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Enhancing Customer Satisfaction: Exploring Hotel X'S Facilities and Service Quality in Bandung City

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ABSTRACT

The purpose of this study is to learn how the amenities and quality of service at Hotel X in Bandung affect customer satisfaction. Sampling is done purposefully, and the Slovin formula is used to select a sample of participants. In this study, we used a Kuesioner to compile our data. The gathered data is then analyzed with a helpful linear regression technique. This was accomplished using the computer program SPSS. Research forum findings corroborate test data showing a connection between facility and service quality and consumer satisfaction. Furthermore, this study demonstrates that facilities have a significant role in influencing service quality. Subsequently, academics determined, via test f, that the combination of Hotel X's facilities and service quality had a substantial impact on customers' levels of satisfaction. This finding indicates that maintaining high-quality facilities and exceptional customer service is crucial for boosting client satisfaction in the hotel business

INTRODUCTION

The Business world, and especially the service industry, is expanding at a lightning pace right now. The tourism sector is one of Indonesia's most dynamic service sectors. The hospitality industry in Indonesia may greatly benefit from the country's abundant natural resources, cultural variety, and historical significance. Hotels are essential because they give a location for travelers to stay while they are in town. Therefore, hotel managers need provide excellent services and amenities in order to keep occupancy rates high and guests happy.

The success of the hospitality business depends heavily on aspects like high-quality infrastructure and services. Hotel X is a three-star hotel at a convenient location in Bandung, Indonesia, known for providing visitors with exceptional amenities and services. A survey, however, indicated that Hotel X does not have a swimming pool, leaving guests wishing for the availability of sports and entertainment options. In addition, difficulties arise due to a lack of amenities, particularly parking, for visitors who arrive in large groups using tour buses.

There have been several customer service complaints regarding Hotel X. These include long wait times for housekeeping services, a lack of variety in the breakfast menu, and an apparent unfriendliness from the employees. These problems point to the fact that Hotel X is having difficulty enhancing the quality of its services for its clientele. Customer dissatisfaction might result directly from subpar service. There is a risk that the hotel's reputation and ability to stay in business will be damaged if the number of complaints received from guests continues to climb.

Motivated by these difficulties, a study of the impact of Hotel X's amenities and service quality on patron satisfaction is being planned. The purpose of this study is to shed light on the complicated relationship between hotel amenities and service quality as they relate to guests' overall experiences.

In light of these factors, the following four questions are posed in this study:

1. What impact do the hotel's amenities have in shaping guests' experiences at Hotel X in Bandung?
2. How much does the level of service provided by Hotel X in Bandung affect the satisfaction of its patrons?
3. How do the amenities and standard of service at Hotel X in Bandung relate to one another?
4. Do the hotel's amenities and the quality of service work together to ensure happy guests at Hotel X in Bandung?

METHODS

This study utilizes a descriptive analytical research approach, which is supplemented by a quantitative methodology. The key emphasis lies in the examination and interpretation of data in order to get significant insights pertaining to the research inquiries. In order to collect the requisite data, a structured questionnaire is employed, which incorporates the Likert scale to assess participants' viewpoints and perceptions regarding various statements pertaining to the aims of the study. The research employs purposive sampling as the chosen sampling approach. Purposive sampling is a planned and purposeful method utilized to meticulously pick 100 respondents who possess the pertinent traits and information necessary to make meaningful contributions to the study. The study intends to employ a methodological framework to comprehensively analyze the interrelationships among variables and draw robust findings based on the gathered data.

RESULTS AND DISCUSSION

Normality Test

This research series, a graphical approach is used to evaluate the assumption of data normality. The main focus of the normality test is to assess the distribution pattern of errors. One method used for this test is examining the error histogram, which will indicate whether the data follows a bell-shaped curve or a normal distribution. Additionally, a Normal P-P-plot analysis is conducted to further confirm the normality assumption of the tested data.

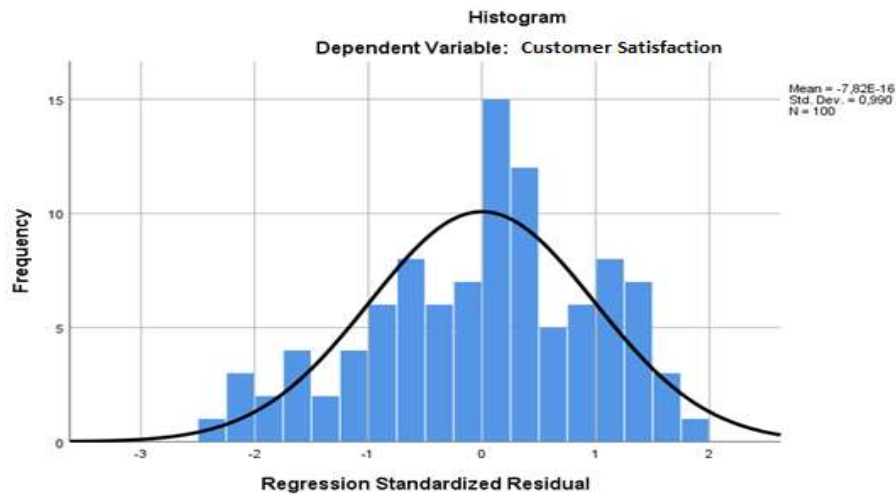


Figure 1. Histogram

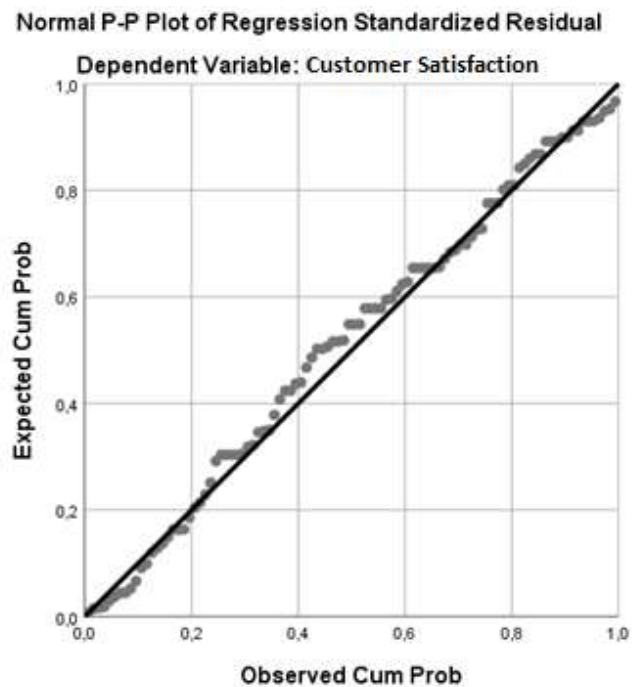


Figure 2. Normal PP-Plot

The Multicollinearity Test

One A particular method to examine this issue involves the utilization of tolerance and VIF (Variance Inflation Factor) values. Tolerance is a measure that demonstrates the lack of multicollinearity in regression equations. The tolerance limit is established at a threshold of 0.10. In the event that the tolerance value is lower than

0.10, it indicates the presence of multicollinearity. However, the Variance Inflation Factor (VIF) serves as an indicator for the existence of multicollinearity within regression models. The VIF threshold is established at 10, and the presence of multicollinearity is indicated when the VIF value surpasses this threshold.

Table 1. Multicollinearity Test

| Model | | Collinearity Statistics | |
|-------|-----------------|-------------------------|-------|
| | | Tolerance | VIF |
| 1 | (Constant) | | |
| | Facilities | ,934 | 1,070 |
| | Service Quality | ,934 | 1,070 |

Dependent Variable: Customer Satisfaction

Autocorrelation Test

The Durbin-Watson (D-W) score of 2.027 was derived by data processing using SPSS. The test

outcome is within the interval of 1.74 - 2.26. Therefore, it may be inferred that the regression model exhibits no autocorrelation.

Table 2. Durbin-Watson Test

| Model | R | R Square | Durbin-Watson |
|-------|-------------------|----------|---------------|
| 1 | ,607 ^a | ,368 | 2,072 |

Predictors: (Constant), Service Quality , Facilities

Dependent Variable: Customer Satisfaction

Heteroskedasticity Test

A heteroskedasticity test is performed in order to assess the homogeneity of residuals in observed data. The graphical approach is a commonly employed method for doing this exam.

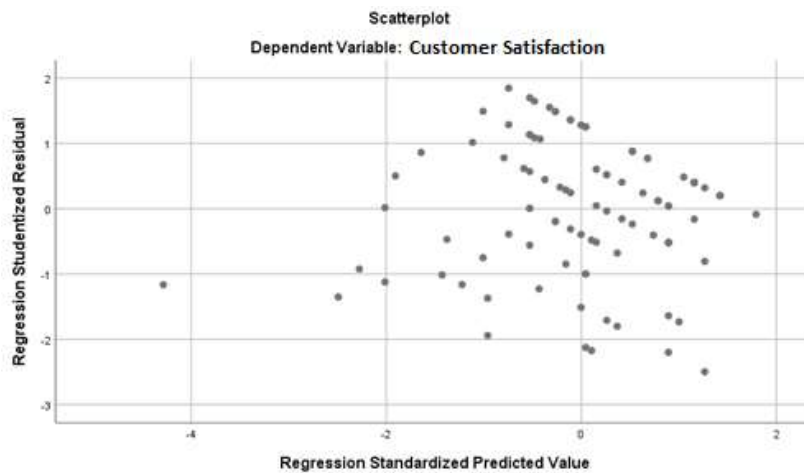


Figure 3. Scatter Plot of Standardized Residuals Against Standardized Predicted Values

Based on the aforementioned graph, it is evident that the distribution of residuals among the collected data does not display any discernible pattern. Hence, it may be inferred that the regression equation fulfills the assumption of heteroskedasticity.

Multiple Linear Regression

This analysis seeks to determine the influence of independent variables on the dependent variable. Customer Satisfaction is the dependent variable in this study, with Facilities and Service Quality serving as independent variables. Following is the formulation of the regression model:

$$Y = a + b_1X_1 + b_2X_2 + e$$

Keterangan:

Y = Customer Satisfaction

X1 = Facilities

X2 = Service Quality

a = Constant

$b_1 - b_2$ = Regression Coefficients

e = Error term

In the process of multiple linear regression calculations, the author utilized IBM-SPSS version 25.0. The results of data processing using SPSS are presented in the following:

Table 3. Analysis of the Impact of Facilities and Service Quality and its Impact on Customer Satisfaction Using Multiple Linear Regression

Model Summary^b

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate | Durbin-Watson |
|-------|-------------------|----------|-------------------|----------------------------|---------------|
| 1 | ,607 ^a | ,368 | ,355 | 1,802 | 2,072 |

a. Dependent Variable: Customer Satisfaction

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

Table 4. Multiple Linear Regression

ANOVA^a

| Model | Sum of Squares | Df | Mean Square | F | Sig. |
|--------------|----------------|----|-------------|--------|-------------------|
| 1 Regression | 183,443 | 2 | 91,721 | 28,231 | ,000 ^b |
| Residual | 315,147 | 97 | 3,249 | | |
| Total | 498,590 | 99 | | | |

a. Dependent Variable: Customer Satisfaction

b. Predictors: (Constant)Service Quality, Facilities

Table 5. Multiple Linear Regression

| Model | | Unstandardized Coefficients | | Standardized Coefficients | T | Sig. |
|-------|-----------------|-----------------------------|------------|---------------------------|-------|------|
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | 2,887 | 1,982 | | 1,457 | ,148 |
| | Facilities | ,505 | ,100 | ,420 | 5,030 | ,000 |
| | Service Quality | ,358 | ,087 | ,343 | 4,109 | ,000 |

Based on the data shown in the table, it is evident that the variables of Facilities and Service Quality exhibit statistically significant results. This is indicated by the F-test significance value (Sig = 0.000), which is lower than the predetermined significance level of 0.05. In a similar vein, when examined individually, the variables of Facilities and Service Quality exhibit statistically significant outcomes, as seen by the t-test's significance value being less than 0.05. Hence, the regression equation derived from the aforementioned calculations can be expressed as follows:

Equation will be provided once the regression equation is given in the question

The aforementioned equation can be interpreted through analysis in the following manner:

- a. Assuming all other variables remain constant, a one-unit increase in the value of variable X1 (Facilities) is associated with a 0.505-unit increase in the value of variable Y (Customer Satisfaction).
- b. Assuming all other variables remain constant, a one-unit increase in the value of variable X2 (representing Service Quality) is associated with a 0.358-unit increase in the value of

variable Y (representing Customer Satisfaction).

The strength of the relationship between Facilities and Service Quality with Customer Satisfaction can be observed from the correlation

coefficient value of 0.607. Meanwhile, the coefficient of determination (R Square) indicates that 36.8% of the changes in Customer Satisfaction can be collectively explained by Facilities and Service Quality.

Table 6. T-test for Variable X1 Against X2

| Coefficients ^a | | | | | |
|---------------------------|-----------------------------|------------|---------------------------|------|-----------|
| Model | Unstandardized Coefficients | | Standardized Coefficients | T | Sig. |
| | B | Std. Error | Beta | | |
| 1 | (Constant) | 11,784 | 1,962 | | 6,005,000 |
| | Facilities | ,295 | ,112 | ,256 | 2,622,010 |

a. Dependent Variable: Service Quality

Analysis

H 1: There exists a statistically significant relationship between the quality of facilities and the level of customer satisfaction. The t-test yielded a computed t-value of 5.030, which is statistically significant at a significance level of 0.000. Given that the computed t-value exceeds the critical t-value obtained from the t-table, and the p-value of 0.000 is less than the predetermined significance level of 0.05, the null hypothesis (Ho) is rejected in favor of the alternative hypothesis (Ha). This suggests that Facilities exert a statistically significant influence on Customer Satisfaction. The research findings from this study are in line with the results reported by Kazungu (2023), supporting the presence of a significant relationship between service facility and both word-of-mouth (WoM) and customer satisfaction. (Kazungu & Kubenea, 2023)

H 2: A notable correlation exists between Service Quality and Customer Satisfaction. The t-test yielded a computed t-value of 4.109 at a significance level of 0.000. Given that the computed t-value exceeds the critical t-value from the t-table, and the significance level of 0.000 is less than the predetermined alpha value of 0.05, the null hypothesis (Ho) is rejected in favor of the alternative hypothesis (Ha). This outcome suggests that Service Quality indeed has a statistically significant impact on

Customer Satisfaction. The research findings align with prior studies, including the research conducted by Nurcahyo et al., which shown that the factors of facilities and service quality had a substantial influence on customer satisfaction. (Nurcahyo, Fitriyani, & Hudda, 2017)

H 3: A notable correlation exists between the quality of facilities and the level of service provided. The t-test yielded a computed t-value of 2.622 at a significance level of 0.010. Given that the computed t-value is more than the critical t-value from the t-table and the significance threshold of 0.010 is less than the predetermined alpha value of 0.05, the null hypothesis (Ho) is rejected in favor of the alternative hypothesis (Ha). This suggests that Facilities have a statistically significant impact on Service Quality. This study provides more support to the prior findings of Mesfautri, which indicate that facilities play a crucial role in influencing customer behavior and satisfaction. (Mesfautri, 2017)

H 4: A notable correlation exists between the factors of Facilities and Service Quality, which collectively impact Customer Satisfaction. The statistical analysis yielded a p-value of 0.000, indicating a significant result, and an F-value of 28.231. Given that the significance value of 0.000 is less than the conventional threshold of 0.05, and the F-value exceeds 1, the null hypothesis (Ho) is rejected in favor of the

alternative hypothesis (Ha). This outcome suggests that Facilities and Service Quality collectively exert a statistically significant influence on Customer Satisfaction.

CONCLUSION AND RECOMENDATION

Conclusion

The study investigated the impact of hotel facilities and service quality on customer satisfaction at Hotel X in Bandung. Through purposive sampling and data analysis using multiple linear regression, the researchers found significant and favorable relationships between the variables. The results indicate the following:

1. Facilities (X1) at Hotel X have a significant and positive impact on customer satisfaction (Y). Guests' experiences were influenced by the availability and quality of amenities, suggesting the importance of maintaining high-quality facilities to enhance customer satisfaction.
2. Service quality (X2) at Hotel X also significantly affects customer satisfaction (Y). Customers' perceptions of efficient and effective service delivery were closely tied to their overall satisfaction levels.
3. The presence of amenities (X1) at Hotel X substantially influences the level of service quality (X2). Providing adequate facilities and infrastructure positively contributed to improving service quality.
4. The combination of facilities (X1) and service quality (X2) has a substantial impact on customer satisfaction (Y). Maintaining high-quality amenities and delivering exceptional service are crucial for ensuring happy guests in the hotel industry.

Recommendations

Based on the study findings, the following recommendations are proposed to Hotel X in Bandung:

1. Improve Facilities: Hotel X should focus on enhancing its amenities, including adding a swimming pool and addressing parking issues for larger groups of visitors. Improving sports

and entertainment options can lead to increased guest satisfaction and attract more customers.

2. Enhance Service Quality: The hotel should address customer service complaints, such as long wait times for housekeeping and limited breakfast menu options. Staff training programs can be implemented to ensure employees are friendly and attentive to guests' needs.
3. Regular Guest Feedback: Hotel X should implement a systematic feedback system to continuously assess customer satisfaction levels. Gathering feedback from guests will help identify areas for improvement and measure the effectiveness of implemented changes.
4. Continuous Monitoring: To maintain high standards of service and facilities, Hotel X should consistently monitor performance, pricing, and customer expectations. Proactive management can address emerging trends and evolving customer demands promptly.
5. Promote Positive Reviews: Satisfied customers are more likely to leave positive reviews and recommend the hotel to others. Hotel X can encourage guests to share their positive experiences online, which can improve its reputation and attract new customers.
6. Benchmarking: Hotel X can benchmark itself against competitors or industry standards to identify areas where it can excel and differentiate its offerings.
7. Employee Recognition: Acknowledging and rewarding employees who deliver excellent service can boost morale and motivate staff to provide exceptional service consistently.

In conclusion, Hotel X in Bandung can significantly enhance customer satisfaction by investing in top-notch facilities, improving service quality, and consistently meeting or exceeding guest expectations. By implementing the recommended strategies, Hotel X can strengthen its competitive position and foster a loyal and satisfied customer base.

Future research should aim to expand the sample size to improve the generalizability of findings and include other variables like price, location, staff behavior, and room cleanliness to gain a more comprehensive understanding of customer satisfaction in the hospitality industry.

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