INFLUENCE OF SERVICES AND FACILITIES ON GUEST SATISFACTION ON ANTARES HOTEL

Indri Elysa Putri[1] , Edi Winata[2]
[1] Study Program Student Management, STIM Sukma ,
[2] Study Program Lectures Management, STIM Sukma

ARTICLE INFO	ABSTRACT
Keywords : Facilities ; Service Quality y; Customer Satisfaction	This study discusses customer satisfaction. This is based on short interviews conducted with guests staying at the Antares Hotel. This study shows an indication of visitor dissatisfaction with the facilities and quality of services provided. These problems are based on short interview observations addressed to overnight guests. Visitors are not pleased with the facilities or the caliber of services offered. Customers who booked accommodation reported that they were not what they expected. There are several comments in the facilities section about the toilet in the room which is smelly and dirty, the sheets and pillows are stained, the air conditioner is not cold enough, and some rooms of the same type don't have a coffee maker, which makes guests feel disappointed and dissatisfied, indicated as lack. The main objective of this study is to determine whether the quality of facilities (X1) and service (X2) affects customer satisfaction (Y). Multiple linear regression models are used in the quantitative descriptive technique of this study as a data analysis tool. The survey was sent to 87 visitors and analyzed using SPSS software. evaluate the research hypothesis using the R2 test, t-test, and f-test. The results of this study indicate that the level of customer satisfaction is influenced by the quality of facilities and excellent service. According to the partial test findings, it was also found that facilities and customer satisfaction have a positive relationship, but there is no relationship between service quality and customer happiness, which is proven by a negative count. While there is evidence that the quality of facilities and services has an impact of 44% on customer satisfaction.
E-mail: indrielisyaputri@gmail.com	

1. INTRODUCTION

Influence services and facilities to satisfy guests at the hotel are important to increase the quality of services and facilities in the industry hospitality [1]. Along with the development of technology and information, hotel guests are increasingly own Lots of choices in choosing a place to stay the night [2]. because the hotel needs to give an experience stay that doesn't forget for guests to guests feel satisfied and returned stay at the hotel [3]. A number study shows that in the sector hospitality, the happiness of customer correlated directly with quality facilities and services offered [4]. Hotel capacity to offer services that can be accepted or adequate facilities can increase satisfaction among clients temporary hotel failure to do it can lower it [5].

Domestic visitor customer satisfaction is significantly influenced by the quality of facilities and services [6]. Furthermore, facilities have a beneficial and substantial impact on consumer satisfaction of domestic visitors [7]. Facilities have a beneficial and substantial impact on consumer satisfaction of domestic visitors. According to Srijani, participants in this study who stayed at the Aston Madiun Hotel & Conference Center were familiar with the facilities, in line with the results of Hidayat's research (2017) who conducted a similar study. The most affected were the guests at the Aston Madiun Hotel & Conference Center. The responses provided by survey respondents provide evidence of this. Research has been conducted by Dedy1, Alfandi2, and others (2022). (1) . Guests at the Sari Ater Hot Spring Resort Ciater hotel, expressed satisfaction with the quality of service. This can be seen from the way the service quality survey is processed at the hotel. A good overall rating shows that customers are happy with the quality of service offered by the Sari Ater Hot Springs Resort hotel. (2) . Visitors find the hotel's facilities very good. The excellent handling of the facility variable questionnaire demonstrates this. It can be said that Sari Ater Hot Springs Resort received positive comments because the majority of respondents thought that the hotel facilities there were fairly decent. (3) . Visitors to Sari Ater Hot Springs Resort have a positive opinion of the hotel. This can be seen from the effective management of the hotel customer satisfaction variable

questionnaire, which shows that, based on the overall assessment of the respondents, the Sari Ater Hot Springs Resort hotel is highly favored by guests. Previous studies published in publications by Arianto1, Handoko2, and Widi 3 (2023) The following conclusions can be drawn from the study findings and discussion: 1. Since price is one of the main variables that attracts customer attention to choose, the price has an influence on customer satisfaction at Imam Bonjol Hostel Semarang, where the influence is positive and quite large. 2. Because service quality can change consumer perceptions of themselves from consumer to customer, service quality has a positive and substantial impact on customer satisfaction at Hostel Imam Bonjol Semarang. 3. Facilities have an impact on customer satisfaction which is a concern of Hostel Imam Bonjol Semarang. This impact is beneficial and noteworthy because facilities can be a determining factor in whether a customer is satisfied or not. According to a study conducted by Mayangsari, Purnantara, and Arya in 2023, the premise that facilities have a good and large impact on customer satisfaction can be deduced from the findings of data analysis and discussion. The claim follows that service quality affects satisfaction in beneficial and substantial ways. This shows that at Kusuma Living And Villas, customer satisfaction increases along with the increase in service quality. The final theory is that the combination of facility quality and service level has a big impact on how satisfied guests are. This shows that the increase in visitor satisfaction at Kusuma Living And Villas is the result of improved facilities and service quality. Suggestions that may be offered then include hardware upgrades such as wi-fi connection and complete facilities. Employees are encouraged to have more expertise in the field of service quality so that client inquiries can be answered efficiently. In addition, Kusuma Living and Villas anticipates hiring more staff to avoid service delays, especially during busy periods.

According to observations, interviews, and data from many websites, including www.Agoda.com, Tiket.com, Traveloka, and Antares web, the author found problems with client satisfaction, specifically: Due to the poor reaction time of Antares staff members during check-in and check-out, the client is disappointed with their service. Foreign visitors find it difficult to get proper information due to staff members' poor English skills, much to their dismay. Some customers complained about having to wait too long in the lobby, which made the front desk staff ineffective in dealing with client administration. In addition, some clients who booked reservations reported that the accommodation they purchased was not what they expected. In the facilities section, there are several comments regarding the toilet in the room, which smells bad and is dirty, the sheets and pillows are stained, then the air conditioner is not cold enough, and some rooms of the same type do not have a coffee maker, which makes guests feel disappointed and dissatisfied. Not providing towels at the swimming pool is also one of the things that make guests feel dissatisfied. This study aims to examine how Hotel Antare's facilities and service quality interact.

2. METHODS

As one type of model analysis, multiple linear regression is used in methodology descriptive quantitative study. The Spread questionnaire is the method main deep data collection study. A total of 668 population represented in the 87 samples selected in a manner random For accept questionnaire. Besides its secondary data in the study, This is taken through observation field and literature studies for enriching study in form theory. Obtained data from the validity test deployment questionnaire done by the opinion that is condition. If the estimated r value is bigger from the value r table, the instrument said valid. Instrument the Then tested its reliability with the use gauge measuring a variable, and it says can trust if Cronbach's alpha is bigger than 0.6 on the level significant 5%. The rest, data from partial, simultaneous, and coefficient test instruments did determination For look for influence and magnitude influence of each variable author set the hypothesis study as follows:

H 0: Satisfaction Customers at Antares Hotel are influenced by the services and facilities.
H 1: At Antares Hotel, service impact on satisfaction customer.
H 2: At Antares Hotel, facilities impact the satisfaction of customers.

3. RESULT AND DISCUSSION
Validity and Reliability Test

At the Antares Hotel, 87 participants were tested for the validity of their research. The findings of the validity test for each research tool are reliable. Table R shows that the average r-count is more than 0.211. As a result, the research tool has been approved for use and can be used as a research object. Reliability test results also show accurate data. Cronbach's alpha is often more than 0.6. This means accurate and reliable instrument angle readings.

Multiple Linear Regression Test Results

Multiple linear regression analysis in this study aims to determine which features and services of Hotel Antares have the greatest influence on guest satisfaction. The following table provides an overview of the test findings :

The results of the model based on multiple linear regression equations are shown in the table above, and are included :

Table 1. Analysis Results from Multiple Linear Regression

		Coefficients [a]				
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	std. Error	Betas	t	Sig.
1	(Constant)	28,162	7,705		3,655	.000
	total x1	-.089	056	-.171	-1,591	.115
	total x2	.193	.144	.144	1,342	.183
a. Dependent Variable: total y						

$$Y= 28.162 + - 0.1\,7\,1X\,1 + 144X2$$

In the multiple linear regression model above, the constant value of guest satisfaction is around 28,162, which means that if the value of the independent variable is 0, then the dependent variable has a value of around 28,162. The regression coefficient on the Facility variable has a positive value, which means that Customer Satisfaction is influenced by this variable. On the other hand, the Service Quality variable has a negative value, which means that customer satisfaction is not affected by this variable.

Hypothesis testing
Coefficient of Determination (R 2)

After entering the respondent's data through certain tests, we get the findings of the coefficient of determination as follows :

Table 2. Coefficient Results Determination

		Summary models		
Model	R	R Square	Adjusted R Square	std. The error in the Estimate
1	.211 [a]	044	022	.974
a. Predictors: (Constant), total x2, total x1				

As shown in the table above, the resulting coefficient of determination (R2) is around 0.044 or 44%. This shows how differences in Antares Hotel facilities and services can explain the variable guest satisfaction, while other factors such as price, marketing, occupancy rate, and others can explain the remaining 56%.

Simultaneous Test (Test F)

Simultaneous Testing (F) is carried out to ascertain the impact of facilities and service quality simultaneously on customer satisfaction. This study conducted a series of tests with a predetermined error rate of 0.05 (5%).

If the calculated F value is lower than the tabulated F value, then the null hypothesis (H0) is accepted and the alternative hypothesis (H1) is rejected, which indicates that this study has no significant effect. conversely, if the calculated F value exceeds the tabulated F value, then the null hypothesis (H0) is rejected and the alternative hypothesis (H1) is accepted, indicating that this study has an effect.

Table 3 Simultaneous Test Results (Test F)

		ANOVA [a]				
Model		Sum of Squares	df	MeanSquare	F	Sig.
1	Regression	3,703	2	1852	1952	.148 [b]
	residual	79,699	84	.949		
	Total	83,402	86			
a. Dependent Variable: total y						
b. Predictors: (Constant), total x2, total x1						

The calculated F value is 1.952, and the table F value is 3.11, so it can be stated that there is a simultaneous and beneficial influence on the variable of visitor satisfaction at the Antares Hotel.

Partial Test (t-test)

Consider the following details on how the t-test is used to investigate the impact of different facilities and service quality on customer satisfaction. Acceptance of the hypothesis depends on the t-test producing t-values that exceed the critical t-values, as shown in the t-tables. This result serves as evidence that X exerts an influence on Y. The null hypothesis that X affects Y is rejected if and only if one uses t-count t-tables to analyze the data.

Table 4. Test Results t

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	std. Error	Betas	t	Sig.
1	(Constant)	28,162	7,705		3,655	.000
	total x1	-.089	056	-.171	-1,591	.115
	total x2	.193	.144	.144	1,342	.183
a. Dependent Variable: total y						

Because the H1 hypothesis is accepted and the estimated t value for the service variable is 1.342 > the t table value is 1.663. We see the elements of the service itself have a role in determining the satisfaction felt by the client. Considering that the resultant t value of the facility variable is -1.591 and the t table value is 1.663, then H0 is presumably approved. This leads us to the conclusion that a flexible infrastructure cannot reliably and economically influence customer perceptions of service quality.

The Influence of Services and Facilities on Satisfaction

Data studies reveal that facility quality and service level significantly affect overall customer happiness. Based on the findings of the first hypothesis test, it is known that the variable facilities and service quality can explain the variance of the guest satisfaction variable at the Antares Hotel. The coefficient of determination (R^2) obtained from the test results is 0.044 or equal to 44%. This value indicates the following. The discretionary factors of price, marketing, occupancy rate, and other variables, which constitute 56% of the total, were not examined in this study. The second hypothesis was tested, and the findings show that both facility and service quality factors have an impact on how satisfied guests are at Hotel Antares. The result is a positive and strong effect. The estimated result of the F test is 1.952 > the F table value is around 3.11 and the lower significance value is 0.000, the alpha value of 0.05 supports this. The test findings are consistent with other studies, which have found that the quality of amenities and services has a large impact on how satisfied guests are. The results of this study are in line with the results of research conducted by [8][9][10] which states that services and facilities have a significant effect on hotel customer satisfaction.

Effect of Facilities on Satisfaction

Facilities at Antares hotels have a big and sizeable impact on visitor happiness, data processing findings show. The findings of this study are consistent with other studies, which found that amenities significantly and beneficially affect visitor enjoyment. When the quality of a facility improves, it has a bigger impact on client happiness. Research results in support results study previously stated that facility influential significant to the satisfaction of customers [11] [12] [13].

Effect of Service Quality on Satisfaction

The relationship between service quality and customer satisfaction at Hotel Antares is not significant because of the ease of collecting customer data. This study presents a comparative analysis with previous research which has shown service quality improvement as a means of substantial improvement in customer satisfaction. Research results This supports the results study [14] [15] [16]

4. CONCLUSION

Based on the discussion that was written in the previous section, it can be concluded that facilities and service quality have a positive, simultaneous, and significant effect on guest satisfaction at Antares

Hotel with an F count of 1,952 > F table 3.11. Service has a positive, partial, and significant effect on guest satisfaction at Antares Hotel as evidenced by the t count 1.342 > t table 1.663. On the other hand, facilities do not affect customer satisfaction. Antares hotel is partially proven by t – count -1.951 < 1.663t table.

REFERENCES

[1]   A. D. Y. Alfandi, "Pengaruh kualitas pelayanan dan fasilitas hotel terhadap kepuasan pelanggan di sari ater hot springs resort ciater", *J. Sains Manaj.*, vol 4, no 1, bll 18–25, 2022, [Online]. Available at: http://ejurnal.ars.ac.id/index.php/jsm/article/view/678

[2]   N. L. P. A. N. P. N. A. P. K. Ribek, "Pengaruh Persepsi Harga, Kualitas Pelayanan Dan Fasilitas Terhadap Kepuasan Pelanggan Pada Water Garden Hotel Candidasa Bali", *J. Emas*, vol 2, no 1, bll 51–70, 2021.

[3]   R. K. I. Khasanah, "Analisis Pengaruh Experiential Marketing, Kualitas Pelayanan, Dan Fasilitas Terhadap Keputusan Menginap Kembali Melalui Kepuasan Pelanggan Sebagai Variabel Intervening", *Diponegoro J. Manag.*, vol 11, no 3, bll 1–15, 2022.

[4]   I. I. K. U. N. A. A. S. Priadana, "Pengaruh Fasilitas dan Pelayanan terhadap Kepuasan Pelanggan Pada Hotel Asana Sincerity Dorm Jakarta Barat", *JIIP - J. Ilm. Ilmu Pendidik.*, vol 5, no 4, bll 1175–1180, 2022, doi: 10.54371/jiip.v4i5.541.

[5]   Y. T. V. S. D. Afrizal, "Dimensi Kualitas Pelayanan Terhadap Kepuasan Konsumen Pada Mayang Suri Hotel", *Ekonomika*, vol 6, no 1, bll 123–130, 2022.

[6]   M. Nurhadi, "Pengaruh Kualitas Layanan Dan Fasilitas Terhadap Loyalitas Pelanggan Untuk Mengadakan Mice Di Patra Semarang Hotel & Convention", *J. Visi Manaj.*, vol 8, no 1, bll 57–65, 2022, doi: 10.56910/jvm.v8i1.198.

[7]   K. A. W. Mahaputra, "Pengaruh Harga, Fasiltas, Dan Kualitas Pelayanan Terhadap Kepuasan Pelanggan Di Tamarind Mediterranean Restaurant At Nusa Dua Beach Hotel & SPA", *J. Mhs. Pariwisata dan Bisnis*, vol 01, no 04, bll 735–743, 2022.

[8]   Fitri, "Pengaruh Lokasi, Kualitas Pelayanan Dan Fasilitas Terhadap Keputusan Konsumen Mengggunakan Jasa Hotel Mangkuto Syariah Payakumbuh", *J. Manajemen, Akuntansi, Ekon. dan Perbank.*, vol 3, no 1, bll 1–23, 2022.

[9]   B. P. M. Ristiawati, "Pengaruh Kualitas Pelayanan Room Service Dan Fasilitas Hotel Terhadap Kepuasan Pelanggan Di V Hotel & Residence Bandung", *Transekonomika Akuntansi, Bisnis dan Keuang.*, vol 2, no 5, bll 415–432, 2022, doi: 10.55047/transekonomika.v2i5.233.

[10]   N. R. Amelia, "Pengaruh Kualitas Pelayanan, Harga Dan Citra Kampus Terhadap Loyalitas Mahasiswa Mengikuti Program MGM (Member Get Member) Melalui Kepuasan Mahasiswa Sebagai Variabel Intervening", *Abdi Ilmu*, vol 1, no 1, bll 121–133, 2018.

[11]   E. G. R. A. N. Andriana, "Pengaruh Daya Tarik Wisata, Fasilitas, dan Aksesibilitas terhadap Keputusan Berkunjung Wisatawan di Pantai Istana Amal Kabupaten Penajam Paser Utara", *J. Kaji. dan Terap. Pariwisata*, vol 2, no 1, bll 10–18, 2021, doi: 10.53356/diparojs.v2i1.43.

[12]   C. Y. N. K. Mahadewi, "Pengaruh Aksesibilitas Dan Fasilitas Terhadap Kepuasan Wisatawan Ke Broken Beach Dan Angel's Billabong", *J. IPTA*, vol 8, no 1, bll 10–17, 2020.

[13]   Y. Eka Nugraha, F. M. A Fallo, en P. Negeri Kupang, "Pengaruh Kualitas Fasilitas Wisata Terhadap Kepuasan Wisatawan Pada Daya Tarik Wisata Taman Nostalgia Kota Kupang", *J. Pariwisata Indones.*, vol 17, no 2, bll 13–23, Des 2021, doi: 10.53691/JPI.V17I2.244.

[14]   I. L. N. R. K. C. H. Martin, "The Role of Costumer Satisfaction in Mediating the Relationship Between Service Quality and Price on Costumer Loyalty", *Enrich. J. Manag.*, vol 12, no 1, bll 400–411, 2021.

[15]   D. M. F. R. A. S. Y. L. Nasib, "The Role of Student Trust in Mediating Service Quality and Student Reputation Against E-WOM", *J. Educ. Sci. Technol.*, vol 8, no 2, bll 95–104, Aug 2022, doi: 10.26858/EST.V8I2.36669.

[16]   N. S. M. Z. R. Daulay, *Konsep Kualitas Pelayanan, Harga Dan Citra Kampus Dan Loyalitas Mahasiswa Sebuah Kajian Teoritis Dan Analisis*. Surabaya: Global Aksara Pres, 2021.