THE GUEST'S PREFERENCES OF THREE-STAR HOTEL ROOMS BASED ON VISUAL AND PHYSICAL PERCEPTION

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ABSTRACT

The development of the tourism industry in Indonesia needs to be supported by appropriate facilities and infrastructure. Hotel as one of the supporting tourism in Indonesia has to be properly expanded. According to the data from Central Bureau of Statistics (BPS), the occupancy rate of star-rated hotels continues to increase over time. One of the factors affecting the customer's decision in choosing a hotel is its interior design. Interior elements consist of floor, wall, ceiling, and furniture. The wall element is one of the interior elements that are attractive to visitors. To find out the perception of hotel visitors, the author surveyed five three-star hotels in Jakarta. The five hotels are Maxone hotel in Matraman, Yellow Hotel in Harmoni, Lynt Hotel in Gambir, Park 5 Hotel and Swissbellinn both are located in Simatupang. The method used in this study is a mixed-method with a visual perception approach in the form of direct interviews and distributed questionnaires to 40 respondents. The results of the research show that several wall criteria of the hotel that are suitable for visitors among others are: bright wall colors and walls with soothing color schemes.

Keywords: Guest's preferences, hotel rooms, visual perception, wall design

INTRODUCTION

Indonesia is a country that is rich in tourist attractions. Various tourist objects owned by private and public agencies represent the country's potential that needs to be explored and developed. The rapidly developing tourism industry makes this industry as the second largest foreign exchange income after oil palm. The emergence of the tourism industry is inseparable from supporting facilities and infrastructure.

Hotel is one of the supporting tourism industries in Indonesia which engages its operation in the service sector. The service especially covers accommodation, where the targeted market segment uses it for rest, business, tourism, refreshing, etc. Therefore, a comfortable, clean, and safe place is a mandatory aspect needed by visitors or consumers.

According to BPS data, from January-June 2018, the number of foreign tourist arrivals or tourist visits to Indonesia has reached 7.53 million, up to 13.08 percent compared with the number of foreign tourists visiting the same period in the previous year which only reached up to 6.66 million visits. The number of foreign tourist visits in terms of types of entrances is varied, i.e., through air there were 4.70 million visits, by sea there were 1.54 million visits and by land there were 1.28 million visits. Based on the Room Occupancy Rate (ROR), the star-rated hotels in 27 provinces are below the national rate. This means that only 7 provinces which have star-rated hotels classified above national achievements hotels by ROR. Data from BPS noted that the ROR of star-rated hotels in Indonesia in July 2018 the averaged was 59.3%. This figure is only 1.78% higher compared to the condition in July 2017.

One factor that drives consumers in choosing a hotel is the interior of the hotel room. The interior of the hotel room involves several elements, namely the floor, the wall, the ceiling, and the

furniture. The wall is one of the interior elements that brings concern for hotel occupants. Understanding these needs will hopefully increase the hotel occupancy rate.

One of the factors that influence customer satisfaction in choosing a hotel is the interior features. The interior of a hotel room centers around the color selection as the first impression of the consumers. According to. the physical environment consists of important interior elements. (Djudiyah, 2013; Rahma, Sari, Wardono, & Neni, 2017)

Thematic interior concepts such as rural and natural nuances are the taste of the young generation of hotel dwellers. Supporting facilities such as casual themed restaurants also attract young people, affordable prices and satisfying service are the main reasons visitors choose and return to the same hotel. (Wahyudie & Putri, 2016)

In contrast to previous research, this study uses a visual perception approach that focuses on the interior of a hotel room, as one of the elements of a wall. The function of perception is in the dimension of human inner awareness. In other words, one's experience and background knowledge influence one's perception. Therefore, the purpose of this study is to determine the main factors that affect the suitability of hotel room design from the perspective of hotel occupants using in-depth interviews from the selected respondents. (Eymeren, 2014)

THEORETICAL REVIEW

Hotel

Hotel is a type of accommodation that provides lodging, facilities, and food and beverage services, as well as other public services that are managed temporarily and commercially (Sudibya, 2004, p.212). Three-star hotels rank first for room occupancy rates. Three-star hotel room occupancy rates reach 71% (BPS, 2018).

Interior Element

Interior elements consist of ceiling: part of the interior of which the position is above. Wall: the part of the interior that is in the middle and surrounds or forms a space. Floor: is the lowest part of the room where space is installed. Furniture: furniture that fills the interior, the selection and arrangement of furniture greatly influences the impression caused by a room. (Indraswara, 2007)

Environmental conditions affect consumers' perceptions of service. This condition is related to the five human senses, namely, temperature, lighting, color, music, aroma, and noise level. (Ayunisa, 2016)

Several interior elements influence the space experience. Dots are interior elements that influence space experience. Points are interpreted as focal points in space. Besides the point, the shape also influences human perception. The form is divided into two, namely geometric shapes and irregular or regular shapes. Next is color which plays a role in human emotions. In psychology, color provides something fundamental and is very powerful in human experience. Cool colors can create a safe atmosphere in the room. Smells and sounds also create space experiences and the scale is related to proportion. Both proportions and scale are related to the size of objects along with the composition in the room. Design elements such as lines and colors are easy to remember and can be used as design tools in shaping interior space drawings.(Sari & Mayang, 2005; Hanum, Imtihan, Wardono, & Wahjudi, 2016; Setiawan Budi, Ruki, & Aulia, 2014)

This study uses a visual perception approach focusing on variables of the interior elements affecting space and visually measured, namely color, lighting, and scale.

Color

According to Wicaksono & Tisnawati, (2014) colors can affect space, through the color of the room which can create the feeling of narrow or broad. In short, it provides the impression of the shortness

of a room. If a designer chooses light colors to the walls and dark colors to the end of the room, then the impression of the room is a short hallway. Color intensity can determine the amount of light received by the eye in the form of dark (black) or bright (white) values. The following figure is the color intensity level from 0% to 100%.
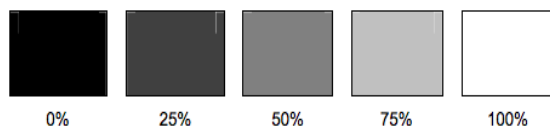

Figure 1. Intensity Value Representation, (Source: Haryanto, 2009)

Lighting

Lighting in a room is divided into two, namely natural lighting from sunlight and artificial lighting from lights. According to Ashadi (2016), the ideal window area is 20% of the total wall area. By implementing the ideal system, natural lighting is created.

Scale

The scale that affects visual perception has a relationship between the width of the room and the height of the ceiling. if D / H> 1, the room will look cramped, if D / H = 1 the room will feel balanced and if D / H <1 then the room will feel spacious. (Wicaksono & Tisnawati, 2014)
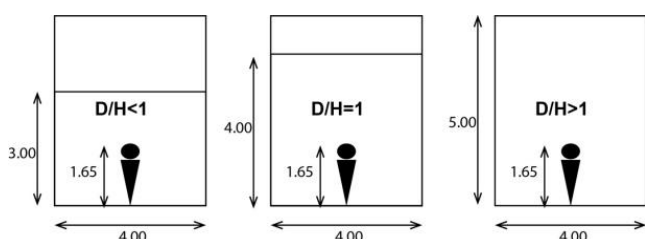

Figure 2. Proportion of space-related to the concept of visual perception

METHODS

Data collection was carried out by This study applies a mixed-method with a visual perception approach to the walls of the hotel room by using direct interviews from selected respondents. Three stages must be done by the respondent in filling out the questionnaire. In the first stage, respondents were asked to fill in personal data. In the second stage, respondents were asked to choose three suitable hotel cases and then write down the reasons. A further stage, respondents were asked to answer the questions regarding the atmosphere of the room by filling in the options through a Likert scale by choosing the desired room description. Data collection was carried out by distributing questionnaires to 40 respondents. Filling out the questionnaire was done by showing 5 pictures of selected hotel rooms to the respondents. Then, they had to choose 3 pictures and provided reasons for choosing the pictures.

Quantitative methods are used in ranking cases that are relevant to respondents. The ranking is by giving points to the selected case, that is, 3 points for the first case, 2 points for the second case and 1 point for the third case. Besides determining the ranking of images, the quantitative method is used to find the median on the Likert scale which is used to measure the color perception that corresponds to the respondent, namely 1 for very dark colors, 2 for dark, 3 for neutral, 4 for light, and 5 for very bright. The following figure represents the opinion of 40 respondents:
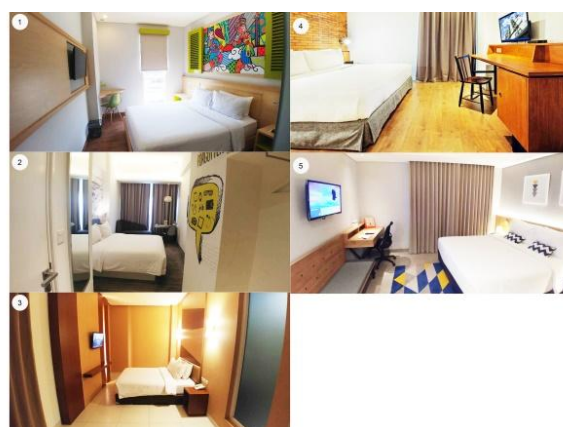

Figure 3. Selected hotel interior

DISCUSSION

At the stage of case ranking, three hotels were chosen according to the respondent, i.e. the first rank fell in case 5 with 90 points, then case 2 with 63 points, and finally case 4 with 40 points.

Table 1. Selected hotel interior

No	Case	R1	R1 x 3	R2	R2 x 2	R3	R3 x 1	Total
1	Case 1	2	6	5	10	12	12	28
2	Case 2	10	30	12	24	9	9	63
3	Case 3	2	6	5	10	3	3	19
4	Case 4	2	6	11	22	12	12	40
5	Case 5	24	72	7	14	4	4	90

Information :
Ranking 1: case 5, Ranking 2: case 2, Ranking 3: case 4

Case 5 was chosen in the first place because the atmosphere of bright space was created by using bright colors that provide a clean, modern, and stylish room. The next ranking falls in Case 2. In Case 2, respondents commenting that the room design represents the taste of young people with the dominant white and yellow color accents. In addition, the presence of murals on the walls attracted respondents' attention, as well as the ambiance of the white room, creates clean and comfortable atmospheres. The third rank falls on Case 4. In Case 4, respondents said that natural materials on the floor and walls provide a warm atmosphere for the room.

Table 2. Respondents comment

Variable	case 5	case 2	Case 4
Wall	The colors of bright white wall give the impression of being clean, modern, and stylish. It has the atmosphere of a white and clean room.	The colors used in case two represent the design of young people. The combination of white and yellow looks modern and the mural on the wall becomes a focal point for respondents	The colors of the brick material and the overall colors of the space make the room feel warmer.

On further stage, the respondents describe the desired atmosphere of the room based on the Likert scale. Respondents describe the perception of the atmosphere of the room from dark to light. A value of 1 for very dark, a value of 2 for dark, a value of 3 for neutral, a value of 4 for light and a value of 5 for very bright. The author looks for the median of respondents' answers by using SPSS application. The results show that respondents prefer Case 5 with bright wall colors as indicated by a median value of 4. Respondents prefer case 2 with very bright wall colors with a median value of 5. Meanwhile, for Case 4, respondents also choose very bright colors with a median 5.

Table 3. The median value of the wall colors

Indicator	R1	R2	R3
Wall Colours	4	5	5

Based on the three cases, three alternative wall colors were chosen according to the respondent. The wall color is dominated by light gray.
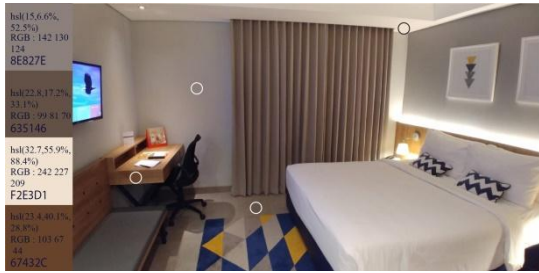
Figure 4. Case 5 colors scheme
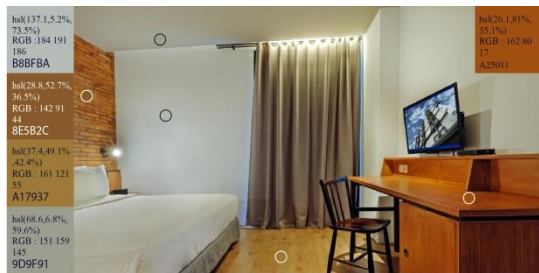

Figure 5. Case 2 colors scheme

Figure 6. Case 4 colors scheme

Figure 7. Alternative colors schemes

The scale that fits all three cases is the spatial scale. This is consistent with the comments of respondents in interviews who liked a large space. Large scale space is drawn from the ratio of width and height of the wall. Based on field measurements any measurement that suits the case is a broad scale of space.

Table 4. Visual scale which is widely perceived by respondents (D / H) = 1 Balanced space

	Space Width (D)	Space Height (H)	D/H	Opinion
Case 5 (Rank 1)	3.8	2,3	1.6	Room size is spacious, can be seen from the distance of the bed and the TV is quite far.
Case 2 (Rank 2)	2,8	2,7	1.03	The room is quite compact, not too spacious, however, the arrangement of furniture in the room makes the room not look cramped
Case 4 (Rank 3)	3.8	2.7	1.4	The room looks spacious, is the most spacious room, seen from the distance of the mattress and TV far.
Tentative conclusions				1. All three cases are considered broad by the respondents because they have met the broad standards of space according to theory. 2. Respondents pay attention to the area of the room limited to the eye horizon line.

In addition to the color and scale of the room, openings on the walls also affect the perception of respondents. In all three cases, the appropriate openings by respondents ranged from 18% to -32%.

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Table 5. LB / LL room openings = 20%

Case	Opening Area (m2)	Floor Area (m2)	LL/LB = ...%	Opinion
Case 5 (Rank 1)	3.6	20	18%	Bright room atmosphere and large window size. A side lamp in the bed area makes the atmosphere comfortable.
Case 2 (Rank 2)	6	18.5	32%	It has a wide window and a bright room atmosphere.
Case 4 (Rank 3)	4	20.4	20%	The atmosphere of the room is bright however, a little dim gives a comfortable impression to rest.
Tentative conclusions	The window that is considered quite broad by the respondent although below the minimum value of 18%.			

CONCLUSION

On the wall, several variables affect the visual perception of color, scale, and lighting. The color of the wall that is suitable for respondents, based on the three selected cases, is the monochrome color scheme which tends to be bright as gray. Wall color is the most influential variable in the perception of visual respondents.

On a scale of space, the appropriate scale according to respondents is a broad scale of space. Outer scale can be seen from the ratio of the width and height of the wall, that is, with a comparison value of more than 1. Based on the measurement and the results of the interview, respondents have a minimum opening of 18% different from the standard in the previous theory of 20%.

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