

The Influence of Facilities and Service Quality on Customer Satisfaction at Mercure Serpong Alam Sutera Hotel

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Abstract.

Hotels today are facing increasing competition in the hospitality industry, so it is important to understand the factors that affect customer satisfaction. Based on one to determine the effect of facilities on customer satisfaction at Mercure Serpong Alam Sutera Hotel, to determine the effect of service quality on customer satisfaction at Mercure Serpong Alam Sutera Hotel and to determine the effect of facilities and service quality together on customer satisfaction at Mercure Serpong Alam Sutera Hotel. This study used a quantitative approach with the number of samples taken, which was 100. Quantitative methods consider human nature predictable from various facts such as ilmial, social, and measurable. Data sources were taken based on primary data and secondary data, it can be concluded that "The Effect of Facilities and Service Quality on Customer Satisfaction at Mercure Serpong Alam Sutera Hotel" has a positive and significant influence.

Keywords: Service Quality, Price, Promotion, Customer Satisfaction

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1. Introduction

According to Nurani, N. W. C., & Kusumaningrum, A. P. (2022), etymologically tourism comes from Sanskrit, namely "pari means many, circling, many times, and "tourism" means travel or traveling. Experts give an understanding of tourism, which says tourism provides human travel services, that are of economic value, and try to provide pleasant services to people who expect pleasant services.

Tourism is a phenomenon that is currently popular to be developed as a foreign exchange earner from non-oil and gas because the tourism industry is relatively not environmental. Understanding about tourism has been widely reviewed by several experts.

Pollution or losses resulting from travel industrial estates in Indonesia are influenced by various factors, including the existence of lodging as a temporary facility for visitors living from within the country and abroad. According to the American Lodging and Inn Affiliations (AHMA) in the daily record (Soewarno, Hudiyani, and Sugiarti, 2021) lodging or hotels are characterized as places that provide convenience, food and beverages and various services, for rent to individuals and visitors who want to stay. stayed for a while.

Based on the opinions of these experts, it can be concluded that satisfaction is a feeling of pleasure or disappointment that a person has based on the comparison between direct events obtained with expectations felt by customers, then there will be satisfaction or vice versa, If the satisfaction obtained by customers exceeds their expectations, then customers will feel satisfied and certainly, they will continue to visit Repeat and invite relatives and friends so that it can provide benefits for the company. In such situations and conditions, fierce competition can be generated in the hotel industry. This is also reviewed by the facilities offered, namely ease in banking and credit, resulting in the hotel service industry room prices are non-negotiable and cannot also get discounts.

From the explanation above, it can be concluded that satisfaction is the final level and utilization of facilities or services. It is set with a predetermined purpose. Kotler and Keller, while at the same time from the company that provides the company with a product or service idea, the higher the customer loyalty and the higher the customer satisfaction, the more customers to your loyalty institution. The results of research conducted by Destria Fuja (2019) state that customer satisfaction has a positive and significant effect on customer loyalty. This is what a service company aims for where customers feel their expectations for all facilities or service quality to the maximum.

Based on the background of the above problems that exist and see the importance of consumer satisfaction for the company, therefore the author is interested in presenting research entitled: **"The Effect of Facilities and Service Quality on Customer Satisfaction at Mercure Serpong Alam Sutera Hotel"**.

2. Research Method

2.1. Research Objects

The object of this research is Mercure Serpong Alam Sutera Hotel where the hotel is located on Jalan Jl Alam Sutera Boulevard Kav23, Serpong Sub-District, South Tangerang City, Banten. is a four-star hotel established in 2013.

2.2. Data Sources and Types

Primary data is data that has been obtained directly from researchers as the main data, in this research the primary data source is the party from Mercure Serpong Alam Sutera Hotel and Guest. The primary source of data in this study is questionnaires that can be submitted and filled out by guests staying at Mercure Serpong Alam Sutera Hotel.

Secondary data has been found in melaLui data that already exist in the collection,

including research on related concepts and a literature study by the subject matter studied. So this study will use primary and secondary data sources that will distribute questionnaires to guests staying at Mercure Serpong Alam Sutera Hotel. Then the theory taken by this research is based on journals and books.

2.3. Operational Definition and Variable Measurement

Operational definitions describe variables, allowing researchers to measure them in the same way or develop better methods for measuring them. The operational definition aims to understand the degree of correlation between the variables of one factor and another variable and to improve the understanding of this study. This study consists of 3 independent variables Facility (X1), Service Quality (X2), and one variable tied to Customer Satisfaction (Y).

2.4. Research Design

This study used quantitative analysis methods using primary data obtained by distributing questionnaires to respondents of Mercure Serpong Alam Sutera hotel customers 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: Facilities (X1), Service Quality (X2), and one variable tied to Customer Satisfaction (Y).

with the following formation:

$$Y = a + \beta_1 X_1 + \beta_2 X_2 + e$$

Information:

Y = Customer Satisfaction

a = Constant

X1 = Facilities

X2 = Quality of Service

b1 b2 b3 = Regression coefficient

e = Error

According to Handayani (2020), population is the totality of each element to be studied that has the same characteristics, it can be individuals from a group, event, or something to be studied. The population in this study is. This research sample aims to obtain information about the effect of facilities and service quality on customer satisfaction at the Mercure Serpong Alam Sutera Hotel, for that, several samples are needed to be used as research samples. According to Arikunto in Khabib Ali Reza (2019: 3) The sample represents half of the study population. In this study, the sampling used was purported sampling, which is a probabilistic illustration drawing procedure that is tested with certain criteria

This study will use the Slovin formula because the sample requires some basic calculations to estimate the number of questionnaire respondents to be distributed. In the explanation that has been explained, the sample information contained in the Slovin technique is in the range of 10-20% or 0.1-0.2 of the population studied. The total population obtained from Mercure Serpong Alam Sutera Hotel is 32,982 people starting from September 2021 to September 2022. 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:

$$n = \frac{N}{1 + Ne^2}$$

32.982

$$= 1 + 32,982(0.12) = 99.69$$

The method of collecting information carried out by scientists is to use a survey system commonly called polling. A survey is an assortment of information by asks respondents to answer questions given by scientists. Then the results of the information collection will be dissected using the SPSS application.

The presentation of data in descriptive statistics is through tables, graphs, pie charts, *pictograms*, mode calculations, medians, *mean*, decile calculations, percentiles, data spread calculations through mean calculations, standard deviations, and percentage calculations. According to Sugiyono (2019), descriptive analysis is analyzing data by describing or describing the data that has been collected as it is without intending to make generalized conclusions or generalizations.

Test validity using the help of SPSS (*Statistical Package for Social Sciences*) application version 23.0. Testing the validity or absence of a statement in the questionnaire is carried out by comparing the *r* value of the table and the calculated *r* value. The calculated *r* value is the result of processing data in the output with the title *Item-Total Statistics*. Sugiyono (2019: 176) explained that validity is an instrument that can be used to measure between data that occurs in objects with data that can be collected by researchers. The significance test is performed using a calculated *r*-value compared to the *r*-value of the table. The determination of whether or not an item is feasible is determined by testing the significance of the correlation coefficient at a significance level of 0.1 which means that an item can be said to be valid if it has a significant correlation with the total score. The *r*-table value is obtained by calculating the degree of freedom of the data, which is 100. Furthermore, based on the results of data processing using *SPSS software* version 26, it is known that all *r*-values are calculated at a significance level of 0.05. The table *r* value for *n*=100 with a significance level of 0.05 is 0.196.

Reliability tests are performed on question items that are declared valid or valid. This test is carried out to measure a questionnaire which is an indicator of a construct or variable. A questionnaire is considered reliable if a person's answers to statements are stable or consistent over time. Usually, the minimum requirement to be considered eligible is if Cronbach Alpha (α) > 0.60 then it can be said that the questionnaire used is reliable. The results of the study of facilities 0.725 > 0.06, service quality 0.838 > 0.06, and customer satisfaction 0.613 > 0.06 so that the variables of the questionnaire are reliable.

According to Ghozali (2011: 160), the normality test aims to test whether, in the regression model, the dependent and independent variables have a normal distribution or not. Regression can be said to be good if it has normal distribution data or normality test results, with the Kolmogorov-Smirnov test significant at 0.398 > 0.05, with it concluded that the regression method in this study has met the normality assumption.

The multicollinearity test aims to test whether there is a correlation between independent variables (independent variables) from a good regression model that should not correlate with independent variables (Ghozali, 2011: 105). normal shows the Variance Inflation Factor (VIF) value of the service quality variable of 1,300 and the VIF value of the price variable of 1,300. Because the VIF value of both variables is less than 10, there is no problem of multicollinearity between independent variables

The goal is to see the regression model whether there is a variance inequality from one observation to another (Ghozali, 2011: 139). If the variance from the residual of one observation to another observation is not the same, then it is called heteroscedasticity is a residual from one observation to another observation is fixed then homoscedasticity can be said. In this study, the results of the heteroscedasticity test showed that the significance of the Facility variable was 0.874, and the significance of the Service Quality variable was 0.122. The independent variable is greater than 0.05. Thus, it can be concluded that there is no heteroscedasticity problem for the regression model, namely Facilities and Service Quality to Customer Satisfaction, with a significance value greater than 0.05.

The purpose of the autocorrelation test is to test whether, in a linear regression model, there is a correlation between confounding errors in period t with confounding errors in the previous period $t-1$ (Ghozali, 2011: 110).

Test F aims to determine the effect of independent variables, namely Service Quality (X1), Price (X2), and Promotion (X3) on Consumer Satisfaction (Y). The condition is if $F_{\text{counts}} > F_{\text{table}}$ and is at a $\text{sig} \leq 0.05$ then H_0 is rejected (regression model is valid). 15 it can be concluded that the F-value is 25,116 with a signification level of 0.000 after $F_{\text{calculate}}$ it must find that F-table ($\alpha 0.05$) and $df_1 = 2$: $df_3 = 100-2-1 = 97$ is 3.09 because the value of F-value is greater than Ftable ($25,116 > 3.09$) then it can be concluded that H_0 is rejected, meaning Facilities and the quality of service together has a positive and significant effect on customer satisfaction at Mercure Serpong Alam Sutera Hotel.

The coefficient of determination (R^2) is essentially to measure how far the model can explain the variation of independent variables (Ghozali, 2011: 97). the coefficient of determination has values ranging from $0 < R^2 < 1$. obtained an R^2 value of 0.341 or 34.1%. This means that the independent variable in this study (Facilities and Service Quality) has a proportion of influence on the dependent variable (Customer Satisfaction) of 34.1%. While the remaining 65.1% was influenced by other variables that were not present in the linear regression model.

The t-test is a test to determine the significant influence of the independent variable individually or partially on the dependent variable. For testing, facilities, service quality, and customer satisfaction use a significant level of 0.05. The criteria used are:

Facility Variable Coefficient Submission

From Table 4.17 above, it can be explained that the Facility with a calculated value of 2.906 and a significant 0.005. While the facility of the Ttable value at $dk = n-k-1$ ($100-2-1$) ($\alpha 0.025$ two-tailed) so that the Ttable is obtained at 1.984. Because $T_{\text{calculate}} > T_{\text{table}}$ is ($2.284 > 1.984$), it can be concluded that H_0 is rejected, which means that Facility (X1) has a positive and significant effect on Customer Satisfaction (Y) at Mercure Serpong Alam Sutera Hotel.

3. Results and Discussion

Based on Table 4, the results of research through the distribution of this questionnaire show that the number of respondents with male sex is 60% or as many as 60 respondents. While respondents with female gender are 40% or as many as 40 respondents. In this case, it can be seen that Mercure Serpong Alam Sutera hotel customers are dominated by men.

Showing that out of 100 respondents, some customers of Mercure Serpong Alam Sutra hotel live in Jabodetabek, namely 44 (44%) respondents, attack as many as 1 (1%) respondents, Surabaya as many as 10 (10%) respondents, Yogyakarta as many as 8 (8%) respondents, Bali as many as 8 (8%), Bandung as many as 3 (3%), Lampung as many as 3 (3%), Makassar as many as 2 (2%), Medan is 7 (7%), Pekanbaru is 2 (2%) and Pontianak is 1 (1%)

The characteristics in the age category are known to the number and percentage of age of respondents aged 17-21 years, which is 31% or 31 respondents, respondents aged 22-28 years are 57% or 57 respondents, respondents aged 29-32 years are 4% or 4 respondents, respondents aged 33> and over are 8% or 8 respondents Based on the results of the questionnaire, the number of customers who come to Mercure Serpong Alam Sutra Hotel is based on age factors in age dominance 22-28 years.

Based on the table of the number of respondents who have jobs as entrepreneurs are 10% or 10 respondents, respondents who work as students are 10% or 10 respondents, respondents who work as students are 25% or 25 respondents, respondents who work as civil servants are 12% or 12 respondents, respondents who work as private employees are 30% or 30 respondents, respondents who work as hotelier employees are 13% or 13 respondents Based on the results of the questionnaire obtained that the number of customers who come to Mercure Serpong Alam Sutra Hotel is more dominated by respondents who work as Swatsa employees It can be seen that Based on the table the number of respondents who have the purpose of visiting business is 20% or 20 respondents, respondents who are on vacation are 80% or 80 respondents

The results of the research validity test of all items are declared valid, the condition is that the calculated r-value is greater than the r-table. The r-value of the table is obtained by calculating the degree of freedom of the data, which is 100 (n). Furthermore, based on the results of data processing using SPSS software version 26, it is known that all r values are calculated at a significance level of 0.05 The r value of the table n = 100 with a significance level of 0.05 is 0.196. So it is concluded that all variables are declared valid. The test results of the table show that the variable facility, Service Quality, and Customer Satisfaction Have Value *Cronbach's Alpha* (α) > 0,60.

So it can be said that the variable of the questionnaire is reliable. In this normality test using the Kolmogorov-Smirnov test method is by seeing that the point follows the existing line. It is concluded that this normality test is normal and there are no obstacles in this study or normality test. In Table 12 it is known that the variance inflation factor (VIF) value of the facility variable (X1) is 1,300, and the service quality variable (X2) is 1,300. Of the two variables, the tolerance value exceeds 0.10 and the VIF value less than 10 is expressed as a normal distribution.

The result of the output above is seen from the table above, namely the significance result of the independent variable, which is $x_1.x_2$ greater than 0.05, meaning that no bound variable affects the free variable. Autocorrelation is that there is a correlation between residuals in the period t with residuals in the previous period (t-1) The autocorrelation test method is carried out with the Durbin Watson test (DW) based on table 4.14 it can be known that the DW value is 1.898. DU and DL can be obtained with Durbin Watson's statistical table. with n = 100 and k = 2 then the value DL = 1.6337 and DU = 1.7152. It can be concluded that the F count is 25.116 with a significance level of 0.000, after F calculate it must find the value of F table (α 0.005)

and $df1 = 3$; $df3 = 100 - 3 - 1 = 96$ is 3.09 because the value of F count is greater than f table (25.116 > 3.09) then it can be concluded that H_0 is rejected, meaning it can be concluded that facility x_1 , service quality x_2 , Together it has a positive effect on customer satisfaction Y, at mercure serpong alam sutera hotel.

Obtained an R^2 value of 0.341 or 34.01 %. This means that the independent variable in this study (facilities and service quality) influences the dependent variable (customer satisfaction) by 34.01 %. While 65.01 % was influenced by other variables that were not present in the linear regression model.

From Table 4.17 above, it can be explained that the Facility with a calculated value of 2.906 and a significant 0.005. While the facility of the Ttable value at $dk = n - k - 1$ (100-2-1) (α 0.025 two-tailed) so that the Ttable is obtained at 1.984. Because Tcalculate > Ttable is (2.284 > 1.984), it can be concluded that H_0 is rejected, which means that Facility (X_1) has a positive and significant effect on Customer Satisfaction (Y) at Mercure Serpong Alam Sutera Hotel. From Table 4.17 above, it can be explained that Facilities with a calculated value of 6.171 and a significant 0.000. While the facility of the Ttable value at $dk = n - k - 1$ (100-2-1) (α 0.025 two-tailed) so that the Ttable is obtained at 1.984. Because Tcalculate > Ttable is (4,788 > 1,984), it can be concluded that H_0 is rejected, which means that Service Quality (X_2) has a positive and significant effect on Customer Satisfaction (Y) at Mercure Serpong Alam Suetra Hotel. It can be explained that the multiple linear regression equation obtained from this study is as follows:

$$Y = 5.851 + 0.085 X_1 + 0.213 X_2.$$

Information:

Y = Customer Satisfaction

a = Constant (Constanta)

b1 = First Regression Coefficient

b2 = Second Regression Coefficient

X_1 = facility

X_2 = quality of service

The regression coefficient is 0.085 and positive. This shows that if the facilities available at Mercure Serpong Alam Suetra Hotel are getting better and more complete, Customer Satisfaction at Mercure Serpong Alam Sutera will increase by itself. The regression coefficient is 0.213 and positive. This shows that if the Service Quality of Mercure Serpong Alam Suetra Hotel is getting better and better in guest service and more and more known to many people, Customer Satisfaction at Mercure Serpong Alam Suetra Hotel will increase by itself.

From this equation, it can be concluded that there is a positive influence between facilities and service quality on customer satisfaction. The positive influence between these variables means that if each independent variable increases, the more the dependent variable increases.

4. Conclusion

Facilities Influencing Customer Satisfaction at Mercure Serpong Alam Sutera Hotel. The results of the analysis in this study found that facilities have a positive and significant effect on customer satisfaction at Mercure Serpong Alam Sutera Hotel. The analysis was strengthened by the results obtained through several tests and the results of hypothesis

testing using the t-test, obtained a significant value (α 0.025 two-tailed) so that it was obtained ($2.284 > 1.984$). From these criteria, researchers concluded that the facility variable had a positive and significant effect on Customer Satisfaction at Mercure Serpong Alam Sutera Hotel.

Service Quality Affects Customer Satisfaction at Mercure Serpong Alam Sutera Hotel. The results of the analysis in this study found that the quality of service has a positive and significant effect on customer satisfaction at Mercure Serpong Alam Sutera Hotel. The analysis was strengthened by the results obtained through several tests and the results of hypothesis testing using the t-test, obtained a significant value (α 0.025 two-tailed) so that it was obtained ($4.788 > 1.984$). From these criteria, researchers concluded that the variable of service quality has a positive and significant effect on Customer Satisfaction at Mercure Serpong Alam Sutera Hotel.

Facilities and Service Quality simultaneously Affect Customer Satisfaction at Mercure Serpong Alam Sutera Hotel. Based on the explanation of research results through several tests The variables of Facilities and Service Quality together can have a positive effect and significant results. So that it can produce hypotheses whose overall results can be said to be significant.

Based on the formulation of the problem, hypothesis, and research findings, it can be concluded that the research entitled "THE EFFECT OF FACILITIES AND SERVICE QUALITY ON CUSTOMER SATISFACTION AT MERCURE SERPONG ALAM SUTERA HOTEL" has a positive and significant influence. Based on the collected data and tests carried out using the multiple linear regression method, the following conclusions can be drawn:

The H1 hypothesis is accepted, there is a positive and significant influence between facilities (X1) and customer satisfaction (Y) at Mercure Serpong Alam Sutera Hotel. The H2 hypothesis is accepted, there is a positive and significant influence between service quality (X2) and customer satisfaction (Y) at Mercure Serpong Alam Sutera Hotel. The H3 hypothesis is accepted, there is a positive and significant influence between facilities (X1) and service quality (X2) on customer satisfaction (Y) Mercure Serpong Alam Sutera Hotel.

R Square of 34.1% means that the model's ability to explain the variation of the dependent variable is 34.1% while the remaining 65.9% is influenced by other factors. In the results of this study, the Service Quality variable is the most influential factor in Customer Satisfaction at Mercure Serpong Alam Sutera Hotel.

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