


The Effect of Food Quality and Price on Customer Satisfaction at Doubletree Hotel Room Service by Hilton Jakarta-Diponegoro

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Article Info	ABSTRACT
Keywords: Food Product Quality, Price, Customer Satisfaction,	Room service is one of the superior services offered by starred hotels, including the DoubleTree by Hilton Jakarta-Diponegoro Hotel. Although generally well-rated, this hotel's room service has experienced complaints regarding the quality of the food served and the price that some customers consider inappropriate. This problem raises questions about the extent to which the quality of food products and prices can affect the level of customer satisfaction. This study aims to analyze the effect of food product quality and price on customer satisfaction in room service at the DoubleTree by Hilton Jakarta-Diponegoro Hotel. The method used is quantitative with a descriptive and associative approach. Data were collected by distributing questionnaires to customers. The results of the study indicate that the quality of food products and prices partially and simultaneously have a positive and significant effect on customer satisfaction. Good food quality and prices that meet customer expectations are key factors in shaping positive perceptions of room service. This research is expected to provide evaluation material for hotels to improve the quality and value of their products to meet customer expectations.
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INTRODUCTION

The presence of hotels is increasing along with the development of infrastructure and the economy in the tourism sector (Olivia *et al.*, 2024). Hotels are crucial because they provide accommodation and services to their customers. Many factors can influence the success of a hotel business, one of which is how hotels attract and retain customers by providing quality food (Afifah and Abrian, 2021). A hotel is a business that utilizes a building or a portion of it specifically designated for guests to stay, eat, and receive other services and amenities for a fee (Olivia *et al.*, 2024).

The mushrooming growth of the hotel and restaurant business presents a challenge for hoteliers, requiring them to continuously innovate and develop to remain competitive. Various efforts can be made to stay ahead and excel amidst the competition. In addition to the service provided, customer satisfaction can be demonstrated through the quality of the food and the price offered. One way to ensure the quality of food products offered is through the room service division at the DoubleTree by Hilton Hotel. The DoubleTree by Hilton Hotel Jakarta-Diponegoro adheres to established operational standards, ensuring product quality, providing

customer satisfaction, offering cleanliness and food safety, and other added value. However, the quality and pricing of the food offered at this room service still receive several complaints from customers.

Although room service has received good reviews, the product and pricing have been negatively impacted by issues such as overly salty food served and perceived prices as too high. The room service team immediately investigated and relayed the complaint to the chef who prepared the food so he could improve the taste of the food.

Based on the aforementioned issues, room service received a poor rating, given the quality of the food, which is processed using a standardized system that fails to satisfy customers, and the ongoing complaints from customers at the DoubleTree by Hilton Hotel Jakarta-Diponegoro. If these issues are not addressed promptly, they could negatively impact the hotel's overall image. Customer dissatisfaction with the food quality and the disproportionate price will erode customer trust and loyalty. Long-term conditions can lead to a decline in room service orders, negative online reviews, and even lower hotel occupancy rates as guests seek alternatives deemed more satisfying. Maintaining and improving food quality and adjusting prices to customer perceptions of value are strategic steps to maintain hotel competitiveness in the competitive hospitality industry.

Customer satisfaction plays a crucial role in ensuring the survival of a business, especially in the food and beverage industry. Besides being a crucial factor for a company's sustainability, meeting customer needs can also enhance competitive advantage. Customers who are satisfied with the products and services they receive are more likely to repurchase and use the same service when similar needs arise in the future.

Satisfaction is measured by the extent to which customer expectations are met (Ardiansyah, 2021). Satisfaction or dissatisfaction is a person's feeling of pleasure or disappointment resulting from comparing their impression of the actual performance of a product or service with their expected performance (Sangadji & Sopiah, 2013). According to Kotler & Armstrong (2021), customer satisfaction occurs when a customer has expectations for a product or service and expects that the purchase will meet those expectations. When a customer is satisfied, they will repurchase the product or service and tell their friends about its quality. However, if they are disappointed, they will discontinue the purchase and turn to a competitor's product or service (Lestari, 2019).

According to Kotler & Armstrong (2021), product quality is the characteristic of a product or service that reflects its ability to fulfill promises or deliver on customer needs. Food quality influences customer satisfaction because the food's appearance and color are appealing, the food's texture is tender, the food has a delicious aroma that stimulates the appetite, and the food is at a safe temperature for consumption. The portion sizes served meet the standard serving sizes presented on the menu (Mangare, Wenas and Rogi, 2023). Food product quality refers to the conformity of the food served to the standards set by the hotel itself, which include cleanliness, freshness, attractive presentation, and friendly and efficient service, as it meets the requirements of freshness, presentation, well-cookedness, and variety (Lesfandra and Putranto, 2024). Broadly speaking, factors influencing food quality include

color, appearance, portion size, shape, temperature, texture, aroma, doneness, and perceived taste (Rahayu *et al.*, 2022).

According to Mangare *et al.*, (2023), price is the value or measure of a good or service. Price is a comparison between several restaurants with similar menus, but with conflicting prices, consumers often choose to shop at the restaurant with the lower price to obtain the same product (Prasasti and Maisara, 2022). Price plays a crucial role and is often the primary consideration for buyers when choosing a product (Izza and Darmawan, 2025). Based on the several definitions of price above, it can be concluded that price is a tool used in the buying and selling process between sellers or companies and consumers to obtain the products or services offered (Wijaya, Widayati and Perkasa, 2023).

The author chose DoubleTree by Hilton Jakarta-Diponegoro Hotel Room Service as the research object to understand what has enabled room service to survive despite facing several challenges, such as food quality and pricing. For example, the 24-hour service schedule and flexibility in food orders are key factors.

Among the issues affecting customer satisfaction are price and food quality. In terms of price, customers will naturally seek the lowest possible price, but they should also remember that food quality varies from person to person. To address this issue, researchers conducted a study titled "The Influence of Food Product Quality and Price on Customer Satisfaction in Room Service at the DoubleTree by Hilton Jakarta-Diponegoro Hotel."

METHODS

The research method chosen was quantitative research conducted using a descriptive analysis approach. The study population was customers of the Doubletree by Hilton Hotel Jakarta-Diponegoro. The researcher piloted the research instrument on 30 samples, which were found to be valid and reliable. After distributing the instrument to a sample of 93 customers, a purposive sampling technique was used. The sample selection criteria were: (1) Guests who had visited the DoubleTree by Hilton Hotel Jakarta-Diponegoro; (2) Guests who had ordered and consumed food through room service more than once.

The data analysis technique used multiple linear regression analysis. Data collection used a research questionnaire via Google Forms. The Statistical Package for the Social Sciences (SPSS) 27 program was used to measure and test data analysis requirements, correlation coefficients, coefficients of determination, multiple regression coefficients, and hypothesis testing.

RESULTS AND DISCUSSION

Descriptive Analysis

Respondents in this study were customers who had ordered food from the DoubleTree by Hilton Jakarta-Diponegoro Hotel's room service. Respondent characteristics included gender, age, and monthly income. Based on the questionnaire statements distributed to 93 respondents, the data collection is shown below.

Table 1. Distribution of Respondents

Respondent Identity	Number of Respondents	Percentage (%)
Gender		
Male	69	74%
Female	24	26%
Total	93	100%
Age Range		
>50 years old	4	4%
20-29 years old	16	17%
30-39 years old	40	43%
40-49 years old	33	35%
Total	93	100%
Income Range		
> Rp 10.000.000	63	68%
Rp 5.000.000 - Rp 10.000.000	30	32%

Based on the data above, customers who have ordered food at the DoubleTree by Hilton Jakarta-Diponegoro Hotel room service are 69 (74%) men with an average age range of 30-39 years amounting to 40 (43%). While the income range that is most often above Rp10,000,000, - amounting to 63 (68%). The results of the respondent identity analysis, the distribution of research questionnaires has been given to the right respondents because they understand the quality of food products, prices, and satisfaction felt after ordering food at the DoubleTree by Hilton Jakarta-Diponegoro Hotel room service.

Validity and Reliability Test Analysis

The validity test, using a total of 19 statement items and 93 respondents, showed validity, as the calculated r value was greater than the correlation r table value of 0.203, and the significance level was $5\% = 0.05$.

Table 2. Validity Test

Variable	Statement	Valid	Invalid
Food Product Quality	9	9	0
Price	3	3	0
Customer Satisfaction	7	7	0

Source: processed from SPSS output, 2025

The purpose of the reliability test is to determine whether the data used is reliable. This test is performed by comparing Cronbach's alpha results > 0.60 . The test results indicate that all variables for Food Product Quality, Price, and Customer Satisfaction are reliable, with values above 0.60. Therefore, the questionnaire used is suitable for further analysis.

Table 3. Reliability Test

Variable	Cronbach's Alpha	Description
Food Product Quality	0,627	Reliabel
Price	0,844	Reliabel

Variable	Cronbach's Alpha	Description
Customer Satisfaction	0,737	Reliabel

Source: processed from SPSS output, 2025

Analysis of Analysis Requirements

Normality Test

The normality test aims to determine whether the research data is normally distributed by determining a significance value greater than 0.05. The results obtained indicate that the data is normally distributed because the significance value is $0.93 > 0.05$.

Table 4. Normality Test

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		93
Normal Parameters ^{a,b}	Mean	0
	Std. Deviation	2,18718514
Most Extreme Differences	Absolute	0,085
	Positive	0,085
	Negative	-0,082
Test Statistic		0,085
Asymp. Sig. (2-tailed)		,093 ^c
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		

Linearity Test

The linearity test aims to determine whether the relationship between the independent and dependent variables forms a straight line (linear). In this study, the linearity test was conducted using SPSS by examining the significance values in the Linearity and Deviation from Linearity sections.

Table 5. Test for Linearity

Variable	Linearity	Deviation from	Decision
	Sig	Linearity	
Customer Satisfaction * Food Product Quality	0,011	0,193	Linear
Customer Satisfaction * Price	0.000	0,544	Linear

Source: processed from SPSS output, 2025

Based on the results of the linearity test above, it can be seen that the linearity value of Food Product Quality is $0.011 > 0.05$ and the significance value of Deviation from Linearity is $0.193 > 0.05$, so it can be concluded that Customer Satisfaction with Food Product Quality has a linear relationship. In addition, the linearity value of price is $0.000 > 0.05$ and the

significance value of Deviation from Linearity is $0.544 > 0.05$, so it can be concluded that Customer Satisfaction with Price has a linear relationship.

Multicollinearity Test

This test is used to determine whether there is a multicollinearity problem or not in the data by looking at the Tolerance value > 0.10 and VIF < 10 . The test results show a Tolerance value > 0.10 and VIF < 10 . The results of the multicollinearity test state that there is no multicollinearity problem.

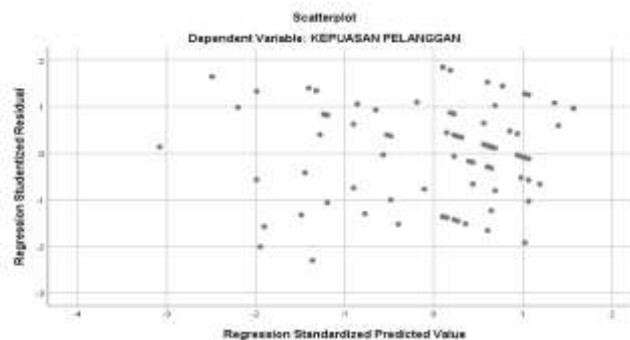
Table 6. Multicollinearity Test

Variabel	Tolerance	VIF	Conclusion
Food Product Quality	0,891	1,12	Non Multicollinearity
Price	0,891	1,12	Non Multicollinearity

Source: processed from SPSS output, 2025

Heteroscedasticity Test

The heteroscedasticity test with scatterplots graphs shows that the points are spread above and below the number 0 on the Y axis and do not form any pattern. It can be confirmed that there is no heteroscedasticity problem in the data.



Grafik 1. Heteroscedasticity Test

Multiple Linear Regression Analysis and Hypothesis Testing

The Simultaneously Effect of Food Product Quality and Price on Customer Satisfaction

Edvin Fairliantina The analysis of the influence of food product quality and price simultaneously on customer satisfaction is shown in the table below.

Table 7. Results of measuring the correlation coefficient and determination coefficient simultaneously

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,605 ^a	0,366	0,351	2,064

a. Predictors: (Constant), Price, Food Product Quality
 b. Dependent Variable: Customer Satisfaction

Source: processed from SPSS output, 2025

The results of the correlation coefficient measurement show that the relationship between the quality of food products and prices simultaneously with customer satisfaction reaches a value of 0.605 indicating a very high relationship or strong influence. This result of the coefficient of determination R square (r^2) is known that the value of the coefficient of determination of the influence of the quality of food products and prices simultaneously with customer satisfaction is 0.366 or 36.6%, the remaining 63.4% is the influence of other factors on customer satisfaction but was not studied.

Table 8. Results of Multiple Regression Coefficient Measurement

Model	Coefficients ^a		
	Unstandardized Coefficients		Standardized Coefficients
	B	Std. Error	Beta
1 (Constant)	35,781	3,115	
Food Product Quality	0,305	0,082	0,329
Price	0,633	0,09	0,627

a. Dependent Variable: Customer Satisfaction

Source: processed from SPSS output, 2025

The table above shows the results of the multiple regression equation $\hat{Y} = 35.781 + 0.305X_1 + 0.633X_2$. The results of the multiple regression equation measurement show that the effect of food product quality (b_1) on customer satisfaction reaches = 0.305 and price (b_2) on customer satisfaction = 0.633. The results of the multiple regression equation calculation are known to be causally to increase customer satisfaction, then increase the price first and then the quality of the food product.

Hypothesis Test

Hypothesis testing aims to determine whether there is a significant influence between the variables that have been determined in the research model.

Table 9. Hypothesis Test Results

Hipotesis	$t_{hitung} > t_{tabel}$	$F_{hitung} > F_{tabel}$	Sig.	Conclusion
Food Product Quality on Customer Satisfaction	3,695 > 2000		0.000	Received positively and significantly
Price towards Customer Satisfaction	7,054 > 2000		0.000	Received positively and significantly
Food Product Quality and Price simultaneously towards Customer Satisfaction		25,929 > 3,09	0.000	Received positively and significantly

Source: processed from SPSS output, 2025

Discussion

Analysis Results of the Influence of Food Product Quality on Customer Satisfaction

An analysis of the effect of food product quality on customer satisfaction in room service at the Doubletree by Hilton Jakarta-Diponegoro Hotel revealed a regression coefficient of

0.305. This value can be interpreted as indicating that any increase in food product quality will be followed by an increase in customer satisfaction, with a positive correlation. This coefficient also indicates that food product quality has a fairly strong influence on customer satisfaction. This indicates that customers consider food quality to be a crucial factor in determining their experience when using room service.

The results of the hypothesis test indicate a significant relationship between food product quality and customer satisfaction. This means that food quality, including taste, freshness, presentation, cleanliness, and speed of service, is truly perceived by customers and has a direct impact on their level of satisfaction. This suggests that the better the quality of the food received, the higher the customer satisfaction with the hotel's room service. This finding provides practical implications: hotels need to consistently maintain and improve the quality standards of the food served to customers, both in terms of taste, menu variety, and aesthetic presentation.

The results of this study align with the findings of Rahayu et al., (2022), who stated that food product quality is a key factor in determining customer satisfaction levels in the hospitality sector. Therefore, this study strengthens empirical evidence that food quality is inseparable from the overall customer experience, particularly in room service, which is a crucial part of a star-rated hotel's image and reputation.

Results of Analysis of the Influence of Price on Customer Satisfaction

An analysis of the effect of price on customer satisfaction at the Doubletree by Hilton Jakarta-Diponegoro Hotel Room Service revealed a regression coefficient of 0.633. This value indicates a strong relationship between price perception and customer satisfaction. This means that the more appropriate and competitive the hotel's price, the higher the level of customer satisfaction. The large regression coefficient also indicates that price plays a significant role in influencing customer satisfaction compared to other factors studied.

The results of the hypothesis test support this finding by showing a positive and significant effect of price on customer satisfaction. In other words, when customers perceive the price to be in line with the quality of the food, service, and benefits they receive, their perceived satisfaction significantly increases. This suggests that perceived price fairness is a crucial factor in shaping positive customer experiences with hotel room service. The results of this study suggest that hotel management should consistently establish pricing strategies that are rational, transparent, and align with the value provided to customers. Prices perceived as excessively high without being commensurate with product and service quality have the potential to decrease satisfaction, while prices perceived as appropriate can increase satisfaction and strengthen customer loyalty. Therefore, pricing strategies must consider customer purchasing power, the level of competition, and alignment with the image and service standards of a five-star hotel.

This finding aligns with the research by Rahmawati et al., (2022), which found a positive and significant relationship between price and customer satisfaction. Therefore, this study not only confirms the important role of price in influencing customer satisfaction in the hotel industry but also extends empirical evidence that appropriate pricing can enhance customer satisfaction.

Results of the Analysis of the Joint Influence of Food Product Quality and Price on Customer Satisfaction

An analysis of the simultaneous influence of food product quality and price on customer satisfaction at the Doubletree by Hilton Jakarta-Diponegoro Hotel Room Service revealed a strong correlation between food product quality and price, with a value of 0.605, indicating a strong correlation. The combined effect of food product quality and price on customer satisfaction was 36.6%, with the remaining 63.4% contributing to the variable, but not examined.

From the multiple regression equation, the causality of the simultaneous influence of food product quality and price on customer satisfaction at the Doubletree by Hilton Jakarta-Diponegoro Hotel Room Service was demonstrated by an increase in food product quality of 0.305, and an increase in price of 0.633, as indicated by the multiple regression equation $\hat{Y} = 35.781 + 0.305X_1 + 0.633X_2$. The results of the multiple regression equation indicated that, to increase customer satisfaction, price should be increased first, followed by food product quality.

The results of the study show that the F-count value is greater than the F-table and the Sig value is less than 0.05. This statement indicates that there is a positive and significant influence of food product quality and price simultaneously on customer satisfaction at the Doubletree by Hilton Jakarta-Diponegoro Hotel Room Service. This finding is in line with Pratiwi et al., (2024) who stated that food product quality and price simultaneously have a positive and significant influence on customer satisfaction.

CONCLUSION

Based on the results of the study on "The Effect of Food Product Quality and Price on Customer Satisfaction in Room Service at the DoubleTree by Hilton Jakarta-Diponegoro Hotel," the following conclusions were obtained: (1) Food Product Quality has a significant effect on Customer Satisfaction. The higher the quality of food served through room service, the higher the level of customer satisfaction. Aspects such as taste, appearance, cleanliness, and temperature of the food are important factors in shaping positive customer perceptions. (2) Price has a significant effect on Customer Satisfaction. Based on the results of the data analysis, it can be concluded that the Price variable has a positive and significant effect on Customer Satisfaction in room service at the DoubleTree by Hilton Jakarta-Diponegoro Hotel. This is indicated by a significance value of 0.000, which is smaller than the 0.05 level, and a regression coefficient value of 0.366. This means that the better the customer's perception of the price offered in terms of the match between price and the quality of the food product received, the higher the level of customer satisfaction. (4) Food Product Quality and Price simultaneously have a significant effect on Customer Satisfaction. Both variables collectively influence customer satisfaction levels, contributing 36.6% to the satisfaction variable. The remainder is influenced by factors outside this study, such as staff service, speed of service, and room comfort.

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