


Strategy to Enhance Hotel Customer Satisfaction by Optimizing Service Quality, Emotions, and Trust at Shofa Marwah Hotel Palembang

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Article Info	ABSTRACT
<p>Keywords: Emotional, Customer Trust, Customer Satisfaction, Service Quality</p>	<p>This study analyzes strategies for increasing customer satisfaction through service quality, trust, and emotional factors at Shofa Marwah Hotel Palembang. In the competitive hospitality industry, customer satisfaction is crucial for loyalty and competitiveness. The research employs a quantitative approach using multiple linear regression analysis, based on data collected from questionnaires distributed to 100 customers over the past six months. The results indicate that service quality, trust, and emotional factors significantly influence customer satisfaction (significance value <0.05). Simultaneously, these three variables show a significant effect, with an F-calculated value higher than the F-table and a significance of 0.000. The coefficient of determination (Adjusted R Square) of 0.641 suggests that 64.1% of customer satisfaction variation is explained by these three variables. These findings highlight the importance of optimization strategies in enhancing customer satisfaction at the hotel.</p>
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INTRODUCTION

Hotels, as one of the hospitality service providers, must regularly evaluate the quality of services received by customers. The hospitality industry aims to serve customers by providing products or services that offer direct benefits, such as rooms with complete amenities, as well as services that may not be immediately visible, such as hospitality, comfort, security, and effective management (Ovidani & Hidayat, 2020).

Economic growth has intensified competition in the service sector, including in the tourism industry, where many businesses must offer the best services to satisfy customers (Sihombing & Hellen, 2021). A hotel is an accommodation business that provides services and additional facilities as a temporary residence for tourists to rest and stay overnight. To ensure customer satisfaction and encourage repeat visits, hotels must provide the best service (Kusuma, 2015).

Businesses must leverage available opportunities to dominate the market, particularly due to increasing global competition (Risna et al., 2023). The growing number of business participants offering various products and services allows consumers to choose according to their needs. If a product or service satisfies customers, they will compare that hotel with others. This aspect involves all company resources (Ovidani & Hidayat, 2020).

The success of the tourism industry in Indonesia is influenced by various factors, including the existence of hotels that function as resting facilities for both international and domestic visitors. The rapid growth of the hospitality industry has led to intense competition in this business (Widyaningrum, 2020). Hotel services are a form of commercial accommodation that provides various services, such as lodging and food and beverage provisions for those in need. Competition among hotel entrepreneurs is evident in the various additional facilities offered to consumers, such as transportation services and discounts on certain days (Dedy & Alfandi, 2022).

A hotel that receives good ratings demonstrates its ability to provide quality service, competitive pricing adjustments, and enhance emotional engagement and trust among guests. Hotels must meet customer needs during their stay to achieve customer satisfaction (Putra et al., 2023).

Customer Satisfaction at Hotel Shofa Marwah Palembang

Hotel Shofa Marwah is a two-star hotel located in Palembang. Established in 2009, the hotel is situated in the city center on Jl. Kapten Anwar Sastro, Palembang. Due to the emergence of many competing hotels, each hotel employs similar methods to attract customers. Therefore, with the increasing number of hotels across various categories, all hotels must be able to compete for profitability by ensuring customer satisfaction. Every business must have the capability to fulfill customer needs by implementing an appropriate service approach to achieve a competitive advantage.

In other words, businesses must ensure that customer satisfaction is achieved through the quality of services provided. Customer satisfaction is the level of satisfaction customers feel after comparing the received product or service with their expectations. Customers tend to be satisfied when the services or facilities provided meet or exceed their expectations. This study examines the number of customers at Hotel Shofa Marwah Palembang.

Service quality is essential in the hospitality industry as it serves as the front line in selling services (Jaya Saputra & Djumarno, 2021). Understanding customer desires and expectations ensures that the service quality provided leads to customer satisfaction. The increasing competition in the hospitality industry makes it crucial for hotels to recognize the importance of service quality (Lumempow et al., 2014).

Competitive pricing plays a strategic role in marketing. If the price is too high, it may not be affordable for a specific target market. Price is the value consumers must pay to obtain or benefit from a product or service. Besides service quality, price is another strategy Hotel Shofa Marwah uses to attract and satisfy customers with affordable rates, leading to an increase in the number of customers each year.

Emotional factors include feelings such as happiness, satisfaction, disappointment, and sadness. If the service provided meets customer expectations, positive emotions such as satisfaction will develop. Conversely, if expectations are not met, negative emotions such as disappointment may arise (Rahmah, 2020).

Customer Satisfaction

Customer satisfaction, according to Oliver in (Indrasari, 2019, h.89), is a summary of a psychological condition resulting when emotions surround unmet expectations, multiplied by feelings formed through consumption experiences. Factors influencing customer satisfaction, according to Lupiyoadi in (Indrasari, 2019, h.91), include:

1. Product Quality

Customers will be satisfied if their evaluation shows that the product they use is of high quality. A product is considered high quality if it meets a customer's needs. Product quality consists of external and internal factors, with brand image being one of the external factors.

2. Service Quality

Customers feel satisfied when they receive good service that meets their expectations.

3. Emotional Factors

Customers experience satisfaction when they receive praise for using a prestigious or expensive brand.

4. Price

A product with the same quality but a lower price provides greater value to the customer.

5. Cost

Customers are more satisfied if they do not have to incur additional costs or spend extra time to obtain a product or service.

Service Quality

According to Kotler in Mushtosim in (Indrasari, 2019, p.55), quality is the overall characteristics and capabilities of a product or service that satisfy stated or implied needs. Meanwhile, R.A. Supriyono in (Indrasari, 2019, p.57) defines service as an activity provided by an organization to fulfill consumer needs, leaving a distinct impression. Good service leads to customer satisfaction, making service a crucial factor in attracting consumers to use a company's products or services. Indicators of service quality, according to Parasuraman et al. in (Indrasari, 2019, p.64), include:

- a. Reliability

The ability to provide service as promised, including meeting customer expectations regarding timeliness, equal service for all customers, a sympathetic attitude, and high accuracy.

- b. Awareness

Employee awareness in assisting customers who need help.

- c. Attention

Providing information or actions that make customers feel comfortable with the service.

- d. Accuracy

The ability to provide services correctly and efficiently.

- e. Empathy

Providing sincere and personalized attention to customers by understanding their needs.

Trust

Trust is a critical factor for business success. According to Buttle & Maklan in (sari yane, 2024), trust develops when parties share experiences, interpret, and assess each other's motives. As they learn more about one another, uncertainty and risk decrease and eventually disappear. Indicators measuring trust, according to Mayer in (Rifa'i, 2023), include:

- a. Ability
Trust is specific to certain areas, meaning individuals need confidence in how well someone performs in a particular domain.
- b. Integrity
Integrity is demonstrated through consistency between words, actions, and values.
- c. Benevolence
Benevolence relates to good intentions and sincerity.

Emotional Experience

According to (Indrasari, 2019, p.88), emotions play a role in customer satisfaction when consumers feel proud and believe that others will admire them for using a particular product or brand. Customers who associate emotional value with a product tend to have higher satisfaction levels. Indicators used to measure emotions, according to McGilloway (Santoso, 2021), include:

- a. Fear
- b. Happiness
- c. Neutral emotions
- d. Sadness
- e. Angry

METHOD

The research method used in this study is the descriptive method. According to (Ph.D. Ummul Aiman et al., 2022), descriptive research is one of the quantitative research methods that formulates problems to explore or capture social situations comprehensively, broadly, and in-depth. The population of this study consists of customers who have stayed at Hotel Shofa Marwah Palembang, with a sample of 100 respondents.

The types of data examined include both quantitative and qualitative data. To determine the extent to which service quality, trust, and emotional factors influence customer satisfaction at Hotel Shofa Marwah Palembang, the determination coefficient (KD) is used. The proposed hypothesis states that service quality has a positive and significant effect on customer satisfaction, trust has a positive and significant effect on customer satisfaction, and emotional factors also have a positive and significant effect on customer satisfaction. Furthermore, service quality, trust, and emotional factors simultaneously have a positive and significant effect on customer satisfaction.

RESULTS AND DISCUSSION

Multiple Linear Regression Test

Multiple linear regression analysis is linear regression to analyze the magnitude of the influence of more than two independent variables. The following are the results of the multiple linear regression test in this study:

Table 1. Multiple Linear Regression Test Results

		Coefficients ^a				
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.982	.341		.836	.000
	QUALITY OF SERVICE	.415	.015	.099	1.681	.003
	EMOTIONAL	.542	.001	-.132	1.810	.000
	TRUST	.976	.002	.023	2.227	.001

a. Dependent Variable: CUSTOMER SATISFACTION

Source: Processed Primary Data (2024)

Based on table 1 above, it can be seen that the multiple linear regression equation model is: $Y = a + b_1X_1 + b_2X_2 + b_3X_3 + e$ so customer satisfaction = $0.982 + 0.415$ service quality + 0.542 emotional + 0.976 Trust + e.

T test

In this study, a T test was carried out to determine the partial significance of the independent variable on the dependent variable. The t test results can be seen in the coefficients table in the sig column. with the criterion that if $t\text{-count} > t\text{-table}$, then the independent variable has a significant effect on the dependent variable. Below is a table of results from the T test:

Table 2. T Test Results

Variabel	Unstandardized Coefficients	t hitung	t tabel	Sig.
	B			
Kualitas Pelayanan	0,415	1,681		0,003
Emosional	0,542	1,810	1,655	0,000
Kepercayaan	0,976	2,227		0,001

Source: Processed Primary Data (2024)

In this study the T table was 1.655. Based on table 2 above, the results of the T test are known which will be explained as follows:

- a. The service quality variable has a calculated T of $1.681 > T$ table of 1.655 and a significance value of $0.003 < 0.05$. So it can be stated that the service quality variable has a significant effect on the customer satisfaction variable.

- b. The emotional variable has a calculated T of 1.810 > T table of 1.655 and a significance value of 0.000 < 0.05. So it can be stated that the emotional variable has a significant effect on the customer satisfaction variable.
- c. The trust variable has a calculated T of 2.227 > T table of 1.655 and a significance value of 0.001 < 0.05. So it can be stated that the trust variable has a significant effect on the customer satisfaction variable.

F Test

In this study, an F-test was conducted to determine the simultaneous effect of independent variables on the dependent variable. If $F_{calculated} > F_{table}$, it indicates that variable X has a simultaneous effect on variable Y. Furthermore, using the probability significance value, if the probability significance is greater than 0.05, it means that variable X does not have a simultaneous effect on variable Y.

Below is the table presenting the results of the F-test:

Table 3. F Test Results

Variabel	f hitung	f tabel	Sig.
Customer Satisfaction, Service Quality, emotions and trust	56,115	2,43	0,000

Source: Processed Primary Data (2024)

In this study the F table was 2.43. Based on table 3 above, it is known that the results of the F test are 2.43. It can be seen that F count > F table: 56.115 > 2.43 with a significance level of 0.000 which shows that the F count significance rate is smaller than the significance level value of 0.05. So it can be concluded that the variables of service quality, emotionality and trust simultaneously or together have a significant influence on customer satisfaction.

Coefficient of Determination (Adjusted R square)

R Square analysis or coefficient of determination is used to find out how big the percentage contribution of the influence of the independent variables together is on the dependent variable. The greater the coefficient of determination value can be interpreted as the greater the ability of the independent variable to explain the dependent variable and vice versa. The results of the coefficient of determination of this research are shown below:

Table 4. Coefficient of Determination Test Results

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.170	.629	.641	1.261

a. Predictors: (Constant), service quality, emotional, trust

Source: Processed Primary Data (2024)

Based on table 4 above, it can be seen that the R value is 0.170 and is close to 1. A value close to 1 means that it can be explained that the relationship between the dependent

and independent variables is strong so it is suitable to be used. Then the R Adjusted R Square coefficient value is 0.641 or 64.1%.

So it can be concluded that the influence of service quality, emotional and trust variables on customer satisfaction is 0.641 (64.1%). Meanwhile, the remaining 35.9% is influenced by other variables outside this research. Then the value of the Standard Error of the Estimate is 1.261 and it can be seen that the smaller the value of the Standard Error of the Estimate, the more accurate the regression model will be in predicting the dependent variable.

CONCLUSION

Based on the results and discussions presented in the previous sections, the following conclusions can be drawn: 1) **The Influence of Service Quality on Customer Satisfaction.** The research findings indicate that service quality has a significant impact on customer satisfaction. The higher the quality of service provided by Hotel Shofa Marwah, the greater the level of customer satisfaction. This includes aspects such as service reliability, staff responsiveness, comfortable facilities, and ease of booking and check-in/out processes. Therefore, improving service standards is a key factor in creating a positive customer experience. 2) **The Influence of Trust on Customer Satisfaction.** Customer trust in the hotel also has a significant effect on their level of satisfaction. This trust is built through transparency of information, consistency in service delivery, and guarantees of security and comfort during their stay. Customers who trust the quality and commitment of the hotel in providing excellent service tend to be more satisfied and have a higher intention to return. 3) **The Influence of Emotional Factors on Customer Satisfaction.** Emotional factors are proven to be an important element in shaping customer satisfaction. Positive emotional experiences, such as friendly staff, attentiveness to individual customer needs, and a pleasant hotel atmosphere, create a strong emotional bond between customers and the hotel. Customers with an emotional attachment tend to not only be satisfied but also more loyal to the hotel. 4) **The Simultaneous Influence of the Three Variables on Customer Satisfaction.** Simultaneously, service quality, trust, and emotional factors contribute significantly to increasing customer satisfaction at Hotel Shofa Marwah Palembang. This is supported by regression analysis results, which show that these three variables collectively have a strong impact on customer satisfaction levels. 5) **Coefficient of Determination.** The analysis results show that the Adjusted R Square value of 64.1% indicates that service quality, trust, and emotional factors explain 64.1% of the variation in customer satisfaction. The remaining 35.9% is influenced by other factors beyond this study, such as pricing, location, marketing strategies, and service innovations.

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