

2021 APRIL SICO 2(1) MILA, SAMSUL

by Unimas Mojokerto

Submission date: 09-Apr-2023 06:06AM (UTC-0400)

Submission ID: 2059464548

File name: 2021_APRIL_Jurnal_SICO_2_1_Mila,_Samsul,_Yusuf.pdf (203.45K)

Word count: 3295

Character count: 17552

THE EFFECT OF PERCEIVED SERVICE QUALITY AND PRICE ON HOTEL SERVICE USER SATISFACTION IN SURABAYA

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ABSTRACT

Basically, the main goal of a service company is customer satisfaction. Service providers through quality services and competitive price offers strive to meet the needs and satisfy service users. This needs to be observed further to find out the behavior of consumers. The purpose of this study is to determine the role of perceived service quality and price on the satisfaction of hotel service users. The study was conducted at a hotel in Surabaya. As for the sample of this study are consumer service users who have stayed at the hotel. There are 100 respondents. Multiple linear regression analysis tool. The research findings state that perceived service quality has a significant role in customer satisfaction. Price also has a real role in customer satisfaction. Both simultaneously have an impact forming customer satisfaction.

Keywords: perceived service quality, price, hotel rate, customer satisfaction, hotel industry.

INTRODUCTION

Almost every region has a hotel business plus hotels that are getting stronger and have high prospects in Indonesia, investors are increasingly interested in investing their funds in the hotel business. However, the tourism industry in Indonesia, especially in the hospitality sector, is a volatile industry. One indicator of a hotel business is the room occupancy rate. The high and low level of hotel occupancy is strongly influenced by two factors, namely internal and external factors. Internal factors are factors from within the hotel itself, namely what facilities are owned by the hotel and also the quality of service. External factors are factors from outside the company, namely social, economic, technological and government policies.

The hotel is currently arranged in such a way as to be attractive with complete facilities and excellent service. The hotel's core product is accommodation services, but services must be accompanied by services, because guests do not only stay overnight but also want added value from what is paid. Competition in the hospitality industry is very tight where every hotel tries to provide the best service. Along with the times, the hotel industry will continue to grow by improving the quality of its services. Many hotels use the services provided by employees as a strategy to increase their competitive advantage. To maintain the quality of the services provided to remain good, adequate quality of human resources is needed (Darmawan & Grenier, 2021). Padma et al. (2018) stated that organizational effectiveness in the service sector is closely related to the individual quality of employees. To attract consumers by providing the best service quality when consumers stay at their hotels, and it is hoped that consumers will be satisfied (Djati & Darmawan, 2005).

Perceived service quality is a measure of the difference between consumer expectations and the services provided by the company (Olorunniwo et al., 2006). Stefano et al. (2015) also argues that service quality is influenced by perceived service and expected service. According to Vazquez et al. (2000), in a service, when expectations exceed expectations it will be called that the service is satisfactory, and is considered bad or unsatisfactory when expectations are not the same as expectations or below the standard of consumer expectations. So in a hospitality service company, satisfying consumers by doing the best service is important to form the perception of consumers towards a service. The higher the satisfaction that consumers feel, the higher the level of consumers will return to buy or stay at the hotel (Jasinskas et al, 2016). Satisfaction will also have an impact on customer recommendations to their reference group (Trirahayu et al., 2014; Chen et al., 2015).

Price is important because it is one of the important factors in the company to make a profit. Many companies go bankrupt because they set prices that do not match the market. The price set must be in accordance with the consumer's economy, so that consumers can buy the goods and services (Wahab et al., 2017). Price is an aspect that is visible to buyers (Hidayat et al., 2015). For consumers who don't really understand the technicalities of purchasing services, price is often the only factor they can understand. For consumers, the price factor is very sensitive. There is a segment of buyers who are very price sensitive (being the only factor in buying a product) and some are not. However, the majority of consumers are somewhat price sensitive. The price paid by the buyer includes the services provided by the seller, even the seller also wants some profit from that price. According to the theory of value and satisfaction, a product or offer will be successful if it provides value and satisfaction to the target buyer. Buyers choose among a variety of offers that are considered to provide the most value. Value is defined as the ratio between what the customer gets and what the customer sacrifices. Customers benefit and incur costs. Benefits include functional benefits and emotional benefits. Costs include monetary costs, time costs, energy costs, and physical costs. In a business in the form of services, especially in hospitality, it is usually adjusted to the price given because the higher the price given, the more facilities that will be provided from the service side of the hotel.

The success of a hotel business in achieving the satisfaction of its service users in the early stages is determined, among others, by the superiority of its products, because most of its products are in the form of services, that success can only be maintained and developed by its human attitude which is called the attitude of carrying out superior service to customers at the hotel. JW Marriot Surabaya is an international-class five-star hotel that has been around since 1996. Located on Jl. Embong Malang 85-89 Surabaya. The hotel, which is located in the heart of the business and shopping center of Surabaya, offers room services, food, drinks, and various other services, to meet the services of tourists. JW Marriott Hotel Surabaya is one of the properties that are at the highest level in the division of business lines that have been set by Marriott International Inc. namely Luxury Hotels. The concept of Luxury has been attached to the JW Marriott International brand so that JW Marriott Hotel Surabaya also continues to always strive to maintain service quality and the level of customer satisfaction is one of the benchmarks in determining the success of the company's performance. This study wants to find out whether the perceived service quality and prices provided by JW Marriott Hotel Surabaya are liked, suitable and can satisfy consumers. Thus, the purpose of this study is to determine the role of perceived service quality and price on the satisfaction of JW Marriott Hotel Surabaya service users.

RESEARCH METHODS

In this study, the authors take the population, namely all people who have stayed at the JW Marriott Hotel Surabaya. The samples from this research are consumers who have stayed at hotel at least 1 day / 1 night. There were 100 people who became respondents.

The independent variables are perceived service quality and price. These measurements were measured using the five dimensions SERVQUAL from Parasuraman et al. (1988), namely, (1) Tangible, namely everything that describes a physical form that supports service operations; (2) Reliability, namely the company's ability to serve accurately according to what was promised; (3) Responsiveness, namely the company's ability to serve consumers quickly and responsively; (4) Assurance, namely the company or employees can build trust and confidence in their customers; (5) Empathy, namely the attitude of full attention and care given to consumers.

Price as the second independent variable is the amount of money (plus some products if possible) needed to get some combination of products and services. The indicators are as follows: (1) Pricing and (2) Payment methods.

The dependent variable is customer satisfaction. The measurement uses the following dimensions: (1) Satisfaction as fulfillment, namely the response of consumers who are satisfied because their needs are met; (2) Satisfaction as pleasure, namely the response of consumers who are happy and happy related to the company; (3) Satisfaction as ambivalence is a mix feeling where consumers have positive and negative experiences about a service they consume.

After data collection, the data must be processed and analyzed first so that it can be used as a basis for decision making. This study uses a regression analysis approach with a calculation process assisted by the SPSS software application program.

RESULTS AND DISCUSSION

The items in the questionnaire are determined to be valid based on the corrected item total correlation value which is not less than 0.3. The SPSS output obtained all questions about perceived service quality (X.1), price (X.2) and customer satisfaction (Y) variables, all of which were stated to be above the 0.3 threshold. This means all valid.

Reliability test based on alpha value not less than 0.6. The perceived service quality variable with an alpha value of 0.753. The price variable with an alpha value of 0.749 and customer satisfaction with an alpha value of 0.704. This means that all variables are reliable. The results of the t test in table 1 below.

Table 1. Multiple Linear Regression

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	
	B	Std. Error	Beta			
1	(Constant)	29.381	3.268		8.991	.000
	X.1	2.656	.483	.405	5.504	.000
	X.2	2.690	.407	.487	6.610	.000

Source: SPSS output

Based on Table 1, it is known that the regression model formed is $Y = 29.381 + 2.656X.1 + 2.690X.2$. From the comparison results obtained a significant value in table 1 obtained a value of 0.000 for the perceived service quality variable (X.1), and the price (X.2) which means it is below the 0.05 limit so that at the real level = 0.05, the variable Perceived service quality and price have a partially significant effect on customer satisfaction.

The F test is used to test the simultaneous effect of the independent variables on the dependent variable. The results of calculations using SPSS software as shown in table 2.

Table 2. Summary Results for F Test

Model	Sum of Squares	df	Mean Square	F	Sig.	
1	Regression	2453.406	2	1226.703	56.378	.000 ^b
	Residual	2110.594	97	21.759		
	Total	4564.000	99			

Source: SPSS output

The F test output obtained F count of 56,378 and significant 0.000 which is lower than 0.05 so that perceived service quality and price have a significant effect simultaneously on customer satisfaction.

Table 3. Coefficient of Determination

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.733 ^a	.538	.528	4.665

Source: SPSS output

The coefficient of R square is 0.538, which means that the contribution of perceived service quality and price in shaping customer satisfaction is 53.8% while the remaining 46.2% is determined by other factors.

The findings of this study state that perceived service quality at JW Marriott Hotel Surabaya has a significant effect on customer satisfaction. This is similar to the study of Djati & Darmawan (2004); Saleem and King (2014); (Tefera & Govender, 2016); and Fared et al. (2021) which states that the higher and maximum the perceived service quality provided by a hotel to consumers, the higher customer satisfaction as well as service quality innovation is also said to be able to enable companies to increase customer satisfaction. According to Amisah (2013), there is a strong relationship between the service quality received by hotel guests and revisit intention which is an indicator of customer loyalty because they are satisfied. In this case, the quality of service provided by JW Marriott Hotel Surabaya is well received by consumers and well received by consumers, as evidenced by consumers who are satisfied with several service quality indicators so that it affects the high satisfaction of consumers staying at JW Marriott Hotel Surabaya. In addition, a small increase in customer satisfaction will automatically encourage consumer loyalty (Khasanah, 2010). It is also said that satisfied consumers and being loyal will provide many benefits for the company (Bowen & Chen, 2001). The level of consumer satisfaction related to loyalty is proven that consumer satisfaction with their needs are met when staying and also consumers are satisfied (Masitoh et al., 2017).

Another finding states that price has a role in shaping hotel service user satisfaction. The hotel has various types of room rates. Room rates vary depending on the type and size of the room. The thing that distinguishes it is the location of the room, the direction of the view, and the facilities available. Room prices are broadly divided into two types, namely fixed prices and discounted prices. The fixed price is the non-negotiable or non-refundable room rate. This room price is exactly the price issued by the management in the form of a brochure, while the discounted price is the standard room price which is cut by a certain percentage. On the basis of this, it is in accordance with what is accepted by hotel service users. This finding is in accordance with studies from Darmawan (2019); Retnowati et al. (2021); Mardikaningsih (2021); Wiyandarini (2021) who mentions that price plays a role in determining service user satisfaction. The price variable is subjectively valued by service users. This is adjusted to the fulfillment of expectations and the range of satisfaction they feel themselves.

CONCLUSION

This study resulted in the real role of the independent variables on the dependent variable. Perceived service quality has a significant role in customer satisfaction. Price also has a real role in customer satisfaction. Both simultaneously have an impact on shaping customer satisfaction.

JW Marriott Hotel Surabaya can maximize the satisfaction of hotel service users by continuing to maintain each room, not just a few rooms and also the corners of the hotel more routinely. This can be done by providing attractive decorations or pictures to enhance the aesthetics of the hotel, as well as in equipment for rooms and bathrooms that are outdated/old-fashioned are upgraded with modern equipment, and it is also recommended that existing carpets be cleaned regularly or can be replaced so they don't look dirty and worn. It can also update and even add facilities at the hotel, for example by adding several computers equipped with internet so that consumers when waiting for a vehicle or waiting for check-in/check-out are relaxed and can also be used when consumers urgently need a computer.

In addition, the JW Marriott Hotel Surabaya can provide entertainment to consumers, such as every weekend or holiday that has a high occupancy room, the hotel should use it to entertain consumers by providing free shows that consumers can watch, Malang regional dances or even exhibitions to entertain consumers. provide a memorable experience for consumers. By maximizing perceived service quality, it is hoped that JW Marriott Hotel Surabaya can be even better in the future and JW Marriott Hotel Surabaya consumers can feel satisfied.

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