Influence Of Service Quality And Facilities On The Satisfaction Of Guests Staying At The Chanti Semarang Hotel

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Abstract . *The hospitality industry is a service sector that combines products and services, besides that the hospitality industry has other characteristics from the industry we are used to knowing where guests buy these services in the short term, this will be influenced by the physical or hotel facilities, and determine the location and quality effective service to provide satisfaction to every guest who visits or stays. This study aims to identify the effect of service quality and facilities on guest satisfaction at Chanti Hotel Semarang. From the results of SPSS calculations, a positive beta coefficient value of 1,222 is obtained with a positive value of 0,000 <0.05, so it can be concluded that the quality of service is the most dominant indicator of the variable facilities. From the results of the discussion, it can be concluded that emerged in this study, act Service quality has a positive and significant effect on guest satisfaction at Hotel Chanti Semarang. Facilities have a positive and significant effect on guest satisfaction at Hotel Chanti Semarang.*

Keywords: Service Quality; Facilities; Hotel Guest Satisfaction.

INTRODUCTION

The hotel industry is a service sector that combines products and services. Apart from that, the hotel industry also has other characteristics than the industries we usually know, where guests buy these services in the short term, this will be influenced by the physical or hotel facilities, and determine the location and quality. effective service so as to provide satisfaction to every guest who visits or stays. Currently, many new hotels are emerging that are being established and offer a variety of attractive facilities and various conveniences that consumers will receive.

Things like this have a positive impact on the development of the hotel industry itself. So every hotel competes to provide the best possible service to its customers.(Gery, 2018). In today's business competition, facilities have an influence on hotel guest satisfaction because most of the users of this hotel service are those from outside the area who have business outside the city, of course this will make hotel guests travel quite far and tiring so When they stay at a hotel, they hope that they will get good comfort from the facilities provided by the hotel, be it hotel rooms, beds, or other facilities.

The more hotel facilities available, the happier and more comfortable the guests will be. Apart from the facilities available, service quality also plays a role in making consumers feel

satisfied. Service is the most important thing for a company. Service quality is a very important aspect that companies must pay attention to.

Service quality is centered on fulfilling needs and desires and accuracy of delivery to match customer expectations. Services here are all kinds of services provided by the hotel while the guest or consumer is at the hotel, including services provided by the receptionist, bell boy, room service, security, cleaning service, and others.

Looking at current developments with the increasing number of hotels, it will clearly result in increasingly tight and competitive competition between one hotel and another, both in terms of the quality of service and hotel facilities. There is a four-star hotel in the city of Semarang, the address is Jl. Gajah Mada No. 40, Kembangsari, District. Central Semarang, Semarang City, Central Java, namely Hotel Chanti Semarang, Hotel Chanti Semarang is a hotel that is in the same management as Hotel Tentrem which is managed by Tentrem Hotel Management Indonesia (THMI).

Hotel Chanti Semarang was built on December 28th 2016, with The number of rooms is 106 which are ready for occupancy and sale and are designed with a modern feel. In terms of service quality, there are several complaints, there are several problems related to service quality, namely complaints from hotel guests who feel disappointed, such as the service provided by the housekeeping department in cleaning rooms, still leaving rubbish in both the room and the bathroom and the work on the rooms also takes a long time so that guests who have just arrived have to wait first in the lobby, and there are also several problems with the service provided by the front office department in the guest check-in process where there is a mistake in the placement of the guest room where the guest should have booked a king bed room but instead provided by the front office, namely twin beds, so this makes guests feel annoyed and unhappy with the service from the front office department.

METHOD

This research uses explanatory research with a quantitative approach because this research explains the causal relationship between service quality and facilities on guest satisfaction and carries out hypothesis testing which aims to explain the variables of service quality (X1) and facilities (X2) with satisfaction. guests (Y), as well as how much these three variables influence each other. This research uses a regression and correlation research design, which is a trend line for an activity or variable consisting of 2 or more factors.

Regression is a research design that studies the relationship or influence between variables so that from the existing relationships the value of the variable can be estimated if

other variables are known. Meanwhile, correlation is a research design used to determine whether there is a relationship between variable Y (dependent) and variable X (independent) in a particular activity.

Population is a generalization area consisting of subjects and objects that have certain qualities and characteristics that are determined by the researcher to be studied and then draw conclusions. According to Sugiyono (2016), the sample is part of the population whose characteristics are to be investigated and can be considered to represent the entire population (the number is less than the total population).

In this study, the researcher used a non-probability sampling technique, this method is a sample determination technique that is not based on the law of probability so that it does not provide the same opportunities for each element or member of the population selected as the sample. The type of data used in this research is quantitative data. Where this quantitative data is a type of data obtained from questionnaires that have been distributed to guests of the Hotel Chanti Semarang. And the sources used are primary data and secondary data.

Data collection techniques are the most important step in research, because the main aim of this research is to obtain data. Without knowing data collection techniques, researchers will not be able to obtain data that meets the set data standards. The data collection technique used in this research is

1. **Questionnaire**

   A questionnaire is a data collection technique by providing written questions which are submitted to respondents to be answered in writing. Where respondents only need to mark one of the answers they consider correct. In this research the questionnaire focused on guests staying at the Chanti Hotel Semarang.

2. *Observation*

   *Observation*is a data collection technique by making direct observations of the objects under study.

3. **Documentation**

   Documentation is a data collection technique that is carried out by collecting relevant and accurate documents related to the problem chosen by the researcher so that the data obtained can be accounted for.

RESULTS AND DISCUSSION

Descriptive statistics

The description of the research variables is the result of respondents' answers to a questionnaire which is then processed using SPSS which aims to determine respondents' responses to the variables of service quality (X1), facilities (X2), and guest satisfaction (Y)

Table 1. Descriptive Statistical Test Results

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
$X_{1.1}$	98	3.00	5.00	4.1837	.69382
$X_{1.2}$	98	3.00	5.00	3.9796	.73189
$X_{1.3}$	98	2.00	5.00	3.8469	.75097
$X_{1.4}$	98	3.00	5.00	3.9694	.73854
$X_{1.5}$	98	3.00	5.00	4.0918	.70472
$X_{1.6}$	98	3.00	5.00	3.9898	.52749
$X_{1.7}$	98	3.00	5.00	3.8776	.61368
$X_{1.8}$	98	2.00	5.00	3.7857	.72154
$X_{1.9}$	98	3.00	5.00	4.1735	.70383
$X_{1.10}$	98	3.00	5.00	3.9796	.73189
$X_{1.11}$	98	2.00	5.00	3.8469	.75097
$X_{1.12}$	98	3.00	5.00	3.9694	.73854
$X_{1.13}$	98	3.00	5.00	4.0918	.70472
$X_{1.14}$	98	3.00	5.00	3.9898	.52749
$X_{1.15}$	98	3.00	5.00	3.8673	.60305
$X_{1.16}$	98	3.00	5.00	4.1837	.70852
$X_{1.17}$	98	3.00	5.00	4,0000	.73218
$X_{1.18}$	98	2.00	5.00	3.8265	.74648
$X_{1.19}$	98	3.00	5.00	3.9490	.72329
$X_{1.20}$	98	3.00	5.00	4.0612	.70076
X_1	98	58.00	97.00	79.6633	9.56900
$X_{2.1}$	98	3.00	5.00	4.0102	.54668
$X_{2.2}$	98	3.00	5.00	3.8878	.64027
$X_{2.3}$	98	3.00	5.00	4.0204	.68834
$X_{2.4}$	98	3.00	5.00	3.9694	.54591
$X_{2.5}$	98	3.00	5.00	3.8878	.64027
$X_{2.6}$	98	3.00	5.00	4.0612	.68589
$X_{2.7}$	98	3.00	5.00	4.1735	.70383
$X_{2.8}$	98	3.00	5.00	3.9898	.72503
$X_{2.9}$	98	2.00	5.00	3.8469	.75097
$X_{2.10}$	98	3.00	5.00	3.9694	.72445
$X_{2.11}$	98	3.00	5.00	4.0714	.69237
$X_{2.12}$	98	3.00	5.00	4.0204	.55575
X_2	98	36.00	60.00	47.9082	5.28387
$Y_{1.1}$	98	3.00	5.00	4.1837	.70852
$Y_{1.2}$	98	3.00	5.00	3.9796	.73189
$Y_{1.3}$	98	2.00	5.00	3.8673	.75488
$Y_{1.4}$	98	3.00	5.00	3.9796	.73189
$Y_{1.5}$	98	3.00	5.00	4.0816	.69865
Y_1	98	14.00	25.00	20.0918	2.56899
total	98	220.00	362.00	295.3265	34.13369
Valid N (listwise)	98				

Source: Primary data in 2023

Table 2. Validity Test

Variable	Indicator	R Count	R Table	Information
Service quality (X_1)	1	0.672	0.198	Valid
	2	0.657	0.198	Valid
	3	0.791	0.198	Valid
	4	0.694	0.198	Valid
	5	0.607	0.198	Valid

	6	0.631	0.198	Valid
	7	0.749	0.198	Valid
	8	0.786	0.198	Valid
	9	0.661	0.198	Valid
	10	0.657	0.198	Valid
	11	0.791	0.198	Valid
	12	0.694	0.198	Valid
	13	0.607	0.198	Valid
	14	0.631	0.198	Valid
	15	0.729	0.198	Valid
	16	0.659	0.198	Valid
	17	661	0.198	Valid
	18	0.742	0.198	Valid
	19	0.64	0.198	Valid
	20	0.604	0.198	Valid
Facility (X₂)	1	0.572	0.198	Valid
	2	0.707	0.198	Valid
	3	0.527	0.198	Valid
	4	0.532	0.198	Valid
	5	0.585	0.198	Valid
	6	0.661	0.198	Valid
	7	0.665	0.198	Valid
	8	0.791	0.198	Valid
	9	0.708	0.198	Valid
	10	0.614	0.198	Valid
	11	0.565	0.198	Valid
	12	0.614	0.198	Valid
Guest Satisfaction (Y)	1	0.659	0.198	Valid
	2	0.657	0.198	Valid
	3	0.791	0.198	Valid
	4	0.703	0.198	Valid
	5	0.610	0.198	Valid

Source: Primary data in 2023

The table above shows that all the indicators used to measure the variables of service quality, facilities and guest satisfaction used in this research have correlation coefficients greater than r table for a sample of 98 respondents. The table above shows that all of these indicators are valid

Reliability Test

Reliability is to measure a form of questionnaire which means an indicator of a variable or construct Ghozali, (2012). A questionnaire is said to be reliable or reliable if a person's answers to statements are consistent or stable over time. A variable is said to be reliable if Cronbach alpha > 0.60. The reliability results in this research are as follows:

Table 3. Multicollinearity Test Results

Variable	Cronbach alpha count	standard Cronbach alpha	Information
Service quality (X₁)	0.989	0.60	Reliable
Facilities (X₂)	0.943	0.60	Reliable
Guest Satisfaction (Y)	0.962	0.60	Reliable

Source: Primary data in 2023

The results of the reliability test show that the value (Cronbach alpha) of the variable is greater than 0.60, so it can be said that a measurement concept for this questionnaire variable is reliable.

Multiple Linear Regression Analysis

Multiple linear regression analysis was carried out to determine the effect of service and facility quality variables on customer satisfaction. For more details, see the table below:

Table 4. Multiple linear regression analysis

Coefficientsa					
Model	**Unstandardized Coefficients**		**Standardized Coefficients**	**t**	**Sig.**
	B	Std. Error	Beta		
1 (Constant)	,088	,435		.203	,840
Service quality	,328	.013	1,222	24,982	,000
facility	.128	.024	,263	8,375	,000

Source: Primary data in 2023

Based on the table above, the multiple linear regression analysis can be concluded as follows:

The regression coefficient shows that service quality has a constant value of 0.088 and then has a positive beta value of 1.222 with a significant value of $0.000 < 0.05$. So it can be said that service quality influences guest

a. satisfaction. It can be said that if the quality shows higher and better, the more influence it will have on guest satisfaction. If the quality of service decreases, it will certainly not affect guest satisfaction.

b. The regression coefficient shows that the facility has a constant value of 0.088 and then has a positive beta value of 0.263 with a significant value of $0.000 < 0.05$. So it can be said that the facility variable influences guest satisfaction. If the facilities experience an increase, it will have an effect on guest satisfaction, and conversely, if the facilities experience a decrease, there will also be no relationship with guest satisfaction, meaning it will decrease.

Hypothesis testing

t test

To find out whether there is an influence between variables X, especially X1, X2, on Y partially, test distribution analysis is used with the following steps:

1. Formulate a hypothesis

   a. Ho: 1, 2 = 0; There is no significant influence between variables X1, X2 on variable Y.$\beta\beta$
   b. Ha: 1, 2 ≠ 0, there is a significant influence between variables X1, X2 on variable Y.$\beta\beta$
2. Determine the significance level, namely a = 5% and df-nk, to use the t table.

3. Calculate the calculated t value with the help of the SPSS linear regression analysis program package. With calculated statistics as follows.

t = i sei$\beta\beta$
Information:
t= t count
β_1= multiple regression coefficient
se1β　　　= standard error onβ

Table 6. Partial Test Results (t Test)

t count	t table	Sig
24,982	1,660	,000
8,375	1,660	,000

Source: Primary data in 2023

In table 6 above, several conclusions can be drawn as follows:

1. The first hypothesis tests the influence of the service quality variable by obtaining a calculated t value greater than the t table with a value of 24,982 > 1,660, with a significant value of 0.000 < 0.05. which means that the service quality variable has an effect on guest satisfaction.

2. The second hypothesis in testing the influence of the facility variable is by obtaining a calculated t value > t table by obtaining a value of 8,375 > 1,660 by obtaining a significant value of 0.000 < 0.05, which means that the facility variable has an influence on guest satisfaction.

F test

The F test is intended to determine the significance of the influence of the independent variable (X) on the dependent variable (Y) together. For more details, the F test results can be seen in the table below

Table 7. Simultaneous Test Results (F Test)

ANOVAa					
Model	**Sum of Squares**	**df**	**Mean Square**	**F**	**Sig.**
1 Regression	619.201	2	309,601	1402.416	,000b
Residual	20,972	95	,221		
Total	640,173	97			

Source: Primary data in 2023

Based on the table above, it can be explained that the calculated F value is 1402.416 by obtaining a significant value, namely 0.000 < 0.05, which means that in terms of service quality, facilities are a good equation model to influence increased guest satisfaction. The results of a variable test of service quality and facilities have a very positive and significant effect on guest satisfaction.

Coefficient of Determination Test

The coefficient test (R^2) aims to determine changes in variables (Y) caused by changes in the independent variable (X) and by percentage (%). For more details, see the table below:

Table 8. Coefficient of Determination Test Results

Model Summary				
Model	**R^2**	**R Square**	**Adjusted R Square**	**Std. Error of the Estimate**
1	.983a	,967	,967	.46985

Source: Primary data in 2023Based on the table above, it can be explained that the results of the determination test obtained an Adjusted R Square value of 0.967 or a percentage of 96.7%. Thus, it can be concluded that increasing guest satisfaction is influenced by service and facility satisfaction variables.

The Influence of Service Quality on Guest Satisfaction

The influence of service quality variables on guest satisfaction is the first hypothesis which is the first discussion. If you look at the SPSS data processing results, you get a positive beta coefficient value of 1.222 and get a significant value of 0.000 < 0.05, which shows that the service quality variable has a positive and significant effect on the satisfaction of visiting guests. This is in accordance with research conducted by Devi (2020) which states that service quality has a significant effect on customer satisfaction at the Luinor Mangga Besar Hotel, West Jakarta. Service quality is the level of excellence that is expected to fulfill guests' desires, while service provides maximum effort given by service officers from an industrial company to fulfill guests' expectations and needs to fulfill expectations and an industrial company to fulfill guests' expectations and needs so as to achieve service satisfaction so that quality Service is very important for guests because good quality service will have a positive impact on a guest.

The Influence of Facilities on Guest Satisfaction

The influence of facility variables on guest satisfaction is the second discussion which makes it the second discussion. If you look at the SPSS data calculations, there is a positive map coefficient value with a value of 0.263 and a significant value of 0.000 < 0.05 which shows that the facility variable has a positive and significant effect on guest satisfaction if good facilities will have a positive impact on the company. This is in accordance with research conducted by Indra Hartini, (2021) which states that facilities show an influence on customer satisfaction at the Bukit Serelo Lahat Hotel. Facilities are something that has been provided with physical equipment to provide convenience to its users, so the need for users is to make it easy for guests to enjoy the services provided to improve the facilities provided by the company

for guests. So facilities are very much needed for guest satisfaction because good facilities will make guests feel comfortable.

The Influence of Service Quality and Facilities on Guest Satisfaction

The influence of service quality and facilities on guest satisfaction is the third hypothesis that has been discussed. If we look at the SPSS performance, the calculated f test obtained a value of 1402.416 with a significant value of $0.000 < 0.05$, which means that the quality of services and facilities has a positive and significant influence on consumer or guest satisfaction. This is in accordance with research conducted by Arif Fakhrudin (2021) which states that the quality of services and facilities has a significant positive effect on consumer satisfaction at Notohadi Negoro Jember Airport.

The Most Dominant Service Quality Variable in Guest Satisfaction

The influence on service quality that has the greatest influence on dominant guest satisfaction is the fourth hypothesis that has been discussed. If you look at the SPSS calculation results, you get a positive beta coefficient value of 1.222, with a positive value of $0.000 < 0.05$, it can be concluded that service quality is the most dominant indicator of the facility variable.

CONCLUSION

Based on the results and discussion previously described, several conclusions can be drawn as follows:

1. Service quality has a positive and significant effect on guest satisfaction at Hotel Chanti Semarang.
2. Facilities have a positive and significant effect on guest satisfaction at Hotel Chanti Semarang.
3. The quality of service and facilities has a positive and significant effect on guest satisfaction at Hotel Chanti Semarang.
4. Service quality is the most dominant variable model that has a positive and significant effect on guest satisfaction at Hotel Chanti Semarang.

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