

## Consumer Hotel Selection Factors Analysis

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### ABSTRACT

This study's objective is to investigate the role that factors such as service quality, trustworthiness, and amenities play in determining which guests choose to stay at Hotel XYZ in Jakarta. The research sample was comprised of 215 individuals who were chosen using the process of accidental sampling. The data analysis was carried out with the assistance of SPSS version 25's statistical analysis software, and it made use of both multiple regression and hypothesis testing. The findings of the research indicate that the quality of customer service, level of trust, and amenities offered at a hotel all have a significant impact on the decision-making process involved in selecting a guest room, with individual significance levels ranging from 0.000 to 0.05. In the f- test study, all three of these variables were found to have a significant influence on the decision-making process for selecting a guest hotel simultaneously.

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## **INTRODUCTION**

An economic downturn brought on by a decline in non-migratory exports, an increase in imports, and a lack of investment in infrastructure could create new chances for the tourism industry. This could lead to increased economic activity. Hotels typically attract large numbers of guests, thus it's crucial for their management to work with organizations that can spread the word. A successful marketing plan will increase hotel bookings, giving guests additional alternatives for where to stay and what to do in their downtime. How a hotel attracts and retains guests, as well as the level of service it delivers and the amenities it includes in each rented room, are all factors in the hotel's overall success. In addition, businesses need to keep tabs on customer tastes, prepare for potential shifts in demand, and utilize this information to inform and improve their marketing strategies. Consumer behaviour encompasses not only the behaviours of individuals, but also the decisions they make, when it comes to the acquisition and consumption of goods and services. By providing excellent service, the hotel attracts and keeps guests and makes sure they have a good time while they're there. In today's market, where many businesses offer essentially the same items, providing outstanding customer service has become increasingly important. Even mediocre food can be salvaged with attentive service. Because customer happiness can show itself in unobtrusive ways in the service they receive, service quality is an important consideration for firms to make.

The number of Indonesian visitors to Hotel XYZ Jakarta has been rising over the previous three years, but it has not yet reached 2000. Meanwhile, the annual fall in international tourists can have an impact on hotel revenue from guests from other countries. This is due to the fact that not everyone can simply walk into Indonesia. This is why there hasn't been a dramatic increase in the use of data to choose a hotel. Our final hotel choice in Jakarta is the Hotel XYZ due in large part to the helpful and courteous service we had throughout our stay there. Customers are more likely to return if they have a positive experience.

The decision of a hotel is also influenced by issues of trust. When customers are happy, they are more likely to continue doing business with that company. Customer satisfaction can only be achieved by delivering first-rate goods and services that are tailored to each individual's preferences. A company's customer satisfaction, faith in its products, and overall brand enthusiasm can all take a hit if service is subpar. The inability of some receptionists to converse in foreign languages and the prevalence of discriminatory attitudes among hotel workers continue to contribute to instances of poor service at the Hotel XYZ in Jakarta. This may be bad news for the Hotel XYZ's bottom line in Jakarta.

Guests are more likely to be satisfied with a hotel that offers more amenities, especially at the same price. As a result of their positive experiences there, they will stick with that hotel as their go-to. The Hotel XYZ Jakarta has large rooms, free airport transfers, a laundry service and plenty of parking for both domestic and international customers. In addition to free breakfast, Wi-Fi,

and maybe taxi services, this hotel gives a referral bonus to people who send them guests.

Research indicates, however, that not all services have reached their full potential, including extended “Sahur” hours during the holy month of Ramadan, religious tolerance initiatives, and bodyguards for very important people. Additionally, there is no safe place to keep valuables. This problem highlights the need for expanded support services. Hotel XYZ in Jakarta could see an uptick in sales from an increase in guests if it invested in some much-needed upgrades to its dated facilities.

## **THEORETICAL REVIEW**

### ***Election Decision***

Consumers evaluate available options in order to decide whether to select them throughout the decision-making process. This is referred to as a person's purchasing decision, and it consists of their beliefs, values, and behaviours as they motivate themselves to purchase a product or service. Individuals make purchasing decisions whenever they take part in acquiring and using the goods or services they require, whether formally or informally. (Pasaribu, 2019) (Miandri, Amalia, & Vibiola, 2020)

### ***Service Quality***

The concept of service quality encompasses the excellence perceived by consumers regarding products or services, gauged through the comparison between their desires and the perceived performance post-purchase (Yakub, Ramadhan, Zahara, & Halim, 2020). The level of service quality is measured based on how well the service fulfills customer expectations (Widyawati & Faeni, Jun. 2021). Consumers assess service quality based on reliability and overall service superiority (Kusumarini, 2021). It is also linked to controlling the level of excellence expected by customers to meet their desires (Putri, Utomo, & Mar'ati, 2021). Service involves the provision of assistance or aid by service providers in the form of convenience, speed, relationships, competence, and friendliness, all aimed at satisfying consumers. Service quality stands as a key factor in customer satisfaction and impacts the frequency of customer visits, making it essential to direct efforts towards improving service quality to meet customer needs (Kasinem, 2021).

According to Juliana et al. (2021), service quality comprises the comparison between consumers' perceptions of the received service and their expectations regarding the quality of that service. Hence, service quality can be interpreted as the endeavor to deliver impeccable service that fulfills customer desires and expectations. (Juliana , Tanujaya, & Nathaniel, 2021)

### ***Trust***

Trust represents the moment when one party engaged in an exchange believes in the reliability and integrity of the other party (Kasinem, 2021). Trust is the willingness to rely on the actions taken by a trusted individual, founded on a sense of confidence and responsibility (Widodo, 2021). Trust is the

inclination to place faith in an exchange partner who possesses credibility (Prabowo, 2021). Consumer trust is the perception of reliability from the consumer's perspective, based on experiences or a series of transactions or interactions characterized by the fulfillment of expectations regarding product performance and satisfaction (Minarto, Felita, & Thio, 2021).

In the intricate interplay of exchanges, trust emerges as the magical juncture where one party embraces the dependability and honor of the other (Kasinem, 2021). Within this tapestry of connections, trust assumes the form of a willingness to anchor beliefs in the actions of a trusted figure, woven from the threads of confidence and accountability (Widodo, 2021). Like the weaving of a fabric, trust threads itself into the fabric of relationships, drawing upon the desire to place confidence in an exchange companion adorned with credibility (Prabowo, 2021). In the eyes of consumers, trust unfurls as the perception of reliability, a tapestry woven from personal experiences and the interplay of transactions or interactions, where expectations meet fulfillment, and satisfaction becomes a cherished pattern (Minarto, Felita, & Thio, 2021).

### ***Facility***

The concept of facilities brings forth a fascinating tapestry of explanations. Juliana et al. (2021) assert that facilities constitute a vital physical aspect within business management. Conversely, Nur & Fadili (2021) provide a definition of facilities as the tangible equipment bestowed by service providers, designed for consumers to immerse themselves in their activities. (Nur & Fadili, 2021) Meanwhile, Dedy & Alfandi (2022) take a broader perspective, encompassing all kinds of goods and services that accompany the offerings of companies, regardless of whether they operate in the realm of services or industries. (Dedy & Alfandi, 2022).

In the realm of service-oriented enterprises, facilities take center stage and demand meticulous attention, encompassing the condition, interior and exterior design, as well as the pristine cleanliness, all directly impacting the sensory experience of consumers (Purnomo, Sardanto, & Muslih, 2021). Thus, facilities can be perceived as the physical resources that must be readily available prior to the offering of services to discerning consumers.

## **METHODOLOGY**

The study refers to a form of inquiry aimed at finding solutions to social or academic problems. On the other hand, research is a process and the outcome of investigation carried out with the purpose of obtaining accurate and accountable information (Kusumarini, 2021).

In this research, a quantitative research design is employed with the objective of testing hypotheses and explaining the relationships between the variables to be examined. Quantitative research is a type of study that generates data in the form of numbers or numerical values (Kasinem, 2021).

The research object refers to attributes equipped with a set of data that possess characteristics and variations determined by the researcher to be easily collected (Prabowo, 2021). The research object in this study is the visitors or guests who have stayed at Hotel XYZ Jakarta. The target population is defined

as a specific and relevant population with the purpose or problem of the research (Nur & Fadili, 2021). The target population in this research is the guests of Hotel XYZ Jakarta who have stayed, totaling 2940 people. The sampling method used is accidental sampling, which involves drawing samples without going through a specific time phase. To process the data, the author uses IBM SPSS Statistic 25 software to obtain the results of the regression testing.

## RESULTS AND DISCUSSION

### *Normality Test*

The normality test is conducted to examine whether the data to be analyzed is normally distributed, which is one of the classical assumptions in data analysis.

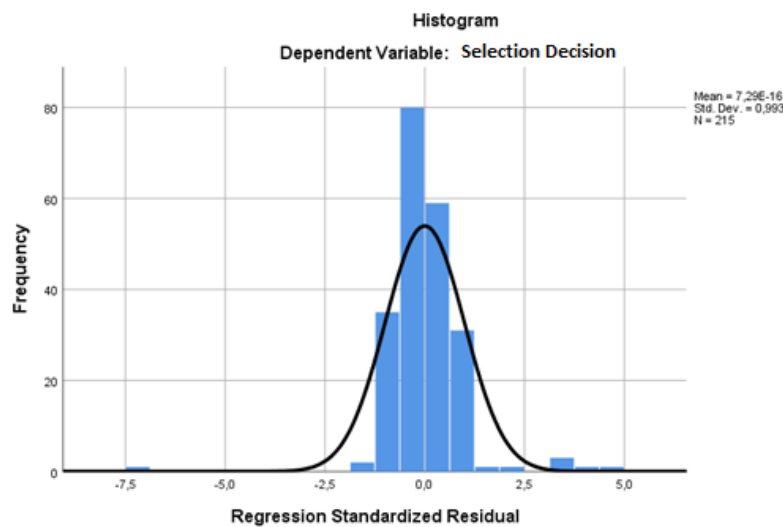


Figure 1. Histogram Graph

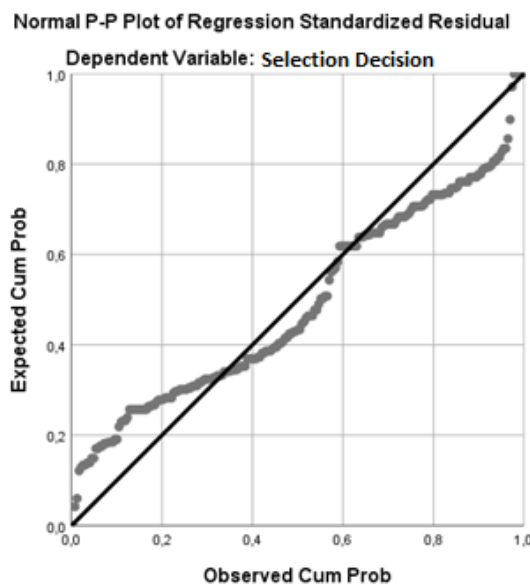


Figure 2. Normality Chart P-P Plot

Table 1. Multicollinearity Test

Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	Service quality	,719	1,391
	Trust	,772	1,296
	Facility	,692	1,446

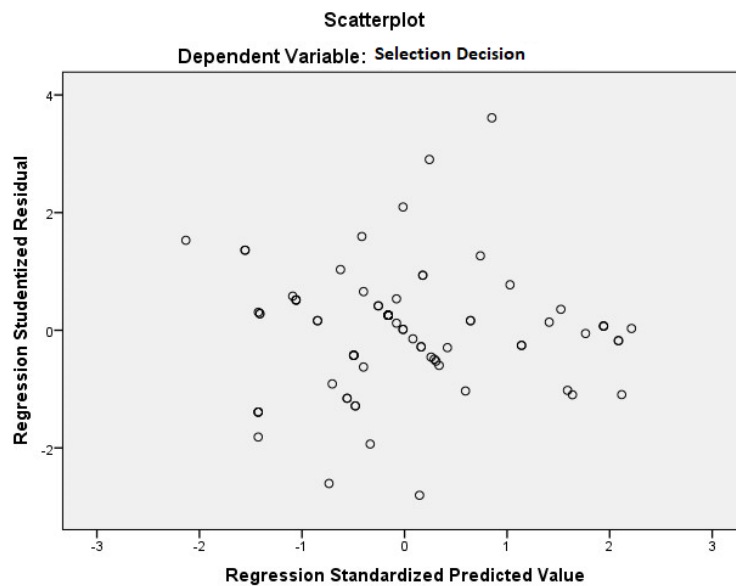


Figure 3. Partial Regression Plot Graph

After preprocessing for classical assumption analysis, the results indicate that the data shows a normal distribution, and there are no signs of multicollinearity or heteroskedasticity.

Table 2. F test ANOVA<sup>a</sup>

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	891,063	3	297,021	343,686	,000 <sup>b</sup>
	Residual	182,351	211	,864		
	Total	1073,414	214			

a. Dependent Variable: Selection Decision

b. Predictors: (Constant), Facilities, Trust, Service Quality

Source: Primary data processed (2022)

Based on Table 2, it can be observed that the calculated F-value of 343.686 is significantly larger than the tabulated F-value of 2.72, and the significance level of 0.000 is less than 0.05. These results indicate that the variables of service quality (X1), trust (X2), and facilities (X3) collectively have a significant impact on the decision-making process regarding the selection of Hotel XYZ Jakarta (Y).

This implies that service quality, trust, and facilities have the capability to explain the guests' choices when it comes to selecting Hotel XYZ Jakarta.

Tabel 3. T - Test

	Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	-,102	,651		-,156	,876
	Kualitas Pelayanan	,887	,035	,843	25,184	,000
	Kepercayaan	,072	,034	,068	2,093	,038
	Fasilitas	,102	,048	,073	2,151	,033

Source: Primary data processed (2022)

1. The significance value for service quality on the decision-making is  $0.000 < 0.05$ , indicating that there is an influence of variable X1 on variable Y, or hypothesis H1 can be accepted.
2. The significance value for trust variable on the decision-making is  $0.038 < 0.05$ , indicating that there is an influence of variable X2 on variable Y, or hypothesis H2 can be accepted.
3. The significance value for facility variable on the decision-making is  $0.033 < 0.05$ , indicating that there is an influence of variable X3 on variable Y, or hypothesis H3 can be accepted.

Table 4. Determination Coefficient Test ( $R^2$ )

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,911 <sup>a</sup>	,830	,828	,930

Source: Primary data processed (2022)

In this study, it was found that service quality, trust, and facilities have a positive partial influence on the decision-making of guests choosing Hotel XYZ Jakarta. This is supported by the significance results of each variable, which were smaller than the alpha value (0.05). Regarding service quality, guests perceived that the services provided by the hotel contributed to their comfort and were characterized by consistent and attentive attitudes towards guests. These findings align with previous research (Juliana, Tanujaya, & Nathaniel, 2021).

Trust in the hotel also played a significant role in the decision-making process, as guests believed that the hotel could deliver on their expectations and address any concerns during their stay. This is consistent with findings from other studies (Minarto, Felita, & Thio, 2021).

Furthermore, the facilities provided by Hotel XYZ Jakarta were in line with industry standards and had a substantial impact on guests' decision-making. These results are consistent with previous research conducted on similar topics (Dedy & Alfandi, 2022).

## **CONCLUSIONS AND RECOMMENDATIONS**

Based on the findings and discussions above, it can be concluded that service quality, trust, and facilities have a significant impact on the guests' decision-making process when selecting Hotel XYZ Jakarta. Moreover, these three factors collectively influence the guests' choices. However, the research process faced several limitations and challenges, such as the difficulty in distributing questionnaires during the Covid-19 pandemic, focusing solely on guests who have stayed at Hotel XYZ Jakarta, and time constraints.

Guests staying at Hotel XYZ Jakarta expect exceptional service quality and peaceful rooms to ensure their comfort. Additionally, consumer trust can be built through attentive attitudes towards the services provided by the hotel. It is essential for Hotel XYZ Jakarta to ensure that every aspect of service is executed effectively and promptly, fulfilling the promises made to the guests.

The safety of hotel facilities is also crucial to guests' comfort during their stay. Therefore, Hotel XYZ Jakarta must ensure that all facilities are secure and fully functional. Offering attractive promotions during holiday seasons can also entice guests and facilitate their decision-making process when choosing a place to stay. By addressing these aspects, Hotel XYZ Jakarta can enhance its guests' experiences and maintain a strong position in the competitive hospitality industry.

## **FURTHER STUDY**

This study could potentially pave the way for future research exploring the integration of technology-driven personalization to enhance guest interactions and satisfaction further.

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