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THE INFLUENCE OF SERVICE TO CUSTOMER SATISFACTION IN DIRAJA HOTEL

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Abstract

Service has a very important role in the industry that is engaged in services, including hotel lodging services. Attention to the interests of customers by looking at the needs and satisfaction of service is a major factor in business success amid increasingly fierce competition. Therefore, realizing the importance of the value of service quality in order to increase customer satisfaction makes the company have to develop good business and customer relationships. The study uses quantitative descriptive analysis, with observational methods, questionnaires and documentation to 100 respondents and the sampling technique uses incidental sampling, which is a sampling technique based on chance. Data processing using SPSS version 23.0. Based on the analysis and processing of data according to the calculation of the correlation coefficient, it is known that Service to Customer Satisfaction has a strong relationship that is 0.786 and according to the calculation formula the coefficient of determination can be seen that by 59.4% and the remaining 40.6% is influenced by other factors, then the regression effect namely Y = 23,438 + 0.462 X. This equation shows that the service is constant or 0, then Y (Customer Satisfaction) is 23,438. The regression coefficient of 0.462 states that each addition of 1 to service will increase customer satisfaction by 0.462. Where Y = Customer Satisfaction and X = Service.

Keywords: Service, Hotel, Customer Satisfaction, and Management Hotel.

1. Introduction

The hospitality industry continues to grow along with the development of the business world, marked by the continued increase in the number of hotels in Indonesia. The hospitality industry is one industry that prioritizes service quality. This tourism industry provides a variety of banquet meeting facilities and so on. Because this business is related to people as customers, this business is related to service quality. Quality of service here is a very determining factor in the success of this business.

Currently the hotel industry is required to be able to understand what is the desire or expectation, so that the quality of service provided can provide satisfaction for consumers. By knowing the desires or expectations of consumers that can change at any time, the quality of services provided is adjusted and improved

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in order to increase customer satisfaction. This increase in customer satisfaction is expected to increase the number of guests who will stay.

Services have a very important role in industries engaged in services. Attention to the interests of customers by looking at the needs and satisfaction of service is a major factor in business success amid increasingly fierce competition. Therefore, realizing the importance of the value of service quality in order to increase customer satisfaction makes the company have to develop good business and customer relationships. Basically, service must be provided by all elements involved. All must be willing and able to provide similar quality services. Each must cooperate with each other in providing services, so that the services provided are optimally able to provide more satisfaction for its customers. Customers will feel cared for and fulfilled all their expectations if treated well, so that a good relationship will be created between the customer and the agency.

2. Literature Review

Service

According to Barata in (2003) "Service is an activity or sequence of activities that occur in direct interaction between someone with another person or machine physically, and provides customer satisfaction". According to Monier in (2008) "Public services are activities carried out by a person or group of people with material factors through certain systems, procedures and methods in the context of an effort to meet the interests of others according to their rights". According to Suryani & Sartika in (Kurniasari, 2019) concluded that: Customer service is a support in marketing products or services that focus on approaching efforts, consumer confidence and satisfaction. With service companies can create specificity in carrying out business activities of competitors who sell the same services. According to (Kasmir, 2017) "Good service is the company's ability to provide services that can provide satisfaction to customers in accordance with the desired needs. This means that customers will feel satisfied and continue to add transactions or consumption from time to time".

According to Kotler (2012), "the dimension of service quality is a picture of how far the difference is between the reality of service (perceived service), and the expectations of customers for the services they should have received (expected service)".

1) Reliability
   Is the ability to perform the promised service performance consistently and accurately.
2) Responsivenes
   Is the desire or readiness of workers in providing services. And alert when helping customers.
3) Competence (competence)
   Is the ownership of the abilities and knowledge needed to display the services offered.
4) Access
   Is the ability to approach and ease to engage with service providers.
5) Courtesy
   Shows service provider attitudes, such as courtesy, respect, attention, and friendliness of workers.
6) Communication
   Is the ability to speak in ways that are easily understood by consumers, keeping consumers able to obtain information in a language that they understand.
7) Credibility
   It is honesty and the ability of service providers to be trusted.
8) Security (security)
   Is a sense of freedom from danger, risk, and doubt about the services provided.
9) Understanding / Knowing the Customer
   Is trying to find out consumers and their needs.
10) Tangible (Real Evidence)
    Shows the environment or physical facilities where the services are carried out such as the organization, equipment, workers and clothing worn.

Success in developing and implementing excellent service is inseparable from the ability to choose the concept approach. The concept of excellent service based on Barata (2003) is developing excellent service by harmonizing the concepts of Attitude, Attention, Action, Ability, Appearance, and Accountability.

a) Attitude

Behavior that must be highlighted when dealing with customers, which includes polite and harmonious appearance, positive thinking, healthy and logical, and being respectful

b) Attention

Full concern for customers, both related to attention to the needs and desires of customers as well as understanding of their suggestions and criticisms, which includes listening to and seriously understanding the needs of customers, observing and appreciating the behavior of customers, and devoting full attention to customers.

c) Action (Action)

Various real activities that must be carried out in providing services to customers, which include recording every order of the customer, recording the needs of customers, reaffirming the needs of customers, realizing the needs of customers, and expressing thanks in the hope that customers want to return.

d) Ability

Certain knowledge and skills are absolutely necessary to support excellent service programs, which include abilities in the occupied fields of work, carrying out effective communication, developing motivation, and developing public relations as an instrument in fostering relationships in and out of organizations or companies.

e) Appearance

Appearance of a person whether only physical or physical or non-physical, which is able to reflect the confidence and credibility of other parties.

f) Accountability

An attitude of partiality to the customer as a form of care to avoid or minimize customer loss or dissatisfaction.

Customer Satisfaction

According to (Supeno, 2018) "Good service will be able to meet customer expectations. Customers who have met their expectations, even exceeded certainly these customers will be satisfied ". Regarding customer satisfaction Tse and Wilton in (Rusydi, 2017) provide a definition that customer satisfaction / dissatisfaction as customer response to evaluation of non-conformity (disconfirmation between previous expectations or other performance norms) and actual product performance felt after its use. According to Irawan in (2013) "Customer satisfaction contributes to a number of crucial aspects, such as the creation of customer loyalty, increased company reputation, reduced price elasticity, reduced future transaction costs, and increased employee efficiency and productivity". According to Gwee in (Supeno, 2018) Competition in the increasingly fierce business world makes customer satisfaction gradually become something generic. Companies are not enough to satisfy consumers, they must be given more so as not to move to another company. To win their hearts, we need a new skill that we call customer delight, how to make consumers impressed and happy. According to Kotler, consumer satisfaction is a feeling of pleasure or disappointment someone who appears after comparing his perception / or impression of the performance (results) of products and their expectations. (Kotler, 2000).

1) Customer satisfaction can be measured by various methods and techniques. According to Kotler, Windasari and Susanti in (Supeno, 2018) defines methods in measuring customer satisfaction as follows: Complaints and suggestion systems from companies that focus on customers by making it easier for customers to provide suggestions and complaints against the company. Every customer-

oriented organization needs to provide its customers with ample opportunities to present their suggestions, opinions and complaints.

2) Ghost shopping or mystery shopper. One way to get a picture of customer satisfaction is to hire several people to act or act as potential customers of the company's products and competitors. Then they report their findings regarding the strengths and weaknesses of competitors' products based on that experience.

3) Analysis of lost customers. Companies must contact customers who have stopped buying company products or have moved to other suppliers to learn the cause.

4) The company's customer satisfaction survey should contact customers who have stopped buying or who have switched to other suppliers to learn the reason. There are two things to consider in a customer satisfaction survey. First, interviewing customers who stop buying. The second is monitoring the level of customer loss.

When talking about customer satisfaction, we inevitably also have to be grateful for the quality of services provided by the company. The following dimensions of customer satisfaction by (Majid, 2015), the main dimensions of customer satisfaction, namely:

1) On Time (On Time Performance) Punctuality in providing services
2) Accesbillity, Ease, speed and accuracy in serving.
3) Services, Friendliness and employee responsiveness and customer comfort.
4) Price (Price), The rates or prices charged are appropriate and affordable.

3. Methods

In this research technique uses several methods, namely:

1) Interview Method

Conduct a question and answer process directly by asking a few questions about the quality of service at Savero Hotel Diraja, South Jakarta

2) Questionnaire Method

With this method the writer distributes sheets to the parties or resource persons concerned to get information about the issues discussed in the final project.

The number of samples used in this study were 100 guest respondents who snuck in Hotel Diraja Jakarta. The study uses Statistical Package for the Social Sciences (SPSS) application version 25.0, using a Likert scale to test validity, reliability testing, correlation coefficient tests, determination coefficient tests, and simple linear regression equations.

1. Population

According to (Sugiyono, 2016) "Population is the area of generalization consisting of objects / subjects that have certain qualities and characteristics determined by researchers to be studied and then drawn conclusions".

2. Samples

According to (Sugiyono, 2016) defines that, "The sample is part of the number and characteristics possessed by the population. If the population is large, and researchers may not study everything in the population, for example due to limitations and, energy and time, then researchers can use the sample, the conclusion will be applicable to the population ". Incidental Sampling

3. Incidental Sampling

According to (sugiyono, 2016) "Incidental sampling is a technique of determining samples based on coincidences, ie anyone who accidentally met with the researcher can be used as a sample, if in the view of people who happen to be found it is suitable as a source of data".

4. Likert Scale

According to (Sugiyono, 2016) "Likert scale is used to measure the attitudes, opinions, and perceptions of a person or group of people about social phenomena. In research, this social phenomenon has been

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specifically determined by the researcher, hereinafter referred to as the research variable ". With a Likert scale, the variables to be measured are translated into indicator variables. Then the indicator is used as a starting point for arranging instrument items which can be statements or questions.

According to (sugiyono, 2016) "Correlation technique is a number that shows the direction of the strong relationship between two or more variables. The direction is stated in the form of a positive or negative relationship, while the strength of the relationship is expressed in the magnitude of the correlation coefficient. Correlation technique is used to find a relationship and prove the hypothesis of a relationship between two variables if the data of the two variables are in the form of intervals or ratios and the data source of the variables or more is the same ".

Test the coefficient of determination according to (sugiyono, 2016) "Looking for the influence of variable variants can be used staticka techniques by calculating the magnitude, the coefficient of determination is calculated by squaring the correlation coefficient.

According to (Priyatno, 2018) "simple linear regression is used to determine whether there is a significant influence between an independent variable with a dependent variable, to find out how it influences (positive or negative), how much influence, and to predict the value of the dependent variable by using variables independent". The regression equation for simple linear, as follows:

$$Y = a + bX$$

Information :

Y = Predicted value
a = Constant or when the price X = regression coefficient
X = Independent variable

Table 1. Variable Service

Variable	Dimension	Statement	Item
Service (X)	Reliability	Solve problems precisely and accurately	1
	Responsiveness	Fast handling	2
	Competence	Having good skills, information and knowledge in serving guests	3
	Access	Strategic location and easy to reach	4
	Courtesy	Be friendly and polite to guests	5
	Communication	Communicate well with customers or guests	6
	Credibility	Be honest in interacting with	7
	Security	customer	8
	Understanding	Ensuring guest safety	9
	Tangible	Able to understand every need well	10

Source: Kotler dalam (Rusydi, 2017)

Table 2. Variable Customer Satisfaction

Variable	Dimension	Statement	Item
Customer Satisfaction (Y)	On time	Timeliness in providing services	1 and 2
		Skills in serving guests	
	Accessibility	Ease the process in booking a room	3,4, and 5
		Employees can resolve guest complaints quickly	
		The services provided are precise and accurate	
	Service	Friendly staff in serving guests	6, 7 and 8
		Employees are fast and responsive to what guests need	
		Provide comfortable service to guests	
	Price	Prices are affordable for meeting room rentals	9 and 10
		Affordable room rental rates	

Source: (Majid, 2015)

Validity Test

Test the validity of items according to (Priyatno, 2018) "to find out how carefully an item is measuring what you want to be measured. Items are said to be valid if there is a correlation with the total score. This shows the support of these items in revealing something that wants to be revealed. Items are usually in the form of questions or statements that are shown to respondents using a questionnaire in order to reveal something. Item validity testers in SPSS can use one of three commonly used analytical methods, namely Pearson Correlation, Corrected Item Total Correlation, or Confirmatory Factor Analysis".

Reliability Test

According to (Priyatno, 2018) "reliability testing is used to determine the sharpness or consistency of measuring instruments that usually use questionnaires. That is, whether the measuring instrument will get a measurement that remains consistent if the measurement is repeated. The method often used in research to measure range scales (such as the Likert 1-5 scale) is Cronbach Alpha. Reliability test is a continuation of the validity test, items that enter the test are valid items only and to determine whether the instrument is reliable or not using the 0.6 "limit.

Table 3. Alpha Crobanch's

Alpha *Cronbach's*	Information
0,00 – 0,20	Not reliable
0,21 – 0,40	Somewhat reliable
0,41 -0,60	Reliable enough
0,61 – 0,80	Reliable

0,81 – 1,00	Very reliable

Source: Sugiono (2016).

4. Results and Discussion

Test Research Instruments

Instrument testing is carried out on the indicators of each variable so that the level of validity and reliability of the indicator can be determined as a variable measurement tool. The following results are obtained by the Validity Test and Reliability Test on Service Variables on Customer Satisfaction. In conducting validity and reliability testing using SPSS 25, as follows:

1. Instrument Validity

Table 4. Results of Service Variable Validity and Customer Satisfaction Variables

Variable	Indicator	R Value	R Table	Information
Service (X)	X1	0,841	0,1966	*VALID*
	X2	0,580		*VALID*
	X3	0,569		*VALID*
	X4	0,543		*VALID*
	X5	0,578		*VALID*
	X6	0,749		*VALID*
	X7	0,846		*VALID*
	X8	0,749		*VALID*
	X9	0,595		*VALID*
	X10	0,841		*VALID*
Customer Satisfaction (Y)	Y1	0,716	0,1966	*VALID*
	Y2	0,595		*VALID*
	Y3	0,769		*VALID*
	Y4	0,794		*VALID*
	Y5	0,838		*VALID*
	Y6	0,762		*VALID*
	Y7	0,626		*VALID*
	Y8	0,762		*VALID*
	Y9	0,610		*VALID*
	Y10	0,716		*VALID*

Source: Researcher Data, 2019.

2. Instrument Reliability

The reliability of a questionnaire from calculations using SPSS can be seen from the Cronbach's Alpha value then interpreted in the following table:

Table 5. Reliability Statistics X

Cronbach's Alpha	N of Items
,910	10

Source: Researcher Data, 2019.

Based on the Variability X Results Table above, the Cronbach's alpha value of 0.81 to 1.00 is interpreted as very reliable. From the results obtained in variable X is 0.910, the results are very reliable, meaning that the research can be continued.

Table 6. Reliability Statistics Y

Cronbach's Alpha	N of Items
,914	10

Source: Researcher Data, 2019.

Based on Table above Cronbach's alpha value 0.81 to 1.00 means reliable. From the results obtained in variable X is 0.914, the results are very reliable, meaning that the research can be continued.

Correlation Coefficient Test

Hypothesis testing
   Ho: There is no effect of service on customer satisfaction
   Ha: There is an Effect of Service on Customer Satisfaction
Testing criteria
   If it is significant> 0.05 then H0 is accepted
   If it is significant <0.05 then Ha is accepted
   Through the help of SPSS Program version 25.0, the results of the relationship between the Effect of Service on Customer Satisfaction are seen in the following table:

Table 7. Correlations

		Service	Customer Satisfaction
Service	Pearson Correlation	1	,786[**]
	Sig. (2-tailed)		,000
	N	100	100
Customer Satisfaction	Pearson Correlation	,786[**]	1
	Sig. (2-tailed)	,000	
	N	100	100

**. Correlation is significant at the 0.01 level (2-tailed).
Source: Researcher Data, 2019.

From the above table, it can be concluded that the correlation value between Service and Customer Satisfaction is 0.786. According to Wiratna (2015) that the correlation between 0.60-0.799 is said to be a strong correlation. From the results of the correlation coefficient test above there is a positive relationship of 0.790 between Service to Customer Satisfaction. It is known that a significance value of 0,000 <0.05 then H0 is rejected and H1 is accepted. The conclusion from the results of the correlation coefficient test above is obtained a value of 0.786 that there is a strong relationship between Service to Customer Satisfaction.

Table 8. Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,771[a]	,594	,590	2,533

Source: Researcher Data, 2019.

Regression Equation Test

Ho: Regression equation is not significant.
Ha: Significant regression equation

Based on calculations, t value for the service variable to customer satisfaction can be obtained is 11,190. While the value of t table with dk = N - 2 or dk = 100 - 2 = 98 and a significance level of 5% (α = 0.05) is 1.98447. T value is greater than t table value (11.974> 1.98447). Then it can be concluded that the service has a significant effect on customer satisfaction. The calculation of the regression equation uses SPSS 25.0 as follows:

Table 9. Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	23,438	1,525		15,364	,000
	Service	,462	,039	,771	11,974	,000

a. Dependent Variable: Customer Satisfaction

Source: Researcher Data, 2019.

Based on the formulation of the regression equation, namely: Y = a + bX

$$Y = 23,438 + 0.462\ X$$

Where Y = Customer Satisfaction, X = Services that can be concluded as follows. A constant of 23,438 states that if no service is provided by the company, then Customer Satisfaction is 23,438. The regression coefficient X of 46.2% states that every 1 increase of satisfaction the company will increase satisfaction by 46.2%, and vice versa, if the service has decreased 1 time then satisfaction is predicted to decrease by 46.2%. So the direction of the influence of the Service with Customer Satisfaction is positive, meaning the direction.

5. Conclusion

Based on the results of the study the influence of Service on Customer Satisfaction at Hotel Diraja Jakarta, and based on the calculation of a simple linear regression analysis obtained equation Y = 23.438 + 0.462 X, meaning that if X = 0 or without any services, then customer satisfaction is 23.438, where if X rises 1 number or every service increase of 1 will increase customer satisfaction at Hotel Diraja Jakarta to 0.461. From the results of the t test it was concluded that a significance value of 0,000 <0.05 was obtained r = 0.771 and r^2 (R Square) of 0.594 or 59.4% and the remaining 40.6% was influenced by other factors. then it can be concluded that the Services affect the Customer Satisfaction of Diraja Jakarta Hotels.

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