
The Influence Of Service Quality And Facilities On Guest Satisfaction At The Tentrem Semarang Hotel

Caesar Ari Wibowo

Indonesian College of Tourism Economics, Semarang, Indonesia

Hendrajaya Hendrajaya

Indonesian College of Tourism Economics, Semarang, Indonesia

Corresponding email: hjhenjoyo@gmail.com

Abstract *This study aims to analyze and determine the effect of service quality and facilities partially and jointly on guest satisfaction at Hotel Tentrem Semarang and the most influential variable on guest satisfaction at Hotel Tentrem Semarang. The population in this study were guests or visitors at Hotel Tentrem Semarang, totaling 10,261 guests. The sampling technique in this study used accidental sampling technique. The sample of this study were guests or visitors at Hotel Tentrem Semarang as many as 99 respondents. The analysis technique used in this study is multiple linear regression analysis. The results of the study stated that service quality had a positive and significant effect on guest satisfaction at Hotel Tentrem Semarang. Meanwhile, facilities have no significant effect on guest satisfaction at Hotel Tentrem Semarang. However, service quality and facilities have a joint effect on guest satisfaction at Hotel Tentrem Semarang. Service quality is the biggest variable that influences guest satisfaction at Hotel Tentrem Semarang with a coefficient value of 0.765.*

Keywords: *Service Quality, Facilities, Guest Satisfaction, Hotel*

INTRODUCTION

According to (Ali, 2013), expressing satisfaction or dissatisfaction is a customer's response to evaluating the perceived discrepancy between expectations before purchasing and the actual performance of the product that is felt after using it. Customer satisfaction is one of the goals of a business to create satisfaction for consumers because satisfaction will make consumers feel satisfied. In the hotel business, guest satisfaction is also influenced by customer perceptions of service quality, facilities and personal factors as well as momentary situations. If customer satisfaction is met, it will trigger customers to choose to visit again and it is hoped that this will also increase the number of customers.

Service quality can be interpreted as the expected level of excellence and control over that level of excellence to fulfill customer desires (Fandy, 2016). Service quality is very important and is one of the keys to the success of any service, and the more the service quality is high or has standards, the service will always be used, because quality and satisfaction are related things. Quality service is the key to achieving success, whether a service quality is good or not really depends on the expertise of the service provider in meeting the expectations of consumers (Jayanti, 2016).

This is supported by research conducted by (Sulistiyawati, 2019) which states that service quality has a positive and significant effect on resort guest satisfaction. Service

quality aims to assess the extent to which the level of excellence of a service is in accordance with what should be provided/delivered to fulfill guests' desires and needs in achieving guest satisfaction. The same thing was also expressed by (Dedy, 2022) who stated that service quality has a positive and significant influence on hotel guest satisfaction. The better the hotel provides quality service, the more satisfied the guests who receive the service will be.

Apart from quality service, facilities also play an important role in satisfying customers. Facilities are infrastructure whose aim is to make it easier for customers to carry out their activities. Customers are now more dominant in considering factors in determining the product or service they want, including services in the hospitality sector. Facilities are a consideration for a customer in determining his choice of staying at a hotel. Good and complete facilities are provided by the hotel, therefore there will be a sense of satisfaction and comfort felt by customers, all of this will make customers choose the hotel, because of the completeness of the facilities. Facilities are an important tool in life, so facilities must be maintained and managed properly and well during their useful life, so that they can always be used correctly and well effectively, efficiently and economically (Suprayitno, 2018)

This statement agrees with research conducted by (Widyaningrum, 2020) which states that facilities have a positive and significant effect on customer satisfaction. The better and more complete the facilities provided by the hotel, the more satisfied the guests will be. (Yuafian & Astuti, 2020) in their research also stated the same thing that hotel facilities have a positive and significant effect on guest satisfaction. This shows that as hotel facilities and good and quality service from the marketing department improve, guest satisfaction will increase.

Looking at current developments, the increasing number of hotels has clearly resulted in increasingly tight and competitive competition between one hotel and another, both in terms of the quality of service and hotel facilities. One of the hotels in the urban center of Semarang City is the Tentrem Semarang Hotel. Hotel Tentrem Semarang is a five-star hotel targeting the upper middle segment with the Wijaya Kusuma flower logo and was built with a capacity of 211 rooms with deluxe, premier, executive, junior suite, executive suite and presidential suite types. Located in the golden triangle area in Semarang City, namely between Jalan Gajahmada - Jalan Pemuda - Jalan Pandanaran until they meet at the Simpang Lima Semarang area. This hotel has a unique concept that combines Javanese culture with modern service methods 5 (Tentrem, 2017). This concept will be achieved if it is presented with special quality service and good and complete facilities.

Based on a pre-survey conducted through interviews with Hotel Tentrem Semarang employees, he stated that the number of guests at Hotel Tentrem Semarang is increasing from year to year. This is because the Tentrem Semarang Hotel prioritizes complete and well-maintained facilities and the quality provided to its guests, so that in this case the company can also increase its company's profits. There are important things that hotel management must pay attention to in order to survive in running their business in the hotel sector by achieving guest satisfaction. The increase in visitors to Hotel Tentrem Semarang is supported by the satisfaction of hotel visitors, this is due to the quality of service and facilities provided by Hotel Tentrem Semarang to visitors, the following is a recap of guest comments related to the satisfaction felt by visitors through the quality of service and facilities provided by Hotel Tentrem Semarang to its visitors .

Table 1 Recap of Guest Comments Quality of Service and Facilities
Hotel Tentrem Semarang January - April 2023

Month	Service quality		Facility	
	Satisfied	Not satisfied	Satisfied	Not satisfied
January	53	-	28	-
February	47	-	28	-
March	52	-	30	-
April	18	-	11	-

Source: Daily Guest Comment Report, 2023

Based on the table above, it is clear that through visitor comments there are no visitors who are dissatisfied with the quality of service and facilities provided by Hotel Tentrem Semarang. Several visitors stated that they felt that the staff of Hotel Tentrem Semarang provided good service to their visitors and that the facilities provided by Hotel Tentrem Semarang were complete according to the price that visitors paid.

Based on the description above, researchers are interested in conducting further research with the title "The Influence of Service Quality and Facilities on Guest Satisfaction at the Tentrem Hotel Semarang".

The purpose of this research is to analyze and partially determine the influence of service quality on guest satisfaction at Hotel Tentrem Semarang, the influence of service quality and facilities together on guest satisfaction at Hotel Tentrem Semarang, and the variables that most influence guest satisfaction at Hotel Tentrem Semarang.

METODE

The type of research that will be used in this research is quantitative research. The population in this study were guests or visitors at the Tentrem Hotel Semarang, totaling

10,261 guests. The sampling technique in this research used accidental sampling technique. The sample from this research was 99 guests or visitors at the Tentrem Hotel Semarang. The collection techniques used in this research were questionnaires and literature study. The analysis technique used in this research is multiple linear multiple regression analysis.

RESULTS AND DISCUSSION

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 1 Results of Multiple Linear Regression Analysis

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	10.309	4.220		2.443	.016
	service quality	.419	.035	.765	11.971	.000
	Facility	-.064	.041	.101	-1.575	.119

a. Dependent Variable: guest satisfaction

Source: Processed Primary Data, 2023

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

$$Y = 0.765X_1 + 0.101X_2$$

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

The model test is intended to prove that the model developed in the research is a suitable model. Therefore, this model test is often referred to as the F test. The F test is used to prove the simultaneous influence of all independent variables in research on the dependent variable. The criterion for accepting the hypothesis is that if the significant value of f is smaller than 0.05 (< 0.05) then the regression model has a significant effect simultaneously. The results of the F test in multiple regression analysis are seen in the following table.

Table 3 F Test Results (Simultaneous Test)

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	577.402	2	288.701	76.282	.000 ^b
	Residual	363.325	96	3.785		
	Total	940.727	98			

a. Dependent Variable: guest satisfaction

b. Predictors: (Constant), facilities, service quality

Source: Processed Primary Data, 2023

The results of multiple linear regression analysis obtained an F count of 76.282 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 the quality of service and facilities on guest satisfaction at the Tentrem Hotel Semarang.

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 4 Results of Determination Coefficient

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.783 ^a	.614	.606	1.94541

a. Predictors: (Constant), facilities, service quality

Source: Processed Primary Data, 2023

The results of the analysis obtained an Adjusted R Square value of 0.606. This shows that guest satisfaction is influenced by the quality of service and facilities by 60.6%, while the remaining 39.4% is influenced by other factors not examined in this research.

Based on the table above, the results of the t test or hypothesis test for this research are

1. The significance value in table 2 of the service quality variable is 0.000 which is smaller than the significance requirement of 0.05. With these results, it can be stated that service quality has a significant effect on guest satisfaction, thus the hypothesis stating that service quality has a significant effect on guest satisfaction is accepted.
2. The significance value in table 2 of the facility variable is 0.119 which is greater than the significance requirement of 0.05. With these results, it can be stated that facilities do not have a significant effect on guest satisfaction, thus the hypothesis which states that facilities have a significant effect on guest satisfaction is rejected.
3. In the simultaneous model test in table 3, a significance value of 0.000 was obtained, which is less than the significance requirement of 0.05. With these results, it can be stated that the quality of service and facilities together have an influence on guest satisfaction, thus the hypothesis which states that there is a joint significant influence of the quality of service and facilities on guest satisfaction at the Tentrem Hotel Semarang is accepted.
4. Based on the regression coefficient value in table 4, service quality is 0.765, which is greater than the facility coefficient value of 0.101. With these results, it can be stated

that service quality has the greatest influence on guest satisfaction compared to facilities, so the hypothesis which states that the service quality variable has the greatest influence on guest satisfaction at the Tentrem Hotel Semarang is accepted.

The research results show that partially there is a significant influence between the Service Quality variable (X1) on Guest Satisfaction (Y) at the Tentrem Hotel Semarang, but Facilities (X2) do not have a significant influence on Guest Satisfaction (Y) at the Tentrem Hotel Semarang. Meanwhile, together there is a significant influence between the variables Service Quality (X1) and Facilities (X2) on Guest Satisfaction (Y) at the Tentrem Hotel Semarang.

The Influence of Service Quality on Guest Satisfaction at the Tentrem Hotel Semarang

The calculation results show that there is a positive and significant influence of service quality on guest satisfaction. This is supported by a service quality regression coefficient of 0.765 with a significance level of $0.000 < 0.05$, this means that there is a positive and significant influence of service quality on guest satisfaction. This means that the first hypothesis is accepted. Thus, the better quality of service through attractive interiors, hotel cleanliness, complete facilities, and neatly dressed staff will increase guest satisfaction at Hotel Tentrem Semarang.

Based on the findings on the service quality variable, among the 5 dimensions studied, the physical evidence (tangibles) dimension has the most influence on guest satisfaction with an average dimension of 4.29. This shows that the attractive interior, cleanliness of the hotel, complete facilities, and neatly dressed staff can increase guest satisfaction. Apart from that, it is supported by an increase in guest satisfaction through the responsiveness dimension with an average of 4.28. This shows that every employee at the Tentrem Semarang Hotel has been responsive in resolving guest complaints, responsive in resolving guest problems, and responsive in helping Hotel guests. The next influential dimension is the reliability dimension with an average of 4.27. This shows the response from several indicators in the form of service according to procedures, service pleasing to consumers, and service according to the promised time which can increase consumer satisfaction. Furthermore, the empathy dimension with an average of 4.25 influences guest satisfaction. There are several indicators of this, namely good communication with hotel guests, knowing guest wishes, and providing consumer complaint services. Lastly, the lowest dimension in measuring service quality at the Tentrem Hotel Semarang is that assurance can influence satisfaction with an average of 4.14

with indicators in the form of being friendly in serving guests, hotel staff having knowledge of the services offered, and guaranteeing guest safety hotel.

The long-term success of an organization depends on many factors, one of which is consumer satisfaction. Service sector organizations need to try to improve their business through service quality. To achieve this level of success an organization must try to satisfy its customers by providing the best quality services. According to Tjiptono (2016) consumer satisfaction or dissatisfaction is a customer's response to an evaluation of the perceived discrepancy between previous expectations and the actual performance of the product that is felt after using it. So the level of satisfaction is a function of the difference between perceived performance and expectations. If performance is below expectations, then customers will be disappointed and conversely, if it meets expectations, satisfaction will arise.

This research shows that service quality is important for the Tentrem Semarang Hotel because it has a direct and positive effect on hotel guest satisfaction. According to (Fandy, 2016) satisfaction and dissatisfaction are customers' responses to the dissimilarity between the expectations they have and the benefits of the product/service they feel after using it. The results of this research are supported by research conducted by (Widyaningrum, 2020) which stated that service quality has a positive and significant effect on resort guest satisfaction. Service quality aims to assess the extent to which the level of excellence of a service is in accordance with what should be provided/delivered to fulfill guests' desires and needs in achieving guest satisfaction.

In this case, Hotel Tentrem Semarang must pay more attention to the friendliness and knowledge of hotel staff in serving guests. So far, the Tentrem Hotel has provided training and supervision to the staff to be more responsive and friendly in serving guests who come to the Hotel so that guests feel satisfied and have the desire to recommend to others.

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

Based on the t test table, the research results obtained show that facilities do not have a significant influence on guest satisfaction, showing a coefficient value of 0.101 (positive). From the results of testing with SPSS, the significance value for variable Thus, increasing or decreasing the facilities provided by the Tentrem Semarang Hotel has no effect on satisfaction.

Based on the findings on the facility variable, all 6 (six) dimensions studied actually have positive responses from guests, but these dimensions have not been able to influence satisfaction. The equipment dimension is the dimension that has the highest positive response from guests, namely with an average of 4.44. This shows that every guest gave positive

responses regarding the availability of tables and chairs, internet, paintings and reading magazines. Apart from that, there is another dimension that is considered positive by consumers, namely the room consideration dimension with an average of 4.39. This shows that every guest gave positive responses regarding the proportions, textures, colors and background of the place in the planning for the construction of the Hotel Tentrem Semarang. Furthermore, guests also gave positive responses regarding the dimensions of room planning with an average of 4.37. This shows that guests have given positive responses to the interior and architecture, placement of furniture, room equipment, circulation flow provided by Hotel Tentrem Semarang.

The next dimension, the lighting dimension, was responded positively by guests with an average of 4.35. This shows that guests give positive responses regarding the reflection of light from sunlight and the combination of light and color in the interior of the Tentrem Hotel Semarang. then there is the dimension of supporting facilities which guests responded positively with an average of 4.31 indicators in the form of providing sports facilities, providing a café or restaurant, as well as providing other entertainment such as swimming pools, children's play areas, and others. Apart from that, there is one dimension that has the lowest average, namely graphics with an average of 4.28, but guests still think positively about the indicators of wall displays and signs/information boards.

In this case, it shows that consumers feel satisfied when staying or visiting Hotel Tentrem Semarang not because of the facilities provided by Hotel Tentrem Semarang but because of the quality of service provided. Because according to consumers, facilities in the form of space planning, equipment and furniture, lighting and color, messages conveyed graphically, and other supporting elements are natural things that must be provided by companies, especially five-star hotel owners. The results of this research are relevant to research conducted by (Yuafian & Astuti, 2020) that in the research they found, facilities had an insignificant influence on consumer satisfaction.

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 on service quality and guest facility satisfaction at the Tentrem Hotel Semarang. 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 joint significant influence on the quality of service and facilities on guest satisfaction at the Tentrem Hotel Semarang. Thus, the better the quality of service and facilities variables, the more satisfied guests will be and the decision to stay overnight at the Tentrem Hotel Semarang.

Based on the regression results on the guest satisfaction variable with 3 dimensions including the dimension of conformity to expectations with an average contribution dimension of 4.28, while the dimension of interest in returning to visit has an average dimension of 4.28, and for the dimension of willingness to recommend with an average dimension amounting to 4.91 is a determining factor in guest satisfaction for staying in the next period.

(Yuafian & Astuti, 2020) also stated that there is a positive and significant influence of the service quality and facility variables together on guest satisfaction. Thus, the better the quality of service provided to guests, and the better the facilities, the more satisfied guests will be and will make repeat visits. Satisfaction as a customer by providing the best service and facilities. Several areas of services and facilities must be developed and provide the best service to consumers as well as other more complete and adequate public facilities, human resources (employees), and information systems.

The Variables That Have the Most Influence on Guest Satisfaction

Based on the 2 independent variables studied, the service quality variable is the variable that has the most influence on guest satisfaction. This is because it is in accordance with the object studied, namely the Tentrem Hotel Semarang, where the hotel provides an attractive interior, hotel cleanliness, complete facilities, and neatly dressed staff can increase guest satisfaction.

This is in accordance with research conducted by (Yuafian & Astuti, 2020) which also states that service quality is the most dominant variable or the variable that has the most influence on guest satisfaction, when compared with facilities. This can be understood because service is a factor that is the main priority for hotel companies to their guests, so maximum service is important.

CONCLUSION

Based on the research results and discussion above, the following conclusions can be drawn:

1. Service quality has a positive and significant effect on guest satisfaction at the Tentrem Hotel Semarang. This means that the more the hotel improves in providing service quality, the greater the satisfaction of Hotel Tentrem Semarang guests will increase.
2. Facilities do not have a significant effect on guest satisfaction at the Tentrem Hotel Semarang. This means that increasing or decreasing the facilities provided does not affect guest satisfaction at the Tentrem Semarang Hotel.

3. The quality of service and facilities jointly influence guest satisfaction at the Tentrem Hotel Semarang.
4. Service quality is the biggest variable that influences guest satisfaction at the Tentrem Semarang Hotel with a coefficient value of 0.765.

REFERENSI

Ali, H. (2013). *Marketing dan Kasus-Kasus Pilihan*.

Dedy, A. dan Y. A. (2022). Pengaruh Kualitas Pelayanan dan Fasilitas Hotel Terhadap Kepuasan Pelanggan di Sari Ater Hot Springs Resort Ciater. *Jurnal Sains Manajemen*, Vol. 4 No. 1.

Fandy, T. (2016). *Service, Quality & satisfaction*.

Jayanti, D. N. (2016). *Kualitas Pelayanan (Reliability, Responsiveness, assurance, empathy, Tangibles)*. Skripsi.

Sulistyawati, N. L. K. S. dan N. P. I. S. (2019). Pengaruh Kualitas Pelayanan Terhadap Kepuasan Tamu di Sheraton Bali Kuta Resort. *Jurnal Bisnis Hospitaliti*. Volume 8 Nomor 1.

Suprayitno, S. dan H. (2018). Pemikiran Awal Tentang Konsep Dasar. Manajemen. *Jurnal Manajemen Aset Infrastruktur & Fasilitas*, Vol. 2 Sup.

Widyaningrum, I. D. (2020). Pengaruh Kualitas Pelayanan dan Fasilitas Terhadap Kepuasan dan Loyalitas Pelanggan Hotel Luminor Mangga Besar Jakarta Barat. *Jurnal STEI Ekonomi*, Vol XX, No XX.

Yuafian, R., & Astuti, S. (2020). Peningkatan Hasil Belajar Siswa Menggunakan Model Pembelajaran Problem Based Learning (Pbl). *JRPD (Jurnal Riset Pendidikan Dasar)*, 3(1), 17–24. <https://doi.org/10.26618/jrpd.v3i1.3216>