

UNIVERSITAS TEKNOKRAT INDONESIA

INTERNATIONAL CONFERENCE ON ECONOMIC, BUSINESS, ACCOUNTING, AND ENTREPRENEURSHIP (ICEBACE) 2022

“Advancing Economics, Business, and Entrepreneurship Post Pandemic in Digital Era”

THE INFLUENCE OF QUALITY OF SERVICE, PRICE AND FACILITIES ON CUSTOMER SATISFACTION OF HOTEL COMFORTA TANJUNGPINANG

Bintang Setyawibawa¹, Fernanda Yuwanda², Dea Ramadani³, Mita Nanda Sari⁴, Satriadi⁵,
Selvi Fauzar⁶

STIE Pembangunan Tanjungpinang^{1,2,3,4,5,6}

Corresponding email : satriadi@stie-pembangunan.ac.id

Abstract

This study aims to determine the effect of service quality, facilities and prices on customer satisfaction at Hotel Comforta Tanjungpinang. The population of this research is consumers who stay at Comforta Tanjungpinang by distributing questionnaires. The sampling method used the census technique, with a total sample of 147 respondents. The strategy used in this study is an Associative/quantitative research strategy as measured by the calculation of the Coefficient of Determination (Partial and Simultaneous) as well as hypothesis testing. The results show that service quality partially has a significant effect on consumer satisfaction, partial facilities have no significant effect on customer satisfaction. , Price partially affects customer satisfaction, price, facilities, and Customer Quality simultaneously has a significant effect on Customer Satisfaction

Keywords: Price, Facilities, Quality of Service and Customer Satisfaction

INTRODUCTION

The reopening of tourism access in Indonesia after yesterday was closed due to the pandemic has made the competition between each other more intense, especially for the hotel industry. Where the tourists who will come will look for lodging that matches what they want. Many hotels have sprung up, starting from hotels with standard facilities to five-star hotels with a wide selection of facilities and prices. In terms of competition, businesses must prepare strategies to remain competitive with existing competitors in order to meet consumer desires.

Several ways are needed that can affect the improvement of hotel quality so that they can remain competitive in the midst of intense competition in the present and future. One of them is that the company must understand the wants and needs of customers, so it will provide important considerations for companies to make marketing strategies in order to form satisfaction for customers so that they are expected to be able to compete in the future.

Service quality is one strategy that must continue to be developed to attract more new customers and retain existing customers and also to avoid switching consumers. According to Tjiptono in (Koleangan & Roring, 2018) service quality reflects the comparison between the level of service delivered by the company compared to customer expectations. Service quality is realized through meeting customer needs and desires as well as the provision of delivery in balancing or exceeding customer expectations.

Then the facilities that the hotel offers can also be a consideration for customer satisfaction, the availability of facilities also plays a role in obtaining consumer satisfaction. Facilities are a benchmark for all services provided, and have a very high impact on customer satisfaction. in activities and comfortable to use existing facilities.

In addition to facilities, price is also an important factor in sales, many companies in the hotel industry are closing due to not being able to compete with prices on the market. While the price is one of the factors that influence consumer perceptions of the hotel. Peter and Olson in (Fairliantina & Fachrurrozi, 2022) argued that price perception concerns how price information is understood by consumers and made meaningful to them.

Customer satisfaction will appear after comparing the performance that is thought to the performance or expected results. If the results of the performance are not as expected, the consumer will not feel satisfied, and vice versa, if the performance is in accordance with what is expected, there will be satisfaction from the consumer.

With the fulfillment of customer satisfaction, it also increases consumer interest in using the products or services offered by the company. Basically, conditions like this will have an impact on the company's business performance. Increasing the number of consumers is a very important asset for companies in increasing profitability. This makes the task of understanding consumer desires and observing changing consumer tastes a challenge for companies.

One of the hotels that is developing in the Tanjungpinang area is the Comforta Hotel, which is located in Jl. Adi Sucipto No. Km. 10 by providing several facilities such as a swimming pool, restaurant, gym, sauna, as well as free wifi and providing rooms with a wide selection of prices. Comforta Hotel is sure to be able to compete. The level of intense competition in the hospitality industry causes consumers to have a variety of choices which ultimately requires the hotel to identify factors that can influence consumers to stay and implement appropriate strategies to increase the number of guests staying.

With many inns located adjacent to Comforta Hotel which provides almost the same facilities at prices that are also not much different, Comforta Hotel becomes a comparison by consumers by giving several complaints ranging from the quality of service, facilities and prices provided. Based on this, researchers are interested in conducting research to find out what factors influence consumers to stay at hotels. So researchers are interested in conducting research with the title "The Influence of Service Quality, Facilities and Prices on Customer Satisfaction" a case study at Comforta Hotel Tanjungpinang.

The research objectives of this study are as follows:

1. To determine the effect of service quality on customer satisfaction.
2. To determine the effect of facilities on customer satisfaction.
3. To determine the effect of price on consumer satisfaction.
4. To determine the effect of service quality, facilities and prices on customer satisfaction.

Literature review

Service quality

Parasuraman in (Maulida Putri & Edy, 2021) states that service quality is a complex understanding of quality and about satisfying or unsatisfactory, service quality is said to be of quality if the expected service is less than the perceived service (quality), it is said that the concept of service quality meets expectations, if the expected service is the same as what is expected. perceived (satisfactory), it is also said that the perception does not meet expectations if the expected service is greater than the perceived service (not qualified). Meanwhile, according to (Yuliana, 2021) Service quality is an effort that can be used by companies in facing competition in the service sector which is closely related to customer satisfaction. The quality of service expected by consumers is adequate facilities, good service, comfort, security, tranquility and satisfactory results so that the management must think about how good service quality at this time can continue to develop for the sake of smoothness in the future.

According to Fitzsimmons in (Mulyapradana et al., 2021) put forward five indicators of service quality, namely:

1. Reliability is characterized by the provision of appropriate and correct services.
2. Tangibles are characterized by the adequate provision of other resources.
3. Responsiveness is characterized by the desire to serve consumers quickly.
4. Assurance which is marked by the level of attention to ethics and morals in providing services.
5. Empathy is characterized by the level of willingness to know the wants and needs of consumers.

Facility

According to Fandy Tjiptono (Dian, nd) Facilities are physical resources that must exist before a service can be offered to consumers. Facilities can also be anything that makes it easier for consumers to obtain satisfaction. Facilities are important objects to increase satisfaction, such as customer convenience, meeting the needs and convenience of service users. If the services provided meet the requirements, the client will be satisfied according to Oetama (Purba et al., 2020).

There are six facility indicators according to Munawir in (Siska Andriani & Hendri, 2020) that is :

1. Spatial planning or space considerations
2. Room planning
3. Equipment or furniture
4. Lighting and color
5. Messages delivered graphically
6. Supporting elements.

Price

According to Kotler & Armstrong in (Diyanti, NWT, Suryani, NN, & Adhika, 2021) defines that price is the sum of all the values that consumers exchange for the benefits of having or using a product or service. Prices are all forms of monetary costs sacrificed by consumers to obtain, own, utilize a number of combinations of goods and services from a product. For companies, pricing is a way to differentiate their offerings from those of competitors, according to Hasan (Koleangan & Roring, 2018) Meanwhile, according to Daryanto in (Anggreini, 2021) Price is the amount of money charged for a product or the amount of value that consumers exchange for the benefits of owning and using the product.

According to Armstrong & Kotler in (Irfan, 2019) explained that there are four sizes that become price indicators namely:

1. Price affordability, consumers can reach the price set by the company.
2. Price compatibility with product quality, price is often used as an indicator of quality for consumers who often choose a higher price between two goods because they see differences in quality.
3. According to price with benefits, consumers decide to buy a product if the perceived benefits are greater than or equal to what has been spent to get it.
4. Prices according to ability or competitiveness, consumers often compare the price of a product with other products.

Customer satisfaction

According to (Winda & Dessy, 2021) Customer satisfaction is a combination of service and by the customer with the hope that the service or result received is true to the wishes of the customer. Meanwhile, according to Kotler & Keller in (Erlangga & Yuniarinto, 2018) Satisfaction is a person's feelings of pleasure or disappointment that arise after comparing the performance of the product that is thought to the expected performance. If performance fails to meet expectations, consumers will be dissatisfied. If performance matches expectations, consumers will be satisfied. If performance exceeds expectations, consumers will feel very satisfied.

According to Yuliarmi and Riyasa in (Mulyapradana et al., 2021) customer satisfaction can be measured by several indicators, namely:

1. Conformity of service quality with level of expectation
2. Satisfaction level when compared to similar ones
3. No complaints or complaints have been filed

Hypothesis

According to Tjiptono (Putro, 2014) Service quality is realized through meeting customer needs and desires as well as the provision of delivery to balance customer expectations. If the resulting assessment is positive, then the quality of this service will have an impact on customer satisfaction. On the basis of this thought, it can be said that service quality has a positive influence on customer satisfaction.

H1: It is suspected that the Service Quality Variable (X1) has a significant effect on the customer satisfaction variable (Y)

Kotler and Armstrong in (Erlangga & Yuniarinto, 2018) Price is the amount of money charged for a product and service or the amount of value that customers exchange for the benefits of having or using a product or service.

H2: It is suspected that the Facility Variable (X2) has a significant effect on the customer satisfaction variable (Y) The effect of service quality, price and facilities on customer satisfaction. Satisfaction is the final level of utilization of price, facilities, and service quality. This is adjusted to the expectations that have been targeted. Customer satisfaction can be targeted by service companies, especially the hospitality industry. This is what a service company is aiming for where customers feel that their expectations for all prices, facilities, service quality can be met properly (Maulana, 2016)

H3: It is suspected that the price variable (X3) has a significant effect on the customer satisfaction variable (Y)

According to Tjiptono in (Zainal & Burda, 2021) argues that the mood and customer response are significantly influenced by service facilities. The customer's perception of a service can be influenced by the atmosphere formed by the exterior and interior of the service facility, from this theory it can be concluded that the facility has a significant effect on customer satisfaction.

H4: It is suspected that the variables of service quality, price, and facilities (X1, X2, X3) have a significant effect on customer satisfaction (Y)

Framework

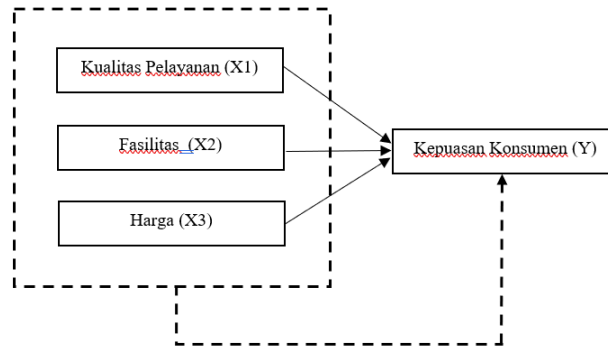


Figure 1: Framework for Thinking

Research methods

Population and Sample

Population according to Sugiyono in (Irfan, 2019) is a generalization area consisting of objects or subjects that have certain quantities and characteristics determined by research to be studied and then drawn conclusions. The population in this study were all guests or consumers totaling 232 customers. . Determination of the number of samples in this study using the Slovin formula with an error rate of 5%, so that the level of reasonableness of the occurrence of errors in sampling can still be tolerated in this study. The Slovin formula used in determining the number of samples is:

$$n = \frac{N}{1 + (N \cdot e^2)}$$

n : Number of Samples

N : Total Population

e : Percentage of allowance for inaccuracy due to sampling error tolerated 5%

$$\text{so : } n = \frac{232}{1 + 232 \times 0.05^2} = 146.83 = 147$$

so that in this study the sample used was 147 consumers.

Data collection technique

Data collection techniques are carried out with the aim of calculating the data that has been obtained in this study, namely the results of the survey through a questionnaire which will be grouped based on the variables and types of respondents, tabulating, preparing data for each variable studied and after that doing calculations to test the hypotheses that have been made. submitted. The method used in this research is to use correlation coefficient analysis and hypothesis testing partially and simultaneously.

Variable Operation

According to Sugiyono in (Diyanti, NWT, Suryani, NN, & Adhika, 2021) Independent variables are often referred to as stimulus variables, predictors, and antecedents. In Indonesian, they are often called independent variables. Independent variables are variables that influence or cause changes or the emergence of the dependent variable (bound). The independent variables in this study are service quality (X1), facilities (X2) and price (X3). According to Sugiyono Dalam (Diyanti, NWT, Suryani, NN, & Adhika, 2021) Dependent Variables are often referred to as output variables, criteria, consequences. In Indonesian it is often referred to as the dependent variable. The dependent variable is the variable that is affected or the result, because of the independent variable. The dependent variable used in this study is Customer Satisfaction (Y).

Table.1
Variable Operational Definition

Variable	Definition	Indicator
Service Quality(X1)	Service quality is an effort that can be used by companies in facing competition in the service sector which is closely related to customer satisfaction. The quality of service expected by consumers is adequate facilities, good service, comfort, security, tranquility and satisfactory results so that the management must think about how good service quality at this time can continue to develop for the sake of smoothness in the future.(Yuliana, 2021)	<ol style="list-style-type: none"> 1. Reliability 2. Tangibles 3. Responsiveness 4. Assurance 5. Empathy
Facilities (X2)	Facilities are important objects to increase satisfaction, such as customer convenience, meeting the needs and convenience of service users. If the services provided meet the requirements, the client will be satisfied according to oetama(Purba et al., 2020).	<ol style="list-style-type: none"> 1. Spatial planning or space considerations 2. Room planning 3. Equipment or furniture 4. Lighting and color 5. Messages delivered graphically 6. Supporting elements.
Price (X3)	According to Daryanto in(Anggreini, 2021)Price is the amount of money charged for a product or the amount of value that consumers exchange for the benefits of owning and using the product.	<ol style="list-style-type: none"> 1. Price affordability 2. Price match with product quality 3. Price match with benefits. 4. Price according to ability or competitiveness
Customer Satisfaction (Y)	According to Kotler & Keller in(Erlangga & Yuniarinto, 2018)Satisfaction is a person's feelings of pleasure or disappointment that arise after comparing the performance of the product that is thought to the expected performance. If performance fails to meet expectations, consumers will be dissatisfied. If performance matches expectations, consumers will be satisfied. If performance exceeds expectations, consumers will feel very satisfied.	<ol style="list-style-type: none"> 1. Conformity of service quality with level of expectation 2. Satisfaction level when compared to similar ones 3. No complaints or complaints have been filed

Results and Discussion
Normality test

Table.2
TableOne-Sample Kolmogorov-Smirnov Test

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		147
Normal Parameters, b	mean	.0000000
	Std. Deviation	3.08301035
Most Extreme Differences	Absolute	.133
	Positive	.133
	negative	-.107
Test Statistics		.133
asympt. Sig. (2-tailed)		.000c
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		

Source: Calculation Results Using SPSS 25

Based on the results above, the significance value of the normality test is smaller than 0.05, which is 0.000, so it can be interpreted that the data is indicated to be distributed abnormally.

Multicollinearity Test

Table.3
Coefficients Table

Coefficientsa								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	8.348	3.728		2.239	.027		
	Service quality	.428	.100	.334	4.301	.000	.775	1,290
	Facility	.131	.110	.099	1.184	.238	.673	1.487
	Price	.311	.074	.318	4.202	.000	.814	1,229
a. Dependent Variable: Customer Satisfaction								

Source: Calculation Results Using SPSS 25

Based on the results obtained from the calculation results above, the tolerance value for Price, Promotion and Design is greater than 0.10, which is 0.775, 0.673 and 0.814, respectively, while the respective VIF values for Price, Promotion and Design are 1.290, 1.487, and 1.229 are below 10. ,00 then it can be concluded that there is multicollinearity.

Heteroscedasticity Test

Table 4
Coefficients Table

Coefficientsa						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.158	2,721		1.161	.248
	Service quality	-.062	.073	-.081	-.857	.393
	Facility	.001	.080	.001	.007	.994
	Price	.020	.054	.034	.368	.714
a. Dependent Variable: abs_RES						

Source: Calculation Results Using SPSS 25

From the table above, the significance value of The quality of service, facilities and prices, respectively, are 0.393, 0.994, and 0.714, higher than 0.05, so it can be concluded that there is no heteroscedasticity.

T Uji test

Table.5
Coefficientsa . table

Coefficientsa						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	8.348	3.728		2.239	.027
	Service quality	.428	.100	.334	4.301	.000
	Facility	.131	.110	.099	1.184	.238
	Price	.311	.074	.318	4.202	.000

a. Dependent Variable: Purchase_Decision

Source: Calculation Results Using SPSS 25

1. Service Quality Variables have an effect on Customer Satisfaction. This can be proven by looking at Service Quality tcount > ttable = 4.301 > 1.97669 (meaning Service Quality has an effect on customer satisfaction) and Service Quality sig <0.05 = 0.000 <0.05 (meaning service quality has an insignificant positive effect on customer satisfaction).
2. The facility variable has no effect on customer satisfaction. This is evidenced by looking at the facilities t count < t table = 1.184 < 1.97669 (meaning the facilities do not have a positive effect on customer satisfaction) and the facility sig > 0.05 = 0.238 > 0.05 (meaning the facilities have no significant positive effect on customer satisfaction).
3. The price variable has an effect on customer satisfaction. This is evidenced by looking at the price tcount > ttable = 4.202 > 1.97669 (meaning the price has a positive effect on customer satisfaction) and the depreciation cost sig <0.05 = 0.000 > 0.05 (meaning the price has an insignificant positive effect on customer satisfaction).

F Uji test

Table.6

F . Statistical Test Table

ANOVAa						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	690,944	3	230,315	23,733	.000b
	Residual	1387,723	143	9,704		
	Total	2078,667	146			

a. Dependent Variable: Customer Satisfaction

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

Source: Calculation Results Using SPSS 25

Basically the F statistic test shows whether all independent variables (free) have a joint effect on the dependent (bound) variable. The hypothesis used is as follows:

If $F = k; nk = 2; 143 = 3.06$

$F_{count} = 23.733$

Then it can be said that F_{count} is greater than F_{table} ($23.733 > 3.06$), it can be concluded that the variables X1, X2, X3 namely the quality of service, facilities and prices simultaneously affect the Y variable, namely the Purchase Decision.

Determination Test

Table.7
Table Model Summary

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.577 ^a	.332	.318	3.115
a. Predictors: (Constant), service quality, facilities, price				
b. Dependent Variable: Customer satisfaction				

Source: Calculation Results Using SPSS 25

It is known that the Adjusted RSquare value = 0.318, so $0.318 \times 100\% = 31.8\%$.

So, the value of the variance of each variable can explain the variance of the dependent variable is 31.8% while the rest is explained by other variables.

Conclusion

1. The service quality variable has an effect on customer satisfaction. This can be proven by looking at service quality $t_{count} > t_{table} = 4.301 > 1.97669$ (meaning service quality affects customer satisfaction) and price $sig < 0.05 = 0.000 < 0.05$ (means service quality has an insignificant positive effect on customer satisfaction).
2. The facility variable has no effect on customer satisfaction. This is evidenced by looking at the facilities $t_{count} < t_{table} = 1.184 < 1.97669$ (meaning the facilities do not have a positive effect on customer satisfaction) and the facility $sig > 0.05 = 0.238 > 0.05$ (meaning the facilities have no significant positive effect on customer satisfaction).
3. Price variable has an effect on customer satisfaction. This is evidenced by looking at price $t_{count} > t_{table} = 4.202 > 1.97669$ (meaning price has a positive effect on customer satisfaction) and depreciation cost $sig < 0.05 = 0.000 > 0.05$ (meaning price has an insignificant positive effect on customer satisfaction).
4. After doing the calculations, it is known that the Adjusted RSquare value = 0.318 then $0.318 \times 100\% = 31.8\%$. So, the value of the variance of each variable can explain the variance of the dependent variable is 31.8% while the rest is explained by other variables such as brand perception. If $F = k; nk = 2; 143 = 3.06$ and $F_{count} = 23,733$, So it can be said that F_{count} is greater than F_{table} ($23.733 > 3.06$), so it can be concluded that the variables X1,X2,X3 namely service quality, facilities and prices have a simultaneous effect to the Y variable, namely customer satisfaction.

Reference

- Anggreini, J. (2021). The Effect Of Price, Promotion And Design On The Purchase Decision Of Yamaha N-Max Motorcycles (Case Study In CV. Asli Motor 1).
- Dian, H. (nd). The Effect Of Quality Of Service, Facilities And Prices On Consumer Satisfaction (Survey on Three Star Hotels in the Cipanas Garut Tourism Area Unit). 1, 55–69.
- Diyanti, NWT, Suryani, NN, & Adhika, INR (2021). (2021). The Effect Of Price Perception, Quality Of Service And Facilities On Customer Satisfaction At The Water Garden Hotel Candidasa Bali. *Journal of Gold*, 2(1), 51–70.
- Erlangga & Yuniarinto. (2018). The Effect Of Service Quality, Price, And Facilities On Customer Satisfaction (Study at Winners Wash & Detailing Center Malang). *Human Resource Management*.
- Fairliantina, E., & Fachrrurozi, NA (2022). The Effect of Service Quality, Price Perception and Location on Customer Satisfaction at Hotel Indonesia Kempinski Jakarta. *Indonesian Multi-Disciplined Scientific Journal*, 2(1), 163–173. <https://katadata.co.id/berita/2020/01/06/baru-83-peserta-bpjs-kesehatan-per-akhir-2019->
- Irfan, AM (2019). The Effect of Service Quality, Prices and Facilities Provided by Kenari Waterpark Bontang on Customer Satisfaction Levels. *Al-Infaq: Journal of Islamic Economics*, 9(2), 82. <https://doi.org/10.32507/ajei.v9i2.451>
- Koleangan, RAM, & Roring, F. (2018). The Effect of Service Quality, Price and Facilities on Customer Satisfaction in Bendito Megamas Region Manado. *Effects of Quality..... 3723 EMBA Journal*, 6(4), 3723–3732.
- Maulana, AS (2016). The Influence of Service Quality and Price on Customer Satisfaction of PT. TOI. *Journal of Economics Volume*, 7(2), 113–125.
- Maulida Putri, A., & Edy, M. (2021). The Effect Of Service Quality, Facilities, Trust And Promotion On Customer Satisfaction (Study on Customers of Hotel Pandanaran Semarang). *Sabbhata Yatra: Journal of Tourism and Culture*, 2(1), 43–59. <https://doi.org/10.53565/sabhatayatra.v2i1.271>
- Mulyapradana, A., Anjarini, AD, & Harnoto. (2021). The Effect of Service Quality on Customer Satisfaction at PT. Tempo Branch Tegal. *Al-Kharaj : Journal of Islamic Economics, Finance & Business*, 4(2), 216–237. <https://doi.org/10.47467/alkharaj.v4i1.567>
- Purba, T., Management, PS, & Batam, UP (2020). Quality of Service and Facilities Towards Customer Satisfaction At Mazda Workshops In Batam City. *EMBA Journal: Journal of Economic Research, Management, Business And Accounting*, 8(1), 1987–1996.
- Putro, SW (2014). The Effect of Service Quality and Product Quality on Customer Satisfaction and Consumer Loyalty of Happy Garden Restaurant Surabaya. *Journal of Marketing Management*, 2(1), 1–9. <http://publication.petra.ac.id/index.php/manajemen-pasaran/article/view/1404>
- siska andriani, S., & Hendri, H. (2020). The Effect of Service Quality and Facilities on User Satisfaction of Trans Batam Public Transportation Services. *Scientific Journal of Cohesion*, 4(3), 149–155.
- Winda, E., & Dessy. (2021). The Effect Of Facility And Quality Of Service On Customer Satisfaction At Evitel Hotel In Batam City. *Student Science*. <http://repository.usu.ac.id/bitstream/handle/123456789/10522/110907112.pdf?sequence=1&isAllowed=y>
- Yuliana, E. (2021). *AFoSJ-LAS (All Fields of Science J-LAS)*. 1(1), 44–53.
- Zainal, P., & Burda, A. (2021). The Effect of Price, Facilities, and Service Quality on Consumer Satisfaction at Hotel Borobudur Jakarta. *S1 Management*, 1–20. http://repository.stei.ac.id/3201/%0Ahttp://repository.stei.ac.id/3201/1/21150000036_Artikel_England_2020..pdf