The Influence Of Service Quality And Facilities On Customer Satisfaction Staying At Hotel Neo Temple Simpang Lima Semarang

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Abstract : This study takes the title effect of service quality and facilities on costumers satisfaction at the Neo Candi Hotel Simpang Lima Semarang. The purpose of this study was to analyze the effect of service quality and facilities on customers satisfaction.This research design uses research quantitative methods. The data analysis technique uses analysis of validity, reliability, linear . regression analysis, t test and F,coefficient of determination(R2)test through the SPSS application. It has a significant effect on customers satisfaction . the result of this study indicate that service quality(X1), facilities(X2), have a significant effect on customer saticfaction(Y).Based on multiple regression test , from the two ciefficient values of the independent variables (Service quality and facilities) that mostinfluence on the dependent variable (costumers satisfaction) is the facilities that is equal to 0.799

Keywords.: Service quality, Facilities, and Customers satisfaction

INTRODUCTION

Succes industry tourist in indonesia very influence by various factor including means place rest for visitors good which orginates from abroad nor visitors domestic. Service hospitality is the one accommodation comercial that provides various type service(Service) such as; service accommodation, setup food and drink for who only those who need it. Competition betwen businessman hotel, yes seen with exist various type facility addition which offered by party hotel to customer betwen other service transportation, pieces price on days certain. Each hotel will try give mark add something different to product service as well as service which given to guests(customers).

Quality service can defined as how far difference between reality And hope para customer on service Which they accept. Customer on quality service Which they accept. Quality service can is known with method compare perception customers for true service Correct they accept. difference between reality And hope para customer on service Which they accept. Customer on quality service Which they accept. Quality service can is known with method compare perception customers for true service Correct they accept. According to Tjiptono And Chandra (2014), service quality as size how much good level service Which given capable in accordance with hope customer. Quality service is level superiority Which expected dn control on level superiority the For fulfil desire customer.

Facility is provision equipment - completion physique For give convenience to para visitor in carry out activity - activity or activity, so that all need can fulfilled during stay at the hotel. (Sulistiyono, in Yunus & Budianto, 2014).

Facility is reject measuring given, and very high the influence to satisfaction customer. Because with level facility Which There is Also very makes it easier customer in activity as well as comfortable For use the facilities Which There isFacilities according to Kotler 2014 in (Sofyan, 2013) facility is all something Which nature equipment physique And provided by seller services to support comfort consumer.

Facilities are all types of equipment Which nature physique Then provided by the service provider so that Can make comfort customers, which fall into categories in facility Can shaped A tool - tool, equipment Money, room place Work (Sugiyanto, 2019).According to Irawan (2006). Satisfaction customer is matter accumulation from consumer on customer use product And service, customer satisfied If after buy the product and use product the, it turns out quality the product Good by Because That, every transaction or experience new, will give influence to satisfaction customer.Satisfaction customer can in define as response customer to no appropriate between interest previous and actual performance felt after usage (Rangkuti, 2013)

METHOD

This method used study quantitative, according to (siilaen, 2018) study quantitative is H procedure research that produces data in the form of number and generally analyzed with use statistics descriptive or inferential. The research located at Jl. Letnan Jendral S. Parman No 56, Kota Semarang, Jawa Tengah. What was done for 3 months that is start from august until october 2022. The type of data is use quantitative data which obtained from quesionnaire which has shared to customer Hotel Neo Candi Simpang Lima Semarang as instrument totalling 100 respondent.

RESULTS AND DISCUSSION

Based on the table abive regression analysis linear miltiple can conclude as following:

a. coefficient regression show that variable quality service own beta as big as 0.179. matter This show that the more lots of good quality service so the more tall also satisfaction customer on comment hotel temple Semarang.

b. regression coefficient shows that facility credit own mark beta as big as positive0.799.

Based on table 4.10 Q test Anova or F test on can concluded that F count is 795.265, with value that significant 0.000<0.005 it means variable quality service (X1) and facility hotels

(X2) is model equality which good for influence enhancement satisfaction costumer (Y). The result of an F test on show that model said to be good. This means that variable satisfaction service, and facility hotel very influental positive and significant to satisfaction costumer on Hotel Neo Candi Simpang Lima Semarang. Based on table 4.11 coefficient determination is obtained by the adjusted R value square is 0.941 or percentage 94.1%, with thereby so increasing Hotel costumer satisfaction Hotel Neo candi Simpang Lima Semarang can be influenced by service and facility quality variables hotel as big as 94.1%

Table 1.

	Model	B	Std.Error	Beta	T	Sig.
		Unstandardized Coefficients		Standardized Coefficients		
1	(Constant)	3.019	.735		4.109	.000
	X1	.126	.058	.179	2.183	.031
	X2	.752	.077	.799	9.756	.000

Table 4.10
Anova^a

	Model	Sum self Squares	df	Mean Square	FOR	Sig.
1	Regression	1247,745	2	623,873	795.265	.000^b
	Residual	76,095	97	.784		
	Total	1323,840	99			

Table 4.11
Modal Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,971 ^a	,943	,941	.88571

The Influence of Service Quality to Satisfaction Consumer

service quality variables exist The average value of the variable is 3.9 with election agree on variable quality of service, so on Quality of service is needed on customer satisfaction, such as case give information about facility which exists, And give service Which Good to guests Can in explain on results test descriptive on test description on variable facility obtain mark flat– flat variable that is with obtain mark 3.9, with meaning that on the facility variable is very in need on performance employee, in the sense of good facilities, facilities employee, facility wifi, facility properties. With the facilities Good very influence customer Which currently stay the night in Hotel Neo Candi Simpang Lima Semarang, due to the facility factor

Variable Which influential to satisfaction customer That Alone.

Influence facility hotel to Satisfaction customer

Can in explain on results test descriptive on test description on variable facility obtain mark flat– flat variable that is with obtain mark 3.9, with meaning that on the facility variable is very in need on performance employee, in the sense of good facilities, facilities employee, facility wifi, facility properties. With the facilities Good really influences customers Which currently stay the night in Hotel Neo Candi Simpang Lima Semarang, due to the facility factor Variable Which influential to satisfaction customer That Alone.

Influence quality service And hotel facilities together towards satisfaction consumer

Influence quality service And facility hotel to satisfaction customers is the third hypothesis which is under discussion. If seen from results exercise data, on table 4.10 obtained mark F count 795,265 with obtain mark significant 0.00, 0.005 It means obtain mark significant 0,000 < 0.005 It means that variable quality service (X1) And facility hotel (X2) is model good equation for influence enhancement satisfaction customer (Y). from results test model F in above shows that model said Good. Matter This means that service and facility quality variables hotel influence positive And significant to customer satisfaction.

The most variable hotel facilities dominant influenced on satisfaction costumer

Influence on facility hotel most influential dominant to satisfaction customer is hypothesis fourth Which become discussion. If you look at the results by data on table 4.9 on variable service quality facilities get mark coefficient beta positive as big as 0.799 with mark significant 0.000 < 0.005. This can concluded that on variable facility hotel most dominant on hotel Neo Candi Simpang Lima Semarang So can in sum it up that facility hotel influential dominant to satisfaction customer Because mark coefficient facility more big from quality service that is with mark beta positive 0.799 whereas mark coefficient variable quality service as big as 0.179.

CONCLUSION

From the result of analysis and discussion so can concluded which appears in this research as following:

a. service quality matters positive and significant to customer satisfaction at theHotel Neo Candi Simpang Lima Semarang.

b. Facility hotel infuental positive and significant to customer satisfaction at the Hotel Neo Candi Simpang Lima Semarang.

c. Quality of service and facilities hotel infuental positive and significant to satisfaction.

d. Facility hotel is variable which most dominant influental positive and significant to satisfaction customer on Hotel Neo Candi Simpang Lima Semarang.

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