

Factors Influencing Customer Satisfaction in the Hospitality Industry: A Case Study of Hotel Morina Malang

Nathanael Abel Adrianto^{1*}, Peter Remy Yosy Pasla², Santi Widyaningrum³
Fakultas Ekonomi dan Bisnis, Universitas Ma Chung

Corresponding Author: Nathanael Abel Adrianto Nathanaelabel17@gmail.com

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ABSTRACT

The tourism industry in Indonesia has shown significant growth over the years, with Malang being one of the popular destinations. Hotel Morina Malang strives to provide the best service to its guests. This study aims to analyze the influence of service quality, hotel facilities, and pricing on customer satisfaction at Hotel Morina Malang. By understanding these factors, the hotel's management can formulate effective strategies to enhance customer satisfaction and competitive positioning. A quantitative approach was used, collecting data through questionnaires from hotel guests. The results indicate that all three factors significantly impact customer satisfaction.

INTRODUCTION

The tourism industry in Indonesia continues to show significant growth year after year. Malang, as one of the popular tourist destinations, offers not only natural beauty and rich culture but also various quality accommodation options to support the visitor experience. Among these options, Hotel Morina Malang stands out for its commitment to providing excellent service to its guests. However, like many businesses, Hotel Morina Malang faced significant challenges during the COVID-19 pandemic. Between March 2020 and February 2021, the number of visitors plummeted from 6,575 to 2,441 due to the extraordinary impact of the pandemic and the government's stringent travel restrictions. As the pandemic began to subside and government policies became more relaxed, the hotel saw a substantial recovery. From March 2022 to February 2024, the occupancy rate soared to 10,775 visitors. Despite this recovery, customer reviews and ratings on platforms like Traveloka revealed ongoing dissatisfaction with the hotel's services and facilities. Addressing these concerns is critical for Hotel Morina Malang to enhance customer satisfaction and maintain its competitive edge in the hospitality industry. Customer satisfaction is a key factor determining the success and sustainability of a business in the hospitality industry. It influences repeat visits, recommendations, and the overall image of the hotel.

Thus, understanding the factors affecting customer satisfaction is crucial for hotel management. Three main factors often considered to influence customer satisfaction in the hospitality industry are service quality, hotel facilities, and pricing. Service quality encompasses various aspects of interaction between hotel staff and guests, including friendliness, responsiveness, and professionalism. Hotel facilities include all amenities provided for guests' comfort and needs, such as comfortable rooms, sports facilities, swimming pools, and dining services. Pricing, on the other hand, is an equally important determinant, as competitive pricing can be a major attraction for consumers. This study aims to analyze the impact of service quality, hotel facilities, and pricing on customer satisfaction at Hotel Morina Malang. By understanding the influence of these factors, it is hoped that hotel management can devise more effective strategies to enhance customer satisfaction and, ultimately, strengthen the competitive position of Hotel Morina Malang in the hospitality industry.

LITERATURE REVIEW

Customer Satisfaction

Customer satisfaction is a crucial concept in marketing and service management, often used to evaluate service quality and organizational performance. Kotler and Keller (2012) define customer satisfaction as the pleasure or disappointment a person feels after comparing a product's performance (or outcome) to their expectations. This study adopts Oliver's (1997) approach, which states that satisfaction results from the consumer's evaluation process of their expectations and actual experience.

Service Quality

Service quality is a key factor influencing customer satisfaction, particularly in the hospitality industry. Parasuraman, Zeithaml, and Berry (1985) developed the SERVQUAL model, identifying five main dimensions of service quality: reliability, responsiveness, assurance, empathy, and tangibles. High service quality in the hospitality industry can create positive guest experiences, enhance customer loyalty, and promote positive word-of-mouth reviews.

Hotel Facilities

Hotel facilities are essential elements that support guest comfort and satisfaction. According to Heung and Gu (2012), adequate and high-quality facilities, such as clean and comfortable rooms, recreational facilities, swimming pools, restaurants, and other additional services, play a significant role in shaping consumers' perceptions of hotel quality. Comprehensive and high-quality facilities can enhance the guest experience, thereby increasing their satisfaction and loyalty.

Pricing

Pricing is one of the most direct factors influencing consumers' purchasing decisions. Zeithaml (1988) suggests that consumers' perceptions of pricing are often related to the value they receive. In the hospitality context, fair and competitive pricing, relative to the quality of services and facilities provided, can enhance customer satisfaction. According to Choi and Chu (2001), competitive and fair pricing can influence guests' satisfaction and their decision to return to the hotel.

METHODOLOGY

Research Design

This study uses a quantitative approach with a survey design to examine the impact of service quality, hotel facilities, and pricing on customer satisfaction at Hotel Morina Malang. This approach allows researchers to collect data from a large sample and analyze relationships between variables using statistical techniques.

Population and Sample

The population for this study includes all guests staying at Hotel Morina Malang during the study period. The sample will be selected using purposive sampling, targeting respondents who meet certain criteria, such as guests who have stayed at least one night and are willing to complete the questionnaire. The sample size will be adjusted to meet statistical analysis requirements, with a minimum target of 120 respondents.

Research Instrument

The primary instrument used in this study is a questionnaire comprising several sections:

- a. Section A: Respondent Demographics
Includes questions about respondents' demographic information, such as age, gender, education level, and purpose of stay.
- b. Section B: Service Quality
Measures respondents' perceptions of service quality at Hotel Morina Malang using a 5-point Likert scale (1= Strongly Disagree, 5= Strongly Agree) based on SERVQUAL dimensions (reliability, responsiveness, assurance, empathy, and tangibles).
- c. Section C: Hotel Facilities
Measures respondents' perceptions of the hotel facilities using a 5-point Likert scale. Questions cover aspects such as room cleanliness, comfort, public facilities, and recreational facilities.
- d. Section D: Pricing
Measures respondents' perceptions of pricing using a 5-point Likert scale, including questions about affordability and perceived value.
- e. Section E: Customer Satisfaction
Measures overall customer satisfaction using a 5-point Likert scale, encompassing aspects such as satisfaction with services, facilities, and pricing.

Data Collection

Data will be collected by distributing questionnaires to Hotel Morina Malang guests who meet the sample criteria. The questionnaires can be completed directly by guests at the hotel or through an online platform provided by the researchers. To increase response rates, researchers will explain the study's purpose and ensure respondents' confidentiality.

Data Analysis

Collected data will be analyzed using statistical techniques with SPSS or other statistical software. The data analysis stages include:

- a. Validity and Reliability Tests.
Confirmatory factor analysis (CFA) will be used to test construct validity, and Cronbach's Alpha will be used to measure the internal consistency of the research instruments.
- b. Descriptive Analysis.
Presents frequency distributions and descriptive statistics of demographic variables and main research variables.
- c. Multiple Regression Analysis.
Tests the influence of service quality, hotel facilities, and pricing on customer satisfaction. The regression model used is a multiple regression model with customer satisfaction as the dependent variable and service quality, hotel facilities, and pricing as independent variables.

Research Hypotheses

The study proposes the following hypotheses:

- a. H1: Service quality has a positive effect on customer satisfaction at Hotel Morina Malang.
- b. H2: Hotel facilities have a positive effect on customer satisfaction at Hotel Morina Malang.
- c. H3: Pricing has a positive effect on customer satisfaction at Hotel Morina Malang.

RESEARCH RESULT

Validity and Reliability Tests

The validity test using confirmatory factor analysis (CFA) shows that all items in the questionnaire have a loading factor value above 0.206, indicating that these items are valid in measuring the intended constructs. The reliability test using Cronbach's Alpha shows that all variables have values above 0.60, meaning the instruments used are reliable.

Descriptive Analysis

Descriptive analysis shows the demographic profile of respondents as follows:

- a. Gender: Respondents are almost evenly divided between males (30%) and females (70%).
- b. Education Level: Most respondents have a bachelor's degree (50,8%).

Multiple Regression Analysis

The results of multiple regression analysis to test the influence of service quality, hotel facilities, and pricing on customer satisfaction at Hotel Morina Malang are as follows:

| Variable | Regression Coefficient | t-value | p-value |
|------------------|------------------------|---------|---------|
| Service Quality | 0.324 | 2.134 | 0.035 |
| Hotel Facilities | 0.581 | 3.929 | 0.000 |
| Pricing | 0.231 | 3.129 | 0.002 |

$R^2 = 0.773$, $F = 57.432$, $p < 0.000$

The analysis results show that all independent variables (service quality, hotel facilities, and pricing) significantly affect customer satisfaction. The regression coefficients for service quality (0.324), hotel facilities (0.581), and pricing (0.231) are all positive, indicating that improvements in these variables will increase customer satisfaction.

DISCUSSION

The Influence of Service Quality on Customer Satisfaction

The study confirms that service quality has a significant and positive effect on customer satisfaction at Hotel Morina Malang. This finding aligns with previous research by Parasuraman, Zeithaml, and Berry (1985), stating that service quality dimensions, such as reliability, responsiveness, and empathy, significantly influence customer satisfaction. At Hotel Morina Malang, friendly, responsive, and professional service from the staff has been shown to enhance guest satisfaction.

The Influence of Hotel Facilities on Customer Satisfaction

Hotel facilities also significantly affect customer satisfaction. This study supports Heung and Gu's (2012) findings, stating that high-quality facilities, such as room cleanliness, comfort, public facilities, and recreational facilities, significantly contribute to guest satisfaction. Hotel Morina Malang should continuously improve and maintain its facilities to ensure and enhance customer satisfaction.

The Influence of Pricing on Customer Satisfaction

Pricing significantly affects customer satisfaction, although its influence is slightly lower than service quality and hotel facilities. This finding is consistent with Zeithaml's (1988) research, which states that perceived fair pricing relative to the quality received can enhance customer satisfaction. At Hotel Morina Malang, competitive and transparent pricing strategies can help attract and retain guests.

Managerial Implications

Based on the findings of this study, several recommendations can be made for Hotel Morina Malang's management:

- a. **Enhancing Service Quality:** Continuous staff training to improve friendliness, responsiveness, and professionalism can increase guest satisfaction.
- b. **Maintaining and Improving Hotel Facilities:** Investing in the maintenance and enhancement of hotel facilities, such as room cleanliness and recreational facilities, is crucial.
- c. **Pricing Strategies:** Setting competitive and transparent pricing and ensuring prices are commensurate with service and facility quality can attract and retain guests.

This study provides valuable insights for Hotel Morina Malang in its efforts to enhance customer satisfaction through improving service quality, hotel facilities, and pricing. Implementing these recommendations is expected to help Hotel Morina Malang remain competitive in the hospitality industry and increase guest loyalty.

CONCLUSIONS AND RECOMMENDATIONS

Conclusions

Based on the study's findings, several key points can be concluded:

1. **Service Quality:** Service quality significantly and positively affects customer satisfaction at Hotel Morina Malang. Friendly, responsive, and professional service from hotel staff is crucial in determining guest satisfaction.
2. **Hotel Facilities:** Hotel facilities significantly affect customer satisfaction. Adequate and high-quality facilities, such as room cleanliness, comfort, public facilities, and recreational facilities, play a significant role in enhancing guest satisfaction.
3. **Pricing:** Pricing significantly affects customer satisfaction, though its influence is slightly lower than service quality and hotel facilities. Competitive pricing relative to service and facility quality can enhance customer satisfaction.
4. **Interrelationships among Variables:** The three independent variables (service quality, hotel facilities, and pricing) collectively contribute significantly to customer satisfaction, with an R^2 value of 0.62, indicating that 62% of the variation in customer satisfaction can be explained by these three variables.

Recommendations

Based on the conclusions above, several suggestions can be made for Hotel Morina Malang's management:

- a. **Enhancing Service Quality:**
 1. **Continuous Training:** Conduct regular training for staff to enhance their skills in providing friendly, responsive, and professional service.
 2. **Guest Feedback:** Regularly collect feedback from guests to identify areas for improvement and promptly address complaints or suggestions.
- b. **Maintaining and Improving Hotel Facilities:**
 1. **Routine Maintenance:** Perform regular maintenance on hotel facilities to ensure cleanliness and comfort are maintained.
 2. **Investing in New Facilities:** Invest part of the profits in adding or enhancing facilities that provide added value for guests, such as swimming pools, fitness centers, or spa services.
- c. **Pricing Strategies:**
 1. **Competitive Pricing:** Set competitive prices considering market prices and the quality of services provided. Offer promotional packages or special discounts during certain periods to attract more guests.
 2. **Price Transparency:** Provide clear and transparent pricing information to guests to avoid misunderstandings and build trust.
- d. **Enhancing Guest Experience:**
 1. **Personalized Service:** Offer personalized services according to guests' needs and preferences to increase satisfaction and loyalty.
 2. **Service Innovation:** Adopt new technologies and innovations in service to provide a better and more efficient guest experience.

Implementing these suggestions is expected to help Hotel Morina Malang continuously enhance customer satisfaction, strengthen its position in the hospitality industry, and increase guest loyalty. This study provides valuable insights for hotel management and the development of more effective marketing strategies in the future.

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