



## The Influence of Service Quality, Promotion and Location on Customer Satisfaction at Artotel Thamrin, Jakarta

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### ABSTRACT

The author of the research aims to determine the effect of service quality, promotion, and location on customer satisfaction at ARTOTEL Thamrin Jakarta. This study collected data from guests staying at ARTOTEL Thamrin Jakarta between March and April 2023. The data collection technique used a questionnaire, which was previously tested for validity and reliability. The collected data were analyzed using multiple regression analysis in SPSS 26 for Windows. The research findings show that service quality, promotion, and location together have a significant influence on customer satisfaction. In particular, promotion and location variables were found to have a significant positive effect on customer satisfaction, while service quality was not observed to have a significant effect on customer satisfaction.

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## INTRODUCTION

The tourism business is developing and receiving a lot of special attention, it is undeniable that the need for decent accommodation is urgently needed. In the hotel business, there is competitive competition and continues to experience changes in terms of technology and culture, to meet customer needs. In order to achieve success in business, business people must be able to improve the quality of good service and make appropriate and attractive promotions, must also have a strategic location. It can be seen that the potential of the hospitality business cannot be denied by the tourism sector. This means that every hotel is obliged to innovate and be able to guarantee the quality of its services to satisfy customers. One of the important factors in the hotel business is inseparable from consumers, because consumers are the main key to the running of a hotel business. ARTOTEL Thamrin Jakarta was established to make it easier for business people to do work in terms of accommodation, meetings and for travelers who want to stay where ARTOTEL Thamrin Jakarta is located, it is easy to visit because it is in the city center. Customer satisfaction shows a positive attitude towards service, service quality must involve interaction between service users and service providers. According to Tjiptono & Chandra (2016) service quality is also influenced by customer factors which play a role in the end result of service quality and services, so that errors do not occur, clear communication is needed between customers and service providers. In this case clear communication is needed, what the customer needs, what the customer wants so that there is no miscommunication and the customer feels very satisfied. Previous research conducted by (Gea & Mendrofa, 2022; Wibisono &, 2016) service quality has an influence on customer satisfaction. The supporting variable needed to support customer satisfaction in terms of the information needed that can provide benefits is promotion.

Alma (2016) mentions that promotion is a communication activity that aims to get the attention of customers and provide explanations to customers and convince customers about goods and services. From the theoretical opinion above, promotion can be interpreted as a means of introducing products/services owned by hotels that aim to attract customers. Previous research conducted (Haryanto, 2013; Massie, 2014) had a promotion effect on customer satisfaction. Providing quality service that can make customers feel very happy has a good impact on the company. Another factor that adds value to a hotel is the location of the hotel. Having a strategic location makes it easier for guests to visit and can make it easier for hotels to win the competition.

Ma'aruf (2015) mentions that location is an important factor where a store that has a strategic location can sell more products than a store that does not have a strategic location, even though it sells the same product. According to the theoretical opinion above, location selection has a very large impact on a place of business, so choosing a location or setting a location strategy must be thought through carefully. Previous research conducted (Efnita, 2017; Indra Firdiyansyah, 2017) has the effect of location on consumer satisfaction. A strategic location and the ease of obtaining information through promotions, as well as good service quality are added values for obtaining customer satisfaction. Customer satisfaction is a reaction that arises from comparing a product/service, a feeling of pleasure will arise for a product/service received (Firmansyah, 2018). From the theoretical opinion above, it can be concluded that customer satisfaction can occur after using a product/service, if the product/service used meets or exceeds customer expectations, a feeling of pleasure will arise. Researchers want to know the impact of service quality, promotion and location on

customer satisfaction at Artotel Thamrin Jakarta based on previous research (Rohwiyati & Supheni, 2022; Wanandi & Tarigan, 2022).

## **LITERATURE REVIEW**

### **Service quality**

Tjiptono & Chandra (2016) service quality is concerned with the process of interaction, communication with customers, so that it goes according to what the customer wants plays a role in the final result. Service quality is the reaction that is expressed by customers after comparing a product/service. This comparison is made after the customer uses the product/service (Sunyoto, 2012). Service quality is the expected advantage to meet customer needs (Mulyawan, 2016). Service quality has 4 indicators as follows: Tangibles, Reliability, Responsiveness, Assurance, Empathy (Parasuraman & Berry, 1988). Like previous studies, service quality greatly influences customer satisfaction (Mahsyar & Surapati, 2020; Riyani et al., 2021). Meanwhile (Anggoro et al., 2020) service quality does not affect customer satisfaction. So the writer proposes the first hypothesis:

H1: service quality has no effect on customer satisfaction

### **Promotion**

Alma (2016) mentions that promotion is a communication activity that aims to get the attention of customers and provide explanations to convince consumers about goods and services. Promotion of the process of communication between buyers and sellers is appropriate and aims to introduce the products being sold so that customers still remember these products (Laksana, 2008). Sales promotion is encouragement to sell products or services (Kotler & Armstrong, 2008). Promotion is a communication activity carried out for the purpose of directing individuals or groups to exchange information and create demand (Swastha & Irawan, 2008). According to Swastha & Irawan (2008) there are 4 promotion indicators: behavior modification, telling, persuading, reminding. As previous findings say that promotions greatly affect customer satisfaction (Firmansyah, 2018; Yulianto, 2020) so the authors propose a second hypothesis as follows:

H2: Promotion has an influence on customer satisfaction.

### **Location**

Ma'aruf (2015) mentions that location has an effect on product sales where store locations that have strategic locations can sell a lot of products, while stores that are not strategically located cannot sell a lot of products. Location also influences the production sector to facilitate distribution and for the service sector to meet the desired customer needs (Hurriyati, 2015). Location can be a consideration for business success, because location is very decisive with marketing activities (2017). Location can also be interpreted as a decision made by the company in determining where the company's operations and staff will be placed (Lupiyoadi, 2013). According to Hurriyati (2015) there are 8 indicators in determining location: access, visibility, traffic, parking, expansion, environment, competition, government regulations. As previous research says location greatly influences customer satisfaction (DTanjung, 2022; Garoda, 2021) so the authors propose a third hypothesis as follows:

H3: Location has an influence on customer satisfaction.

### Customer Satisfaction

Yamit (2001) customer satisfaction can be interpreted as a feeling that arises from the results of products/services that can exceed customer expectations and desires for product/service performance. Customer satisfaction is a reaction that arises because there is a discrepancy between what the customer feels and what the customer wants after using the product/service (Poniman & Choerudin, 2017). Reaction customer satisfaction arising from a comparison of a product/service, will result in a feeling of pleasure for a product/service received (Firmansyah, 2018). Irawan (2003) says indicators of customer satisfaction: product quality, service quality, emotional factors, price and cost and convenience. As previous research says customer satisfaction is influenced by service quality, promotion and location together (Budiono, 2021; O et al., 2022) so the authors propose the fourth hypothesis as follows:

H4: Customer satisfaction is influenced by service quality, promotion and location simultaneously.

### Conceptual framework

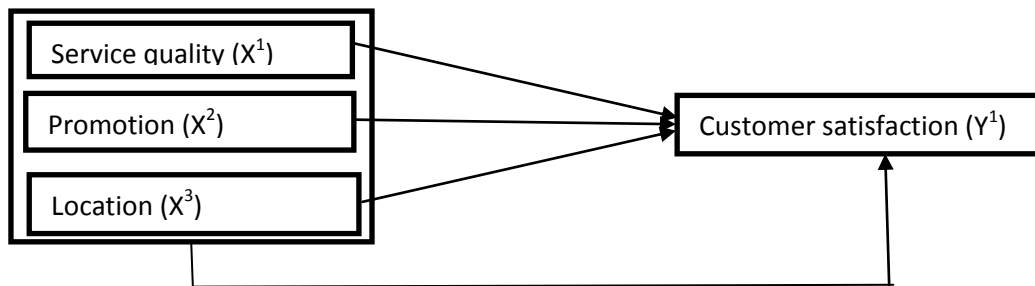


Figure 1: The Conceptual Framework

### METHODOLOGY

Sugiyono (Sugiyono, 2016) research method is a scientific method that aims to obtain data. Based on the sample and population and carried out randomly using research instruments. According to Sugiyono (Sugiyono, 2016) research variables are attributes owned by people, or objects that can be studied and conclusions drawn. In this research using independent variables or independent variables service quality (X1), promotion (X2) and location (X3) and also use the dependent variable or also the dependent variable customer satisfaction (Y1).

Sugiyono (Sugiyono, 2016) population is the place, the inferred nature for research. Not only from the number of people, the population includes all the characteristics that must be owned by objects and subjects that are needed for research. Sugiyono (Sugiyono, 2016) sample is a part of the population, the sample is also a part of all the characteristics that represent the nature of the population, because it is impossible for researchers to use all the characteristics of the population due to limited costs, manpower and so on. Data collection in March 2023 at a company engaged in services and services named ARTOTEL Thamrin Jakarta. The number of respondents we used using the Roscoe Technique table was 120 respondents (minimum 30 times the number of variables) and 20 respondents in testing the validity and reliability.

## RESEARCH RESULT

### Description of Respondents

This study aims to identify the characteristics of respondents related to customer satisfaction at ARTOTEL Thamrin Jakarta. The following are some of the characteristics that will be considered in this study: gender, age, visits with, and number of visits. This research can identify patterns and factors related to customer satisfaction at ARTOTEL Thamrin Jakarta. This information can assist management in developing more effective strategies to meet customer needs and expectations.

Table 1. Description of Respondents

No	Information	Category	Amount	N = 120
				Percentage
1	Gender	Man	70	58%
		Woman	50	42%
2	Age	< 20	5	4%
		21 - 30	65	54%
		31 - 40	39	33%
		> 40	10	8%
3	Visit with	Friend	23	19%
		Office event	57	48%
		Family	40	33%
4	Number of visits	2 visit	19	16%
		3-5 visit	67	56%
		> 6 visit	33	28%

Source: Questionnaire data processed by the author

Based on the results of 120 respondents, the following is a conclusion regarding the characteristics of respondents to customer satisfaction at ARTOTEL Thamrin Jakarta: Gender: Of the total respondents, men have a higher number of visits than women. There were 70 men (58%) and 50 women (42%) who were visitors at ARTOTEL Thamrin Jakarta. Age: The majority of visitors are between 21-30 years old with a total of 65 people (54%). Visitors aged 31-40 years reached 33% (40 people), while visitors aged over 40 years were only 10 people (8%). Only 5 people (4%) are under 20 years old. Visited

with: A total of 57 people (48%) visited with office events, 40 people (33%) visited with family, and 23 people (19%) visited with friends. Number of Visits: There was variation in the number of visits 57 people (56%) visited ARTOTEL Thamrin Jakarta 3-5 times, 33 people (28%) visited more than 6 times, and 19 people (16%) visited 2 times. With this information, it can be understood that the majority of ARTOTEL Thamrin Jakarta visitors are male with a higher number of visits. The majority of visitors are aged between 21-30 years. The most common type of visit is a visit with an office function, followed by visits with family and friends. The average number of visits is between 3 to 5 times. This information can assist ARTOTEL Thamrin Jakarta's management in understanding their customer profiles and designing strategies that are more in line with their preferences and needs to increase customer satisfaction.

**Normality test**

Table 2. Normality Test

One-Sample Kolmogorov-Smirnov Test		
Unstandardized Residual		
N		100
Normal Parameters <sup>a,b</sup>	Mean	.0000000
	Std. Deviation	1.81046818
Most Extreme Differences	Absolute	.086
	Positive	.086
	Negative	-.060
Test Statistic		.086
Asymp. Sig. (2-tailed)		.063 <sup>c</sup>
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		

A good regression model is data that is normally distributed, this research gets sig 0.063 > 0.05 data can be said to be normal.

**Heteroscedasticity Test**

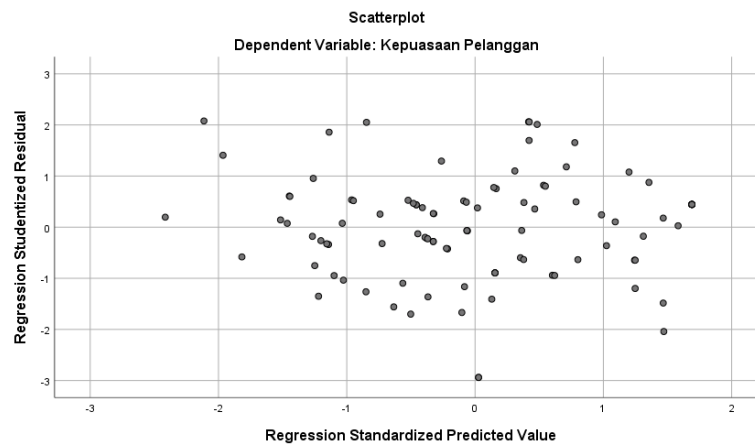


Figure 2 Heteroscedasticity Test  
Sumber: SPSS 25 for windows (Research Results, 2022)

The conclusion from the Heteroscedasticity test is that the points spread above and below the number 0 on the y axis means that there is no heteroscedasticity problem in the regression model.

### Multicollinearity Test

Table 3. Multicollinearity Test

Coefficients <sup>a</sup>		
Collinearity Statistics		
Model	Tolerance	VIF
(Constant)		
1 Service quality	.351	2.846
Promotion	.327	4.224
Location	.295	3.395

a. *Dependent variable:* Customer satisfaction

Sumber: SPSS 26 for windows (Research Results, 2023)

Based on the results of the Tolerance test which is more than 0.1 and VIF which is less than 10, it can be concluded that there is no indication of multicollinearity between the variables previously mentioned. Multicollinearity occurs when there is a high correlation between two or more independent variables in the regression analysis, which can lead to instability and inaccurate interpretation of the effect of these variables on the dependent variable. In the absence of any indication of multicollinearity, it can be trusted that these variables independently contribute to customer satisfaction at ARTOTEL Thamrin Jakarta. This allows for a more accurate analysis of the effect of each variable on the level of customer satisfaction individually.

### Linearity Test

Table 4. Linearity Test

ANOVA Table						
		Sum of Squares	df	Mean Square	F	Sig.
Customer Satisfaction * Quality of Service	Linearity	378.116	1	378.116	90.299	.000
Customer Satisfaction * Promotion	Linearity	478.784	1	478.784	131.431	.000
Customer Satisfaction * Location	Linearity	494.258	1	494.258	187.499	.000

Sumber: SPSS 26 for windows (Research Results, 2023)'

In the analysis it has a significance value of 0.000 < 0.05, so it can be concluded that all variables have a significant linear relationship with variable Y (customer

satisfaction) in the regression model. This shows that there is a strong relationship between these variables and the level of customer satisfaction.

### Multiple Linear Regression Model

Table 5. Multiple linear regression

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.811	1.352		2.819	.006
	Kualitas Pelayanan	.101	.101	.106	.999	.320
	Promosi	.249	.103	.313	2.429	.017
	Lokasi	.260	.071	.421	3.640	.000

a. Dependent Variable: Customer Satisfaction

### F test

Table 6. Test F

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	535.208	3	178.403	52.778	.000 <sup>b</sup>
	Residual	324.502	96	3.380		
	Total	859.710	99			

a. Dependent Variable: Customer Satisfaction

b. Predictors: (Constant), Location, Service Quality, Promotion

Based on the results of the F test with a significance value of  $0.000 < 0.05$ , it can be concluded that the null hypothesis ( $H_0$ ) is rejected and the alternative hypothesis ( $H_4$ ) is accepted. This shows that there is a significant influence from variable X (such as service quality, promotion, and location) on variable Y (customer satisfaction) at ARTOTEL Thamrin Jakarta, the same as the research conducted (Tenriala, 2018).

### T test

Table 7 Test t

Coefficients <sup>a</sup>			
Model		t	Sig.
	(Constant)	2.819	.006
1	Service quality	.999	.320
	Promotion	2.429	.017
	Location	3.640	.000

a. Dependent variable: Customer satisfaction



Sumber: SPSS 26 for windows (Research Results, 2023)

From the results above, the following conclusions can be drawn: Variable (X1), a significance level of  $0.320 > 0.05$ , then  $H_0$  is accepted and  $H_1$  is rejected. Variable (X2) is obtained  $0.017 < 0.05$   $H_2$  is accepted. Variable (X3), obtained a significance of  $0.000 < 0.05$   $H_3$  is accepted.

## **DISCUSSION**

The results that have been carried out in this research, variable X1 has no significant negative effect on variable Y. Research that was previously conducted (Budiarno et al., 2022; Dwi & Safavi, 2021) is in accordance with the research that the authors obtained. Variable X2 has a good effect on variable Y. It has been proven by previous research (Crismawati & Yunita, 2022; Yulianto, 2020) that variable x has a good impact on variable y. Variable X3 has a good impact on variable Y. In line with previous research (Donovan S. & Fadillah, 2020; Syahidin & Adnan, 2022). The four three variables that the researchers tested had a good impact on variable y (Crismawati & Yunita, 2022).

## **CONCLUSIONS AND RECOMMENDATIONS**

Based on the results of the discussion above regarding the three x variables that can have a good effect on a hotel, it is necessary to improve services, as well as providing information that benefits customers and makes access to hotels easy with easy-to-find hotel locations, so that you get feedback good that will be received by the hotel in fulfilling customer wishes.

suggest at ARTOTEL Thamrin Jakarta, to always improve the quality of good service and give a friendly impression, so that it can give a good impression and can make customers feel satisfied with the services provided by the Artotel Thamrin Jakarta hotel staff. As well as always providing information related to promos or events that are being carried out at Artotel Thamrin Jakarta, in order to give customers the impression of being profitable that customers get about interesting promos or events carried out by Artotel Thamrin and the last is the location, where the location of Artotel Tharim Jakarta is very Strategically located in the city center is expected to be a plus to make it easier for customers to visit Artotel Thamrin Jakarta, so that it can give the impression of the convenience of customers to access hotel locations and customers feel very satisfied.

## **ADVANCED RESEARCH**

In this study, researchers have limitations in terms of cost, time and limited information that researchers get, it is hoped that for further research at ARTOTEL Thamrin Jakarta, they can explore more about variables that have not been discussed in this study to support the progress of ARTOTEL Thamrin Jakarta.

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