



THE INFLUENCE OF SERVICE QUALITY AND FACILITIES ON CUSTOMER SATISFACTION AT BERLIAN ABADI HOTEL BANYUWANGI

Wardha Nilawati

Fakultas Ekonomi 17 Agustus 1945 Universitas Banyuwangi

Email : wardha.nilawati@untag-banyuwangi.ac.id

Abstract

The service industry is currently experiencing very rapid development in line with the needs of the community for various types of services in various fields of life. The development of competition intensity and the number of competitors makes the company must always pay attention to the needs and desires of customers, and try to meet customer expectations by providing better service than competitors do. This research was conducted at Hotel Berlian Abadi Banyuwangi by taking 60 respondents who were hotel consumers. This study uses a questionnaire method and data processing uses questionnaire analysis, and data processing uses multiple linear regression analysis, F test, t test, and determination by first using the items in the questionnaire to test the validity of its reliability. Based on the results of the analysis, the SPSS program proved to be significantly correlated at the level of significance ($\text{sig} < 0.05$) so that it was declared valid in the measurement. Reliable because the Cronbach Alpha value is ≥ 0.6 . Based on the F test, the calculated F number is greater than the F table ($76.136 > 3.16$). Thus the rule of the F test decision states rejecting H_0 and accepting H_a , which says there is a significant influence between service quality and facilities on customer satisfaction Hotel Berlian Abadi Banyuwangi. From the analysis using the classic heteroscedasticity assumption test, it is known that the variable quality of service (X_1) and facilities (X_2) are shown that the significance value is greater than (0.05) and t count $< t$ table, it can be ascertained that the model does not contain heteroscedasticity.

Keyword : *Quality Of Services, Facilities, Customer Satisfaction*

1. INTRODUCTION

At this time the service industry experienced very rapid development along with the community's need for various types of services in various fields of life. The development of an increasingly large service industry which is also driven by rapid advances in information and communication technology. Therefore, the service industry will play an important role in the future. The service industry which currently has a very important role in Indonesia's economic growth, one of which is the tourism industry, a collection of various companies that together produce goods and services (goods and services) needed by tourists in particular and travelers in general. during his journey.

Banyuwangi Regency is a district in the province of East Java, Indonesia. Its capital is the city of Banyuwangi. Banyuwangi Regency is the largest district in East Java as well as being the largest on the island of Java, with an area of 5,782.50 km², or wider than the island of Bali (5,636.66 km²). On the coast of Banyuwangi district, there is the Ketapang port, which is the main link between the islands of Java and Bali (Gilimanuk port). In the world of tourism, the city of Banyuwangi has not yet expanded like Bali, but it has begun to develop as seen from the existence of several 3 and 4 star accommodations that are widely available in Banyuwangi district. The majority of tourists visiting the city of Banyuwangi are local tourists. However, it cannot be denied that there are foreign tourists who make a trip to this city because the culture and traditions available in the city of Banyuwangi are quite unique and interesting.

Banyuwangi district tourism has begun to develop and every year there is an increase in tourist visits both by foreign tourists and local tourists. The large number of tourists who come to Banyuwangi district so that a tourism industry is needed that provides adequate facilities to accommodate all tourists who come to Banyuwangi district. In its activities, the tourism industry

THE INFLUENCE OF SERVICE QUALITY AND FACILITIES ON CUSTOMER SATISFACTION AT BERLIAN ABADI HOTEL BANYUWANGI

Wardha Nilawati

provides all facilities in the form of goods and services to support tourists in carrying out tourism activities, such as hotels or public housing facilities for tourists by providing room services, food and beverage providers and accommodation on payment terms.

In the process, service providers do not always get a positive response from tourists who come, this has an impact in the form of complaints from tourists which are given to service providers, especially hotel staff who work directly at the time, especially in the main part of the hotel, namely the front office department. . This can be fatal to consumer satisfaction.

Consumer satisfaction is important for every service/goods company in the company, according to Kotler (2013; 138) Consumer satisfaction can be defined as a situation where the needs, desires, and expectations of consumers can be fulfilled through the products consumed.

At present the competition for service companies in the hospitality sector is getting tougher, consumers are faced with many promotions from several hotels that have various facilities and this causes consumers to be disloyal and have a tendency to move and try other hotel services. According to Tan and Putu (2020; 221) facilities are all equipment that is physical and provided by the company so that it can provide comfort to hotel visitors so that it can affect consumer satisfaction in visiting the hotel. This is reinforced by research conducted by Bakti and Oktafiani (2019; 22) which states that facilities affect consumer satisfaction.

The main goal of a business is how to make consumers believe that the service they provide is the best compared to other competitors, so companies become worried about disloyal consumers, so efforts to retain consumers are very important. According to Rehatta (2018; 155) service quality is everything that is capable of fulfilling consumer wants and needs so that it can affect tourist satisfaction. This is in line with research conducted by Rosita, et al (2016; 32) which states that service quality affects tourist satisfaction.

The number of consumers has a very large influence on the survival of companies engaged in the sale of services, because for service companies, consumers are a source of income. The more the company's consumers, the greater the income that the company can achieve, conversely the fewer the company's consumers, the less income the company can achieve.

In a very tight competition, especially in the field of hospitality. Hotel Berlian Abadi is aware of the decrease in the number of consumers each month, the decrease in the number of consumers is suspected to have an influence from the quality of service provided to consumers which is less satisfactory and less improved. And hotel facilities that have not been able to make consumers feel comfortable while enjoying the facilities that have been provided by the hotel, this is what makes consumers dissatisfied, which results in a decrease in the number of consumers.

Based on the description above, the researcher is interested in conducting research with the title the influence of service quality and facilities on customer satisfaction at the Berlian Abadi hotel, Banyuwangi. The purpose of this study was to analyze the effect of service quality and facilities on customer satisfaction.

2. LITERATURE REVIEW

2.1. Marketing Management

According to Kotler (2012; 5), "Marketing management is the analysis, planning, implementation and control of programs designed to produce the desired exchange with the target market for the purpose of achieving organizational goals. It relies heavily on organizational design that offers in terms of target market needs and wants effective pricing, communication, and distribution to inform, motivate and serve markets.

Services

Tjiptono (2012: 260) defines that service quality is the level of excellence expected and control over these advantages to fulfill consumer desires. Kotler (2012: 386) reveals that service is any action or performance offered by one party to another which is principally intangible and does not result in a transfer of ownership. Service production can be tied or not tied to a physical product.

Service Quality

The definition of quality can also be distinguished according to the views of producers and consumers. The definition of product quality is conformance to specifications, in which the manufacturer provides certain tolerances that are specific to critical dimensions of each part produced. In the service sector, quality is maintained by meeting service standards. From the consumer's point of view, quality means value, namely how well a product or service serves its intended purpose at the price level consumers are willing to pay.

According to Goetsch Davis in Yamit (2010: 7) defines "quality as a dynamic condition associated with products, services, people, processes, and the environment that meets or exceeds expectations". Meanwhile, according to Parasuraman, et al. (2008: 148), service quality can be defined "as how far the difference between reality and customer expectations for the service received or obtained". Service quality is an absolute thing that must be owned by companies or agencies that offer services, because with the quality of service to consumers, companies or agencies can measure the level of performance that has been achieved. (Setiawan 2014:14).

2.2. Consumer Satisfaction

The definition of consumer satisfaction according to Lupiyoadi and Hamdani, 2008 (Yunus and Budiyanto, 2014: 7) suggests that "satisfaction is the level of feeling where a person states the results of a comparison of the performance of the product (service) received and expected". Meanwhile, according to Schiffman and Kanuk, 2010 (Yunus and Budiyanto, 2014: 7) suggests that "customer satisfaction is a comparison between consumer perceptions of products or services in relation to expectations. Munurut Kotler and Armstrong (2009) said customer satisfaction is the level of a person's feelings that compares the expectations that respondents have before using a service product with the performance they receive after using a product or service.

From the definition above it can be concluded that consumer satisfaction is a feeling that arises from within the consumer after comparing the results of the performance of a product or service with his expectations, which are felt after using it, so that the satisfaction that arises can make consumers want to enjoy the service again.

3. RESEARCH METHOD

3.1. Population and Sample

The population in this study is the Hotel Berlian Abadi Banyuwangi. The sampling technique in this study used a probability sampling technique. Obtained research data as many as 60 respondents. The sampling method used in this research is simple random sampling. The type of data used is primary data.

3.2. Data Collection Methods

Data Collection Techniques

The data collection method in question is the method used to collect data, namely as follows:

3.3. Observation

Observation as a data collection technique has specific characteristics when compared to other techniques, namely questionnaires and interviews. If questionnaires and interviews always communicate with people, then observations are not limited to people, but also other natural objects. Data collection techniques by observation are used when research is concerned with human behavior, work processes, natural phenomena and when the observed respondents are not too large (Sugiyono, 2012: 203).

3.4. Interview

Interviews were conducted by researchers to the management of Berlian Abadi Hotel to complete information about the company's description. This is done to obtain more accurate data. Researchers also conducted interviews with visitors to the Berlian Abadi Hotel to complete information regarding consumer impressions while enjoying the services and facilities offered by the company.

THE INFLUENCE OF SERVICE QUALITY AND FACILITIES ON CUSTOMER SATISFACTION AT BERLIAN ABADI HOTEL BANYUWANGI

Wardha Nilawati

3.5. Questionnaire (Questionnaire)

Questionnaires according to Sugiyono (2012: 199) are data collection techniques that are carried out by giving a set of questions or written statements to respondents to answer. Which will be addressed to Hotel Berlian Abadi consumers. The questionnaire or questionnaire method is very practical because the respondents only have to choose the degree of agreement using a modified Likert scale. The Likert scale is used to measure attitudes, opinions, and perceptions of a person or group of people about social phenomena (Sugiyono, 2012: 134).

3.6. Documentation

According to Moleong (2011: 242), explains that "observation or observation is a very important research technique. Observations are used for various reasons. It turns out that there are several typologies of observations. Regardless of the type of observation, it can be said that the observations are limited and depend on the type and variety of approaches.

4.RESULTS AND DISCUSSIONS

4.1. RESULTS

This multiple linear regression analysis is used to determine how much influence the X variable consists of Service Quality and Y variable facilities, namely Customer Satisfaction. This analysis is shown in the following table :

Model	Unstandarized Coefficients		Standardized Coefficients	T	Sig
	B	Std.Error	Beta		
(Constant)	4,407	,834		5,283	,000
Total X1	,327	,142	,302	2,295	,025
Total X2	,710	,160	,585	4,445	,000

4.2. DISCUSSIONS

The Effect of Service Quality (X1) on Consumer Satisfaction (Y) at Berlian Abadi Hotel Banyuwangi.

From the results of testing and data analysis that has been carried out, it shows that there is a positive and significant influence of Service Quality variable (X1) on Consumer Satisfaction (Y). Because the value of t count (2.295) > t table (2.002). Based on the explanation above, the hypothesis (H2) is accepted, meaning that there is a positive influence between the variable Service Quality on Customer Satisfaction according to the theory put forward. The results of this study are the same as the results of research conducted by previous studies conducted by Endah (2008) and Martinawati (2009) the result that the service quality variable has a positive effect on customer satisfaction is the same as the results of this study.

Effect of Facilities (X2) on Consumer Satisfaction (Y) at Berlian Abadi Hotel Banyuwangi.

From the test results and data analysis that has been carried out, it shows that there is a positive and significant influence of the Facility variable (X2) on Consumer Satisfaction (Y). Because the value of t count (4.445) > t table (2.002). Based on the explanation above, the hypothesis (H3) is accepted, meaning that there is a positive influence between the Facility variable on Consumer Satisfaction according to the theory put forward. The results of this study are the same as the results of previous research conducted by Endah (2008) and Martinawati (2019) the results of which are that the facility variable has a positive effect on consumer satisfaction are the same as the results of this study.

Effect of Service Quality (X1) and Facilities (X2) on Customer Satisfaction Hotel Berlian Abadi Banyuwangi.

From the results of testing and data analysis that has been carried out, it shows that there is a positive and significant influence between the variables of Quality of Service and Facilities on Customer Satisfaction at Berlian Abadi Hotel Banyuwangi. Based on the results of this study, service quality has a good impact on consumer satisfaction, meaning that the better the quality of service provided and made by the company, the higher the consumer satisfaction. Likewise with facilities, the more complete the facilities provided by the company, the consumer satisfaction will also increase.

Based on the explanation above, the hypothesis (H1) is accepted, meaning that there is a simultaneous influence of the Quality of Service and Facilities variables on Customer Satisfaction.

The effect of facilities (X1) is the most dominant variable on consumer satisfaction (Y). From the results of the tests that have been carried out, it shows that the Facility variable has the most dominant influence compared to the Service Quality variable. The most influential variable is Facilities because the t value of Service Quality (4.445) is greater than the t value of Service Quality (2.295). The results of this study are the same as the results of research conducted by previous research conducted by Endah (2016) with the result that the facility variable has the most influence on customer satisfaction. And the same with the results of this study. Judging from the Alpha Cronbach value > 0.6.

5. CONCLUSION

Service quality and facilities simultaneously have a significant effect on customer satisfaction at Berlian Abadi Hotel Banyuwangi, where the value of Fcount (80.160) > Ftable (3.16). Service quality partially has a positive and significant effect on customer satisfaction at Berlian Abadi Hotel Banyuwangi, where the value of tcount (2.295) > ttable (2.002), then H0 is rejected. Facilities partially have a positive and significant effect on customer satisfaction at Berlian Abadi Hotel Banyuwangi, where the value of tcount (4.445) > ttable (2.002), then H0 is rejected.

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THE INFLUENCE OF SERVICE QUALITY AND FACILITIES ON CUSTOMER SATISFACTION AT BERLIAN ABADI HOTEL BANYUWANGI

Wardha Nilawati

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THE INFLUENCE OF SERVICE QUALITY AND FACILITIES ON CUSTOMER SATISFACTION AT BERLIAN ABADI HOTEL BANYUWANGI

Wardha Nilawati

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THE INFLUENCE OF SERVICE QUALITY AND FACILITIES ON CUSTOMER SATISFACTION AT BERLIAN ABADI HOTEL BANYUWANGI

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THE INFLUENCE OF SERVICE QUALITY AND FACILITIES ON CUSTOMER SATISFACTION AT BERLIAN ABADI HOTEL BANYUWANGI

Wardha Nilawati
