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Service Quality and Customer Loyalty on Customer Satisfaction at a Hotel

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ABSTRACT

Company Hotel Salak Express is currently experiencing very rapid development in line with the needs of society in various fields of life. To be able to meet people's needs, good service is needed in order to create loyalty for customers which will affect the company itself. At this study, the researcher aims to determine the effect of service quality and customer loyalty on customer satisfaction. The population in this study were 70 consumers of hotel service users. The data collection method was done through a questionnaire. The research method is quantitative. The data used in this study are primary data. Data collection was carried out using a questionnaire. Analysis using Multiple Regression with testing using SPSS.

SARI PATI

Kata kunci:
Kepuasan Pelanggan,
Loyalitas Pelanggan,
Kualitas Pelayanan,
Hotel,
Jasa Pengiriman,

Hotel Salak Express saat ini mengalami perkembangan yang sangat pesat sejalan dengan kebutuhan masyarakat di berbagai bidang kehidupan. Untuk dapat memenuhi kebutuhan masyarakat diperlukan pelayanan yang baik agar terciptanya loyalitas bagi pelanggan yang akan berpengaruh pada perusahaan itu sendiri. Penelitian ini bertujuan untuk mengetahui pengaruh kualitas pelayanan dan loyalitas pelanggan terhadap kepuasan pelanggan. Populasi dalam penelitian ini adalah konsumen pengguna jasa hotel yang berjumlah 70 orang. Metode pengumpulan data dilakukan melalui kuesioner. Metode penelitian adalah kuantitatif. Data yang digunakan dalam penelitian ini adalah data primer. Pengumpulan data dilakukan dengan menggunakan kuesioner. Analisis menggunakan Regresi Berganda dengan pengujian menggunakan SPSS.

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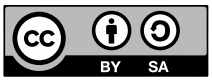

INTRODUCTION

Along with the development and competition in the era of free market globalization as it is today, companies are competing to win this competition by improving service systems, especially in fulfilling customer needs. Business competition can be won by creating services that are able to meet customer desires. Fulfillment of these desires can be in the form of services or services of good quality. Consumers or customers make quality an important aspect in selecting services. Assessment of quality is based on the performance that is expected by the customer.

Based on the survey, the market distribution of the expeditionary industry or hotel services and entrusted business by region can be explained that the market share for the city of Jakarta is 36.8%, is the largest, the second is located in the city of East Java with a percentage of 23.2%, the third is on the island of Sumatra with a rate of 13.9%, followed by Central Java, Bali, Sulawesi, West Java and others with a percentage below 10%.

Therefore, the *Hotel Salak Express* must be able to know the extent of the satisfaction level obtained by its customers. Especially in the delivering service industry that are much shorter will affect customer satisfaction.

Theoretical Basis

Definition of Service Quality

According to Kotler (2016) quality must start with customer needs and end with customer perceptions. This means that a good quality image is not seen from the perceptions of the company or service provider, but based on the perceptions of customers. Customer perception of quality is a comprehensive behavior of the excellence of a service. Service quality is a word which for service providers is something that must be done well.

Customer Loyalty

Hurriyati (2015) states that customer loyalty is a very important boost to create sales. This concept includes the possibility of renewing the service contract in the future, how likely the customer is to give positive comments, or the likelihood that the customer will give his opinion. A customer may be loyal to a brand due to the high barriers to switching due to technical, economic or psychological factors.

Customer Satisfaction

Competition is very tight, with more and more producers involved in fulfilling the needs and desires of consumers, causing each company to be able to place an orientation on customer satisfaction as the main goal. This is reflected in the increasing number of companies that include a commitment to customer satisfaction. Because the main key to winning the competition is providing value and customer satisfaction through the delivery of quality products at competitive prices. Consumer satisfaction can be shown through consumer attitudes towards purchases. According to Kotler (2016), satisfaction is "the feeling of pleasure or disappointment of someone who appears after comparing the performance (results) of the product thought to the expected performance (or results)".

METHODS

Method of Collecting Data

Data collection is carried out to obtain the information needed in order to achieve the research objectives. The objectives expressed in the form of a hypothesis are temporary answers to the research questions. Data collection methods can be done by:

1. Questionnaire

   Is a data collection technique indirectly (researchers do not directly ask and answer the respondent). The data

collection instrument or tool is also called a questionnaire containing a number of questions that must be answered or responded to by the respondent. Respondents have a habit of giving answers or responses according to their perceptions. The questions from this questionnaire will later be used as a reference in determining the required variables.

2. Observation
   Is a method of collecting data by carefully and systematically observing and recording the symptoms (phenomena) being researched (Noor, 2015). In this observation activity is carried out by collecting data through direct observation of the phenomena that occur in the research location.

Research Steps

The research was conducted with the aim of knowing the effect of quality and loyalty on customer satisfaction. To achieve the objectives of this study, the stages of research conducted are as follows:

1. Literature study
   Literature studies are carried out to obtain theories or concepts, models and components that are relevant to the research problem. Theories, concepts, models studied. Based on the theories, concepts and models studied, accompanied by previous studies, theoretical conclusions can be drawn to determine the research variables and their relationships depicted in the model.
2. Preparation of a questionnaire
   The questionnaire in this study was used to measure the variables in the model.
3. Trial, refinement and replication of the questionnaire
   Before the questionnaire is distributed, trials need to be carried out on a number of 150 respondents to see the validity and reliability of the instrument, in different populations, but with almost the same characteristics. Statements that are still difficult to understand will be corrected until they are easy to understand and the test results show valid and reliable. The validity test in this stage is carried out with a product moment correlation between each statement item and the total items in the same variable. If the correlation coefficient value has a value of 0.3 or more, then the statement is considered valid, which means that it can measure the variable you want to measure. While the reliability test was carried out by looking at the Cronbach alpha value. If the value is equal to or greater than 0, 7 then it is considered reliable, which means statement items that measure a variable are related to one another as a unit. 150 copies of instruments or questionnaires that are valid and reliable will be duplicated to be distributed to research respondents.
4. Distribution of questionnaires
   After the questionnaire has been compiled, revised, and duplicated, it is ready to be distributed. The data required in this study were obtained from 150 respondents.
5. Processing, data analysis, and model finalization
   Processing and data analysis is done using *SPSS*.

RESULTS AND DISCUSSION

Validity Test

The validity test of the Quality of Service variable was carried out with 11 statements of respondents. The results of the validity test of the Service Quality variable can be seen as follows:

Table 1. Service Quality Validity Results (X1)

Perceived Benefits Variable		TOTAL	r table (N = 70)	Validity
KL1	Pearson Correlation	.115	0.235	Invalid
	Sig. (2-tailed)	.342		
	N	70		
KL2	Pearson Correlation	.297 *	0.235	Valid
	Sig. (2-tailed)	.013		
	N	70		
KL3	Pearson Correlation	.140	0.235	Invalid
	Sig. (2-tailed)	.247		
	N	70		
KL4	Pearson Correlation	.551 **	0.235	Valid
	Sig. (2-tailed)	.000		
	N	70		
KL5	Pearson Correlation	.406 **	0.235	Valid
	Sig. (2-tailed)	.000		
	N	70		
KL6	Pearson Correlation	.079	0.235	Invalid
	Sig. (2-tailed)	.514		
	N	70		
KL7	Pearson Correlation	.387 **	0.235	Valid
	Sig. (2-tailed)	.001		
	N	70		
KL8	Pearson Correlation	.408 **	0.235	Valid
	Sig. (2-tailed)	.000		
	N	70		
KL9	Pearson Correlation	.550 **	0.235	Valid
	Sig. (2-tailed)	.000		
	N	70		
KL10	Pearson Correlation	.561 **	0.235	Valid
	Sig. (2-tailed)	.000		
	N	70		
KL11	Pearson Correlation	.436 **	0.235	Valid
	Sig. (2-tailed)	.000		
	N	70		

Source: SPSS program bivariate analysis

From the analysis results obtained the correlation value between the item score and the total score. This value is then compared with the value of the r table, where the r table is 0.235 with an error rate of 5%. Based on the validity test results of all Service Quality variable statements, it is known that there are 3 invalid statements, namely items 1, 3, and 6.

The validity test of the Customer Loyalty variable was carried out with 9 statements of respondents. The results of the validity test for the Customer Loyalty variable can be seen as follows:

Table 2.Customer Loyalty Validity Results (X2)

Ease of Perception Variable		TOTAL	r table (N = 70)	Validity
LP1	Pearson Correlation	.432 **	0.235	Valid
	Sig. (2-tailed)	.000		
	N	70		
LP2	Pearson Correlation	.305 *	0.235	Valid
	Sig. (2-tailed)	.010		
	N	70		
LP3	Pearson Correlation	.338 **	0.235	Valid
	Sig. (2-tailed)	.004		
	N	70		
LP4	Pearson Correlation	.289 *	0.235	Valid
	Sig. (2-tailed)	.015		
	N	70		
LP5	Pearson Correlation	.371 **	0.235	Valid
	Sig. (2-tailed)	.002		
	N	70		
LP6	Pearson Correlation	.351 **	0.235	Valid
	Sig. (2-tailed)	.003		
	N	70		
LP7	Pearson Correlation	.324 **	0.235	Valid
	Sig. (2-tailed)	.006		
	N	70		
LP8	Pearson Correlation	.511 **	0.235	Valid
	Sig. (2-tailed)	.000		
	N	70		
LP9	Pearson Correlation	.187	0.235	Invalid
	Sig. (2-tailed)	.121		
	N	70		

Source: SPSS program bivariate analysis

From the results of the analysis, the correlation value between the item score and the total score is obtained. This value is then compared with the value of the r-table variable, where the r-table is 0.235 with an error rate of 5%. Based on the results of the validity test of all statements of the Customer Loyalty variable, it is known that there is only 1 item of invalid question, namely item number 9.

The validity test of the customer satisfaction variable was carried out with 6 statements of respondents. The results of the validity test for the Customer Satisfaction variable can be seen as follows:

Table 3 Results of the Validity of Customer Satisfaction Variables (Y)

Interests Variable Using		TOTAL	r table (N = 70)	Validity
KP1	Pearson Correlation	.401 **	0.235	Valid
	Sig. (2-tailed)	.001		
	N	70		

Interests Variable Using		TOTAL	r table (N = 70)	Validity
KP2	Pearson Correlation	.558 **	0.235	Valid
	Sig. (2-tailed)	.000		
	N	70		
KP3	Pearson Correlation	.459 **	0.235	Valid
	Sig. (2-tailed)	.000		
	N	70		
KP4	Pearson Correlation	.462 **	0.235	Valid
	Sig. (2-tailed)	.000		
	N	70		
KP5	Pearson Correlation	.411 **	0.235	Valid
	Sig. (2-tailed)	.000		
	N	70		
KP6	Pearson Correlation	.355 **	0.235	Valid
	Sig. (2-tailed)	.003		
	N	70		

Source: SPSS program bivariate analysis

From the results of the analysis, the correlation value between the item score and the total score is obtained. This value is then compared with the value of the r-table variable, where the r-table is 0.235 with an error rate of 5%. Based on the results of the validity test of all questions on the Customer Satisfaction variable, it is known that there are no invalid statements.

Reliability Test

Reliability testing is the process of testing all statements in a questionnaire, whether the contents of the statement are reliable. The basis for the decision making for the reliability test is:

1. If Cronbach Alpha> 0.6, then the statement is reliable
2. If Cronbach Alpha <0.6, then the statement is not reliable

In this study, the reliability test was carried out on the research instrument for the variable Service Quality, Customer Loyalty, and Customer Satisfaction as follows:

Table 4. Reliability Test of Service Quality Variables (X1)

Reliability Statistics

Cronbach's Alpha	N of Items
.677	9

Source: SPSS Processing Results

Table 4 shows the table of statistical reliability as seen in Cronbach's alpha 0.677> 0.6. It can be concluded that the questions which are a variable of Service Quality are reliable.

Table 5.Customer Loyalty Variable Reliability Test (X2)

Reliability Statistics

Cronbach's Alpha	N of Items
.591	9

Source: SPSS Processing Results

Table 5 shows the table of statistical reliability as seen in Cronbach's alpha 0.591 <0.6. It can be concluded that the questions which are the Customer Loyalty variable are not reliable.

Table 6. Customer Satisfaction Variable Reliability Test (Y)

Reliability Statistics

Cronbach's Alpha	N of Items
.624	7

Source: SPSS Processing Results

Table 6 shows the table of statistical reliability as seen in Cronbach's alpha 0.624> 0.6. It can be concluded that the questions which are the Customer Satisfaction variable are not reliable.

Normality Test

The normality test is useful for knowing whether the dependent variable, independent or both are normally distributed, close to normal or not. To detect whether the data is normally distributed or not, it can be seen by describing the distribution of data through a graph. In this study, the data normality test was carried out by analyzing the normal plot graph as follows:

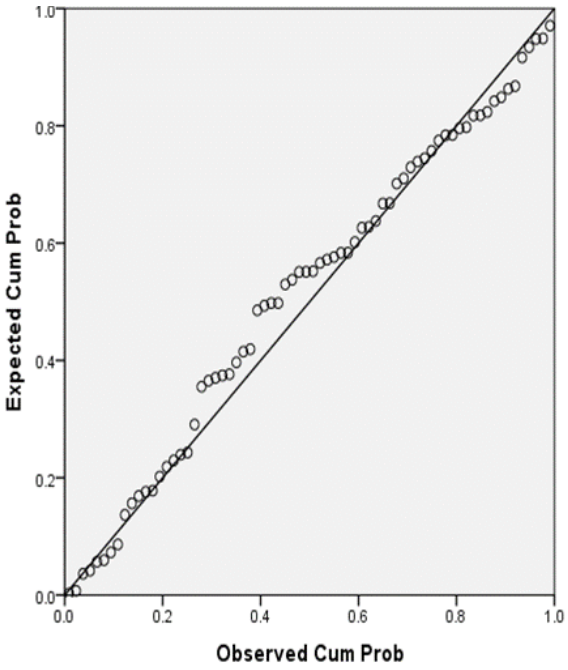

Figure 2. PP Plot Graph

The normal plot graph shows the distribution of points (data) around the diagonal line, and the distribution follows the direction of the diagonal axis. This graph shows that the regression model is feasible because it meets the assumption of normality.

Heteroscedasticity Test

Heteroscedasticity detection can be done using a scatter plot method by plotting the ZPRED value (predictive value) with SRESID (its residual value). Based on the scatterplot graph in the image below, it can be seen that the dots with a randomly scattered pattern in positions above or below the number 0 on the Y axis. Based on these results, it can be concluded that there is no heteroscedaticity symptom in the regression model.

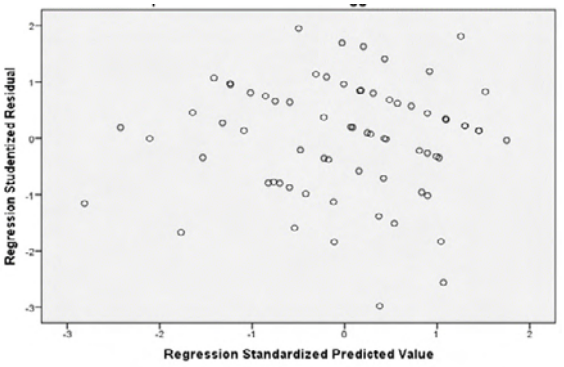

Figure 3. Heteroscedasticity Test with Scatterplot

The following is a table of results from the heteroscedasticity test:

Table 7.
Table of Heteroscedasticity Test Results

Model		Sig.
1	(Constant)	.211
	Quality of Service	.704
	Customer loyalty	.530

Based on the output above, it is known that the significance value of the Service Quality and Customer Loyalty variables is greater than 0.05, meaning that there is no heteroscedasticity in the two variables.

Multiple Regression Analysis

Multiple regression analysis is used to determine how strong the influence of Service Quality and Customer Loyalty on Customer Satisfaction is.

Table 8. Multiple Regression Analysis

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.495a	.245	.186	1,439

a. Predictors: (Constant), Quality of Service, Customer Loyalty

Based on the table above, it is known that the amount of Adjusted R Square or the coefficient of determination is 0.245 or 24.5%, it means that at 24.5%, existing Customer Satisfaction can be explained by using the Service Quality and Customer Loyalty variables. While the remaining 75.5% is explained by other causes that are not in this study or in other words, the effect of Service Quality and Customer Loyalty simultaneously is 24.5%, while the remaining 75.5% is influenced by other factors.

Table 9. Multiple Regression Coefficient

Coefficientsa

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	7,348	5,813		1,264	.211
	Quality of Service	.035	.070	.056	.497	.621
	Customer loyalty	.336	.099	.407	3,394	.001

a. Dependent Variable: Customer Satisfaction

Based on the table above the regression equation is as follows:

$\hat{Y}$ = 7,348 + 0,035 X1 + 0,336 X2

Based on table 9 and the multiple linear regression equation above, it can be explained as follows:

1. The constant is 7,348; means that if the value of Service (X1) and Customer Loyalty (X2) is 0, then the estimated impact of customer satisfaction (Y) is positive, which is 7.348.
2. The regression coefficient for the Service Quality variable (X1) is 0.035, meaning that if the Service Quality variable has increased by 1%, then the estimated Customer Satisfaction (Y) will increase by 0.035. The coefficient is positive, meaning that there is a positive relationship between Service Quality and Customer Satisfaction.
3. The regression coefficient for the Customer Loyalty variable (X2) is 0.336, meaning that if the Customer Loyalty variable has increased by 1%, then the estimated Customer Satisfaction (Y) will increase by 0.336. The coefficient is positive, meaning that there is a positive relationship between Customer Loyalty and Customer Satisfaction.

Joint Regression Coefficient Test (Test F)

Testing can be done in two ways. First, comparing the magnitude of the Fcount with Ftable, the second is by comparing the significance level (sig) of the study with a significance level of 5% or 0.05.

Table 10. Anova Test F

ANOVA

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	42,920	5	8,584	4,145	.003b
	Residual	132,523	64	2,071		
	Total	175,443	69			

a. Dependent Variable: Customer Satisfaction
b. Predictors: (Constant), Quality of Service, Customer Loyalty

To find out whether the regression model above is true or false, a hypothesis test is needed. Hypothesis testing uses the Fcount as shown in table 10 above. The hypothesis reads as follows:

Ho: There is no significant influence between the variables of Service Quality and Customer Loyalty together on the Customer Satisfaction variable.

Ha: There is a significant influence between the variables of Service Quality and Customer Loyalty together on the Customer Satisfaction variable.

Comparing the magnitude of the Fcount with Ftable. From the table 4.40 above, it is obtained that the Fcount is 4.145. Meanwhile, the significance level used is 5% or 0.05. By using a 95% confidence level, a significance level of 5% (a = 5%), df1 (number of variables - 1) = 6 - 1 = 5 and df2 (number of samples - number of independent variables - 1) or 70 - 5 - 1 = 64, the results obtained for Ftable of 2.36. For the testing criteria used is Ho is accepted if Fcount <Ftable and Ho is rejected if Fcount> Ftable.

Based on the table above, it can be seen that Fcount> Ftable or 4.145> 2.36 or Ho is rejected Ha is accepted. This means that service quality and customer loyalty simultaneously (together) have a significant influence on customer satisfaction.

CONCLUSION

The results showed that Service Quality and Customer Loyalty had a positive effect on Customer Satisfaction. This means that the higher the service performance and customer loyalty, the more customer satisfaction will be.

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