The Effect Of Service Quality And Room Rates On Customer Satisfaction At Reddoorz Near Botani Square Mall Bogor Hotel

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Abstract.
This study aims to determine how much influence the quality of service and room rates on customer satisfaction at Reddoorz Near Botani Square Mall Bogor Hotel. As well as to answer the formulation of problems regarding service quality and room rates to consumer satisfaction. The research method used is a descriptive and verification method with a sample of 100 people. Testing of research instruments uses validity and reliability tests. The data analysis method used is multiple linear regression analysis, multiple correlation, coefficient of determination, and using SPSS Statistical tools Research results identified that Service Quality and Room Price influence customer satisfaction Reddoorz Near Botani Square Mall Bogor Hotel
***Keywords**: Service Quality, Room Rate, Customer Satisfaction*

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1. Introduction

The success of Indonesia's tourism industry is influenced by several aspects, including the existence of automobiles or hotels as temporary resting places for guests from within and outside the country. Hospitality services are commercial accommodations that provide a variety of services such as lodging, food and beverage services, and other amenities that guests need. Competition between hoteliers can be seen in the various additions to the facilities offered by the hotel to guests. Such as transportation services and attractive promos at certain moments. Of course, every hotel wants to add different value to the products and services provided to customers. To maintain business continuity amid highly competitive business competition, a company must provide customer satisfaction (Kusumaningrum 2023). Bogor is one of the cities in West Java that is a tourist destination and has five-star hotel

accommodations. This is due to Bogor's geographical advantages and the many tourist destinations that tourists can visit. According to data from the Ministry of Culture and Tourism of Bogor City, the number of tourist visits to Bogor reached 28,376 people in 2022, resulting in the number of hotel accommodations in Bogor City also increasing. Currently, there are 34 hotels in Bogor classified as 1-5 stars (BPS West Java Province, 2022).

One of the growing businesses in Indonesia is the business in the hospitality sector. Several similar businesses have sprung up resulting in stronger competition, therefore business people must be able fast and responsive in making good decisions so that the business they founded can develop (Demolinggo, 2022). The development of competition intensity and the number of competitors makes companies always pay attention to customer needs and interests, and try to meet customer expectations by providing better service than competitors do (Atmawati and Wahyudin, 2019). Given that competition in the hospitality sector is growing, the hotel must be good at determining and choosing the products produced by adjusting to the level of consumer comfort and safety to be more attractive to consumers.
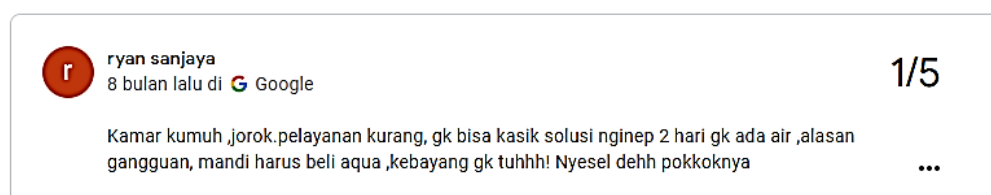
RedDoorz Hotel Near Botani Square Mall is located on Jl. Padi Jl. Pakuan No.101, RT.03/RW.09, Baranangsiang, East Bogot District, Bogor City, West Java Province. One of the hotels located in the city center and cool air, Reddoorz Hotel Near Botani Square Mall is one of the best hotels in Bogor City. In the course of its business, the hotel experienced business ups and downs experienced especially in the level of visits.

Table 1 Room and Visitor Occupancy

No	Moon	Room Occupancy	Visit Occupancy
1	January – February	348	696
2	March – April	382	765
3	May – June	328	656
4	July – August	360	720
5	September – October	357	714
6	November - December	414	828
	Total	2189	4379

Source: Rais Yudian, 2023

Based on these data, it can be seen that RedDoorz Hotel Near Botani Square Mall experiences fluctuations in visits and room sales, these fluctuations can be caused by many things such as service quality, complaint levels, price changes, or tourist visit seasons to Bogor City.

Picture 1 Visitor Complaints
Source: G-Review, 2023

Based on the complaints of visitors, it can be seen that the Quality of Service provided by RedDoorz Hotel Near Botani Square Mall is one of the problems that cause visitor dissatisfaction in the assessment, this is because customers are increasingly selective in choosing products to use or consume (Prayuana and Andjarwati, 2019). One way to achieve

customer satisfaction is by improving the quality of service from the company itself. Service quality and customer satisfaction are important elements that must be accounted for to improve company goals (Ismail and Haron, 2019). This means that the better the quality of service felt by customers, the higher the satisfaction they suggest. To satisfy customers or consumers, high-quality products and services are needed to achieve customer or consumer satisfaction (Pradini, 2022). Customer satisfaction is key to creating customer loyalty. This is in line with research conducted by Aini (2019) explaining that service quality has a positive and significant effect on repurchase intent and customer satisfaction has a positive effect on repurchase intent. The satisfaction felt by customers directly will make customers feel confident that the company has been able to do according to their expectations.

In addition to Service Quality, Room Price can also determine visitor satisfaction in the assessment. Price is one element in the various elements of the retailer's marketing mix which certainly makes profits for the retailer. Regarding pricing strategies, Prices describe aspects that affect activities in the industry and play a role in generating competitive advantages for the industry (Kusumaningrum, 2023). However, this is often contrary to pricing policy. Industrial prices must be adjusted to environmental conditions and the transformation that occurs (Kusumaningrum, 2023). The effect of the Room Price of a product is also important. If the Room Price is low then the demand for the products offered will increase and if the Room Price of the product is high then the demand for the products will be low. This description can be interpreted that Room Price can be decisive in making purchasing decisions on a product. It is understood that Room Pricing should result in several things including the Room Rate provided by the same product. Furthermore, just look at the advantages of the product so that the product has added value. As a consequence of this added value, Room Prices offered to consumers become competitive
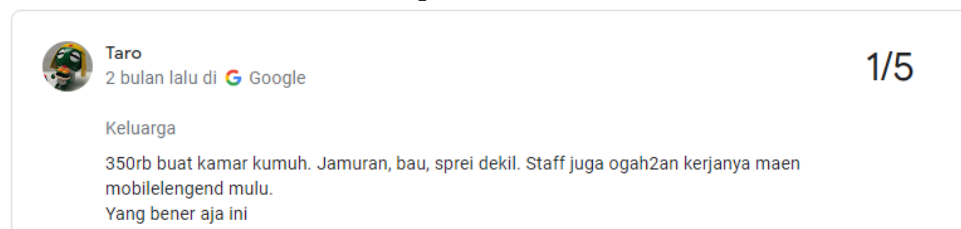
Picture 2 Price Complaints
Source: G-Review, 2023

Based on some of these problems. Therefore, researchers will be interested in a study entitled: "The Effect of Service Quality and Room Price on Consumer Satisfaction at Reddoorz Near Botani Square Mall Bogor Hotel". The formulation of the problem is as follows: (1) Does Service Quality affect Customer Satisfaction in Reddorrz Near Botani Square Mall Bogor Hotel Consumers? (2) Does Room Rate Affect Customer Satisfaction for Reddorrz Near Botani Square Mall Bogor Hotel Consumers? (3) Does Service Quality and Room Price Affect Customer Satisfaction in Reddorrz Near Botani Square Mall Bogor Hotel Consumers?

2. Research method

2.1. Research Objects

In this study, the object of research is Reddoorz Hotel Near Botani Square Mall Bogor with the subject being the hotel consumer.

2.2. Data Sources and Types

Primary data is obtained directly from the main source. In this study, the primary data source is Reddoorz Near Botani Square Mall Bogor Hotel Consumers. The primary data source in this study is a questionnaire filled out by consumers who have and are visiting Reddoorz Near Botani Square Mall Bogor Hotel. Secondary data are taken from written sources from reference books, mass media, and electronic media related to research.

2.3. Analytical Methods

This study uses quantitative analysis methods using primary data obtained by distributing questionnaires to consumer respondents Reddoorz Near Botani Square Mall Bogor Hotels And secondary data obtained in books, journals, or website articles related to this study. This study uses multiple linear regression analysis which aims to determine the magnitude of the influence of independent variables, namely: Service Quality (X1), Room Price (X2), and one variable tied to Customer Satisfaction (Y). with the following formation:

$$Y = a + \beta1X1 + \beta2X2 + e$$

Information:
Y = Customer Satisfaction
a = Constant
X1 = Quality of Service
X2 = Room Price
b1 b2 = Regression coefficient
e = Error

According to Ferdinand (Sukamawati, 2019), Population is defined as all elements of an event, object, or individual form with homogeneous characteristics that are the focus of research. Furthermore, according to Nanang Martono (Rewa, 2019: 76), population is the number of objects or subjects that are in one place and meet the requirements that already exist and are relevant to the research problem. While Sugiyono (Elvira, 2021) Population is a universal factor derived from objects and subjects with certain qualities and characteristics that are formalized by researchers and conclusions can be drawn.

Based on the above understanding, researchers conclude that the population is all objects that have certain characteristics. So, the population in this study will be the entire consumer of Reddoorz Near Botani Hotel is 4379 Visitors.

The sample is half of the additions or characteristics possessed by the Sugiyono population (Rewa, 2019). Meanwhile, according to Arikunto in Khabib Ali Reza (2019: 3) the sample is half of the population being researched. The sampling used is *Purposive Sampling,* which is a procedure for illustrating probabilities that are tested to certain standards.

This study will use the Slovin formula because the sample requires some basic calculations to estimate the number of questionnaire respondents to be distributed. The total population found from Reddoorz Near Botani Hotel is 4379 people from 2018-2021. Therefore, the number of percent made is 10% or 0.1, and the calculation result can be rounded to achieve a good match. So to find out the research sample. With the following calculation:

$$n = \frac{4379}{1 + 4379(0,1)^2}$$

$$n = \frac{4379}{1 + 43,79}$$

$$n = \frac{4379}{44,79}$$

$n = 99,96 = 100$

From the formula described using the Slovin formula, we get a sample of 100 people. The main purpose of filling out the questionnaire that respondents will answer focuses on Reddoorz Near Botani Hotel Consumers. The number of respondents as many as 100 people represents a sample of research that has been made and taken from a predetermined population.

This data collection technique uses a questionnaire system, which collects data by asking respondents/consumers to respond to a series of questions. Data collection will be carried out using questionnaires and then analyzed using data analysis applications, especially through the SPSS application. The informants in this study were categorized by gender, age, education, occupation, and income. Additions that may help explain the identification of the samples identified in the study. One of the purposes of having respondent characteristics is to provide an overview of the research topic.

3. Results and Discussion

Table 2 Characteristics of Respondents

Information	Scale	Answer	Percentage
Consumer Origin	Bogor City and Regency	19	19%
	Jakarta-Depok-Bekasi	47	47%
	City and South Cities	24	24%
	Outside Jabodetabek	10	10%
	Total	100	100%
Age	17 – 25 Years	36	36%
	26 – 34 Years	48	48%
	35 – 43 Years	14	14%
	➢ 43 Years	2	2%
	Total	100	100%
Education	Elementary - Junior High School	1	1%
	SMA/K	36	36%
	Bachelor	52	52%
	Master – Doctoral	11	11%
	Total	100	100%
Income	IDR 500,000 - IDR 3,000,000	32	32%
	IDR 3,000,000 - IDR 5,500,000	33	33%
	IDR 5,500,000 - IDR 7,000,000	21	21%
	> IDR 7,000,000	14	14%
	Total	100	100%
Gender	Man	52	52%
	Woman	48	48%
	Total	100	100%

Source: Questionnaire Results, 2023

Based on the results Based on the results of the distribution of questionnaires to visitors, the results of respondent characteristics were dominated by visitors from Jakarta-Depok-Bekasi, Consumer Age was dominated by the range of 26 – 34 years, Consumer Education was dominated by Bachelor, Consumer Income was dominated by the range of IDR 3,000,000 – 5,500,000, and Consumer Gender was dominated by Men.

Table 3 Descriptive Analysis X1

	Quality of Service				
Dimension	Tangible	Reliability	Responsiveness	Assurance	Empathy

	X1.1.1	X1.1.2	X1.1.3	X1.2.1	X1.2.2	X1.3.1	X1.3.2	X1.4.1	X1.4.2	X1.5.1	X1.5.2
Mean	4,38	4,62	4,48	4,52	4,54	4,57	4,46	4,59	4,56	4,56	4,55
Dimensional Mean		4,49			4,53		4,52		4,58		4,56
Mean Variable						4,53					

Source: Spss Results 29, 2023

Based on the results of the distribution of questionnaires and testing, the results of descriptive analysis of research on service quality variables were obtained as follows, all respondents' answers to this variable showed an average value of 4.53 on all statements submitted about service quality, in the Tangible dimension an average value of 4.49 was obtained, the reliability dimension obtained an average value of 4.53, the responsiveness dimension obtained an average value of 4.52, the assurance dimension received a value the average was 4.58, and the Empathy dimension got an average value of 4.56. The Service Quality variable obtained the highest average value in the statement "Furniture or Facilities used in the appearance of Reddoorz Hotel Near Botani Square Mall Bogor is very attractive" on the Tangible dimension with code X1.1.2 with an average value of 4.62. While the lowest score is in the statement "Penampilan and Neatness of Reddoorz Near Botani Square Mall Bogor Hotel Employees in using tools in excellent service" in the Tangible dimension with code X1.1.1 with an average value of 4.38

Table 4 Descriptive Analysis X2

Dimension	KH		KHDKP		HSDS		HSDMK	
	X2.1.1	X2.1.2	X2.2.1	X2.2.2	X2.3.1	X2.3.2	X2.4.1	X2.4.2
Mean	4,56	4,62	4,49	4,57	4,48	4,55	4,38	4,55
Dimensional Mean	4,59		4,53		4,52		4,47	
Variable Mean				4,53				

Source: Spss Results 29, 2023

Based on the results of the distribution of questionnaires and testing, the results of descriptive analysis of research on the variable Room Price were obtained as follows, all respondents' answers to this variable showed an average value of 4.53 on all statements submitted about Room Price. In the Price Affordability dimension, an average value of 4.59 was obtained, the Price dimension according to product quality obtained an average value of 4.53, the price dimension according to competitiveness obtained an average value of 4.52, and the price dimension according to consumer benefits received an average value of 4.47. The Room Price variable gets the highest average value in the statement "Reddoorz Near Botani Square Mall Bogor Hotel Room Price is affordable for low-budget tourists visiting Bogor City" on the price affordability dimension with the code X2.1.2, and the lowest average value is on the statement Reddoorz Hotel Room Price Near Botani Square Mall Bogor is quite by the benefits of tourist stopover" on the price dimension by consumer benefits with code X2.4.1 with Average rating 4.38.

Table 5 Descriptive Analysis Y

Dimension	Product		Services		Room Rate		FASHIONATIONAL		Cost	
	Y.1.1	Y.1.2	Y.2.1	Y.2.2	Y.3.1	Y.3.2	Y.4.1	Y.4.2	Y.5.1	Y.5.2
Mean	4,48	4,50	4,54	4,49	4,47	4,53	4,54	4,65	4,52	4,64

Dimensional Mean	4,49	4,52	4,50	4,60	4,58
Variable Mean			4,54		

Source: Spss Results 29, 2023

Based on the results of the distribution of questionnaires and testing, the results of descriptive analysis of research on visitor satisfaction variables were obtained as follows, all respondents' answers to this variable showed an average value of 4.54 on all statements submitted about visitor satisfaction, on the product quality dimension got an average value of 4.49, the service quality dimension got an average value of 4.52, the room price dimension got an average value of 4.50, The emotional factor dimension got an average score of 4.60, and the cost or convenience dimension got an average score of 4.58. The visitor satisfaction variable got the highest average score on the statement "Politeness and Courtesy Employees in service make me feel satisfied in visiting" on the emotional factor dimension with the code Y1.4.2 with an average value of 4.65, and the lowest value on the statement "Room Quality of Reddoorz Hotel Near Botani Square Mall Bogor makes me feel satisfied in visiting" on the product quality dimension with the code Y1.1.1 with an average value of 4.48.

Table 6 X1 Validity Test

Dimension	Tangible			Reliability		Responsiveness		Assurance		Empathy	
	X1.1.1	X1.1.2	X1.1.3	X1.2.1	X1.2.2	X1.3.1	X1.3.2	X1.4.1	X1.4.2	X1.5.1	X1.5.2
Calculate	.652	.534	.570	.449	.632	.534	.614	.627	.546	.614	.579
Rtabel	0,195	0,195	0,195	0,195	0,195	0,195	0,195	0,195	0,195	0,195	0,195

Source: SPSS Results 29, 2023

Based on the results of the SPSS 29 test, the results of the Validity Test on the Service Quality variable on all dimensions or rents of code X1.1.1 – X1.5.2 are all declared **Valid.** This is stated because all the results of the R-value > from R-table (0.195).

Table 7 X2 Validity Test

Dimension	KH		KHDKP		HSDS		HSDMK	
	X2.1.1	X2.1.2	X2.2.1	X2.2.2	X2.3.1	X2.3.2	X2.4.1	X2.4.2
Calculate	.657	.682	.520	.512	.502	.594	.666	.595
Rtabel	0,195	0,195	0,195	0,195	0,195	0,195	0,195	0,195

Source: SPSS Results 29, 2023

Based on the results of the SPSS 29 test, the results of the Validity Test on the Room Price variable in all dimension or code range X2.1.1 – X2.4.2 are all declared **Valid.** This is stated because all the results of the R-value > from R-table (0.195).

Table 8 Y Validity Test

Dimension	Product		Services		Room Rate		FASHIONATIONAL		Cost	
	Y.1.1	Y.1.2	Y.2.1	Y.2.2	Y.3.1	Y.3.2	Y.4.1	Y.4.2	Y.5.1	Y.5.2
Calculate	.611	.491	.466	.559	.617	510	.545	.657	.634	.573
Rtabel	0,195	0,195	0,195	0,195	0,195	0,195	0,195	0,195	0,195	0,195

Source: SPSS Results 29, 2023

Based on the results of the SPSS 29 test, the results of the Validity Test on the Visitor Satisfaction variable in all dimension or code ranges Y1.1.1 – Y1.5.2 are all declared **Valid.** This is stated because all the results of the R-value > from R-table (0.195).

Table 9 Reliability Test

Dimension	Croncbach Alpha Limts	Croncbach Alpha	Information
Quality of Service	0.60	0.801	Reliable
Room Rate	0.60	0.735	Reliable
Visitor Satisfaction	0.60	0.762	Reliable

Source: SPSS Results 29, 2023

Based on the results of the SPSS 29 test, the results of the Reliability Test on the variables of Service Quality, Room Price, and Visitor Satisfaction were all declared **Reliable.** This is stated because all Cronbach Alpha > Croncbach Alpha Limts (0.60)

Based on the results of the SPSS 29 test, Kolmogorov Smirnov's One Sample Normality Test results were obtained with Asmyp Sig. (2-Tailde) values on the service quality variable 0.120 and room price variables 0.95, so hereby the entire Normal distributed data can be said because the values of 0.120 and 0.95 > 0.05

Based on the results of the SPSS 29 test, the results of the Multicollinearity Test were obtained with Tolerance and VIF values in the Variables, namely 0.636 and 1.572, these results can be concluded that the variables of service quality and room price **No Multicollinearity** because the Tolerance value (0.636) > 0.1, and the VIF Value (1.572) < 10

Based on the results of the SPSS 29 test, the results of the Heterokedaticity Test were obtained with T and Sig values, namely on the service quality variable had the results of T values of .645 and Sig 0.520, and on the room price variables obtained T values of .1.627 and Sig 0.507, so hereby it can be stated that Heterokedaticity **does not occur** due to the value of Tcalculate < 0.5 and the value of Sig. > 0.5.

Table 10 Test F

ANOVAa

	Type	Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	696.342	2	348.171	116.983	.000b
	Residuals	288.698	97	2.976		
	Total	985.040	99			

a. Dependent Variable: Visitor Satisfaction
b. Predictors: (Constant), Room Price, Quality of Service
Source: SPSS Results 29, 2023

Based on the results of the SPSS 29 test, the results of the F Test on the combined variables of Service Quality and Room Price were obtained the Fcalculate value was 116,983 and Sig. 0,000. while the F-table can be calculated from the F-test table where = 0.05 and df = 100. This result is obtained from the formula df = n-2. where n is the number of samples (100) – 2), so t table 3.089 is obtained. It can be concluded that Service Quality and Room Price have Sig. 0.000 < 0.05 means significant, while F calculate > F table (116.983 > 3.089) then H0 is rejected and H3 is accepted. It can be concluded that Service Quality and Room Price have a Simultaneous Influence on Visitor Satisfaction

Table 11 Test R2
Model Summary

Type	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.841a	.707	.701	1.725

a. Predictors: (Constant), Room Price, Quality of Service
Source: SPSS Results 29, 2023

This R-value of 0.841 shows that the relationship between the free variable (Service Quality and Room Price) and the dependent variable (Visitor Satisfaction) is a very strong relationship, with the interpretation of the level of a strong relationship in the range of 0.699 – 0.999. The R Square value of 0.707 of the contribution of the free variable (Service Quality and Room Price) and the dependent variable (Visitor Satisfaction) is 70.7%

Table 12 Test T X1
Coefficientsa

Type		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	9.323	2.836		3.287	.001
	Quality of Service	.723	.057	.790	12.737	.000

a. Dependent Variable: Visitor Satisfaction
Source: SPSS Results 29, 2023

Based on the results of the SPSS 29 test, the results of the T (Partial) Test on the Service Quality variable calculated values were 12,737 and Sig.0,000. While t table can be calculated from the t-test table where = 0.05 and df = 100. This result is obtained from the formula df = n-2. where n is the number of samples (100) – 2), so that t table 1.661 is obtained. So it can be concluded that Service Quality has a value of Sig. 0.000 < 0.05 and Tcalculate > Ttable 12.737 > 1.661. then it can be stated that **Service Quality has a significant influence on Visitor Satisfaction**.

Table 13 Test T X2
Coefficientsa

Type		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	12.851	3.295		3.900	.000
	Room Rate	.898	.091	.707	9.888	.000

a. Dependent Variable: Visitor Satisfaction
Source: SPSS Results 29, 2023

Based on the results of the SPSS 29 test, the results of the T-Test (Partial) on the variable Room Price calculated values were 9.888 and Sig.0.000. While t table can be calculated from the t-test table where = 0.05 and df = 100. This result is obtained from the formula df = n-2. where n is the number of samples (100) – 2), so that t-table 1.661 is obtained. So it can be concluded that the Room Price has a value of Sig. 0.000 < 0.05 and T-value > T-table 9.888 > 1.661. then it can be stated that **Room Price has a significant influence on Visitor Satisfaction**

Table 14 Multiple Linear Regression Analysis
Coefficientsa

Type		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.630	2.819		.933	.353
	Quality of Service	.523	.063	.571	8.287	.000
	Room Rate	.460	.088	.362	5.257	.000

a. Dependent Variable: Visitor Satisfaction
Source: SPSS Results 29, 2023

Based on the results of the SPSS 29 test, the results of the Multiple Regression Analysis Test were obtained as follows:

$$Y = 2.630 + 0.523X1 + 0.460X2$$

The constant value of 2,630 shows that the variable service quality and room price if the value is 0 then visitor satisfaction has a satisfaction level of 2,630. The value of the X1 service quality coefficient is 0.523 with a positive value. This means that for every 1 increase in service quality, visitor satisfaction increases by 0.523 assuming the other variables are constant. The value of the X2 room price coefficient is 0.460 with a positive value. This means that for every 1 increase in room price, visitor satisfaction increases by 0.460 assuming the other variables are constant.

4. Conclusion

Based on the results of research obtained about the quality of service and room prices on visitor satisfaction of Reddoorz Near Botani Square Mall Bogor Hotel as follows: (1) Service Quality has a positive and significant influence on visitor satisfaction of Reddoorz Near Botani Square Mall Bogor Hotel; (2) Room rates have a positive and significant influence on visitor satisfaction of Reddoorz Near Botani Square Mall Bogor Hotel; (3) Service Quality and Room Price have a positive and significant influence on the satisfaction of visitors of Reddoorz Near Botani Square Mall Bogor Hotel simultaneously; and (4) Service Quality variables affect Visitor Satisfaction more than Room Price.

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