

THE AFFECT OF QUALITY SERVICE, FACILITIES AND PRICE ON GUEST SATISFACTION STAYING AT HOTEL HERMES PALACE MEDAN

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ABSTRACT

The reason of this have a look at became to decide whether there's an impact of carrier first-class, facilities and fee on guest pleasure staying at Hermes Palace resort Medan. The pattern of this research is a hundred respondents. Sampling the use of random sampling is the willpower of samples that offer equal possibility to every member of the population to be sampled. statistics evaluation used the a couple of Regression check, speculation testing used the coefficient of determination take a look at (R^2), partial test (t check), and simultaneous test (F take a look at), whilst information processing used SPSS 23. The effects confirmed that partially the exceptional of provider, centers and fees have an effect on guest satisfaction, and concurrently the quality of service, facilities and prices affect guest pride.

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1. INTRODUCTION

The hotel and accommodation services business is one component that has an critical position inside the improvement of a traveller region. hotel is a employer engaged in commercially controlled accommodation services and meals and beverage offerings in addition to other assisting centers. currently the hotel is laid out in such a way as to be appealing with entire complete facilities, satisfactory service and has a price that is not too expensive. The city of Medan has many classy inns and facilities that are not inferior to luxury class hotels, one of which is the Hermes Palace Hotel Medan, a four-star hotel where the hotel is located on Jalan Pemuda which is very strategically located and easy to reach. to achieve. Established in 2010 this inn is a hotel concept inn. Hermes Palace Hotel Medan offers quite cheap rates compared to its competitors or other 4-star hotels. Hermes Palace Hotel Medan is also equipped with adequate facilities including internet access via an internet network, parking and 24-hour security, 24-hour front desk and fitness center. One of the advantages of Hermes Palace Hotel Medan is getting free breakfast at the sirocco restaurant which is on the top floor of the hotel.

Research According to the author's observations, the quality of service at Hermes Palace Hotel Medan is quite good, what if guests feel comfortable while staying at the hotel, then guests will feel satisfied. If the guest is satisfied with the service provided, then the guest can become a regular customer and will share this experience with others.

In terms of facilities, Hermes Palace Hotel Medan provides various hotel room facilities that can meet customer needs. It has facilities such as ball rooms, restaurants, meeting rooms and so on. Adequate facilities will certainly support guest activities and good facilities will meet guest needs. However, there are several problems related to the facilities, namely complaints from hotel guests such as a small parking lot and the absence of a four-star hotel-class swimming pool.

Another factor that does not miss to play an important role in making guests satisfied is the price. Price is the value of goods or services expressed in units of rupiah or other currency units. In this case the selling price is something that is used to obtain a number of goods and services and services [1]. Competitive prices and a strategic location seem to be an alternative choice for hotel service users as a stopover. Room rates at the Hermes Palace Hotel Medan are quite cheap when compared to the quality of service and facilities provided and include breakfast.

The results of numerous studies nation that the impact of carrier first-rate and rate on visitor pride staying at inn Studio lodge and Suites has a advantageous impact on guest delight staying overnight [2]. other research states that the effect of provider satisfactory, facilities, and location on visitor satisfaction staying at Pondok Bagus Canggu Bali has a wonderful effect on guest pride staying overnight [3]. even as different research say that the effect of price, facilities, and provider nice on client pleasure resort Borobudur Jakarta. The outcomes state that provider best and fee have a effective effect at the pride of

visitors who stay and centers do no longer have a effective impact on the pride of guests who stay [4]. Meanwhile, another research entitled The effect of centers and carrier exceptional on customer pleasure at the at the Bukit Serelo Laha Hotel states that facilities and service quality have a positive effect on customer satisfaction [5]. as well as other studies entitled The impact of service fine and price on customer pleasure Staying at resort Kartika Chandra Jakarta. The outcomes of his studies nation that service first-class and fee have a positive effect on purchaser pleasure [6].

2. LITERATURE REVIEW

Service quality

Provider high-quality is one way to acquire visitor delight which is marked by using repurchasing interest as indicated by using the presence of guest repeaters [7]. Provider exceptional is an important aspect that must be taken into consideration and performed to the fullest volume feasible with the goal of being able to live to tell the tale and still be the choice of customers [8].

The idea of first-class itself is basically relative, this is depending at the attitude used to decide the characteristics and specifications. essentially, there are 3 fine orientations that have to be regular with every different: consumer belief, product (provider), system for tangible items. these three orientations can almost continually be honestly outstanding, however now not for one carrier. For offerings, merchandise and methods may not be really distinguished, even the product is the manner itself.

The consistency of the first-rate of a provider for this orientation can make contributions to the fulfillment of a company in terms of customer delight, employee satisfaction and organizational profitability. that is while analyzed how a ways the connection between best and long-time period advantages may be visible in two approaches, specifically the external earnings factors received from customer delight and inner benefits obtained from product improvements.

Facilities

Centers are something which can facilitate and expedite a commercial enterprise or interest in the form of products or money or in different phrases facilities may be equated with centers and infrastructure. centers are centers provided through groups that may affect customers to pick it [9].

Centers are defined as facilities and infrastructure to be had inside the surroundings or inside the company workplace, intended to offer most carrier so that consumers or clients experience comfy and glad. bodily equipment to provide comfort to clients in wearing out their sports or sports, in order that client desires can be met. All existing centers, namely the circumstance of the centers, completeness, indoors and outside layout and cleanliness of the facilities should be considered, specially the ones which might be closely associated with what consumers experience or get at once. customers must indeed be happy, due to the fact if they're no longer satisfied they will leave the company and come to be competition' clients. This reasons a lower in income.

Price

Rate is the quantity of value exchanged by way of clients for the blessings of proudly owning or using a product whose value is about by using the seller on the identical rate for all buyers [10].

Charge is the quantity of cash that need to be spent to get what we need. this is, thinking about rate as a formal evaluation that shows the quantity of cash needed to reap goods and offerings [11]. Price is something of price in the shape of cash issued by means of clients or clients to pay for and get the service or product acquired [12].

Guest Satisfaction

Client pleasure is a assertion or influence that states overall performance and expectations. If the corporation's overall performance is underneath patron expectancies, the client is dissatisfied with the organisation's services. however, if the employer's overall performance meets expectations or even exceeds consumer expectancies, customers will experience happy, very glad and happy[12].

Customer pleasure is a assessment among the expectations held by way of consumers and the truth obtained by means of clients while eating products or services [13]. Patron satisfaction, specifically patron reactions or assumptions about a want, satisfaction, specifically evaluation of the traits or features of services and products that provide a stage of patron pride related to gratifying patron intake wishes [14].

3. METHOD

The studies changed into performed at the Hermes Palace hotel Medan, a organisation engaged in the hospitality accommodation sector, that's positioned at Jl. adolescents No. 22, A U R, Kec. Medan Maimun, Medan city, North Sumatra 20151.

The populace is a generalization region along with gadgets/topics that have sure characteristics or traits which have been decided by using researchers to be studied after which conclusions drawn [15]. The population taken in this take a look at is all guests staying in 2022 on the Hermes Palace motel Medan, totaling 27,959 visitors with an occupancy of seventy four.13%.

The sample is part of the wide variety and traits possessed through the populace. If the populace is large, it is not possible for researchers to look at everything inside the populace, as an example because of limited funds, manpower and time, so researchers use samples taken from that population [15]. To decide the sample, the author applies Slovin's principle as follows:

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

Description:

N : Population

n : Sample

e : Estimated error rate (10%)

$$n = \frac{27.959}{1 + 27.959(10\%)^2}$$

$$n = \frac{27.959}{1 + 27.959(0,1)^2}$$

$$n = \frac{27.959}{1 + 27.959(0,01)}$$

$$n = \frac{279,59}{27,959}$$

$$n = 99,64$$

Based totally on the statement above, the pattern used in this studies amounted to 100

Operational definition of variables

Variables are the maximum essential part of a take a look at, due to the fact studies can not be carried out if there aren't any variables or problems inside the take a look at. based totally at the system of the trouble above, the subsequent variables can be received:

1. Independent Variable

In Indonesian, it is regularly known as an impartial variable. independent variables are variables that have an effect on or purpose adjustments or the emergence of based (certain) variables [16]. in this have a look at, the unbiased variables include:

- 1) service quality (X₁)
- 2) Facilities (X₂)
- 3) Price (X₃)

2. Dependent Variabel

The based variable is the variable this is precipitated or that becomes the quit result of the unbiased variable [16]. As for this take a look at, the dependent variable is guest pleasure (Y).

Tabel 1. Operasional variabel penelitian

no	Variabel	Definition	Indicator	Measuring Scale
1	Service quality (X ₁)	Provider best is the main basis for figuring out the extent of client delight. In this example, a enterprise may be stated to be appropriate if it can offer goods or services according to the desires of the consumer [17].	1. Realibility 2. Responsiveness 3. Assurance 4. Empathy 5. Tangibel [18]	Likert
2	Facilities (X ₂)	Facilities are anything that can	1. Spatial	Likert

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		facilitate and expedite a business or activity in the form of goods or money or in other words facilities can be equated with facilities and infrastructure. Facilities are facilities provided by companies that can influence customers to choose it [9].	<ol style="list-style-type: none"> 1. thinking/planning 2. The design of the place 3. Equipment/furniture 4. Lighting and patterns [19] 	
3	Price (X3)	Charge is the quantity of cost exchanged through consumers for the blessings of proudly owning or the use of a product whose fee is about by way of the vendor for the same fee for all customers [10].	<ol style="list-style-type: none"> 1. Price affordability 2. Compatibility of price with product quality 3. Price competitiveness 4. Prices according to benefits [20] 	Likert
4	Guest satisfaction	Guest satisfaction is a comparison between the expectations that the guest has and the reality that the guest receives when consuming a product or service [13].	<ol style="list-style-type: none"> 1. Conformity of expectations 2. Hobby to go to again 3. Willingness to suggest [18] 	Likert

Data Analysis Model

This research used a quantitative descriptive records analysis method, and the analytical model used on this research was a couple of linear regression, with an equation model.

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + e$$

In which:

- Y = visitor delight
- X1 = provider satisfactory
- X2 = facilities
- X3 = price
- a = consistent
- b1 = fee variable regression coefficient
- e = errors of term (Variables that aren't examined)

Frame of mind

The framework is a "conceptual version of how theory pertains to different factors which have been recognized as vital problems [15]. The framework on this examine is provider excellent (X1), facilities (X2), fee (X3) because the impartial variable and visitor delight (Y) because the based variable. the subsequent is an outline of the framework of wondering on this take a look at.

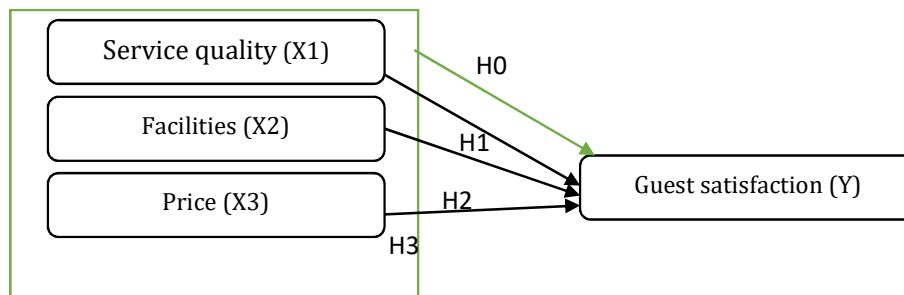


Figure 1. framework

Hypotheses are brief answers to the method of studies troubles. The components of the researcher's hassle has been said inside the shape of a query sentence [15].

Hypotheses are temporary answers that require in addition studies to get the reality. The hypothesis in this look at is as follows:

- H0 = carrier great, centers and price simultaneously have an effect on visitor pride.

- H1 = service nice in part affects guest pleasure
H2 = facilities in part influences visitor pleasure
H3 = price in part impacts visitor pride

4. RESULT AND DISCUSSION

Validity and Reability Test Results

Validity test is used to look the validity of the instrument used within the study. The tool is stated to be valid if $r_{count} > r_{table}$. The validity effects of each research variable assertion are as follows:

Table 2 Validity of Service Quality Variable Instruments (X1)

Instrumen	Validity value		Conclusion
	r_{count}	r_{table}	
Service quality 1	0,768	0,1671	Valid
Service quality 2	0,703		Valid
Service quality 3	0,697		Valid
Service quality 4	0,701		Valid
Service quality 5	0,700		Valid
Service quality 6	0,704		Valid
Service quality 7	0,753		Valid
Service quality 8	0,695		Valid
Service quality 9	0,690		Valid

From table2 it could be visible that the take a look at consequences of every carrier great variable tool (X1) have rcount zero.1671, accordingly it may be concluded that the general tool assertion of the carrier nice variable used is legitimate.

Table 3 Validity of Facilities Variable Instruments (X2)

Instrumen	Validity value		Conclusion
	r_{count}	r_{table}	
Facilitas 1	0,750	0,1671	Valid
Fasilitas 2	0,732		Valid
fasilitas 3	0,701		Valid
Fasilitas 4	0,730		Valid
Fasilitas 5	0,801		Valid
Fasilitas 6	0,738		Valid

From table 3 it is able to be visible that the check consequences of every facility variable tool (X2) have r_{count} 0.1671, for that reason it can be concluded that the general announcement instrument of the ability variable used is legitimate.

Table 4 Validity of Price Variable Instruments (X3)

Instrumen	Validity value		Conclusion
	r_{count}	r_{count}	
Price 1	0,741	0,1671	Valid
Price 2	0,765		Valid
Price 3	0,780		Valid
Price 4	0,820		Valid
Price 5	0,800		Valid

From table 5 it could be seen that the check consequences of every tool of the charge variable (X3) have r_{count} zero.1671, as a consequence it could be concluded that the general statement tool of the charge variable used is legitimate.

Table 5 Validity of the Consumer Satisfaction Variable Instrument (Y)

Instrumen	Validity value		Conclusion
	r_{count}	r_{count}	
Consumer satisfaction 1	0,736		Valid

Consumer satisfaction 2	0,735		Valid
Consumer satisfaction 3	0,709		Valid
Consumer satisfaction 4	0,791	0,1671	Valid
Consumer satisfaction 5	0,803		Valid
Consumer satisfaction 6	0,780		Valid

From table 5 it may be seen that the take a look at outcomes of each tool of the guest satisfaction variable (Y) have a r_{count} fee of 0.1671, therefore it may be concluded that the overall announcement device for the guest delight variable used is valid.

The reliability take a look at became performed to ensure that the instruments used had been dependable, regular and strong if used repeatedly at exclusive times. The instrument is said to be dependable, Cronbach's alpha rely > Cronbach's alpha tolerance (0.6). The outcomes of reliability testing may be seen that:

Table 6 Results of Research Instrument Reliability

No	Variabel	Nilai Cronbach's Alpha	conclusion
1	Service Quality (X1)	0,772	Reliabel
2	Facilities (X2)	0,786	Reliabel
3	Price (X3)	0,802	Reliabel
4	Guest Satisfaction (Y)	0,791	Reliabel

Based on the statistical reliability test results table above, it shows that the Cronbach's alpha value for all variables is > 0.6, so the research data is said to be reliable.

Multiple Linear Regression Test Result

Table 7. Multiple Linear Regression Test Result

		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
Model		B	Std. Error	Beta		
1	(Constant)	1.751	1.680		1.043	.300
	TOTAL_X1	.175	.065	.250	2.706	.008
	TOTAL_X2	.393	.090	.389	4.383	.000
	TOTAL_X3	.339	.109	.280	3.095	.003

a. Dependent Variable: TOTAL_Y

Source: SPSS.22 data processing results (2023)

Based totally on the statistical reliability take a look at results desk above, it shows that the Cronbach's alpha fee for all variables is > zero.6, so the studies statistics is said to be dependable.

$$Y = 1.751 + 0.175 X1 + 0.393 X2 + 0.339 X3$$

within the multiple linear regression model, the constant value of customer pleasure is 1,751, which means that if the independent variable (X1, X2 and X3) has a cost of 0, then the dependent variable (Y) has a cost of one,751. The regression coefficient of each independent variable is advantageous, that means that visitor delight at Hermes Palace resort Medan may be prompted through service first-class, centers and price.

Coefficient of willpower (R2)

The coefficient of willpower (R2) targets to degree the capability of the independent variable to provide an explanation for the dependent variable. The fee of the coefficient of dedication may be seen within the table underneath:

Table 8 check results of the Coefficient of determination (R2)

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.832 ^a	.692	.683	1.74325

a. Predictors: (Constant), TOTAL_X3, TOTAL_X1, TOTAL_X2

Based on table 8 the output effects above show that inside the R square column of 0.692, this result manner that the variables of carrier great, facilities and fees are capable of explain the guest pleasure variable of 69.2%, while the closing 30.eight% is explained by way of the variable other outdoor the studies variables.

Simultaneous take a look at (F check)

Simultaneous check (F test) turned into conducted to look the effect of service quality (X1), facilities (X2), and price (X3) concurrently influencing guest satisfaction selections (Y). This take a look at turned into performed at a ninety five% confidence level or stage $\alpha = \text{zero.05}$ (five%) with the following criteria:

1. If $F_{\text{count}} \leq F_{\text{table}}$, then H_0 is common, H_1 is rejected, which means that simultaneously this studies has no impact.
2. If $F_{\text{count}} \geq F_{\text{table}}$, then H_0 is rejected, H_1 is ordinary, that means that concurrently this examine has an effect.

Table 9 Simultaneous Test Results (F Test)

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	656.305	3	218.768	71.989	.000 ^b
	Residual	291.735	96	3.039		
	Total	948.040	99			

a. Dependent Variable: Guest stasfaction

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

Based totally at the desk it may be visible that the F_{count} cost is 71,989 > from the F_{table} value of 2.70 and the enormous cost is 000 < from the alpha price of 0.05. Then the selection taken H_0 is rejected H_1 is time-honored. Accepting H_1 indicates that the impartial variables which includes service quality (X1), facilities (X2), and price (X3) are able to provide an explanation for the dependent variable (Y). for that reason the variables of service quality, facilities and price simultaneously have a positive and significant effect on guest satisfaction at the Hermes Palace Hotel Medan.

Partial Test (t Test)

The partial test (t test) aims to see the effect of service quality, facilities and prices, with the following criteria:

1. If $t_{\text{count}} \leq t_{\text{table}}$, then H_0 is accepted, H_1 is rejected, meaning that this research has no effect partially.
2. If $t_{\text{count}} > t_{\text{table}}$, then H_0 is rejected, H_1 is universal, meaning that this studies is partly influential.

Table 10 Partial Test Results (t test)

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.751	1.680		1.043	.300
	TOTAL_X1	.175	.065	.250	2.706	.008
	TOTAL_X2	.393	.090	.389	4.383	.000
	TOTAL_X3	.339	.109	.280	3.095	.003

a. Dependent Variable: TOTAL_Y

Based at the desk above, it can be visible beneath:

1. The t_{count} cost for the provider first-class variable is 2.706 > t_{table} 1.98498 and a good sized price of 0.008
2. The t_{count} value for the facility variable is 4.383 > t_{table} 1.98498 and a giant cost of 0.000 < the alpha value of 0.05, then H_0 is rejected H_1 is accepted, thus partially the facility variable has a positive and significant effect on guest satisfaction.

3. The tcount value for the price variable is 3.095 > ttable 1.98498 and a sizeable fee of zero.003 < the alpha cost of zero.05, then H0 is rejected H1 is common, therefore partially the fee variable has a superb and significant impact on visitor pleasure

5. CONCLUSION

The effects confirmed that carrier best (X1) had a regression coefficient of zero.250 on guest satisfaction (Y) and a tcount of 2.706 and a ttable of one.984 with a sizeable stage of zero.008 < 0.05. which means provider quality has a fine and good sized effect on visitor pleasure. The effects confirmed that facilities (X2) had a regression coefficient of zero.389 on visitor delight (Y) and a tcount of 4,383 and a ttable of 1,984 with a sizeable degree of 0.000 < zero.05. because of this facilities have a wonderful and vast impact on visitor pleasure. The consequences showed that price (X3) had a regression coefficient of zero.280 on guest delight (Y) and a tcount of three.1/2 and a ttable of one.984 with a considerable stage of zero.003 < 0.05. because of this price has a effective and great impact on guest delight. The consequences confirmed that each one independent variables of service first-class, facilities and fee on guest pleasure had a widespread fee of zero.000 < 0.05 or it can be seen from the fcount (ANOVA) value of 71.989 > ftable 2.70. because of this the high-quality of carrier, facilities and charges have a widespread impact on consumer pride.

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