


The Influence Of Service Quality On Consumer Satisfaction At Truntum Hotel Padang

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Article Info	ABSTRACT
Keywords: Service Service Quality, Customer Satisfaction.	The purpose of this research is to determine the influence of service quality on consumer satisfaction at the Truntum Padang Hotel. This research method is quantitative descriptive, with the variables Service Quality and Consumer Satisfaction. The population in this study were guests who had stayed at the Truntum Padang Hotel in the period November 2022 to April 2023. The sampling technique used the incidental sampling method, that is, anyone who happened to meet the researcher could be used as a sample with a suitable category as a data source. The number of samples in this research was 100 respondents. The data collection technique uses a questionnaire with an interval scale whose validity and reliability have been tested. Next, analyze the data using SPSS.
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INTRODUCTION

A hotel is a business managed by its owner, providing services such as food, beverages, and room accommodations for people traveling and capable of paying a reasonable amount in exchange for the services received, without any special agreements." The hotel business does not solely depend on tourist visits but is also influenced by conventions and meetings organized by other institutions, which affect room sales in the hotel industry.

Initially, Hotel Truntum was named Hotel Grand Inna Muara Padang, managed by a State-Owned Enterprise (SOE) in the hospitality sector, PT. Indonesia Natour, which was forming a Hotel Holding and expanding the Indonesian hotel network by prioritizing Indonesian hospitality and promoting local wisdom with international standards.

According to Kothler (Dwinanda & Yuswari, 2020)). Principles of Marketing, to remain competitive, each company must win by delivering the best product that meets the constantly evolving and changing tastes of consumers. Along with the rapid growth of the era and the emergence of many similar hotels nearby, competition has increased, which has impacted the low room occupancy rates at Hotel Truntum Padang. This can be observed in Table 1.2, showing the average room occupancy rates at Hotel Truntum Padang from November 2022 to April 2023 as follows.

Number	Month	Room Available	Rooms Sold	Occupancy (%)
1	November	4872	4381	89,92%
2	Desember	5040	4309	85,50%

Number	Month	Room Available	Rooms Sold	Occupancy (%)
3	Januari	5040	2173	43,12%
4	Februari	4536	2690	59,30%
5	Maret	5040	3249	64,46%
6	April	4872	2562	52,59%
	Rata- rata	4900	3227	65,85%

Source : Data Reporting Hotel Truntum Padang 2023

Based on the room occupancy data in Table 1.2 above, it can be seen that from November 2022 to February 2023, the room occupancy rate at Hotel Truntum Padang experienced a decline, even in January, it did not reach 50%. From February to April 2023, the occupancy rate at Hotel Truntum Padang was unstable and still did not reach the 90% target set by management. Even though Hotel Truntum Padang is the only hotel managed by a State-Owned Enterprise (SOE) in Padang City.

Looking at several guest comments about service quality, a review from Rina Rusdiana, who stayed from February 5-8, 2022, stated, 'Standard service, the room was ok.' Another review from Juan Gan-sil expressed disappointment with staff service. His review, from his stay on June 19-22, 2022, said, 'The hotel is not recommended, check-in service was slow, and the room facilities were not clean, even the bathroom had used toothbrushes and toothpaste left uncleaned.'

The main objective of this research is to examine and analyze the impact of service quality on customer satisfaction at Hotel Truntum Padang. Location, price, facilities, and service quality greatly influence the decision to purchase room services. If all these factors are good, guests will naturally choose to stay at the hotel (Zengga et al., 2022). The findings of this research are expected to form the basis for improving customer satisfaction at Hotel Truntum Padang, increasing the hotel's occupancy rate, and making it a favorite and recommended destination for both local and international tourists visiting Padang City.

METHODS

This research uses a quantitative approach. According to Sugiyono in (Alfansyur & Mariyani, 2020) quantitative research is a method based on measurable phenomena and cause-effect relationships. The location of the study is Hotel Truntum Padang. The sources of data in this research are primary data directly provided by the respondents. The data collection techniques are divided into two parts: distributing questionnaires and conducting direct observations at Hotel Truntum Padang. There are also secondary sources from documents and official archives. Secondary data is obtained from literature such as journals, books, and internet sources.

The method of data collection in this study is through questionnaires, which is a technique involving providing respondents with a set of written questions or statements to answer (Sugiyono in Alfansyur & Mariyani, 2020). In this study, the researcher distributed questionnaires to respondents according to the sample criteria determined through Google Forms. The questionnaire will be measured using a Likert scale on the specified variables. In this study, the researcher distributed questionnaires to respondents according to the sample

criteria determined through Google Forms. The questionnaire will be measured using a Likert scale on the specified variables. According to Sugiyono the Likert scale indicators are used as a reference for composing the questionnaire items, which can be in the form of questions or statements. Responses to the Likert scale items range from positive to negative.

The data analysis method in this study used validity and reliability tests. The validity test aims to measure the accuracy of the questionnaire questions. Does service quality influence customer satisfaction at Hotel Truntum Padang, The analysis was done using correlation methods, and the calculations were conducted with the help of SPSS version 24. To determine the validity of the questionnaire, the comparison between the calculated r -value and the table r -value was used. If the calculated r -value is greater than the table r -value, the questionnaire items are considered valid. Conversely, if the calculated r -value is less than the table r -value, the item is considered invalid.

Next, a reliability test will be conducted, which is used to determine the reliability or consistency of the measuring instrument, usually a questionnaire. This means whether the instrument will provide consistent measurement results if repeated. To measure reliability, Cronbach's Alpha technique is used. If the value is less than 0.6, then the respondents' answers in the questionnaire as a measuring tool are considered not reliable. The Cronbach's Alpha value is processed using SPSS (Statistical Package for Social Science).

The next step is to conduct the Classical Assumption Test, which involves a series of statistical tests used to check whether the data used in linear analysis or other statistical models meet important assumptions needed to ensure the analysis results are accurate and reliable. The classical assumption test in this study includes normality and linearity tests.

In this study, the normality test aims to examine whether the residuals and disturbance variables in the regression model are normally distributed or not, as described by Noor in In this study, normality was tested using the One Kolmogorov-Smirnov method. The linearity test aims to determine whether there is a linear relationship between the two variables being studied. This test was carried out using SPSS 24, and if the obtained significance value is > 0.05 , it can be said that there is a linear relationship between the two variables.

Next, in hypothesis testing using simple linear regression, this analysis is used to create a regression equation model. Using the known dependent variable data, the hypothesis can be tested. The next test is the T-test, which is used to determine whether the independent variable has a significant effect on the dependent variable. The test is conducted by comparing the calculated t -value with the table t -value, using a 5% significance level. Following this, the Coefficient of Determination (R^2) test will be used. The Coefficient of Determination is used to find out the contribution of the independent variable to the dependent variable by looking at the percentage (%) of the independent variable's influence (X) on the dependent variable (Y). This coefficient shows how much of the variation in the independent variable used in the model can explain the dependent variable.

RESULTS AND DISCUSSION

Results

Based on the validity test results for the service quality and customer satisfaction variables, it shows that out of 22 question items, all were declared valid because the calculated r-value was greater than the table r-value. Therefore, it can be concluded that these 22 statements are valid and suitable to be used as instruments for data measurement in this study.

The following is the reliability test to determine the reliability or consistency of the measuring instrument, usually using a questionnaire. This means whether the instrument will provide consistent measurement results if repeated. To measure reliability, the Cronbach's Alpha technique is used. If the value is less than 0.6, then the respondents' answers in the questionnaire as a measuring tool are considered unreliable. The Cronbach's Alpha value is processed using the SPSS (Statistical Package for Social Science) version 24, as shown in the following table: Table 1. Reliability Test Results.

Cronbach's Alpha	No Of Items
0,763	22

Source : SPSS Data Processing Results, 2024

In this study, the normality test aims to determine whether the disturbance variables and residuals in the regression model have a normal distribution or not, as stated by Noor in (Aprianto & Dwimulyani, 2019). In this study, the normality test was conducted using the One Kolmogorov-Smirnov method.

Table 2. Normality Test Results

One-Sample Kolmogorov-Smirnov		Unstandardized Residual
N		100
Normal Parameters ^{a,b}	Mean	0.0000000
	Std. Deviation	2.96095387
Most Extreme Differences	Absolute	0.060
	Positive	0.060
	Negative	-0.059
Test Statistic		0.060
Asymp. Sig. (2-tailed)		.200 ^{c,d}
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		
d. This is a lower bound of the true significance.		

Source : SPSS Data Processing Results, 2024

The data in the table above can be concluded that the sig value in this study is 0.200, which is greater than 0.05. Therefore, the regression model is said to meet the normality test or the data is normally distributed. The linearity test aims to determine whether there is a linear relationship between the two variables being studied. This test was conducted using the SPSS 24 statistical program, and if the obtained significance value is > 0.05, it can be said that there is a linear relationship between the two variables. Below are the results of the linearity test:

Table 3. Linearity Test.

			ANOVA Table				
			Sum of Squares	df	Mean Square	F	Sig.
Kualitas Pelayanan *	Between Groups	(Combined)	427.469	23	18.586	1.999	0.013
		Linearity	266.042	1	266.042	28.618	0.000
Kepuasan Konsumen		Deviation from Linearity	161.427	22	7.338	0.789	0.729
	Within Groups		706.531	76	9.296		
Total			1134.000	99			

Source : SPSS Data Processing Results, 2024

Based on the table above, it is known that the sig value for Deviation from Linearity is 0.729. This means that the two variables are linear, as the significance value is > 0.05. In hypothesis testing, a Simple Linear Regression analysis is used. This simple linear regression test is used to create a regression equation model, so using the known dependent variable data, the hypothesis can be tested. Below are the results of the simple linear regression analysis:

Table 4. Simple Linear Regression Test Results

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-0.619	1.571		-0.394	0.694
	KUALITAS PELAYANAN	0.472	0.031	0.837	15.122	0.000

a. Dependent Variable: KEPUASAN KONSUMEN

Source: SPSS Data Processing Results, 2024

Based on the table above, it is known that the constant (a) is 6.19, and the coefficient for Service Quality (b) is 0.472. The simple linear regression equation is formulated as follows: $Y = a + bx + e$ $Y = 6.19 + 0.472x + e$. The constant of 6.19 indicates that if the service quality value is 0, then the customer satisfaction value is 6.19. The regression coefficient for the service quality variable (b) of 0.472 means that for every 1% increase in service quality, customer satisfaction will increase by 0.472%. The T-test is used to determine whether the independent variable has a significant influence on the dependent variable. The test is conducted by comparing the calculated t-value with the t-table value, using a 5% significance level.

Table 5. T-Test Results. Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-0.619	1.571		-0.394	0.694
	KUALITAS PELAYANAN	0.472	0.031	0.837	15.122	0.000

a. Dependent Variable: KEPUASAN KONSUMEN

Source: SPSS Data Processing Results, 2024

Through the conducted tests, the results show that the service quality has a calculated t-value of 15.122, and the t-table is calculated using the formula $df + n - 2$, where $df = 100 - 2 = 98$. It is known that the t-table value for $df = 98$ is 1.661 with a significance level of 5%. Therefore, it can be concluded that the calculated t-value > t-table ($15.122 > 1.661$), which means that H_0 is rejected, indicating that service quality affects customer satisfaction. Additionally, conclusions can also be drawn using the significance value. In this test, the significance value obtained is 0.00, which is < 0.05, thus H_0 is rejected, meaning that service quality affects customer satisfaction.

The Coefficient of Determination (R^2) is used to determine the contribution of the independent variable to the dependent variable by looking at the percentage (%) of the influence of the independent variable (X) on the dependent variable (Y). This coefficient indicates how much of the variation in the independent variable used in the model can explain the dependent variable.

Table 6. Coefficient of Determination (R^2) Test Results

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.837 ^a	0.700	0.697	2.00526

a. Predictors: (Constant), KUALITAS PELAYANAN
 b. Dependent Variable: KEPUASAN KONSUMEN

Source: SPSS Data Processing Results, 2024

Based on the table above, the R-Square value is 0.700 or 70%, indicating that the proportion of the influence of the service quality variable on customer satisfaction is 70%. This means that the service quality variable has a 70% influence on customer satisfaction at Hotel Truntum Padang, while 30% is influenced by other variables not discussed in this study.

Discussion

There is a significant influence of service quality on customer satisfaction at Hotel Truntum Padang. This can be seen from the validity and reliability tests, where each item of the variable statements is declared valid when distributed to the respondents.

Next, normality testing was conducted on each variable. It can be observed in Table 2 that all of these variables are normally distributed. Then, to see whether there is a linear influence between the two variables, a linearity test was performed. It can be concluded that both variables are linear as they have a significant value of $0.200 > 0.05$. Based on the analysis using simple linear regression, it is known that the constant (a) produced is 6.19 and the service quality coefficient (b) is 0.472. The simple linear regression equation is formulated as follows: $Y = a + bx + e = 6.19 + 0.472$

The constant of 6.19 indicates that if the service quality value is 0, the customer satisfaction value is 6.19. The regression coefficient for the service quality variable (b) of 0.472 means that for every 1% increase in service quality, customer satisfaction will increase by 0.472%.

Additionally, in the T-test, it was found that the service quality has a calculated t-value of 15.122, and the t-table is calculated using the formula $df + n - 2$, where $df = 100 - 2 = 98$. It is known that the t-table value for $df = 98$ is 1.661 with a significance level of 5%. Therefore, it can be concluded that the calculated t-value $>$ t-table ($15.122 > 1.661$), which means that H_0 is rejected, indicating that service quality affects customer satisfaction. Furthermore, conclusions can also be drawn using the significance value. In this test, the significance value obtained is 0.00, which is $<$ 0.05, thus H_0 is rejected, meaning that service quality affects customer satisfaction.

Next, the Coefficient of Determination (R^2) test was conducted to see how much the service quality influences customer satisfaction. Based on the table above, the R-Square value is 0.700 or 70%, indicating that the proportion of the influence of the service quality variable on customer satisfaction is 70%. This means that the service quality variable has a 70% influence on customer satisfaction at Hotel Truntum Padang, while 30% is influenced by other variables not discussed in this study.

CONCLUSION

The general objective of this research is to examine and analyze the impact of Service Quality on Customer Satisfaction at Hotel Truntum Padang. The results or findings from this research are expected to serve as a basis for improving customer satisfaction at Hotel Truntum Padang. The results of this study indicate that the proportion of the influence of the service quality variable on customer satisfaction is 70%, meaning that the service quality variable contributes 70% to customer satisfaction at Hotel Truntum Padang. This implies that the service quality variable has a significant influence on customer satisfaction at Hotel Truntum Padang. Based on these research results, efforts that can be made by Hotel Truntum Padang include continually improving service quality in all hotel departments. By providing good service, the room occupancy rate will drastically increase again, making Hotel Truntum the first choice for guests staying in Padang City. Suggestions for further research include exploring other factors that contribute to guest satisfaction when staying at the hotel, which is very useful for increasing revenue at Hotel Truntum Padang

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