satisfaction has an influence towards customer loyalty in Ahadiat Hotel & Bungalow.

LITERATURE REVIEW

Collin Beach is one of the hotels located in Ambon City, more precisely in the village of Latuhalat. In addition to staying, this hotel also provides a number of services for supporting facilities. The room rate per night for this hotel is IDR 400,000 for the deluxe double package and IDR. 300,000 for the standard double. The following table contains data on the number of users of this hotel service from 2017 to 2021.

Table 1. Users of Collin Beach Hotel

No.	Year	Number of Users
1.	2017	1.440
2.	2018	1.560
3.	2019	2.400
4.	2020	2.340
5.	2021	1.360

Source: Collin Beach Hotel

Based on the data above, it can be seen that the number of hotel users always fluctuates every year 2021 is the year with the lowest number of users with 1,360 users. In addition to the COVID-19 pandemic, the main reason for the decline in the number of hotel users is a number of existing shortcomings in hotel management, including unhygienic rooms, incomplete facilities, both inside and outside the room, limited local menus in restaurants, broken air conditioners, and unfriendly staff (<https://www.google.com/travel/hotels/komentar>), during the last 1-2 years. This poor experiential marketing and service quality must be improved in order to establish customer satisfaction and increase customer loyalty. The difference between this research and several previous studies, among others, is the data, object and research period. In this study, there is data as a gap phenomenon, the object studied is a 2-star hotel and a period in 2022. Therefore, the purpose of this research is to determine the influence of experiential marketing and service quality in establishing customer satisfaction to increase customer loyalty at the Collin Beach Hotel in Latuhalat, Ambon.

Apart from being based on the gap phenomenon described previously, this research also found gap research in several previous studies, which were used to develop hypotheses. The results of the research Abadi et al. (2020) found that experiential marketing has a positive and significant influence towards customer satisfaction and loyalty. Likewise, the research of Yeh et al. (2019) shows the results that experiential marketing and service innovation have a positive impact towards customer satisfaction. Zahri et al. (2019) also stated the results of research that customer satisfaction is positively and significantly influenced by experiential marketing. In contrast to the results of the above research, the results of the research Heryanto et al. (2021) found that experiential

marketing did not have a positive and significant effect on customer satisfaction. In addition, Kristiani (2019) research results prove that experiential marketing also has no positive effect on consumer satisfaction. In line with the results of the two previous studies, Maskun et al. (2018) also found that experiential marketing had no significant effect on customer satisfaction. Thus, the first hypothesis in this research is that experiential marketing has a positive and significant influence towards customer satisfaction at the Collin Beach Hotel in Latuhalat, Ambon.

Tjiptono in Finistyan & Bessie (2020) states that service quality is closely related to customer satisfaction. If the perceived service is in accordance with customer expectations, then the quality of service is considered good and satisfactory. Meanwhile, if the perceived service exceeds customer expectations, then the service quality is considered very good and of high quality. This opinion is proven through the research by Sumarsid & Paryanti (2022) which concludes that, partially, service quality has a significant influence towards customer satisfaction. Similarly, research conducted by Arsjad (2019) gives the same result, which shows that the service quality has a positive and significant influence towards customer satisfaction. Furthermore, Kurnia & Suwiknyo (2018) points out that customer satisfaction is influenced by the dimensions of service quality. Contrary to some of the research results above, the results of research from Dwi & Safavi (2021) put forward the result that service quality has no significant effect on customer satisfaction. The results of the same research were also found by Tibrani (2020), namely service quality does not have a significant effect on consumer satisfaction. Fahmi & Suwitho (2019) also provided research results that were not much different, namely service quality had no significant effect on customer satisfaction. Thus, the second hypothesis in this research is that service quality has a positive and significant influence towards customer satisfaction at the Collin Beach Hotel in Latuhalat, Ambon.

Sonatasia et al. (2020) states that, generally, customer loyalty can be interpreted as a person's loyalty in using certain products, whether they are goods and services. Customer loyalty is a manifestation of customer satisfaction in using the facilities and services provided by a company, by remaining as customer of the company. This is in accordance with research by Erawati (2020) which finds that satisfaction has a simultaneous influence towards customer loyalty. Tamher et al. (2019) also proves that satisfaction has an influence towards customer loyalty. In addition, the results of Rafiah's research (2019) conclude that customer satisfaction has a positive and significant influence towards loyalty. Contradictory with the results of previous studies, Bintari et al. (2022), proves that satisfaction has no significant effect on consumer loyalty. The same result was also found by Dewi et al. (2015), that consumer satisfaction does not have a

positive influence on consumer loyalty. Thus, the third hypothesis in this research is that customer satisfaction has a positive and significant influence towards customer loyalty at the Collin Beach Hotel in Latuhalat, Ambon.

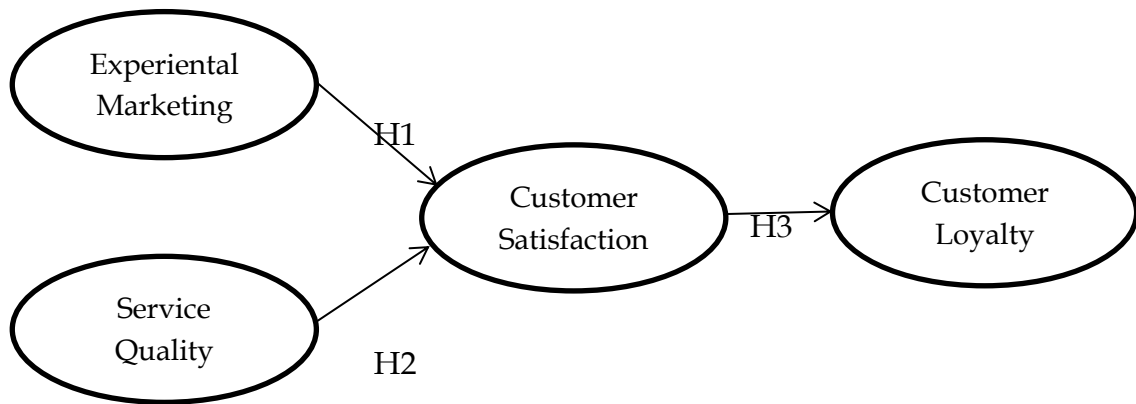


Figure 1. Conceptual Framework

METHODOLOGY

This research is conducted using a quantitative survey, which aims to test the hypothesis determined by statistical tools, based on sample data taken from the population (Prof. Dr. H. M. Burhan Bungin, S.Sos., 2005). Population is all elements that have the same characteristics (Hair, Jr, 2015). The population in this research is customers who have used the services of the Collin Beach Hotel in Latuhalat, Ambon. Meanwhile, sample is the smallest part of the population (Hair, Jr, 2015). Sample for this research is non-probability sampling, which is collected using purposive sampling technique. Purposive Sampling is a sampling technique by classifying respondents according to the researcher's assessment (Sarstedt et al., 2018). The classification for respondents in this research is that they have used the services of Hotel Collin Beach twice or more. Meanwhile, to determine the number of samples, the applied rule required that the sample size should be 100 or more than 100 (Hair et al., 2014; Ralahallo et al., 2020), therefore, the number of samples for this research is 124 respondents.

The measurement of the questionnaire variables in this research is carried out using a Likert Scale based on previous research. Experiential marketing is measured using 5 indicators Hadiwidjaja & Dharmayanti (2014), service quality is measured using 5 indicators Ijadi Maghsoodi et al. (2019), customer satisfaction is measured using 3 indicators Baumeister et al. (2022), and customer loyalty is measured using 5 indicators Molinillo et al. (2022). The PLS-SEM technique with the SmartPLS application is applied to analyze the data. The reason for using PLS-SEM is that the model in this research is a complex model (Sarstedt et al., 2022) and there is no data normality after being collected by researchers (Sarstedt et al., 2022; Tabelessy et al., 2020).

RESULTS AND DISCUSSION

Characteristics of Respondents

The majority of respondents in this research are women (57.26%), aged more than 45 years (31.45%), working as private employees (24.19%), having income between 2 - 4 million rupiah/month (29.03%) with a total of more than 4 visits (29.03%).

Table 2. Internal Consistency Reliability

Variable	rho_A	Composite Reliability
Experiential Marketing (EM)	0,910	0,928
Service Quality (SQ)	0,873	0,894
Customer Satisfaction (CS)	0,898	0,931
Customer Loyalty (CL)	0,928	0,933

Source: Data Processing, 2022

Table 2 shows that all variables have good internal consistency reliability because the value of rho_A and composite reliability is above 0.7, which is greater than the recommended value (Sarstedt et al., 2022).

Table 3. Convergent Validity

Variable	Average Variance Extracted (AVE)
Experiential Marketing (EM)	0,720
Service Quality (SQ)	0,629
Customer Satisfaction (CS)	0,819
Customer Loyalty (CL)	0,736

Source: Data Processing, 2022

Table 3 shows that all variables have good convergent validity because the value of AVE is above 0.5, which is greater than the recommended value (Sarstedt et al., 2022).

Table 4. Discriminant Validity

	CL	CS	EM	SQ
CL				
CS	0,533			
EM	0,202	0,579		
SQ	0,210	0,513	0,433	

Source: Data Processing, 2022

Table 4 shows that all variables have good discriminant validity because the value of HTMT is below 0.85, which is smaller than the recommended value (Sarstedt et al., 2022).

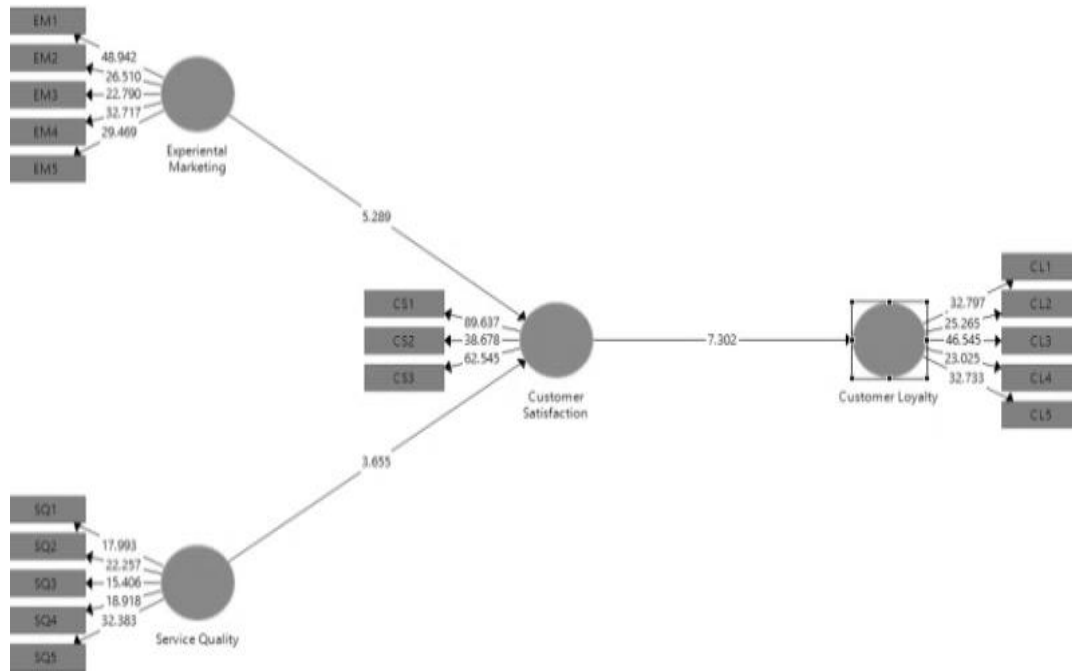


Figure 2. Structural Model

Table 5. Path Coefficients

Hypothesis	Original Sample (O)	T Statistics (O/STDEV)	P Values
CS -> CL	0,495	7,302	0,000
EM -> CS	0,412	5,289	0,000
SQ -> CS	0,304	3,655	0,000

Source: Data Processing, 2022

Figure 2 and Table 5 prove that based on the test results, all proposed hypotheses can be accepted. H1 is accepted because experiential marketing has a positive and significant influence towards customer satisfaction, with a T-Statistic value of 5,289 ($p = 0.000$). H2 is accepted because service quality has a positive and significant influence towards customer satisfaction, with a T-Statistic value of 3,655 ($p = 0.000$). H3 is accepted because customer satisfaction has a positive and significant influence towards customer loyalty with a T-Statistic value of 7,302 ($p = 0.000$).

Table 6. R Square Value

Variable	R Square
Customer Loyalty	0,245
Customer Satisfaction	0,356

Source: Data Processing, 2022

Table 6 explains that the R-Square value for the customer satisfaction variable is 0.356, which means that experiential marketing and service quality have an influence of 35.6%. As for customer loyalty, the R-Square value is 0.245, which means that customer satisfaction has an influence of 24.5%.

Discussion

The Influence of Experiential Marketing Towards Customer Satisfaction

According to the results of hypothesis testing, experiential marketing has a positive and significant influence towards customer satisfaction of the Collin Beach Hotel in Latuhalat, Ambon. It is proven by the T-Statistic value of 5,289 ($p = 0.000$). By providing a pleasant experience for customers through interior and exterior features that are able to fulfill customer expectations, customer satisfaction will be established. The results obtained are also supported by various other studies such as: Abadi et al. (2020), Yeh et al. (2019) and Zahri et al. (2019).

The Influence of Service Quality Towards Customer Satisfaction

According to the results of hypothesis testing, service quality has a positive and significant influence towards customer satisfaction of the Collin Beach Hotel in Latuhalat, Ambon. It is proven by the T-Statistic value of 3,655 ($p = 0.000$). This hotel can provide quality service to customers who come and this is evident from the measurement through the variables: tangibles, reliability, responsiveness, assurance, and empathy. All of them give a good impression so as to form customer satisfaction. The results obtained are also supported by various other studies such as: Sumarsid & Paryanti (2022), Arsjad (2019), and Kurnia & Suwiknyo (2018).

The Influence of Customer Satisfaction Towards Customer Loyalty

According to the results of hypothesis testing, customer satisfaction has a positive and significant influence towards customer loyalty of the Collin Beach Hotel in Latuhalat, Ambon. It is proven by the T-Statistic value of 7,302 ($p = 0.000$). Satisfaction felt by customers will provide encouragement for these customers to use the hotel services again. So with customer satisfaction, customer loyalty to this hotel increases. The results obtained are also supported by various other studies such as: Erawati (2020), Tamher et al. (2019), and Rafiah (2019).

CONCLUSION AND SUGGESTION

The results of the study prove that customer satisfaction has an influence on increasing customer loyalty of the Collin Beach Hotel in Latuhalat, Ambon. It is proven by the T-Statistic value of 7,302 ($p = 0.000$). This confirms that for the customers who are loyal to use the services of this hotel, the services provided have been fulfilled or exceeded their expectations. Meanwhile, customer satisfaction is established through experiential marketing and service quality which has been well-managed by the hotel management. It is proven by the T-Statistic value of 5.289 ($p = 0.000$) for experiential marketing and the T-Statistic value of 3.655 ($p = 0.000$) for service quality. Therefore, Collin Beach Hotel should be able to give a better impression through the hotel performance that fulfills the expectation of so that they get a good appreciation from the customers. An example of one thing that the hotel can provide is BAR (Best Available Rate).

This research has limitations based on the results of hypothesis testing. The evaluation of customer satisfaction is only based on two factors, namely

experiential marketing and service quality. It is recommended for further research to add other factors such as natural tourism objects and attractions, taking into account that this hotel is also located in a well-known natural tourist area in the city of Ambon.

REFERENCES

- Abadi, R., Nursyamsi, I., & Munizu, M. (2020). *Effect of Customer Value and Experiential Marketing to Customer Loyalty with Customer Satisfaction as Intervening Variable: Case Study on Go-Jek Makassar Consumers*. 13(1), 767–774. <https://doi.org/10.5220/0009505107670774>
- Arsjad, M. P. (2019). *Pengaruh experiential marketing, kualitas pelayanan dan driver attitude terhadap kepuasan pelanggan (Studi kasus pada pengguna Grab di Kota Bogor)*. 2(3), 1–13.
- Baumeister, S., Nyrhinen, J., Kempainen, T., & Wilska, T. (2022). Does airlines' eco-friendliness matter? Customer satisfaction towards an environmentally responsible airline. *Transport Policy*, 128(August), 89–97. <https://doi.org/10.1016/j.tranpol.2022.09.016>
- Bintari, W. P., Udayana, I., & Maharani, B. D. (2022). Pengaruh Usability, Information Quality, dan Service Interaction Terhadap Loyalitas Konsumen Dengan Kepuasan Sebagai Variabel Intervening (Studi Pada Konsumen Tokopedia di Kabupaten Kediri). *Jurnal Perspektif*, 20(1), 68–75. <https://doi.org/10.31294/jp.v20i1.12286>
- Dewi, R. K., Kumadji, S., & Mawardi, M. K. (2015). PENGARUH EXPERIENTIAL MARKETING TERHADAP KEPUASAN PELANGGAN DAN DAMPAKNYA PADA LOYALITAS PELANGGAN (Survei Pada Pelanggan Tempat Wisata Jawa Timur Park 1 Kota Wisata Batu). *Jurnal Administrasi Bisnis*, 28(1), 1–6.
- Dwi, V., & Safavi, R. (2021). Pengaruh kualitas pelayanan dan citra merek terhadap kepuasan konsumen kartu prabayar The influence of service quality and brand image on prepaid card consumer satisfaction. *Jurnal Manajemen*, 13(1), 142–150.
- Erawati, S. H. (2020). Faktor – Faktor Yang Mempengaruhi Loyalitas Konsumen Terhadap Penggunaan E-Commerce. *INSPIRASI (Jurnal Ilmu Sosial)*, 17(2), 304–315.
- Fahmi, A. H., & Suwitho. (2019). Pengaruh Experiential Marketing, Kualitas Produk, dan Kualitas Pelayanan Terhadap Kepuasan Pelanggan. *Jurnal Ilmu Dan Riset Manajemen*, 8(3), 1–16.
- Finistyawan, Y. K. K., & Bessie, J. L. D. (2020). PENGARUH KUALITAS LAYANAN TERHADAP KEPUASAN PELANGGAN TRAVEL DI KABUPATEN MALAKA (Studi Pada Travel Betun Mandiri Expres). *Journal of Management: Small and Medium Enterprises (SMEs)*, 12(2), 149–165.

- <https://doi.org/10.35508/jom.v12i2.2686>
- Hadiwidjaja, R. S., & Dharmayanti, D. (2014). Analisa Hubungan Experiential Marketing, Kepuasan Pelanggan, Loyalitas Pelanggan Starbucks Coffee di Surabaya Town square. *Jurnal Manajemen Pemasaran*, 2(2), 1–11.
- Hair, Jr, J. F. (2015). Essentials of Business Research Methods. In *Essentials of Business Research Methods*. <https://doi.org/10.4324/9781315704562>
- Hair, J. F., Sarstedt, M., Hopkins, L., & Kuppelwieser, V. G. (2014). Partial least squares structural equation modeling (PLS-SEM): An emerging tool in business research. *European Business Review*, 26(2), 106–121. <https://doi.org/10.1108/EBR-10-2013-0128>
- Heryanto, H., Hidayati, T., & Wahyuni, S. (2021). Pengaruh Experiential Marketing dan Kualitas Pelayanan terhadap Kepuasan Konsumen dan Word of Mouth. *Syntax Literate; Jurnal Ilmiah Indonesia*, 6(1), 227. <https://doi.org/10.36418/syntax-literate.v6i1.2277>
- Ijadi Maghsoodi, A., Saghaei, A., & Hafezalkotob, A. (2019). Service quality measurement model integrating an extended SERVQUAL model and a hybrid decision support system. *European Research on Management and Business Economics*, 25(3), 151–164. <https://doi.org/10.1016/j.iiedeen.2019.04.004>
- Kristiani, M. A. (2019). Pengaruh Experiential Marketing Dan Kualitas Layanan Terhadap Loyalitas Pelanggan Melalui Kepuasan Sebagai Variabel Intervening (Studi Pada Pelanggan TX Travel Klampis Surabaya). *Jurnal Pendidikan Tata Niaga (JPTN)*, 7(3), 539–547.
- Kurnia, M., & Suwiknyo, M. (2018). Kepuasan Konsumen: Faktor-Faktor Yang Mempengaruhi. *BALANCE: Economic, Business, Management and Accounting Journal*, 15(01). <https://doi.org/10.30651/blc.v15i01.1264>
- Megawati, Y., & Novita, N. (2017). Pesona Kenangan Yang Tak Terlupakan Melalui Pemasaran Berbasis Pengalaman Ala Ahadiat Hotel & Bungalow, Bandung. *Journal of Business & Applied Management*, 9(2), 172–188. <https://doi.org/10.30813/jbam.v9i2.859>
- Molinillo, S., Aguilar-Illescas, R., Anaya-Sánchez, R., & Carvajal-Trujillo, E. (2022). The customer retail app experience: Implications for customer loyalty. *Journal of Retailing and Consumer Services*, 65. <https://doi.org/10.1016/j.jretconser.2021.102842>
- Nur, M., & Fadili, D. A. (2021). Pengaruh Kualitas Pelayanan dan Fasilitas terhadap Kepuasan Pelanggan Travellers Hotel Jakarta. *Jurnal Pemasaran Kompetitif*, 5(1), 38–50.
- Panambunan, J. C., Tumbuan, W. J. F. A., & Lumanauw, B. (2018). Pengaruh Nilai Pelanggan, Pengalaman Pemasaran Dan Psikologi Pemasaran Terhadap Kepuasan Pelanggan Di Pt. Hasjrat Abadi. *Jurnal EMBA*, 6(4), 3823–3832.

- Prof. Dr. H. M. Burhan Bungin, S.Sos., M. S. (2005). *Metodologi penelitian kuantitatif: komunikasi, ekonomi dan kebijakan publik serta ilmu-ilmu sosial lainnya*. Prenadamedia Group.
- Rafiah, K. K. (2019). Analisis Pengaruh Kepuasan Pelanggan dan Kepercayaan Pelanggan terhadap Loyalitas Pelanggan dalam Berbelanja melalui E-commerce di Indonesia. *Al Tijarah*, 5(1), 46. <https://doi.org/10.21111/tijarah.v5i1.3621>
- Ralahallo, F. N., Tabelessy, W., & Refo, I. S. S. (2020). The Impact of Relationship Marketing, Store Atmosphere and Service on Customer Retention. *Journal of Critical Reviews*, 7(08), 2375–2387. <http://www.jcreview.com/fulltext/197-1595186469.pdf>
- Sarstedt, M., Bengart, P., Shaltoni, A. M., & Lehmann, S. (2018). The use of sampling methods in advertising research: a gap between theory and practice. *International Journal of Advertising*, 37(4), 650–663. <https://doi.org/10.1080/02650487.2017.1348329>
- Sarstedt, M., Hair, J. F., Pick, M., Liengard, B. D., Radomir, L., & Ringle, C. M. (2022). Progress in partial least squares structural equation modeling use in marketing research in the last decade. *Psychology and Marketing*, 39(5), 1035–1064. <https://doi.org/10.1002/mar.21640>
- Sonatasia, D., Onsardi, & Arini, E. (2020). Strategi Meningkatkan Loyalitas Konsumen Makanan Khas Kota Curup Kabupaten Rejang Lebong. *Journal of Chemical Information and Modeling*, 53(9), 1689–1699.
- Sumarsid, & Paryanti, A. B. (2022). Pengaruh Kualitas Layanan Dan Harga Terhadap Kepuasan Pelanggan Pada Grabfood(Studi Wilayah Kecamatan Setiabudi). *Jurnal Ilmiah M-Progress*, 12(1), 70–83.
- Tabelessy, W., Ralahallo, F. N. R., & Tehuayo, E. (2020). the Analysis of Relationship Marketing and Its Influence Towards Customer Retention By Means of Store Atmosphere and Customer Value. *Journal of Critical Reviews*, 7(8), 2361–2374.
- Tamher, E. R., Tabelessy, W., & Tahapary, G. (2019). Atmosfer cafe pengaruhnya terhadap kepuasan dan loyalitas pelanggan cafe pasir putih di kota Ambon. *Jurnal Manajemen SOSO-Q*, 7(2), 97–112. <https://ojs.unpatti.ac.id/index.php/sosoq/article/download/1000/477>
- Tibrani. (2020). Pengaruh Experiential Marketing, Emotional Branding, dan Quality Service Terhadap Kepuasan Pelanggan. *Bening*, 7(2), 244–261. <file:///C:/Users/ASUSX4~1/AppData/Local/Temp/2701-8274-3-PB.pdf>
- Yeh, T. M., Chen, S. H., & Chen, T. F. (2019). The relationships among experiential marketing, service innovation, and customer satisfaction-A case study of tourism factories in Taiwan. *Sustainability (Switzerland)*, 11(4), 1–12. <https://doi.org/10.3390/su11041041>

Zahri, A., Wahab, Z., & Widiyanti, M. (2019). The Effect Of Experiential Marketing On Customer Satisfaction At CGV Cinema In Palembang. *International Journal of Scientific and Research Publications (IJSRP)*, 9(12), p9675. <https://doi.org/10.29322/ijsrp.9.12.2019.p9675>

website:

https://www.google.com/travel/hotels/komentar%20tentang%20hotel%20collin%20beach%20ambon/entity/CgsIgv-LhYqozrfSARAB/reviews?q=komentar%20tentang%20hotel%20collin%20beach%20ambon&g2lb=2502548%2C2503771%2C2503781%2C2504093%2C4258168%2C4270442%2C4284970%2C4291517%2C4306835%2C4597339%2C4718358%2C4723331%2C4757164%2C4800983%2C4814050%2C4816977%2C4826689%2C4852066%2C4856172%2C4856937%2C4860391%2C4861688%2C4865466&hl=id-ID&gl=id&ssta=1&rp=EIL_i4WKqM630gEQgv-LhYqozrfSATgCQABIAcABA&ictx=1&utm_campaign=sharing&utm_medium=link&utm_source=htls&ts=CAESABpJCisSJzIIMHgyZDZjZGM5OWZIMWViMTE3OjB4ZDI2ZjM5NDBhMGEyZmY4MhoAEhoSFAoHCOYPEAoYEBIHCOYPEAoYERgBMgIQACoJCgU6A0IEUhoA