

# The Effect Of Service Quality To Customer Satisfaction Of D'Primahotel Bandung

## *Pengaruh Kualitas Pelayanan Terhadap Kepuasan Konsumen D'Primahotel Bandung*

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### Abstract

D'primahotel Bandung is a 4-star hotel located in Sukajadi area, Bandung. It has a building of 6000 m<sup>2</sup> with eight floors, equipped with guest room facilities, swimming pool, playground, ballroom, and meeting room. Based on reviews from visitors on the website Traveloka.com there are negative review about the problems complained by consumers. The negative assessment must certainly be handled, so that the company can defend against the emergence of competitors in similar business fields. This study aims to determine the quality of service in which there are dimensions of tangible, reliability, responsiveness, assurance and empathy to consumers from D'primahotel Bandung. The results of this research are expected to be used as input for companies when formulating strategies in competing. The method used in this research is a quantitative method, namely descriptive and causal research. The technique used in sampling is Non-Probability Sampling with the type of Purposive Sampling using a questionnaire with 384 respondents. This study used multiple linear regression data analysis techniques, using SPSS software. The hypothesis shows that the variables tangible, reliability, responsiveness, assurance, and empathy have a positive and significant relationship with consumer satisfaction variables both partially and simultaneously.

Keywords-service quality, customer satisfaction

### I. INTRODUCTION

According to the World Economic Forum (WEF), Indonesia's tourism sector is ranked 32 out of 117 countries in the world, and is ranked in the top 10 in Asia Pacific (Suara.com, 2022). BPS data shows that the island of Java-Bali-Nusa Tenggara is still a favorite destination for tourists, especially the island of Bali, Lombok Island, Komodo Island, Yogyakarta, Bandung, and Malang (Santoso, 2021).

The Bandung Culture and Tourism Office explained that as of 2020 there were 3.2 million tourists who came to Bandung, consisting of 3.2 million domestic tourists and 30 thousand foreign tourists. Bandung as the capital of West Java province has various tourist destinations such as hotels, culinary, shopping centers, and beautiful scenery. The following is data from the Bandung Culture and Tourism Office regarding the number of domestic and foreign tourists in 2019-2020.

Table 1. 1 Number of Foreign and Domestic Tourists in Bandung

Year	Tourists		Total
	Foreign	Domestic	
2019	252.842	8.175.221	8.428.063
2020	30.210	3.229.090	3.259.300

Source: The Department of Culture and Tourism of Bandung (2022)

The large number of tourists who visit is caused by the wide selection of tourist attractions in Bandung.

Table 1. 2 Number of Hotels based on Classification in Bandung, 2018

Hotel Classification	Number of Hotel	Number of Hotel Rooms
Five stars	9	1.958
Four stars	32	3.493
Three stars	42	3.699
Two stars	25	1.642
One star	10	10.285
Non-star	218	4.238
<b>TOTAL</b>	<b>336</b>	<b>25.315</b>

Source: *The Department of Culture and Tourism of Bandung* (2018)

Based on the phenomenon described above, D'primahotel Bandung is a 4-star hotel with several facilities supported by the quality of service of the existing staff.



Figure 1. D'primahotel Bandung Visitors Rating

Source: [www.traveloka.com](http://www.traveloka.com) (2022)

Based on the rating given by visitors, D'primahotel Bandung has good value, but this hotel still cannot avoid negative reviews from visitors. The following is one of the negative reviews related to D'primahotel Bandung services submitted by visitors through the Traveloka website.

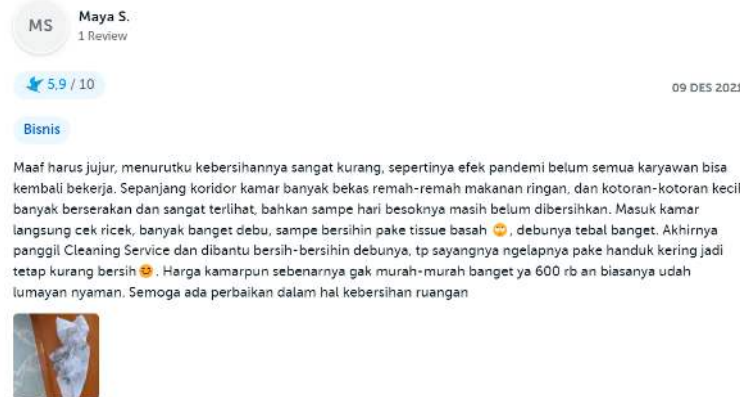


Figure 2. Negative Review Regarding Service Quality of D'primahotel Bandung

Source: *Traveloka.com*

Complaints from guests can be used as evaluation material to improve services and facilities at D'primahotel Bandung, so research on service quality must be carried out to produce customer satisfaction. However, the hotel has never researched the quality of the service on the satisfaction of the hotel's customers. Therefore, based on the phenomena and background outlined above, the researcher will conduct a study entitled "THE EFFECT OF SERVICE QUALITY TO CUSTOMER SATISFACTION OF D'PRIMAHOTEL BANDUNG."

II. LITERATURE REVIEW

A. Marketing

According to The American Marketing Association in Czinkota & Vrontis (1979:8), Marketing is defined as activities and ways carried out for the development, delivery, and exchange of opinions that have added value for the relevant parties as a whole.

B. Service

Actions committed by a party that produce something intangible for the other party and there is no ownership can be interpreted as a service (Kotler & Keller, 2016).

C. Service Quality

Parasaruman (1988) in Wang et al., (2020) defined service quality as the difference between the facilities provided and the perceived experience of the facilities provided.

D. Customer Satisfaction

According to Oliver (1988), customer satisfaction is the combination of customer emotional responses to the perceived difference between desires and circumstances that actually occur after the occurrence of consumption activities (Wang et al., 2020).

E. Research Framework

Research framework that will be used in this study is:

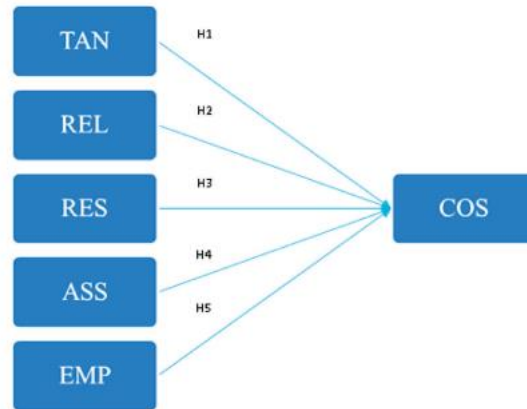


Figure 1. Proposed Research Model

Source: Prepared by the authors.

Note: TAN = tangibility, REL = reliability, RES = responsiveness, ASS = assurance, EM = empathy, COS = customer overall satisfaction.

Figure 3. Research Framework

Source: Khan (2021)

F. Hypothesis

According to the research framework that has been inserted above, these are the following hypotheses used in this study:

- H1: Tangible significantly influences the customer satisfaction of D'primahotel Bandung.
- H2: Reliability significantly influences the customer satisfaction of D'primahotel Bandung.
- H3: Responsiveness significantly influences the customer satisfaction of D'primahotel Bandung.
- H4: Assurance significantly influences the customer satisfaction of D'primahotel Bandung.
- H5: Empathy significantly influences the customer satisfaction of D'primahotel Bandung.
- H6: Service Quality significantly influences the customer satisfaction of D'primahotel Bandung.

### III. RESEARCH METHODOLOGY

In this study, descriptive and causal research methods were used. The research methods used in this research are quantitative. The independent variables in this study are service quality which consists of tangible, reliability, responsiveness, assurance, and empathy, as well as dependent variables, namely consumer satisfaction. The primary source of data in this study is the spread of questionnaires. This study used descriptive analysis and multiple linear regression in its data analysis techniques.

### IV. RESULT AND DISCUSSIONS

#### A. Result

The respondents in this study were 384 respondents who had stayed at D'primahotel Bandung, then from the results of data collection and processing through the distribution of questionnaires to these respondents, several characteristics of the respondents studied could be known. Characteristics based on gender, it can be seen that out of 384 people, most of the respondents were female as many as 216 people or 56.3% while the smallest number of respondents were male as many as 168 people or 43.8%. On the characteristics based on age, it can be seen that out of 384 people, most of the respondents aged 17-26 years were 270 people or 70.3%, while the smallest number were > 50 years old with a total of 7 people or 1.8%. Characteristics based on occupation, it can be seen that of the 384 people, most of them work as private employees as many as 126 people or 32.8%, while the smallest number of respondents work as doctors, police, athletes and soldiers as many as 1 person or 0.3%.

#### B. Classical Assumption Test

##### 1. Normality Test

Table 4.1 Normality Test

One-Sample Kolmogorov-Smirnov Test			
		Unstandardized Residual	
N		384	
Normal Parameters <sup>a,b</sup>	Mean	.0000000	
	Std. Deviation	1.22103361	
Most Extreme Differences	Absolute	.058	
	Positive	.051	
	Negative	-.058	
Test Statistic		.058	
Asymp. Sig. (2-tailed)		.003 <sup>c</sup>	
Monte Carlo Sig. (2-tailed)	Sig.	.141 <sup>d</sup>	
	95% confidence interval	Lower Bound	.134
		Upper Bound	.147

a. Test distribution is Normal.  
 b. Calculated from data.  
 c. Lilliefors Significance Correction  
 d. Based on 10000 sampled tables with starting seed 926214481

Source: Processed Data (2022)

Based on table 4.1 above, the results of the Kolmogorov-smirnov normality test with the Exact Test Monte Carlo obtained signification results (Monte Carlo Sig. (2-tailed)) by 0.141>0.05, then it can be stated that the data in this study are normally distributed.

##### 2. Multicholnearity Test

Table 4. 2 Multicholinerity Test

Coefficients <sup>a</sup>		Collinearity Statistics	
		Tolerance	VIF
Model 1	Tangible	.705	1.418
	Reliability	.769	1.300
	Responsiveness	.656	1.524
	Assurance	.659	1.518
	Empathy	.590	1.695

a. Dependent Variable: Customer Satisfaction

Source: Processed Data (2022)

Based on table 4.2 above, the results of the multicollinearity test obtained the result that all independent variables did not have a tolerance value of  $\leq 0.10$  and a VIF of  $\geq 10$ , so it can be stated that the data in this study are free from multicollinearity problems.

3. Heteroskedasticity Test

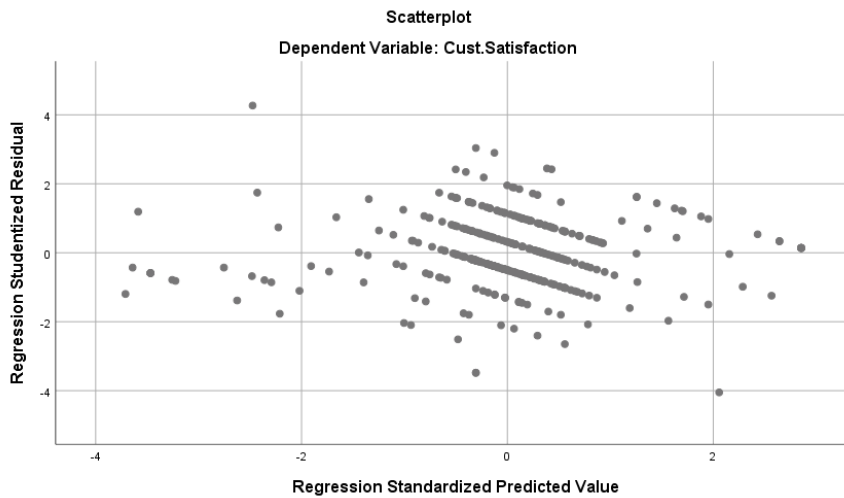


Figure 4.1 Scatter Plot of Heteroskedasticity

Source: Processed Data (2022)

Based on the picture above, the results of the heteroskedasticity test with scatter plots, it can be seen that the points do not have a clear pattern, and spread above and below the number 0 on the Y axis, it can be concluded that the data in this study are free from the problem of heteroskedasticity.

4. F Test

Table 4. 3 Simultaneous Test (F Test)

ANOVA						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	485.703	5	97.141	64.304	.000
	Residual	571.024	378	1.511		
	Total	1056.727	383			

- a. Dependent Variable: Customer Satisfaction
- b. Predictors: (Constant), Empathy, Reliability, Tangible, Assurance, Responsiveness

*Source: Processed Data (2022)*

Based on table 4.15 above, the results of the simultaneous test hypothesis test (test f) obtained a calculation result of 64,304 with a significance (p value) of 0.000, because the results of f count > f table (64,304 > 2.24) and a significance (p value) of 0.000 < 0.05, then Ho was rejected and Ha was accepted, so it can be stated that there is an influence on the quality of service consisting of tangible, reliability, responsiveness, assurance, and empathy on consumer satisfaction of D'primahotel Bandung.

5. T Test

Table 4. 4 Partial Test (t Test)

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.033	.820		2.479	.014
	Tangible	.238	.075	.142	3.160	.002
	Reliability	.195	.070	.121	2.805	.005
	Responsiveness	.274	.062	.207	4.432	.000
	Assurance	.461	.065	.329	7.057	.000
	Empathy	.162	.064	.124	2.520	.012

a. Dependent Variable: Customer Satisfaction

*Source: Processed Data (2022)*

From the table above it can be concluded that:

- a. In the effect of tangible on consumer satisfaction, a t count 3,160 with a significance (p value) of 0.002 was obtained, because t count > t table (3,160 > 1,966) and significance (pvalue) 0.002 < 0.05, then Ho was rejected and Ha was accepted, so it can be concluded that there is a tangible influence on consumer satisfaction of D'primahotel Bandung.
- b. In the effect of reliability on consumer satisfaction, a calculation result of 2,805 was obtained with a significance (p value) of 0.005, because t count > t table (2,805 > 1,966) and significance (p value) 0.005 < 0.05, then Ho was rejected and Ha accepted, so it can be concluded that there is an influence of reliability on consumer satisfaction D'primahotel Bandung.
- c. In the effect of responsiveness on consumer satisfaction, a calculated result of 4,432 with a significance (p value) of 0,000 was obtained, because t count > t table (4,432 > 1,966) and significance (p value) of 0,000 < 0.05, then Ho was rejected and Ha was accepted, so it can be concluded that there is an influence of responsiveness on consumer satisfaction D'primahotel Bandung.
- d. In the effect of assurance on consumer satisfaction, a calculated result of 7,057 was obtained with a significance (p value) of 0,000, because t count > t table (7,057 > 1,966) and significance (p value) 0,000 < 0.005, then Ho was rejected and Ha accepted, so it can be concluded that there is an influence of assurance on consumer satisfaction of D'primahotel Bandung.
- e. In the effect of empathy on consumer satisfaction, a calculation result of 2,520 was obtained with a significance (p value) of 0.12, due to the t count > t table (2,520 > 1,966) and significance (p value) of 0.012 < 0.05, then Ho was rejected and Ha was accepted, so it can be concluded that there is an influence of empathy on consumer satisfaction of D'primahotel Bandung.

6. Determination of Coefficient

Table 4. 5 Coefficient of Determination

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.678 <sup>a</sup>	.460	.452	1.22908

a. Predictors: (Constant), EM, REL, TAN, AS, RES

Source: Processed Data (2022)

Based on table 4.12 above, the results of the coefficient of determination shown in the r square results of 0.460 or 46%, this shows that 46% of the contribution of the influence of independent variables of service quality consisting of tangible, reliability, responsiveness, assurance, and empathy on the dependent variables of consumer satisfaction, while the remaining 54% is an influence contribution from other variables outside this study.

## V. CONCLUSION AND SUGGESTION

### A. Conclusions

Based on the result of this research it can be concluded that:

1. Consumer perceptions regarding aspects of service quality at D'primahotel Bandung, namely responses to tangibles are on good criteria, reliability on good criteria, responsiveness on good criteria, assurance on good criteria, and empathy is also on good criteria. This proves that consumer perceptions regarding service quality are good, and need to be maintained or improved by D'primahotel Bandung.
2. Customer satisfaction at D'primahotel Bandung is in the good category. This is in accordance with the results of respondents' answers in the question regarding service satisfaction provided with a percentage score that stated in the descriptive analysis, so it can be concluded that the services provided by D'primahotel Bandung have satisfied consumers before.
3. The quality of service consisting of tangible, reliability, responsiveness, assurance, and empathy simultaneously has an influence on consumer satisfaction of D'primahotel Bandung.

### B. Suggestions

Assurance is one of the most influencing factors for customer satisfaction. The author suggests to the hotel that it can make improvements related to the politeness and friendliness of the hotel employees in serving the guests. The friendliness and politeness of the employees can be trained or improved by conducting training related to service operational standards and also by conducting assessments related to the performance of employees every month, when the employees who have a best assessment in that period can get rewards from the company. With these rewards and training, it is hoped that it can improve the performance of employees in serving guests so that satisfaction from consumers can be maintained or increased.

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