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Assessing service quality and customer experience in relation to customer satisfaction in organizing mice events at Four Points by Sheraton Bali Ungasan

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Abstract - The growth of the MICE (Meeting, Incentive, Conference, and Exhibition) sector has become an important driver of tourism and economic development in Bali, making the delivery of high-quality services and memorable customer experiences increasingly essential for hospitality businesses. Despite the increasing demand for MICE services, maintaining a high level of customer satisfaction remains a challenge for some hospitality providers, including Four Points by Sheraton Bali Ungasan. This study investigates the relationship between service quality, customer experience, and customer satisfaction among MICE clients at the hotel. A quantitative approach was employed using questionnaire-based surveys administered to 87 Persons in Charge (PICs) representing organizations that conducted MICE events at the hotel during 2024–2025. Respondents were selected through random sampling. Data analysis was carried out using SPSS 30, including classical assumption testing, multiple regression analysis, hypothesis testing, and coefficient of determination analysis. The findings reveal that service quality contributes significantly to customer satisfaction, as indicated by a t-value of 13.574, exceeding the critical value of 1.663. Likewise, customer experience demonstrates a significant positive contribution to customer satisfaction, with a t-value of 12.707, which is also greater than the critical value. Furthermore, the combined effect of service quality and customer experience on customer satisfaction is statistically significant, as reflected by an F-value of 147.907, surpassing the F-table value of 3.11, and a significance level below 0.05. These results emphasize that both service quality and customer experience are key determinants of customer satisfaction in the context of MICE event management and highlight their strategic importance for enhancing the competitiveness of hospitality establishments in Bali.

Keywords: MICE, service quality, customer experience, customer satisfaction, mice industry

1.Introduction

The MICE (Meetings, Incentives, Conferences, and Exhibitions) industry has emerged as one of the most important segments of business tourism, contributing significantly to destination competitiveness and economic growth. MICE activities involve groups of individuals gathering for professional, educational, networking, or recreational purposes, generating substantial economic benefits through accommodation, transportation, food and beverage



services, and tourism-related expenditures (Heryadi & Indahsari, 2024). In Bali, the MICE industry has become a strategic sector that attracts large numbers of visitors and encourages longer stays, thereby creating positive economic impacts for local communities and tourism stakeholders (Delen, 2023).

The increasing development of the MICE sector has intensified competition among hospitality providers, requiring hotels to deliver superior service quality and memorable customer experiences. Service quality is recognized as a crucial determinant of customer satisfaction and encompasses dimensions such as reliability, responsiveness, assurance, empathy, and tangibles (Zygiaris et al., 2022). High-quality service enables hotels to meet customer expectations, build trust, and foster long-term relationships with clients.

Besides service quality, customer experience has gained considerable attention in contemporary hospitality and tourism research. Customer experience refers to the cognitive, emotional, sensory, behavioral, and social responses generated throughout the customer journey (Arkadan et al., 2024). In the MICE context, customer experience extends beyond the core event itself and includes interactions with facilities, employees, technology, and supporting services. Positive customer experiences are likely to enhance satisfaction, encourage repeat business, and strengthen organizational reputation.

One of the prominent MICE destinations in Bali is the Ungasan area, which benefits from strategic accessibility and proximity to major tourist attractions such as Uluwatu Temple and Garuda Wisnu Kencana Cultural Park. Among the hotels supporting MICE activities in this area is Four Points by Sheraton Bali Ungasan, which offers meeting facilities and supporting amenities designed to accommodate various business events.

Despite its substantial MICE activity, challenges remain regarding customer satisfaction. During 2024–2025, the hotel hosted 317 MICE events involving 37,375 participants. However, customer feedback data indicate fluctuations in satisfaction levels. Meeting Services reports revealed that the lowest positive review score reached only 88.9%, while negative feedback concerning meeting functions accounted for 11.1% of total reviews. These findings suggest that inconsistencies in service delivery, operational performance, and facility quality may create gaps between customer expectations and actual experiences, ultimately affecting customer satisfaction.

Customer satisfaction is a critical performance indicator in the hospitality industry because it directly influences customer loyalty, positive word-of-mouth, and business sustainability. In the highly competitive MICE market, maintaining customer satisfaction is particularly important due to the large-scale nature of events and the significant financial investment involved.

Although the MICE industry in Bali continues to expand, evidence from customer reviews at Four Points by Sheraton Bali Ungasan indicates that service-related issues remain unresolved. Dissatisfaction associated with meeting facilities and operational services may negatively affect the hotel's competitiveness and reputation. Therefore, identifying the factors that influence customer satisfaction is essential for improving service performance and ensuring sustainable growth within the MICE sector.

Furthermore, while previous studies have extensively examined service quality and customer satisfaction, limited research has simultaneously investigated the roles of service quality and customer experience within the MICE industry, particularly in Bali. Consequently, this study is important both practically and academically, as it provides empirical evidence regarding the factors affecting MICE customer satisfaction and offers recommendations for service improvement.

This study is grounded in the Expectation-Confirmation Theory (ECT), which suggests that customer satisfaction results from a comparison between customers' expectations and their actual experiences. Satisfaction occurs when perceived performance meets or exceeds expectations, while dissatisfaction arises when performance falls below expectations.

The study incorporates three main constructs: service quality, customer experience, and customer satisfaction. (1) Service Quality, based on the SERVQUAL model developed by

Parasuraman et al., service quality consists of five dimensions: (a) Reliability, (b) Responsiveness, (c) Assurance, (c) Empathy, and (d) Tangibles. (2) Customer Experience, in which it encompasses customers' cognitive, emotional, sensory, social, and behavioural responses throughout their interactions with a service provider. (3) Customer Satisfaction that refers to the overall evaluation of service performance based on the comparison between expectations and actual service outcomes.

Based on these theoretical perspectives, service quality and customer experience are expected to positively influence customer satisfaction among MICE customers.

Conceptual Framework:

Service Quality (X1) →

Customer Satisfaction (Y)

Customer Experience (X2) →

Numerous studies have investigated the relationship between service quality and customer satisfaction within hospitality and tourism contexts. Jannah and Suyuthie (2024), Saputra et al. (2024), and Azizah et al. (2025) found that service quality significantly influences customer satisfaction among MICE customers. Their findings demonstrate that improvements in service performance contribute positively to customer perceptions and satisfaction levels.

Similarly, Kumar and Samtani (2021) reported that all dimensions of service quality significantly affect customer satisfaction in MICE events. However, their study focused solely on service quality without examining customer experience as an independent construct.

Research concerning customer experience has also demonstrated its importance in shaping customer satisfaction. Studies conducted by Kim and Kim (2022), Zhang et al. (2024), Louise Olu Fagbemi (2023), and Christodoulides et al. (2025) concluded that customer experience positively affects customer satisfaction. Nevertheless, most of these studies were conducted outside the MICE sector, focused on luxury hotels, or employed conceptual rather than empirical approaches.

In addition, Handayani and Budiarta (2024) simultaneously examined service quality and customer experience as predictors of customer satisfaction. However, their research was conducted within the restaurant industry rather than the MICE sector.

MICE (Meetings, Incentives, Conferences, and Exhibitions) is a form of group tourism where individuals come together based on shared goals and plans, whether for learning, discussion, or recreational purposes. (Heryadi & Indahsari, 2024). The MICE industry is capable of drawing large numbers of visitors and encouraging them to stay longer, which in turn contributes positively to Bali's economy (Delen, 2023). However, the industry's rapid growth has brought significant challenges in maintaining service quality and delivering a satisfying customer experience. Research indicates that the five key dimensions of service quality, empathy, reliability, assurance, responsiveness, and tangibles each play an important role in shaping customer satisfaction (Zygiaris et al., 2022). Alongside service quality, customer experience has become another critical factor in the MICE industry, referring to the full range of cognitive, emotional, sensory, social, and behavioral responses that customers go through during their entire journey (Arkadan et al., 2024).

The success of MICE events in Bali is strongly influenced by the availability of adequate infrastructure and facilities across the island's key locations, including the Ungasan area in southern Bali. Ungasan is a rapidly growing region that supports the MICE industry through sufficient accommodation options and convenient access to several prominent tourist destinations, such as Uluwatu Temple, GWK Cultural Park, and various beach clubs along Bali's southern coast. Among the hotels in this area, Four Points by Sheraton Bali Ungasan stands out as a property equipped with comprehensive MICE facilities, offering modern meeting rooms and supporting amenities that provide added value for event organizers.



The impact of MICE activities is also clearly evident at the Four Points by Sheraton Bali Ungasan Hotel, as indicated by the meeting room occupancy rate in 2024 and 2025, which reached 317 MICE events involving 37,375 participants. However, fluctuations still occur because a large number of participants does not automatically guarantee optimal customer satisfaction. In addition to the meeting room occupancy report, guest reviews particularly those related to MICE activities further highlight the issues in this study, providing a more detailed picture of customer satisfaction. According to data from Meeting Services (MICE Services), the lowest recorded positive review rate was 88.9%. This data also reveals several points that require attention. Meeting Function recorded the highest percentage of negative reviews at 11.1%, indicating that consumers remain dissatisfied with both the service and facilities. Therefore, the primary issue in MICE services centers on the inconsistency in service quality particularly regarding facilities and operations which reflects a gap between guests' expectations and the actual experience perceived by consumers.

Research on service quality within the MICE industry consistently demonstrates its importance in shaping customer satisfaction and loyalty. Service quality and perceived price fairness were found to be significant determinants of customer loyalty among MICE customers, highlighting the strategic role of service performance in maintaining long-term customer relationships. However, the study focused primarily on loyalty outcomes and did not examine customer experience as a separate construct (Fahlevi et al., 2025).

Studies in hotel-based MICE settings have revealed that service quality significantly influences customer satisfaction and customer loyalty. Nevertheless, customer experience was not incorporated into the analytical framework, limiting understanding of how experiential factors contribute to customer evaluations (Kumar & Samtani, 2021). Similarly, investigations of MICE service quality have emphasized the importance of delivering reliable and professional services but provided limited empirical evidence regarding customers' holistic experiences throughout event participation (Qamariah et al., 2019).

Research conducted in exhibition and convention contexts has demonstrated that service quality dimensions affect customer emotions, perceived value, satisfaction, and behavioral intentions. These studies indicate that customer responses extend beyond functional service assessments and involve emotional and experiential elements. However, they largely focus on exhibition attendees rather than hotel-based MICE customers (Lee, 2019; Kim et al., 2024).

Recent studies have further shown that facility quality, service innovation, personalized services, and overall event quality contribute significantly to customer satisfaction and loyalty. Although these findings provide valuable insights for service improvement, most studies emphasize post-consumption outcomes and managerial strategies rather than examining customer experience as an independent determinant of satisfaction (Rachmaniah et al., 2026; Suntornwipart et al., 2025; Dewa et al., 2025; Agulan, 2025).

Customer experience has received growing attention in tourism and event research. Evidence suggests that experience quality shapes destination image, perceived value, satisfaction, and future behavioural intentions. Nevertheless, much of the existing research has focused on destination marketing, event participation, or tourism experiences rather than hotel-based MICE operations, creating a contextual gap in the literature (Malau et al., 2025; Armbrrecht, 2021).

Other studies examining event management businesses have confirmed that high service quality positively influences customer satisfaction. However, these investigations were conducted in broader event management settings, digital events, wedding planning, and hospitality services, making their findings less directly applicable to the hotel MICE context (Ali & R, 2023; Sitanggang & Simbolon, 2025; Deshpande, 2025; Widayati et al., 2023).

Research conducted in Indonesian hotels has also demonstrated that service quality significantly affects MICE guest satisfaction, particularly when combined with perceived value. Despite these contributions, customer experience has rarely been examined simultaneously with service quality, leaving an important research gap regarding the combined influence of these variables on customer satisfaction within hotel-based MICE services (Andofal et al., 2023).

Based on the previous discussion regarding service quality and customer experience, this topic has become a hot topic for discussion and research. Based on previous research, service quality has been proven to influence MICE customer satisfaction Jannah & Suyuthie (2024), Saputra et al (2024), (Azizah et al (2025) however, these studies did not include customer experience as a research variable. On the other side study by Kumar & Samtani (2021) states that all aspects of service quality have a significant influence on MICE customer satisfaction levels and does not measure customer experience as a separate variable. Research on customer experience by Kim & Kim (2022), Zhang et al (2024), Louise Olu Fagbemi (2023) and Christodoulides et al (2025) indicates that customer experience influences consumer satisfaction; however, most of these studies were conducted outside the MICE context or in five-star hotels and are conceptual in nature. Meanwhile, Handayani & Budiarta (2024) examined service quality and customer experience simultaneously, but within the restaurant sector. This study is expected to be useful in improving consumer satisfaction, service quality, and customer experience.

The review of previous studies reveals a research gap. Although service quality and customer experience have individually been shown to influence customer satisfaction, limited empirical studies have simultaneously examined these variables within the MICE hotel industry in Bali, particularly at Four Points by Sheraton Bali Ungasan. This gap provides the rationale for conducting the present study.

Based on the background, urgency, theoretical framework, and previous studies, the research problems are formulated as follows: (1) Does service quality significantly influence customer satisfaction among MICE customers at Four Points by Sheraton Bali Ungasan? (2) Does customer experience significantly influence customer satisfaction among MICE customers at Four Points by Sheraton Bali Ungasan? (3) Do service quality and customer experience simultaneously influence customer satisfaction among MICE customers at Four Points by Sheraton Bali Ungasan?

The research objectives are (1) to analyse the effect of service quality on customer satisfaction among MICE customers at Four Points by Sheraton Bali Ungasan, (2) to analyse the effect of customer experience on customer satisfaction among MICE customers at Four Points by Sheraton Bali Ungasan, (3) to examine the simultaneous effect of service quality and customer experience on customer satisfaction among MICE customers at Four Points by Sheraton Bali Ungasan.

2. Method

This study used quantitative methods to analyze the influence of service quality and customer experience on MICE customer satisfaction at the Four Points by Sheraton Bali Ungasan hotel. The sample consisted of 87 Persons In Charge (PICs) representing groups that organized MICE events at the Four Points by Sheraton Bali Ungasan hotel during the 2024–2025 period, selected using random sampling. To collect data, the researcher used a questionnaire as the instrument. Before the questionnaire was distributed, an instrument validation process was conducted using validity and reliability tests to ensure the accuracy and consistency of the measurement tool used. The collected data was then analyzed using various statistical methods, including classical assumption tests, multiple linear regression, t-tests, F-tests, and coefficient of determination tests to obtain a clear picture of the impact of service quality and customer experience on consumer satisfaction in the organization of MICE events at the Four Points by Sheraton Bali Ungasan hotel.

1. Result and Discussion

3.1 Results

3.1.1 Validity Test



Validity testing is conducted to measure the precision, accuracy, and reliability of an instrument item (questionnaire) in performing its measurement function with respect to the construct of the variable under study.

Table 1: Summary of Validity Test Results
Source: Research Findings, 2026

Variable	Item	r_{value}	r_{table}	Sig	Result
Service Quality (X1)	X1.1	0,994	0,2108	< 0,001	Valid
	X1.2	0,697			Valid
	X1.3	0,630			Valid
	X1.4	0,969			Valid
	X1.5	0,842			Valid
	X1.6	0,880			Valid
	X1.7	0,858			Valid
	X1.8	0,710			Valid
	X1.9	0,994			Valid
	X1.10	0,886			Valid
	X1.11	0,842			Valid
	X1.12	0,994			Valid
	X1.13	0,612			Valid
	X1.14	0,710			Valid
	X1.15	0,994			Valid
Customer Experience (X2)	X2.1	0,990	0,2108	< 0,001	Valid
	X2.2	0,800			Valid
	X2.3	0,704			Valid
	X2.4	0,990			Valid
	X2.5	0,653			Valid
	X2.6	0,910			Valid
	X2.7	0,990			Valid
	X2.8	0,616			Valid
	X2.9	0,910			Valid
	X2.10	0,990			Valid
	X2.11	0,653			Valid
	X2.12	0,910			Valid
	X2.13	0,990			Valid
	X2.14	0,616			Valid
	X2.15	0,910			Valid
Customer Satisfaction (Y)	Y.1	0,704	0,2108	< 0,001	Valid
	Y.2	0,668			Valid
	Y.3	0,628			Valid
	Y.4	0,675			Valid
	Y.5	0,439			Valid
	Y.6	0,549			Valid
	Y.7	0,401			Valid
	Y.8	0,460			Valid
	Y.9	0,643			Valid

Table 1 shows that all items in the questionnaire, which represent the variables Service Quality (X1), Customer Experience (X2), and Customer Satisfaction (Y), have correlation coefficients (r_{count}) that exceed the critical threshold r_{table} (0.2108), indicating that all statements are valid.

3.1.2 Reliability Test

The reliability test is used to measure the reliability, stability, and consistency of the research instrument.

Table 2: Summary of Reliability Test Results
Source: Research Findings, 2026

Variable	Total item	Cronbach's Alpha	Description
Service Quality (X1)	15	0,970	Reliable
Customer Experience (X2)	15	0,967	Reliable
Customer Satisfaction (Y)	9	0,736	Reliable

All three research variables obtained Cronbach's Alpha values that exceeded the standard criterion of 0.60. Specifically, the variables Service Quality (0.970), Customer Experience (0.967), and Customer Satisfaction (0.736) indicate that these three variables are reliable.

3.1.3 Results of the Classical Assumption Tests

Normality Test

A normality test is conducted to determine whether the independent variable, the dependent variable, or both follow a normal distribution in the regression model.

Table 3: Normality Test Results
Source: Research Findings, 2026

Test Parameter	Test Statistic	Asymp. Sig. (2-tailed)	Description
Unstandardized Residual	0,090	0,082	Normally Distributed

The significance value (Asymp. Sig., 2-tailed) is 0.082. Since this probability value is greater than the specified maximum error level or alpha ($0.082 > 0.05$), this indicates that the data are normally distributed.

Multicollinearity Test

The multicollinearity test aims to determine whether there is correlation among the independent variables in the regression model.

Table 4: Normality Test Results
Source: Research Findings, 2026

Independent Variables	Tolerance	VIF	Conclusion
Service Quality (X1)	0,971	1,029	Free of Multicollinearity
Customer Experience (X2)	0,971	1,029	Free of Multicollinearity

The Tolerance and VIF values for Service Quality (X1) are 0.971 and 1.029, while the Tolerance and VIF values for Customer Experience (X2) are 0.971 and 1.029. It can be seen that all independent variables have VIF values < 10 and Tolerance values > 0.10 ; therefore, it can be concluded that both variables meet the multicollinearity test prerequisites.

Heteroscedasticity Test



This test aims to determine whether there is unequal variance in the residuals from one observation to another within a regression model.

Table 5: Heteroscedasticity Test Results
Source: Research Results, 2026

Independent Variable	t _{value}	Sig.	Conclusion
Service Quality (X1)	0,199	0,843	No Heteroscedasticity
Customer Experience (X2)	-0,888	0,377	No Heteroscedasticity

The significance probability for the Service Quality variable is 0.843, while Customer Experience is 0.377. Since both significance levels exceed the error tolerance level ($\alpha=0.05$), it is concluded that there is no variance inequality (no heteroscedasticity).

3.1.4 Results of Multiple Linear Regression Analysis

Multiple linear regression analysis was used to draw conclusions regarding the effect of each independent variable on the dependent variable.

Table 6: Results of Multiple Linear Regression Analysis
Source: Research Results, 2026

Model	Unstandardized coefficients (B)	Std. Error	Unstandardized coefficients (Beta)	T _{value}	Sig.
(Constant)	1,542	2,008		0,768	0,445
Service Quality (X1)	0,301	0,022	0,707	13,574	< 0,001
Customer Experience (X2)	0,279	0,022	0,662	12,707	< 0,001

Based on the table above, the multiple linear regression equation is as follows:

$$Y = 1,542 + 0,301 X1 + 0,279 X2$$

The constant (α) value of 1.542 means that if the Service Quality (X1) and Customer Experience (X2) variables are zero (0), then the Consumer Satisfaction (Y) value is 1.542.

The regression coefficient for Service Quality (X1) of 0.301 means that if Service Quality (X1) increases by one unit, it will result in an increase in Consumer Satisfaction (Y) of 0.301. The positive value of the Service Quality (X1) coefficient indicates a positive relationship between service quality and consumer satisfaction.

The regression coefficient for Customer Experience (X2) is 0.279, meaning that if Customer Experience (X2) increases by one unit, it will result in an increase in Customer Satisfaction (Y) of 0.279. The Customer Experience (X2) coefficient is positive, indicating a direct relationship between customer experience and customer satisfaction.

3.1.5 T test result

A t-test was conducted to determine the extent to which the independent variables partially influence the dependent variable.

Table 7: t test result
Source: Research Results, 2026

Independent Variable	T _{value}	Sig.	Description
Service Quality (X1)	13,574	< 0,001	Significant
Customer Experience (X2)	12,707	< 0,001	Significant

Based on the table above, the significance values for each independent variable are $0.001 < 0.05$, and the calculated $t_{\text{value}} > t_{\text{table}}$: $13.574 > 1.663$ for service quality and $12.707 > 1.663$ for customer experience. This indicates that service quality and customer experience have a positive and significant effect influencing MICE consumer satisfaction.

3.1.6 F test result

The F-test is used to determine whether the independent variables simultaneously (collectively) have an influence on the dependent variable.

Table 8: f test result
Source: Research Results, 2026

Model	Sum Squares	of	df	Mean Square	F _{value}	Sig.
Regression	1439,616		2	719,808	147,907	< 0,001
Residual	408,798		84	4,867		
Total	1848,414		86			

Based on the results of the simultaneous test, the calculated F_{value} is 147.907, which is greater than the critical F_{value} of 3.11 ($147.907 > 3.11$). This indicates that the variables of service quality and customer experience simultaneously have a positive and significant effect on MICE customer satisfaction.

3.1.7 Results of the Coefficient of Determination Test

This analysis is used to measure the extent to which the independent variables service quality and customer experience explain the variation in the dependent variable, namely customer satisfaction.

Table 9: Coefficient of Determination test result
Source: Research Results, 2026

Model	R	R Square	Adjusted Square	R	Std. Error of the Estimate
1	0,883	0,779	0,774		2,20605

Based on the test results in Table 9, the Adjusted R-Square value is 0.774, or 77.4%. This coefficient of determination indicates that the research model has a strong ability to explain the dependent variable.

3.2 Discussion

Based on the results of the statistical tests conducted, it has been proven that the Service Quality variable has a significant and positive influence on Customer Satisfaction in the organization of MICE events at the Four Points by Sheraton Bali Ungasan Hotel. This finding is supported by a t-value of 13.574, which far exceeds the critical threshold, accompanied by a significance level of < 0.001 and a positive regression coefficient of 0.301. Furthermore, the standardized Beta coefficient is 0.707. These findings reinforce previous research conducted



by Yoga Saputra et al (2024) at The Pullman Bali Legian Beach, as well as Jannah & Suyuthie (2024) at the Pangeran Beach Hotel Padang, which consistently indicate that operational reliability, service quality, and facilities are the primary determinants of MICE client satisfaction.

Based on the results of the statistical tests conducted, it has been proven that Customer Experience is a positive and significant determining factor in creating MICE Customer Satisfaction at the Four Points by Sheraton Bali Ungasan Hotel. This is indicated by a t-value of 12.707 with a significance level of < 0.001 . The positive regression coefficient is 0.279, and the Standardized Beta coefficient is 0.662. This finding reinforces the research by Zhang et al (2024) and Christodoulides et al (2025) which found that customer experience can improve guests' perceptions, perceived value, and satisfaction.

The results of the simultaneous analysis using a simultaneous test (F-test/ANOVA) revealed that the calculated F_{value} was 147.907, which is greater than F_{table} of 3.11 ($147.907 > 3.11$). This validates the third hypothesis, which is that Service Quality and Customer Experience simultaneously have a positive and significant effect on Consumer Satisfaction in the organization of MICE events at the Four Points by Sheraton Bali Ungasan Hotel. The strength of these two variables is clearly illustrated by the Adjusted R-Square value of 0.774 or 77.4%. This indicates that 77.4% of the variation in MICE event organizers' satisfaction can be explained by the combination of service quality and customer experience. Conceptually, this simultaneous finding fills a gap and reinforces previous research in the restaurant sector, as well as aligning with studies in luxury hotels, that combining service quality with customer experience produces a synergistic effect. (Handayani & Budiarta, 2024; Ali et al., 2021).

2. Conclusion

Based on the analysis conducted, it can be conclude that Service Quality (X1) has a partial, positive, and significant effect on Customer Satisfaction (Y) in the organizing of MICE events at Four Points by Sheraton Bali Ungasan, with a $t_{\text{value}} > t_{\text{table}} = 13.574 > 1.663$ and a significance level $< \alpha = 0.001 < 0.05$.

Customer Experience (X2) has a positive and significant partial effect on Customer Satisfaction (Y) in the organizing of MICE events at the Four Points by Sheraton Bali Ungasan, with a $t_{\text{value}} > t_{\text{table}} = 12.707 > 1.663$ and a significance level $< \alpha = 0.001 < 0.05$.

Service Quality (X1) and Customer Experience (X2) simultaneously have a positive and significant effect on Customer Satisfaction (Y) in the organizing of MICE events at the Four Points by Sheraton Bali Ungasan Hotel, with an $F_{\text{value}} > F_{\text{table}} = 147.907 > 3.11$ and a significance level $< \alpha = 0.001 < 0.05$. Service Quality (X1) and Customer Experience (X2) account for 77.4% of the variation in Consumer Satisfaction (Y), while the remaining 22.6% is attributed to other factors not examined in this study.

Overall, this findings confirm that both Service Quality and Customer Experience are key determinants of Customer Satisfaction in the context of MICE event organization at Four Points by Sheraton Bali Ungasan. The strong statistical results across both partial and simultaneous tests indicate that improvements in either dimension will meaningfully contribute to higher levels of customer satisfaction. In particular, the relatively high coefficient of determination (77.4%) suggests that the two variables examined in this study are highly relevant and central to understanding customer satisfaction within the MICE sector. Nevertheless, the remaining 22.6% highlights the presence of other contributing factors – such as pricing, brand reputation, or location convenience – that may warrant further investigation in future studies. Therefore, hotel management is encouraged to continuously enhance service quality across all five dimensions and to deliver more meaningful and memorable customer experiences, as both aspects play a critical role in ensuring the satisfaction of MICE clients and sustaining the hotel's competitiveness in Bali's growing MICE industry.

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