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## The Effect Of Prices And Service Facilities On Loyalty Guests In Rooms Inc Hotel Semarang

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**Abstract** *The aim of this research is to determine and analyze the influence of price and facilities partially and jointly on guest loyalty at Rooms Inc Hotel Semarang and to determine the variables that most influence guest loyalty at Rooms Inc Hotel Semarang. This research uses a quantitative type of research. Quantitative research. The population in this study was 8,833 guests taken from data from November 2022 to December 2022 at Rooms Inc Hotel Semarang. The sample in this research was 100 respondents. Data collection techniques are questionnaires and observations. The analysis technique used in this research is multiple linear regression analysis. The results of the research state that price and facilities partially have a positive and significant effect on Rooms Inc. Hotel guest loyalty. Price and facilities jointly influence guest loyalty at Rooms Inc Hotel. The price variable is the variable that has the most influence on Rooms Inc Hotel guest loyalty*

**Keywords.** Price; Facilities; Loyalty

### INTRODUCTION

Kotler and Keller (2016) define services as actions or deeds that can be offered by one party to another party which are basically intangible (not physically tangible) and do not result in ownership of something and whose production is not tied to a physical product. The increasing popularity of the hotel business, which is quite competitive, should lead to a concept in the management of accommodation and service facilities that prioritizes service and guest loyalty with prices and service facilities that are complete, comfortable and high quality. Tight competition between hotels causes each hotel to try to provide the maximum service facilities possible. To be able to survive and win in this competition, business people are required to further improve the service facilities provided. The success of a hotel business in achieving the loyalty of its service users at an early stage is determined, among other things, by the superiority of its service facilities, because some of its products are services, this success can only be maintained and developed by its human attitude, which is called the attitude of implementing Service Excellence (superior service) to its guests. At the hotel/inn. It has been proven in developed countries that satisfying guests can be done through Service Excellence. Service Excellence is how employees or human resources at the institution serve guests so that they have a good impression positive towards the institution. Service Excellence is synonymous with a good attitude in guiding service. As a result, guests will feel satisfied and continue to use the hotel/lodging services, but what is more important is word of mouth regarding the Service Excellence of a hotel/lodging business or institution and as a result the volume of the institution's services or business will increase. One factor that does not miss

out on playing an important role in increasing guest loyalty is price. Price is all forms of monetary costs sacrificed by guests to obtain, own, utilize a number of combinations of goods and services from a product. For companies, pricing is a way to differentiate their offerings from competitors (Ali, 2013). Price is a determinant of the success of a company because price determines how much profit the company will gain from selling its products, both in the form of goods and services. In setting prices we have to look at the market and the surrounding environment Price is all forms of monetary costs sacrificed by guests to obtain, own, utilize a number of combinations of goods and services from a product. For companies, pricing is a way to differentiate their offerings from competitors (Ali, 2013). Price is a determinant of the success of a company because price determines how much profit the company will gain from selling its products, both in the form of goods and services. In setting prices we have to look at the market and the surrounding environment. With the development of a critical level in choosing a better hotel, service users will become more critical and smarter in comparing the services of one hotel with other hotels and think long term in using hotel services. Likewise with the price and location of the hotel, this is also an indicator. Competitive prices and strategic locations seem to be an alternative choice for hotel service users as their stopover place. The importance of service facilities is no longer negotiable in the hotel industry, because service facilities for guests are the basis of this business, which is a service business. Facilities are physical equipment that makes it easy for guests to carry out activities so that guest needs can be met. Thus, facilities are very important for service companies such as hotels. Facilities are the facilities and infrastructure provided by the hotel, such as providing convenience and comfort for service users. If the service facilities provided are in accordance with the required wishes, then guests will feel satisfied with their stay. Factors such as the availability of good and sophisticated facilities are actually just features that will increase satisfaction of service users. Having good prices and service facilities in a company will increase guest loyalty Therefore, companies must start to think more carefully about the importance of guest service through facilities because it is now increasingly recognized that service (guest loyalty) is a vital aspect in order to survive in business and win the competition. The increasing demand for guests will encourage entrepreneurs in the tourism sector, especially Rooms Inc Hotel Semarang, to compete to offer their advantages. There are many factors that need to be considered to satisfy guests, one of which is the price and service facilities of Rooms Inc Hotel Semarang itself that can be provided by the company, so that guests feel satisfied and will make repeat purchases. With the development of a critical level in choosing a better hotel, service users will become more critical and

smarter in comparing the services of one hotel with other hotels and think long term in using hotel services. Likewise with the price and location of the hotel, this is also an indicator. Competitive prices and strategic locations seem to be an alternative choice for hotel service users as their stopover place. The importance of service facilities is no longer negotiable in the hotel industry, because service facilities for guests are the basis of this business, which is a service business. As a service company that serves its guests, Rooms Inc Hotel Semarang must provide the best possible prices and service facilities to guests. Because complaints that often occur, such as complaints about unfriendly service, inappropriate facilities and not doing their job well, must be resolved immediately with professional handling to create satisfaction for the guests. The background to the problem is that various efforts have been made by the management of Rooms Inc Hotel Semarang to provide quality service facilities, however the phenomenon that occurs in the field shows that there are still complaints from guests.

Table 2 Guest Complaints about Prices at Rooms Inc Hotel Semarang

Number	Guest Complaints
1	The price offered does not match the service facilities obtained
2	The price offered is relatively expensive

Source: tiket.com

Based on table 2 above, the price offered by Rooms Inc Hotel Semarang is relatively expensive and does not match the service facilities obtained, making guests dissatisfied.

Table 3 Guest Complaints about Service Facilities at Rooms Inc Hotel Semarang

Number	Guest Complaints
1	The room size is quite small
2	There is no heating kettle in the room
3	Dark restaurant
4	Rooms are not clean

Source: tiket.com

Based on table 3 above, guests are dissatisfied with the service facilities at Rooms Inc Hotel Semarang, the room size is quite small and is not suitable for staying with family. There is no heating kettle in the room which makes it difficult for guests to make warm drinks. Dark restaurants and unclean rooms make guests uncomfortable. The purpose of this research is to determine and analyze the influence of price and facilities partially and together on guest loyalty at Rooms Inc Hotel Semarang and to determine the variables that have the most influence on loyalty.

### **Guest Loyalty**

Loyal customers will not buy products that are considered of no value to them. Therefore, it doesn't matter what the price is. If it can be defined, loyalty is faithfulness,

determination and the ability to obey, carry out and practice something accompanied by full awareness and responsibility (Hery, 2018). Meanwhile, according to (Kotler, 2016), guest loyalty is a deeply held commitment to purchase or support a preferred product or service again in the future, even though the influence of the situation and marketing efforts has the potential to cause guests to switch. Dimensions and indicators of guest loyalty according to (Kotler, 2016) are:

1. Repeat is loyalty to purchasing products or services. In measuring customer loyalty to purchasing products or services, you can use the following indicators:
  - a. Make repeat purchases
  - b. Habits of buying/consuming these products or services
2. Retention is resistance to negative influences on the company. In measuring customer retention on products or services with negative influences, you can use the following indicators:
  - a. Always like the product or service.
  - b. Keep choosing the product or service
  - b. Believe that the product or service is the best.
3. Referrals are the company's total referral resistance, in this dimension it is measured by the indicator, namely recommending the product to other people.

### **Price**

(Sintya et al., 2018) According to Kotler and Armstrong, translated by , in the price variable and several main price activities, which include price lists, discounts, discounts and payment periods. According to Kotler and Armstrong translated by (Kambali & Syarifah, 2020), there are four price dimensions and indicators, namely:

1. Price affordability means that consumers can reach the price set by the company. In measuring this dimension, the indicator used is the appropriateness of the price of the product or service offered.
2. Conformity of price to product quality is a price that is in accordance with the quality of the product or service, and this price can provide satisfaction to consumers. In measuring this dimension, the indicator used is that the price offered is in accordance with the product or service.
3. Price competitiveness, is the ability to produce and sell quality goods and services at lower costs than competitors. In measuring this dimension, the indicator used is the competitive price offer given for the same product.
4. Matching price with benefits is the price offered in accordance with the benefits that consumers will get. In measuring this dimension, the indicators used are the benefits that guests can get from the products purchased.

## Facility

According to (Baiti, M., Purba , A. S., & Yandi, 2018), facilities are a physical form or atmosphere formed by the exterior and interior provided by the company to build a sense of security and comfort for guests. (Desy Kavanillah, 2019), facilities are the physical resources that exist before a service can be offered to guests. Facilities are everything that makes it easier for guests to use the company's services. According to (Tjiptono, dan Greforius, 2016) in the form of realizing facilities there are five indicators to evaluate this, namely:

1. Spatial Planning
2. Space Planning
3. Equipment
4. Lighting and Color
5. Instructions delivered graphically

## Submission of Hypothesis

- H1: It is suspected that there is a positive and significant influence of price on loyalty visitor.  
 H2: It is suspected that there is a positive and significant influence on Service Facilities influence guest loyalty.  
 H3: It is suspected that there is a positive and significant influence on price and service facilities influence guest loyalty.  
 H4: Price variables that influence guest loyalty.

## METHOD

This research uses a quantitative type of research. The population in this study was 8,833 guests taken from data from November 2022 to December 2022 at Rooms Inc Hotel Semarang. The sample in this research was 100 respondents. Data collection techniques are questionnaires and observation. The analysis technique used in this research is multiple linear regression analysis

## RESULTS AND DISCUSSION

### Results

Research hypothesis testing was carried out using multiple linear regression analysis. The results of multiple linear regression analysis to test this research hypothesis are as follows:

**Table 4 Results of Multiple Linear Regression Analysis**

Model		Coefficients <sup>a</sup>				
		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	25.610	4.473		5.725	.000
	harga	.373	.110	.532	3.635	.000

fasilitas	.353	.102	.471	3.466	.001
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a. Dependent Variable: loyalitas

Source: Processed Primary Data, 2023

Based on the results of the regression analysis, the following regression equation is obtained:

$$Y = 0.532X_1 + 0.471X_2$$

Based on the equation above, it can be explained that the price and facilities variables have a positive coefficient in influencing loyalty. This means that the better the price offered and the facilities provided by the hotel, the higher the loyalty of hotel visitors will be.

**Model Test**  
**Tabel 5 Hasil Uji F (Uji Simultan)**

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	432.678	2	216.339	35.841	.000 <sup>b</sup>
	Residual	1324.712	97	13.657		
	Total	1757.390	99			

a. Dependent Variable: loyalitas  
b. Predictors: (Constant), fasilitas, harga

Source: Processed Primary Data, 2023

The results of multiple linear regression analysis obtained an F count of 35.841 with a significance level of 0.000. Because the significance value is smaller than 0.05 (< 0.05), the hypothesis is accepted. This means that there is a significant influence between price and facilities on the loyalty of Rooms Inc Hotel visitors.

The coefficient of determination is used to measure the percentage influence of the independent variable on the dependent variable. The coefficient of determination value from the calculation results can be seen in the following table.

**Table 6 Results of Determination Coefficient**

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.496 <sup>a</sup>	.646	.631	3.69551

a. Predictors: (Constant), fasilitas, harga

Source: Processed Primary Data, 2023

The results of the analysis obtained an Adjusted R Square value of 0.631. This shows that loyalty is influenced by price and facilities by 63.1% while the remaining 36.9% is influenced by other factors not examined in this research such as service quality, cleanliness, location and other factors that influence loyalty.

**Hypothesis Testing (T – t Test)**

This t test is used to determine whether or not there is an influence between price and facilities on the loyalty of Rooms Inc Hotel visitors.

**Table 7 Summary Results of Hypothesis**

## Testing

Variabel	Signifikansi	Keterangan
Harga (X1)	$0,000 < 0,05$	Berpengaruh signifikan
Fasilitas (X2)	$0,001 < 0,05$	Berpengaruh signifikan

Source: processed primary data, 2022

Based on the table above, the t test result of this research is 1. The significance of the price variable is 0.000 which is smaller than the significance requirement of 0.05. With these results, it can be stated that price has a significant effect on loyalty, thus the hypothesis which states that price has a significant effect on loyalty is accepted;

The significance of the facility variable is 0.001 which is smaller than the significance requirement of 0.05. With these results, it can be stated that facilities have a significant effect on loyalty, thus the hypothesis that facilities have a significant effect on loyalty is accepted.

## Discussion

### The Influence of Price on Guest Loyalty at Rooms Inc Hotel Semarang

The calculation results show that there is a positive and significant influence on price on guest loyalty. This is supported by a price regression coefficient of 0.532 with a significance level of  $0.000 < 0.05$ , this means that there is a positive and significant influence on price loyalty. The **first hypothesis is accepted**. Thus, the better the price set, the greater the loyalty of Rooms Inc Hotel guests.

Based on the findings on the price variable, among the 4 dimensions studied, the price dimension offered has the suitability of the product or service which has the most influence on loyalty with an average dimension of 4.32. This means that the prices offered by Rooms Inc Hotel Semarang are in accordance with the services provided in terms of service, facilities, cleanliness and so on This states that if the price given by Rooms Inc Hotel is better in the form of matching the price with the expected quality and other things, it will increase customer loyalty to the hotel. Customer loyalty will increase as a result of the application of reasonable prices provided by Rooms Inc Hotel. Customer loyalty can be reflected in staying at Rooms Inc Hotel repeatedly or recommending the hotel to others.

A similar thing was expressed by (Kambali & Syarifah, 2020) who stated that price has a positive and significant effect on loyalty. Appropriate and affordable prices are a consideration for customers, but there must be conformity with customer expectations. Customers often don't mind if they buy products or services at a certain price but with the quality they receive.

### **The Influence of Facilities on Guest Satisfaction at the Tentrem Hotel Semarang**

The calculation results show that there is a positive and significant influence of facilities on guest loyalty. This is supported by a facility regression coefficient of 0.471 with a significance level of  $0.001 < 0.05$ , this means that there is a positive and significant influence of facilities on guest loyalty. This means **the second hypothesis is accepted**. Thus, the better the facilities provided, the greater the loyalty of Rooms Inc Hotel guests. Based on the findings in the facility variable, among the 5 dimensions studied, the dimension of 4.27. This means that Rooms Inc Hotel Semarang presents wall displays which guests like, the instructions/information boards provided are clear, and the painting symbolizes its own impression or symbolizes Rooms Inc Hotel. Facilities are physical resources that must exist before a service is offered to consumers. Basically, facilities are a determining factor for staying at a particular hotel. This is supported by research conducted by (Widyaningrum, 2020) which states that the better the facilities a hotel provides to its visitors, the greater the loyalty of hotel guests will increase

### **The Influence of Service Quality and Facilities together on Guest Satisfaction**

Hypothesis Test 3 the results of the research show that there is a joint influence of price and facilities on guest loyalty at Rooms Inc Hotel. This is reinforced by a significance value of less than 0.05, namely  $0.000 > 0.05$ , so the conclusion is that  $H_a$  is accepted and  $H_o$  is rejected, meaning that there is a significant influence of price and facilities together on loyalty at Rooms Inc Hotel. Thus, the better the price variables and facilities, the more loyal guests will be and will make the decision to stay in the next period at Rooms Inc Hotel.

### **The Variables That Have the Most Influence on Guest Satisfaction**

Based on the 2 independent variables studied, the price variable is the variable that has the most influence on guest loyalty. This is because it is in accordance with the object studied, namely Rooms Inc Hotel, where the hotel offers reasonable prices, the prices offered are in accordance with the services provided, the prices provided are competitive with hotels in its class, and guests benefit from the services they purchase.

## **CONCLUSION**

Price has a positive and significant effect on Rooms Inc Hotel guest loyalty. This is supported by a price regression coefficient of 0.532 with a significance level of  $0.001 < 0.05$ .

Facilities have a positive and significant effect on Rooms Inc Hotel guest loyalty. This is supported by a facility regression coefficient of 0.471 with a significance level of  $0.001 < 0.05$ .



Prices and facilities jointly influence guest loyalty at Rooms Inc Hotel. This is reinforced by a significance value of less than 0.05, namely  $0.000 > 0.05$ . The price variable is the variable that has the most influence on Rooms Inc Hotel guest loyalty.

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