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Hotel Service Quality: The Impact of Service Quality on Customer Satisfaction in Hospitality

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Abstract

Hospitality industry is a billion dollars industry, which includes many activities, from which main is hotel business, tourism services, event planning and transportation. This industry is a quick growing industry, where main factors are service quality and customer satisfaction. No any hospitality industry property will not survive if they are not oriented on their consumers, notably, to meet their needs, requirements and expectations, so that the image of the company will enhance. The hospitality industry faces with different difficulties than organizations which produce products due to the dissimilar nature of service in comparison with a product. In service industry there is a greater probability to fail, rather than in product sales. Service quality has been revealed as a key factor in search for sustainable competitive advantage. Satisfying and retaining customer has been recognized as an important factor in hospitality industry. Nowadays like never before, fulfilling consumers' requests remains the greatest challenge. In the hospitality industry, the consumer is not only the part of the actual consumption process, but moreover often has preset service and quality perspectives. Today's hospitality industry customer is increasing time poor, more sophisticated and more demanding. The main purpose of this study is to reveal the impact of service quality on customer satisfaction. The findings of the study will show influence of different service quality dimensions on satisfaction level in Hotels. A quantitative method used to analyze this study. A random sampling method used to distribute and gather data. 111 participants were involved in this study. This study proved that four of service quality dimensions (empathy, responsiveness, assurance and tangible) have positive relation with customer satisfaction, except reliability had negative relation with customer satisfaction.

Keywords— Service Quality, Customer satisfaction, SERVPERF, Hospitality

I. INTRODUCTION

Modern organizations in the hospitality industry throughout many decades experiencing tough hard rivalry and in the coming years the situation seems to be even more difficult

(Abdullah & Othman, 2019). To succeed or simply to survive nowadays, the hospitality industries are definitely interested in perception of the services to be in line with expectations, which, in fact, is the foundation of repeated

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business (Anwar & Abdullah, 2021). At the present time tourism and hospitality industries are very essential, because the fact is they considered as an essential source of income for country. Therefore, many countries are attempting to catch the attention of guests and tourists to their destinations, as a result they will be able to grow and enhance their nation's life (Gardi et al. 2020). Hotels are considered a vital element of the tourism industry; the reason is hotels satisfy the most essential guest's needs which is accommodation (Prabhu et al. 2020). Moreover, guests do not use hotels only for accommodation they could get benefits from their other services for example, playground, tennis, restaurants, sauna, bar, swimming pool and so on. Hotel staff is an important factor in business success (Anwar & Shukur, 2015), because employees who deliver and provide services to guests. For example, if hotel staffs do not deliver the right service to guests, it will lead to negative effect as a results guests might not come back to the same hotel. On the other hand, if hotel staffs are able to deliver the right service to their guests in this case guests will have positive experience and might come back again (Sultan et al. 2020). Therefore, it is very necessary hotel management should satisfy their employees (Abdullah & Othman, 2015).

Gardi, (2021), defined hospitality is a specific type of relationship between the traveler and a host. At the present time hospitality industries are rapidly developing with each passing year in Kurdistan region and particularly in the capital of Kurdistan region, Erbil city. The investment in hotel industries has developed with increase in construction of new and enhanced hotels which results in better quality service for their guest (Ismael et al. 2021). Accordingly, numerous travelers from all over the world have travelled to Kurdistan region and particularly to Erbil city. Most of hotel managers are recognizing high competition among hotels, therefore hotel managers are concentrating on enhancing service quality in order to remain competitive in the market place (Anwar & Abd Zebari, 2015). A great values and tool for enhancing service quality is essential in competitive market. Hotel's service quality is the service providing to guest expectations and almost all hotels are able to gain customers satisfaction through providing a high quality of services (Top & Ali, 2021). The service of hospitality often includes guests' contribution in assisting to create the service value (Anwar & Surarchith, 2015). Guests, in general, don't consider price when they are comparing services – their main objective is quality. Therefore, the Hotels should establish a certain level of quality that meets the needs of the customer and demonstrate this quality in practice (Othman et al. 2019).

Nowadays the guests in hospitality industry become more sophisticated and more required. Also, it is necessary to

recognize guests' location for instance where they came from, what are guest's expectation in order to choose the right strategies for enhancing hotels' service quality (Khan & Abdullah, 2019). Usually guests are much demanded, but when it comes to hospitality industries the most important factor to be considerate is service quality provided from the hotel. Since service quality will lead to guest's satisfaction, therefore implementing a successful service quality strategy will be needed (Othman et al. 2019). Poor service quality in hotel will lead to dissatisfied guests as a result decreasing demand which lead to decrease hotel performance. Almost totally rely on sales and marketing department to attract new guests (Demir et al. 2020), but to retain them, indeed make them a loyal one is the direct responsibility of operations departments, which create service for the customers (Anwar, 2017). Most of hotels are seeking quality enhancement systems for competitive advantages. Each service that hotel provides will add value and provide satisfaction to their guests. Some hotels are having a specific service department which assess guest's satisfaction and meet their needs and expectations (Anwar, 2016). At the present time the key success of competitive market depends on delivering a high quality of service and this will lead to increase the level of customer's satisfaction. Therefore, customer's assessment for the quality of services in hotel industries are very essential in developing the business (Ali, 2021). Hotels should provide a competitive service to satisfy their customers and gain customer's loyalty (Abdulla et al. 2017).

Service quality impacts guest's satisfaction through providing service and performance (Fick et al. 1995). Guest satisfaction has many advantages, such as creating a strong relationship between hotel and guests and creating guest loyalty (Anwar & Balcioglu, 2016). Coyle and Dale 1993 investigated the assessment of service quality in the hospitality industry from suppliers and guest's viewpoint (Agbola and Dehlor 2011:112). Service quality is an approach that increases effectiveness, competitiveness and flexibility of the hotel. It is a method to guarantee guest's total satisfaction (Abdullah & Abdul Rahman, 2015). Guests service in hospitality industries is one of the main business processes which leads to grow and attract potential guests (Ali, 2020). According to Goofin and Price (1996) clarified the significance of guest's service which increases service quality, sales, development and profits (Hameed & Anwar, 2018). According to Damit et al. (2019) the key successes for sustaining competitive advantage depends on providing high quality of services which results in guest's satisfaction (Anwar & Ghafoor, 2017). The rank of service quality is provided by the gap between expected and perceived service (Prabhu et al. 2020). Service quality has a significant role in adding value to the service experience

(Shahin and Dabestani 2010:40). Service quality has been defined by Anwar & Climis, (2017) as the capability of the hotels to meet guest's expectations (Prabhu et al. 2019). Service quality can be perceived as an assessment of how competently a provided service measures to the guest's expectations (Anwar & Qadir, 2017). Service quality is a degree between guests' service expectation and guests' perceptions Perceived service quality is the assessment of the service crossways the episodes in case if it compared with implicit or explicit standard (Abdullah & Rahman, 2015). Hotel considers a social phenomenon due to it is connect with various activities a guest does for instance leisure (Andavar et al. 2020), business, education and vacation. Hotel's guests are participating to the socio-economic growth of both less developed and developed countries. Moreover, hotel's guests are viewing as an attractive growth option in many countries in the world. Service quality in hotel industries concentrate on satisfying the guests' quality need. Service quality considers guest's judgment regarding the creature overall superiority and excellence (Abdullah, 2019).

Customer satisfaction as term that clarifying regarding a measurement of services or products that provided to meet customer's expectations (Anwar & Louis, 2017). Customer satisfaction is the result by those that have experienced a hotel's performance that have satisfied their expectations. Many scholars proved the strong correlation between service quality and guest's satisfaction (Ali & Anwar, 2021). Over the decades, according to many researches of the hospitality industry, two significant fields have been presented which are service and customer satisfaction. Guests' satisfaction is the best display of a Hotel's future profits (Khan & Abdullah, 2019). Hotel's goal is to meet guest's expectations and needs (Faraj et al. 2021). Kurdistan region has attracted many travelers from different countries in the world. Many academic scholars defined several dimensions and aspects to enhance the level of satisfaction, despite most of these dimensions were used variables that found were significant though the significance of service quality (Ali, 2016), guests' expectations and perceived value still needs additional concern. On the other hand, some of scholars used to investigate the correlations of variables for instance customer value and customer loyalty. In this study, the researcher is going to use service quality dimensions as variables to measure guest's satisfaction in hotel industries. There are five aspects of service quality (Anwar & Abdullah, 2021): empathy, assurance, reliability, responsiveness and tangible (Ali, 2014). These five dimensions play their role in the guests' observations of service quality. Guests' satisfaction will increase considerably when the guests positively assess their perceived quality regarding stay in. In this study customer

satisfaction is dependent variable while service quality is independent variable along with sub independent variable such as empathy, reliability, responsiveness, assurance and tangible (Prabhu et al. 2020). Hotels' guests returning back to same hotel, also recommending the hotel to other to stay in, it depends on the satisfaction level, and which leads to the increase of the hotel's revenue. Accordingly, the subject of service quality is substantial for any study, since almost all companies are trying to enhance its service quality thus to increase satisfied customers (Ganeshkumar et al. 2019).

Statement of the problem

Customers are faced with service quality problems every day and in almost every service they purchase: in public transport, when it is crowded and you don't feel conformable to reach your destination; while making shopping, you may be offended on behavior of sales person; in the cafe/restaurant, you may not like how a waiter served you and so forth. We can continue identifying dissatisfaction at many service-oriented originations. Unfortunately, not always the quality service offered can meet the needs, requirements and expectations of the consumer. This is the main reason of choosing the topic is the problem of insufficient levels of service quality based on the comments of different guests in hotels generally and particularly in Hotel.

Purpose of the study

As it is mentioned earlier, guest's satisfaction is a key objective in the hotel industry. No any hotel or other hospitality industry property will not survive if they are not oriented on their consumers, especially, to meet their needs, requirements and expectations, so that the image of the company will enhance. In this study, based on analysis of customer comments in Erbil hotel in Kurdistan, the consequence of service quality on consumer contentment and its impact on the hotel's reputation in a whole is analyzed. This study is leading to an evaluation of the guest's value within subsisting quality of service and structure of customer satisfaction. Emphasizing customer's decision-making process, in this study the interrelation of customer value with the price, sensing of performance, service quality, customer satisfaction and their desires to repurchase and advise to others has been investigated. This research will assist us to realize the essential characteristics of satisfaction as well as identifying factors of service quality that lead to guest's satisfaction.

Research questions

The following two questions are the main research questions:

1. What are the main dimensions of service quality that lead to guest satisfaction?

2. What are the determinants of customer's resolution to switch a hotel?

The purpose of above-mentioned questions is to contribute to the study of the connection among guests' satisfaction and service quality; thus, this will help to identify whether

practically customers satisfaction has a connection with the service quality dimensions.

Research Model:

The following figure is the research model:

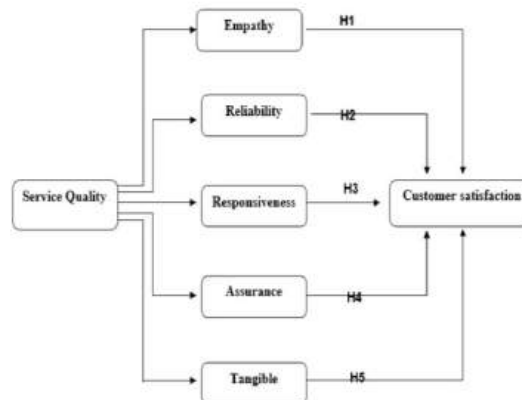


Fig.1- Research Model

Research Hypotheses

According to the above researcher model, the researcher made the following research hypothesis:

- H1:** There is a positive relation between Empathy and customer satisfaction
- H2:** There is a positive relation between Reliability and customer satisfaction
- H3:** There is a positive relation between Responsiveness and customer satisfaction
- H4:** There is a positive relation between Assurance and customer satisfaction
- H5:** There is a positive relation between Tangible and customer satisfaction

II. LITERATURE REVIEW

Service Quality Concept

According to Abdullah & Afshar, (2019) quality is a theory which can be described as an evasive and blurred theory. It is important to differentiate between goods and services, because they have different characteristics. The former is more tangible, an object; the latter is intangible, actual performance (Abdullah & Rahman, 2015). One of the most significant and unparalleled characteristics of services is that it is a process, but not a thing. Therefore, service companies don't have any product, but they do have interactive processes. Services are invisible; therefore, it is difficult for the supplier to unfold and consumers to measure (Ali et al. 2021). As conveyance of services in the hospitality industry dependably includes human beings, it should concentrate on the management of people, and

specifically on the collaborations between the client and personnel, which called service encounters. The fortune or failure of the hospitality business depends on the combined impact of service encounters in which customers are participating themselves (Abdullah, 2018). There are several important service quality definitions, proposed by various researchers. Service quality is a divergence amongst client's anticipation of the service supplier and their assessment of the services (Saleh et al. 2021). Another definition has been proposed by (Othman & Abdullah, 2016) argued that service quality is a dissimilarity amongst consumers' anticipation for service execution before the service encounter and their observations of the rendered services. And the last the definition by Gefan 2002 as cited in (Abdullah & Othman, 2016), who said that service quality as the particular appraisal made by consumers

among the expected service quality and actually rendered services (Abdullah & Othman, 2021). Quality is a bit more difficult to characterize than consumers' gratification, because of the various statements, proposed by different researchers. Quality is focused to consumers' views; thus quality is characterized as whatever the buyer sees as a quality (Abdullah & Abdul Rahman, 2015). According to (Anwar & Abdullah, 2021) there are two variables, which influence the perception of consumers, such as expectations and quality standards. Expectations means what is actually the customer is supposed to get from the service provider (Anwar & Shukur, 2015).

Service Quality Dimensions

Service quality has been the point of impressive concern via specialists lately. By taking a look at different meanings of service quality it can be seen that it is an aftereffect of the correlation which clients makes between their desires and what they really get from the related service supplier (Anwar & Abd Zebari, 2015). Various studies have been carried out in order to reveal dimensions of service quality that most essentially contribute to fundamental quality appraisals in the service encirclement. Distinguishing proof of the determinants of service quality is crucial in light of the fact that it will help to measure, to control and afterward enhance client's apparent service quality (Anwar & Surarchith, 2015). There are ten service quality dimensions, which were determined by Parasuraman et al. (1985). These dimensions fit as a service quality field from which these items were obtain for the SERVQUAL model. The dimensions are as follow (Anwar, 2017):

- Reliability is a companies' ability to perform assured service and honor its promises. It signifies that the service supplier provides service right the first time;
- Responsiveness refers to willingness of employees to assist consumers and provide prompt service;
- Competence involves employees' knowledge and measure of required skills;
- Access is a scope to which employees are approachable;
- Courtesy includes employees' relation towards the customer (notably, respect, politeness, friendliness);
- Communication means proper delivery of the information to the customer;
- Credibility involves honesty and trust of the service supplier;
- Security means providing freedom from danger or doubt;
- Understanding/Knowledge means to apply an effort to understand the consumer's needs (for

example to learn consumer's specific requirements);

- Tangibles include physical appearance.

Later, after refinement, above mentioned dimensions were revised and five dimensions (three original and two combined), Parasuraman, et al., (1988) were developed in order to evaluate service quality (Anwar, 2016):

- Tangibles
- Reliability
- Responsiveness
- Assurance
- Empathy

Tangibles are defined "as the appearance of physical facilities, equipment, personnel, and communication materials" Physical appearance is the appearance of the equipment, appearance of the personnel, the look of building and renovation. Tangibility refers to the cleanness of the rooms, restaurants and other areas, the clean and proper uniform, used by the employees, usage of disposable gloves and etc (Abdulla et al. 2017). Tangibles, amongst all other five dimensions, think over the most significant element for the consumer. It gives physical representation of pictures of the services that clients, especially new clients, will use to assess the quality. In spite of the fact that tangibles are frequently utilized by service providers to reinforce their reputation, give congruity, and sign quality to client, most organizations unite together tangibles with other in order to establish a service quality technique for the company (Anwar & Balcioglu, 2016).

Reliability depicts whether a service supplier follows assured promises and how precious it is in the actions. The significant importance lies in fulfilling promptly the customer's requests (Hameed & Anwar, 2018). Reliability "reflects the service provider's ability to perform service dependably and accurately". It includes "doing it right the first time" and as for the customer it is one of the most significant dimension Berry and Parasuraman, (1991) as cited in (Anwar & Ghafoor, 2017). In detail, reliability implies that the organization conveys on its guarantees - guarantees about conveyance, service supply, issue determination and pricing policy. Clients prefer to work with organizations that keep their guarantees about the service outcomes (Anwar & Climis, 2017).

Responsiveness - "being willing to help" - refers to the organization's readiness to settle happened issues and availability to provide fast service. It is important to respond to all customer requests, otherwise the request can turn into a complaint. Service suppliers' capability to ensure that they are providing with a service on time is a basic part of service quality for major customers. This dimension underscores mindfulness and immediacy in managing customers'

appeals, questions, complaints and other issues. Responsiveness is conveyed to clients by the length of time they need to wait for the reply for inquiries. Responsiveness likewise catches the idea of adaptability and capability to redo the service to client needs. Standards for promptness that indicates requirements in the internal policy of the company might be dissimilar to what the consumers require or expect. Front-line staffs, in hotels they are receptions, waitress, hostess, guest relation, have to be very well trained as well as should be responsive towards customers (Anwar & Qadir, 2017).

Assurance indicates "the knowledge and courtesy of employees and their ability to inspire trust and confidence". It is important for the hotel to prove that it's trustable and worth the money, the customer is paying. The consumer should feel safe when he or she consumes different services from a hotel and would like to feel secure during his stay (Anwar & Louis, 2017). Also based on the study of (Cronin & Taylor, 1992) consumers should feel safe in all financial transactions; therefore employees should be trustworthy. This dimension is especially critical for services that consumers see as high hazard or for the services where the outcome seems uncertain for the customer (Anwar & Abdullah, 2021). Assurance and empathy comprise originally developed seven dimensions, which are communication, security, credibility, competence, understanding/knowing customers, courtesy, and access (Anwar & Abdullah, 2021).

Above mentioned dimensions depict how customers sort out data about service quality in their opinions. Sometimes clients will utilize each of the five dimensions to focus on service quality recognitions, but sometimes they will use just part of them (Anwar & Shukur, 2015).

Customer Satisfaction

It can be seen that today a lot of researchers are discussing the topic of total satisfaction. Proposers of above mentioned tend to accentuate the significance of corresponding to specifications, satisfying requirements, providing consumers with the desirable quality of services (Anwar & Abd Zebari, 2015). The thing which is seriously count nowadays is a customer satisfaction. If a client is dissatisfied, he will not come back and will not purchase your service for the second time. All the things which the company does in order to increase service quality can be counted as a zero if the customer left the hotel without being satisfied. Nowadays like never before, fulfilling consumers' requests remains the greatest challenge (Anwar & Surarchith, 2015).

In the hospitality industry, the consumer is not only the part of the actual consumption process, but moreover often has preset service and quality perspectives. Today's hospitality

industry customer is increasing time poor, more sophisticated and more demanding (Anwar, 2017). Before applying management strategies for service quality improvement, it is essential to comprehend where the clients are originating from and what satisfaction level they are expecting. According to Anwar, (2016) "satisfaction is a person's feeling of pleasure or disappointment resulting from comparing a product's perceived performance or outcome in relation to his or her expectation". In the other words, if service quality matches consumer's expectation, the customer will be satisfied. Nevertheless in the hospitality industry to meet customer's expectations is hard enough. Kotler & Armstrong (2001) discussed the successful modern customer-oriented (Abdulla et al. 2017). It is seen from the chart, customers are at the top; second importance going to front-line staff, who greet, meet, serve and satisfy the consumer; third importance is in the middle management, whose responsibility to support front-line employees, thus they provide expected service quality and last is top management, who should support the middle management (Anwar & Balcioglu, 2016). In many industries speed has become the most valued and the new competitive advantage. Speed is shortening the product life cycle from years to weeks. Speed is expected in real-time responsiveness, 24 hours a day and seven days a week. Speed is what the hospitality industry consumer wants. Those who can fulfill are going to win, those who can't, will be passed by. When a manager knows the real needs of a client that help to focus on a major point for the encounter (Hameed & Anwar, 2018).

Consumers have control of information with anytime and anyplace access. Increased use of the internet to shop, make informed decisions, and purchase reinforces the role of speed and connectivity in customer satisfaction and service expectations. Consumers are savvy, with the difference the expert seller and the educated buyer becoming increasingly smaller (Anwar & Ghafoor, 2017).

III. METHODOLOGY

The purpose of this research is to investigate the impact of service quality on customer's satisfaction in Hotels in Erbil city in Kurdistan region. The purposes of methodology are to explain research methodology, clarify the procedures that used in this research, define the measurements used in planning the instrument, explain data collection, and to provide a clear clarification of the statistical method used in order to analyze data. A quantitative method used in order to analyze data gathered by the researcher. The researcher used questionnaire in order to be able to analyze the current study. The questionnaire was divided into two sections, the first section consisted of demographic questions; starting

with respondent's gender, nationality, marital status, annual income, level of education, visit per year and the travel purpose. The second part of questionnaire was regarding five service quality dimensions. The first part was empathy; consisted of three questions, second part was reliability which consisted of five questions, third part was assurance which consisted of five questions, fourth part was responsiveness which consisted of four questions and fifth part was tangible which consisted of eight questions. Finally, customer satisfaction as dependent factor was measured by one question.

The aim of sample design is to clearly determine set of objectives, the sampling technique will be random sampling

method, where almost all guests in Hotels in Erbil city in Kurdistan region will have equal chances of being selected for the sample. The researcher gathered 124 questionnaires but 13 questionnaires were invalid and 111 questionnaires were properly completed. The target population of this study will be 111 participants.

The questionnaire structured in the form of multiple-choice questions were designed by the researcher. The participants were asked to mark each item on five-point scales ranging from definitely agree to do not agree at all. This research instruments were validated by earlier researchers to be appropriate for measuring perceived performance of the hotel that guests stayed in.

IV. DATA ANALYSIS

Factor analysis

Table 1-Factor analysis

Factor	Questions	Factor loading%	Reliability Statistics Cronbach's Alpha	Nu. Of item
Tangible	The hotel has modern looking equipment	.853	.770	4
	The hotel provides clean and comfortable rooms	.766		
	The hotel has swimming pool, sauna and health club	.621		
	The hotel has adequate fire safety facilities and instructions	.915		
Empathy	The hotel gives its customers individualized attention	.936	.833	3
	Staff of the hotel understand the specific needs of their customers	.945		
	Staff of the hotel have customers' best interest at heart	.708		
Reliability	Staff of the hotel are able to provide service as promised	.800	.894	3
	Staff of the hotel are dependable in handling customers' service problems	.965		
	The hotel keeps customers informed of the performance of services	.956		
Assurance	Staff at the hotel are consistently courteous and friendly with customers	.818	.784	3
	The hotel provides a safe environment to stay in	.889		
	Staff of the hotel have the knowledge to answer customers' requests	.833		
Responsiveness	Staff at the hotel are ready to respond to customers' requests	.946	.882	2
	Staff at the hotel are always willing to help customers	.946		

Factor analysis is used in reducing data to classify a small number of variables that clarify most of the variance perceived in greater number of visible variables Table (1) shows five service quality dimensions as independent variable, concerning of

tangible factor has 4 items and Reliability Statistics Cronbach's Alpha $\hat{\rho}=.770$, concerning of empathy factor has 3 items and Reliability Statistics Cronbach's Alpha $\hat{\rho}=.833$, concerning of reliability factor has 3 items and Reliability Statistics Cronbach's Alpha $\hat{\rho}=.894$, concerning of assurance factor has 3 items and Reliability Statistics Cronbach's Alpha $\hat{\rho}=.784$ and concerning of responsiveness factor has 2 items and Reliability Statistics Cronbach's Alpha $\hat{\rho}=.882$.

Correlations

Table 2-Correlation analysis

Factors	Pearson Correlation	Customer satisfaction
Empathy	Pearson Correlation	.812(**)
	Sig. (2-tailed)	.000
	N	111
Reliability	Pearson Correlation	.675(**)
	Sig. (2-tailed)	.000
	N	111
Assurance	Pearson Correlation	.789(**)
	Sig. (2-tailed)	.000
	N	111
Responsiveness	Pearson Correlation	.252(**)
	Sig. (2-tailed)	.008
	N	111
Tangible	Pearson Correlation	-.265(**)
	Sig. (2-tailed)	.005
	N	111

* Correlation is significant at the 0.05 level (2-tailed).

According to correlation test as seen in table (2), the researcher found out that empathy has significant correlation ($r=.812^{**}$, $p<0.01$) with customer satisfaction. The correlations between reliability as independent factor and customer satisfaction as dependent factor. According to correlation test, the researcher found out that assurance has significant correlation ($r=.675^{**}$, $p<0.01$) with customer satisfaction. The correlations between assurance as independent factor and customer satisfaction as dependent factor. According to correlation test, the researcher found out that assurance has significant correlation ($r=.789^{**}$, $p<0.01$) with customer satisfaction. The correlations between responsiveness as independent factor and customer satisfaction as dependent factor. According to correlation test, the researcher found out that responsiveness has significant correlation ($r=.252^{**}$, $p<0.01$) with customer satisfaction, and the correlations between tangible as independent factor and customer satisfaction as dependent factor. According to correlation test, the researcher found out that tangible has significant correlation ($r=-.265^{**}$, $p<0.01$) with customer satisfaction.

Regression analysis

Table 3-Model summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.901(a)	.811	.802	.550

a Predictors: (Constant), Tangible, Responsiveness, Empathy, Assurance, Reliability

Table (3) shows the value of R square = .802 this indicates that 80% of total variance has been explained.

Table 4-ANOVA

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	136.564	5	27.313	90.296	.000(a)
	Residual	31.760	105	.302		
	Total	168.324	110			

a Predictors: (Constant), Tangible, Responsiveness, Empathy, Assurance, Reliability

b Dependent Variable: Satisfaction

Table (4) explains F value for independent variables =90.296, since (90.296>1) this indicates there is a significant relation service quality dimensions and customer satisfaction.

Table 5- Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-4.185	.502		-8.339	.000
	Empathy	1.421	.185	.949	7.684	.000
	Reliability	-.407	.143	-.286	-2.848	.005
	Assurance	.513	.169	.376	3.034	.003
	Responsiveness	.373	.098	.164	3.797	.000
	Tangible	.619	.085	.393	7.278	.000

a Dependent Variable: Satisfaction

Table (5) explains the results research hypothesis. The first hypotheses, empathy has significantly predicted customer satisfaction (Beta is weight 0.949, $p<.001$) this indicates that empathy have a positive relationship with customer satisfaction. Therefore, based on this result the first hypotheses was supported. The second hypotheses, reliability has not significantly predicted customer satisfaction (Beta is weight -.286, $p<.001$) this indicates that reliability does not have a positive relationship with customer satisfaction. Therefore, based on this result the second hypotheses was rejected. The third hypotheses, assurance have a positive relationship with customer satisfaction (Beta is weight 0.376, $p<.001$) this indicates that assurance have a positive relationship with customer satisfaction. Therefore, based on these results the third hypotheses were supported. The fourth hypotheses, responsiveness has significantly predicted customer satisfaction (Beta is weight 0.164, $p<.001$) this indicates that responsiveness have a positive relationship with customer satisfaction. Therefore, based on results the fourth hypotheses was supported. Finally, the fifth hypotheses, tangible has significantly predicted customer satisfaction (Beta is weight 0.393, $p<.001$) this indicates that tangible have a positive

relationship with customer satisfaction. Therefore, based on this result the fifth hypotheses was supported.

V. DISCUSSION

In this section, the main research findings of this study are discussed according to research questions. Also, the findings are discussed in relations to previous studies reviewed in literature review in section two of this research. Therefore, this section is the link of the finding of this research with results of previous studies. The reliability coefficients of five service quality dimensions of modified SERVQUAL were reliable with the original version developed by Parasuraman et al. (1988). In order to measure the reliability of instruments used in this study, Cronbach's alpha is used. According to Sekaran (2005) an acceptable instrument in analyzing a research when Cronbach's alpha is greater than 0.6 and is within 0.8. Reliability test for five service quality dimensions were as follow: Reliability Statistics Cronbach's Alpha for tangible was Cronbach's Alpha $\hat{c}= .770$, for empathy Cronbach's Alpha $\hat{c}= .833$, for reliability Cronbach's Alpha was $\hat{c}= .894$, for assurance Cronbach's Alpha $\hat{c}= .784$ and for responsiveness Cronbach's Alpha was $\hat{c}= .882$. The results

of reliability testing of five service quality dimensions in the research were all above 0.6; therefore, they are all acceptable for further analysis.

The main issue addressed in this research is the relationship between service quality dimensions and customer satisfaction. According to the summary of the findings, it clarifies that, the current research has many to be discussed. Hotel's guests were satisfied more according to Hotel's service quality except reliability dimension. According to the descriptive analysis in this research, the current customer's gave distinctive meaning for Hotel service quality which were linked to the SERVQUAL dimensions. This confirms the theory of service quality (SERVQUAL) developed by Parasuraman et al. (1988), which concentrated assessment that reflects perception of assurance, reliability, empathy, tangible and responsiveness. This research had empathy, reliability, assurance, responsiveness and tangible which were significantly correlated to customer satisfaction. Empathy factor was an attribute that was applicable in the Hotels for this research. Empathy factor was found to be significantly correlated ($r=.812^{**}$, $p<0.01$) to customer satisfaction. Reliability factor was an attribute that was applicable in the Hotels for this research. Reliability factor was found to be significantly correlated ($r=.675^{**}$, $p<0.01$) to customer satisfaction. Assurance factor was an attribute that was applicable in the Hotels for this research. Assurance factor was found to be significantly correlated ($r=.789^{**}$, $p<0.01$) to customer satisfaction. Responsiveness factor was an attribute that was applicable in the Hotels for this research. Responsiveness factor was found to be significantly correlated ($r=.252^{**}$, $p<0.01$) to customer satisfaction and Tangible factor was an attribute that was applicable in the Hotels for this research. Tangible factor was found to be significantly correlated ($r=-.265^{**}$, $p<0.01$) to customer satisfaction. According to the findings of this study, the study also suggests that SERVQUAL is an excellent instrument to measure hotel service quality. consequently, hotel managers could apply this instrument to evaluate hotel service quality in Hotels and also might be suitable in other hospitality industries. Service quality is to emphasize improving and maintain guest satisfaction. According to the finding of this study, SERVQUAL dimensions, empathy, assurance, tangibility and responsiveness were found to be significant predictors of guest satisfaction. This involves that these four dimensions are most significant to Hotels guests. The relationships of SERVQUAL and customer satisfaction were analyzed by regression analysis. Results of multiple regression analysis are summarized in table (38). Four SERVQUAL dimensions were significantly associated to customer satisfaction at the level of $p < 0.01$, except reliability. According to the multiple regression

analysis, the first hypotheses, empathy has significantly predicted customer satisfaction (Beta is weight 0.949, $p<0.001$) this indicates that empathy have a positive relationship with customer satisfaction. Therefore, based on this result the first hypotheses was supported. Findings of this study shows that empathy is positively related to guest's satisfaction, however guests perceive a low degree of interaction with staffs in hotels. Empathy comprises originally developed seven dimensions, which are communication, credibility, competence, understanding/knowing customers, courtesy, and access. The hotel reflects a capability to fulfill guests' concerns in terms of their needs, for instance, individualized attention and having guests' best interest at heart. The second hypotheses, reliability has not significantly predicted customer satisfaction (Beta is weight -0.286, $p<0.001$) this indicates that reliability does not have a positive relationship with customer satisfaction. Therefore, based on this result the second hypothesis was rejected. Regardless of second hypothesis results which did not prove that reliability has a positive impact due to participant's different educational background, income, age and etc. But still reliability could be a factor that influence guests positively in hotel industries. According to the research data, demonstrated that current hotel guests are not satisfied with providing service as promised, hotel's staff are not dependable in handling guest's service problem. Reliability should reflect the service provider's ability to perform service dependably and accurately. Reliability should be "doing it right the first time" and as for the guests it is one of the most significant dimensions. The third hypothesis, assurance has significantly predicted customer satisfaction (Beta is weight 0.376, $p<0.001$) this indicates that assurance have a positive relationship with customer satisfaction. Therefore, based on this result the third hypotheses was supported. Assurance is another service quality factor emphasized by guests in Hotels. The degree to which guests are feel confidence and trust hotel service relies on the service quality provided by hotel staff. According to the findings of this study, assurance has a positive impact on guests' satisfaction. This finding could be clarified by the exceptional and capable services that the Hotels employees provide. Guests should feel safe in all financial transactions; therefore, employees should be trustworthy. This dimension is especially critical for services that guests see as high risk or for the services where the outcome seems uncertain for the guests. It is important for the hotel to prove that it's trustable and worth the money, the customer is paying. The consumer should feel safe when he or she consumes different services from a hotel and would like to feel secure during his stay. The fourth hypotheses, responsiveness has significantly predicted customer

satisfaction (Beta is weight 0.164, $p < .001$) this indicates that responsiveness have a positive relationship with customer satisfaction. Therefore, based on this result the fourth hypotheses was supported. Responsiveness factor of service quality dimension is another key success factor in the hotel industries. Hotel's willingness to provide prompt services to guests is very essential to guest assessment of hotel. The finding of this study showed that responsiveness has a positive impact on guest satisfaction in hotel industries. According to Ahmad, et al., (2014: 764) Responsiveness is refers to the hotel's readiness to settle happened issues and availability to provide fast service. It is important to respond to all customer requests, otherwise the request can turn into a complaint. Service suppliers' capability to ensure that they are providing with a service on time is a basic part of service quality for major customers. This dimension underscores mindfulness and immediacy in managing customers' appeals, questions, complaints and other issues. Responsiveness is conveyed to clients by the length of time they need to wait for the reply for inquiries. Responsiveness likewise catches the idea of adaptability and capability to redo the service to client needs. Standards for promptness that indicates requirements in the internal policy of the company might be dissimilar to what the consumers require or expect. Front-line staffs, in hotels they are receptions, waitress, hostess, guest relation, have to be very well trained as well as should be responsive towards customers. As we can see that hotel guests currently are satisfied with personal service provided by hotel management to meet their expectation and understand their needs. Finally, the fifth hypotheses, tangible has significantly predicted customer satisfaction (Beta is weight 0.393, $p < .001$) this indicates that tangible have a positive relationship with customer satisfaction. Therefore, based on this result the fifth hypotheses was supported. According to guest impressions tangible can be explained as physical facilities, equipment and appearance of hotel building and staff. Guests might evaluates hotel facilities and designs, visibility of equipment Tangible factor gives physical representation of pictures of the services that clients, especially new clients, will use to assess the quality. In spite of the fact that tangibles are frequently utilized by service providers to reinforce their reputation, give congruity, and sign quality to client, most organizations unite together tangibles with other in order to establish a service quality technique for the hotel. Tangibility refers to the cleanness of the rooms, restaurants and other areas, the clean and proper uniform, used by the employees, usage of disposable gloves and etc. According to the research findings, the overall guests' satisfaction in Hotels totally depend on service quality dimensions (Empathy, reliability, responsiveness, assurance and tangible).

VI. CONCLUSIONS

The purpose of this section to find out if the research objectives achieved, research questions were answered, research hypothesis were supported and if the research had contributions. Therefore, this section starts with a conclusion, then to the recommendations, followed by suggestions for future. The research objective is to investigative the impact of service quality on customer satisfaction in hotel industries. The research questions were "what are the main dimensions of service quality that lead to guest satisfaction?" and "what are the determinants of customer's resolution to switch a hotel?". The design of this study gave strange however interesting findings. The findings seemed to be different in the two ways of analysis. Consequently, whether the research objective was achieved or the research questions were answered relied on the results of this research. From the descriptive analysis it can be seen that the research questions were answered. This study contributed to the academic topic as well as business. The researcher proposed to study theoretical foundations on customer satisfaction and service quality dimensions, SERVQUAL to investigative the impact of service quality dimensions on customer satisfaction to meet the research objective. The association between service quality and customer satisfaction will assist hotel management to clarify what these service quality dimensions mean to the hotel guests and to hotel itself. This research tested the effect of service quality dimensions on customer satisfaction and found out that most of these dimensions had positive impact except reliability factor had negative impact on guest satisfaction. Consequently the findings of this study could be useful to hotel managers with respect to how to deal with guests, to maintain and improve the hotel's main objective of revenue maximization and minimizing the cost. Also, the findings show good strategic planning for hotel industries. Hotel manager can investigate reasons for negative factor that lead to dissatisfied guests and improve their current service to meet guest's needs and expectations. Manager should constantly adjust on those factors in order to be able to provide its guests with the best values and also state the significant dimensions to lay more emphasis on to enhance service quality leading increasing level of customer satisfaction. The research results are related to academic marketing research and consumer research classification or categories. At the present time, satisfaction research became very essential, due to most of businesses currently are trying to increase their quantity of customers by satisfying their current or old customers. All these can be done through provide the value that hotel guest's desire, as resulting guests will be satisfied.

VII. FUTURE RESEARCH

Few issues related with the cost and limited time in this research need further research considerations. Even though this research dealt with the guest perception towards service quality and its impact on satisfaction in hotel industries, the sample size considered is very small. The findings might not be very suitable as having guests with different background such as, educational background, age, income, marital status and so on. Empirical studies should be conducted moderately with other hotels or other industries so that investigate the service quality dimensions and customer satisfaction across the various contexts or business could be measured and could be useful for future growth and enhancement. Also, future study should focus on a larger sample size.

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Lampiran 2 Hasil Uji Validitas dan Reliabilitas Pre-Test

2.1 Uji Validitas *Pre Test*

2.1.1 Reliability

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.752
Bartlett's Test of Sphericity	Approx. Chi-Square	30.736
	df	6
	Sig.	.000

Anti-image Matrices

		R1	R2	R3	R4
Anti-image Covariance	R1	.542	-.154	-.248	-.151
	R2	-.154	.702	.006	-.208
	R3	-.248	.006	.637	-.135
	R4	-.151	-.208	-.135	.606
Anti-image Correlation	R1	.729 ^a	-.249	-.422	-.263
	R2	-.249	.772 ^a	.008	-.319
	R3	-.422	.008	.741 ^a	-.217
	R4	-.263	-.319	-.217	.774 ^a

a. Measures of Sampling Adequacy(MSA)

Component Matrix^a

Component
1

R1	.837
R2	.714
R3	.754
R4	.806

Extraction Method:
Principal
Component
Analysis.

a. 1
components
extracted.

2.1.2 Assurance

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.626
Bartlett's Test of Sphericity	Approx. Chi-Square	26.189
	df	6
	Sig.	.000

Anti-image Matrices

		A1	A2	A3	A4
Anti-image Covariance	A1	.744	-.172	.018	-.258
	A2	-.172	.577	-.316	.054
	A3	.018	-.316	.546	-.207
	A4	-.258	.054	-.207	.714
Anti-image Correlation	A1	.681 ^a	-.262	.029	-.354
	A2	-.262	.602 ^a	-.563	.084
	A3	.029	-.563	.605 ^a	-.332
	A4	-.354	.084	-.332	.644 ^a

a. Measures of Sampling Adequacy(MSA)

Component Matrix^a

Component
1

A1	.686
A2	.776
A3	.810
A4	.698

Extraction Method:
Principal
Component
Analysis.

a. 1
components
extracted.

2.1.3 Tangible

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.751
Bartlett's Test of Sphericity	Approx. Chi-Square	37.960
	df	6
	Sig.	.000



Anti-image Matrices

		T1	T2	T3	T4
Anti-image Covariance	T1	.504	.006	-.249	-.164
	T2	.006	.656	-.178	-.185
	T3	-.249	-.178	.468	-.070
	T4	-.164	-.185	-.070	.609
Anti-image Correlation	T1	.719 ^a	.011	-.513	-.295
	T2	.011	.784 ^a	-.320	-.293
	T3	-.513	-.320	.720 ^a	-.132
	T4	-.295	-.293	-.132	.807 ^a

a. Measures of Sampling Adequacy(MSA)

Component Matrix ^a	
	Component 1
T1	.820
T2	.742
T3	.853
T4	.791
Extraction Method: Principal Component Analysis.	
a. 1 components extracted.	

2.1.4 Empathy

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.615
Bartlett's Test of Sphericity	Approx. Chi-Square	14.362
	df	3
	Sig.	.002

Anti-image Matrices

		E1	E2	E3
Anti-image Covariance	E1	.656	-.339	-.142
	E2	-.339	.660	-.128
	E3	-.142	-.128	.867
Anti-image Correlation	E1	.586 ^a	-.516	-.189
	E2	-.516	.588 ^a	-.170
	E3	-.189	-.170	.763 ^a

a. Measures of Sampling Adequacy(MSA)

Component Matrix^a

	Component 1
E1	.836
E2	.831
E3	.656

Extraction Method:
Principal
Component
Analysis.

a. 1
components
extracted.

2.1.5 Responsiveness

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.651
Bartlett's Test of Sphericity	Approx. Chi-Square	25.242
	df	3
	Sig.	.000

Anti-image Matrices

		RS1	RS2	RS3
Anti-image Covariance	RS1	.655	-.255	-.048
	RS2	-.255	.478	-.281
	RS3	-.048	-.281	.599
Anti-image Correlation	RS1	.707 ^a	-.456	-.076
	RS2	-.456	.605 ^a	-.525
	RS3	-.076	-.525	.670 ^a

a. Measures of Sampling Adequacy(MSA)

Component Matrix^a

	Component 1
RS1	.790
RS2	.894
RS3	.817

Extraction Method:
Principal
Component
Analysis.

a. 1
components
extracted.

2.1.6 Customer Satisfaction

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.804
Bartlett's Test of Sphericity	Approx. Chi-Square	51.484
	df	6
	Sig.	.000

Anti-image Matrices

		CS1	CS2	CS3	CS4
Anti-image Covariance	CS1	.580	-.008	-.164	-.113
	CS2	-.008	.503	-.107	-.187
	CS3	-.164	-.107	.419	-.150
	CS4	-.113	-.187	-.150	.380
Anti-image Correlation	CS1	.845 ^a	-.014	-.334	-.240
	CS2	-.014	.814 ^a	-.233	-.429
	CS3	-.334	-.233	.802 ^a	-.376
	CS4	-.240	-.429	-.376	.773 ^a

a. Measures of Sampling Adequacy(MSA)

Component Matrix^a

Component
1

CS1	.779
CS2	.817
CS3	.875
CS4	.889

Extraction Method:
Principal
Component
Analysis.

a. 1
components
extracted.

2.2 Uji Reliabilitas *Pre Test*

2.2.1 Reliability

Reliability Statistics	
Cronbach's Alpha	N of Items
.779	4

2.2.2 Assurance

Reliability Statistics	
Cronbach's Alpha	N of Items
.730	4

2.2.3 Tangible

Reliability Statistics	
Cronbach's Alpha	N of Items
.810	4

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2.2.4 Empathy

Reliability Statistics	
Cronbach's Alpha	N of Items
.670	3

2.2.5 Responsiveness

Reliability Statistics	
Cronbach's Alpha	N of Items
.763	3

2.2.6 Customer Satisfaction

Reliability Statistics	
Cronbach's Alpha	N of Items
.862	4

Lampiran 3 Hasil Uji Validitas dan Reliabilitas Main-Test

3.1 Uji Validitas *Main-Test*

3.1.1 Reliability

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.726
Bartlett's Test of Sphericity	Approx. Chi-Square	106.772
	df	6
	Sig.	.000

Anti-image Matrices

		R1	R2	R3	R4
Anti-image Covariance	R1	.557	-.195	-.222	-.216
	R2	-.195	.740	.030	-.159
	R3	-.222	.030	.765	-.103
	R4	-.216	-.159	-.103	.646
Anti-image Correlation	R1	.687 ^a	-.304	-.340	-.360
	R2	-.304	.752 ^a	.040	-.229
	R3	-.340	.040	.740 ^a	-.147
	R4	-.360	-.229	-.147	.751 ^a

a. Measures of Sampling Adequacy(MSA)

Component Matrix^a

Component
1

R1	.848
R2	.693
R3	.659
R4	.793

Extraction Method:
Principal Component
Analysis.

a. 1
components
extracted.

3.1.2 Assurance

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.757
Bartlett's Test of Sphericity	Approx. Chi-Square	90.062
	df	6
	Sig.	.000

Anti-image Matrices

		A1	A2	A3	A4
Anti-image Covariance	A1	.685	-.207	-.121	-.194
	A2	-.207	.725	-.103	-.157
	A3	-.121	-.103	.786	-.178
	A4	-.194	-.157	-.178	.689
Anti-image Correlation	A1	.740 ^a	-.294	-.165	-.282
	A2	-.294	.761 ^a	-.136	-.222
	A3	-.165	-.136	.793 ^a	-.241
	A4	-.282	-.222	-.241	.746 ^a

a. Measures of Sampling Adequacy(MSA)

Component Matrix^a

Component	
1	
A1	.774
A2	.741
A3	.685
A4	.774

Extraction Method:
Principal
Component
Analysis.

a. 1
components
extracted.

3.1.3 Tangible

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.788
Bartlett's Test of Sphericity	Approx. Chi-Square	158.721
	df	6
	Sig.	.000

Anti-image Matrices

		T1	T2	T3	T4
Anti-image Covariance	T1	.553	-.158	-.185	-.130
	T2	-.158	.544	-.047	-.223
	T3	-.185	-.047	.672	-.127
	T4	-.130	-.223	-.127	.522
Anti-image Correlation	T1	.795 ^a	-.289	-.303	-.242
	T2	-.289	.770 ^a	-.077	-.418
	T3	-.303	-.077	.827 ^a	-.214
	T4	-.242	-.418	-.214	.771 ^a

a. Measures of Sampling Adequacy(MSA)

Component Matrix^a

Component
1

T1	.825
T2	.815
T3	.741
T4	.836

Extraction Method:
Principal
Component
Analysis.

a. 1
components
extracted.

3.1.4 Empathy

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.579
Bartlett's Test of Sphericity	Approx. Chi-Square	76.057
	df	3
	Sig.	.000

Anti-image Matrices

		E1	E2	E3
Anti-image Covariance	E1	.554	-.320	-.278
	E2	-.320	.678	.016
	E3	-.278	.016	.762
Anti-image Correlation	E1	.551 ^a	-.522	-.428
	E2	-.522	.588 ^a	.022
	E3	-.428	.022	.625 ^a

a. Measures of Sampling Adequacy(MSA)

Component Matrix^a

	Component 1
E1	.885
E2	.774
E3	.713

Extraction Method:
Principal
Component
Analysis.

a. 1
components
extracted.

3.1.5 Responsiveness

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.672
Bartlett's Test of Sphericity	Approx. Chi-Square	68.122
	df	3
	Sig.	.000

Anti-image Matrices

		RS1	RS2	RS3
Anti-image Covariance	RS1	.664	-.231	-.267
	RS2	-.231	.743	-.164
	RS3	-.267	-.164	.707
Anti-image Correlation	RS1	.644 ^a	-.329	-.390
	RS2	-.329	.706 ^a	-.226
	RS3	-.390	-.226	.675 ^a

a. Measures of Sampling Adequacy(MSA)

Component Matrix^a

Component
1

RS1	.829
RS2	.773
RS3	.798

Extraction Method:
Principal
Component
Analysis.

a. 1
components
extracted.

3.1.6 Customer Satisfaction

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.782
Bartlett's Test of Sphericity	Approx. Chi-Square	167.514
	df	6
	Sig.	.000

Anti-image Matrices

		CS1	CS2	CS3	CS4
Anti-image Covariance	CS1	.591	-.048	-.192	-.170
	CS2	-.048	.527	-.162	-.227
	CS3	-.192	-.162	.585	-.068
	CS4	-.170	-.227	-.068	.509
Anti-image Correlation	CS1	.801 ^a	-.086	-.327	-.309
	CS2	-.086	.766 ^a	-.292	-.438
	CS3	-.327	-.292	.806 ^a	-.124
	CS4	-.309	-.438	-.124	.762 ^a

a. Measures of Sampling Adequacy(MSA)

Component Matrix^a

	Component 1
CS1	.792
CS2	.822
CS3	.799
CS4	.835

Extraction Method:
Principal
Component
Analysis.

a. 1
components
extracted.

3.2 Uji Reliabilitas *Main-Test*

3.2.1 *Reliability*

Reliability Statistics	
Cronbach's Alpha	N of Items
.732	4

3.2.2 *Assurance*

Reliability Statistics	
Cronbach's Alpha	N of Items
.728	4

3.2.3 *Tangible*

Reliability Statistics	
Cronbach's Alpha	N of Items
.817	4

3.2.4 *Empathy*

Reliability Statistics	
Cronbach's Alpha	N of Items
.695	3

3.2.5 *Responsiveness*

Reliability Statistics	
Cronbach's Alpha	N of Items
.718	3

3.2.6 *Customer Satisfaction*



Reliability Statistics	
Cronbach's Alpha	N of Items
.828	4

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Lampiran 4 Hasil Pertanyaan Kuesioner

Section 1 of 9

PENGARUH SERVICE QUALITY TERHADAP CUSTOMER SATISFACTION (Studi Kasus Pada Konsumen Hotel Amaris Cimanuk Bandung)

B *I* U  

Halo semuanya!

Perkenalkan nama saya Brigitta Vania Maharani, mahasiswi Universitas Multimedia Nusantara Jurusan Manajemen yang sedang melakukan penelitian skripsi dengan judul **"PENGARUH SERVICE QUALITY TERHADAP CUSTOMER SATISFACTION (Studi Kasus Pada Konsumen Hotel Amaris Cimanuk Bandung)"** untuk memenuhi syarat kelulusan S1 Manajemen. Penelitian ini membutuhkan responden dengan kriteria berikut ini:

Pernah menginap di Amaris Hotel Cimanuk Bandung.

Dengan begitu, saya mohon kesediaan Anda sekalian untuk mengisi kuesioner berikut ini. Segala informasi yang didapatkan oleh form ini akan dipergunakan sebaik mungkin untuk keperluan penelitian. Dalam mengisi kuesioner, Anda membutuhkan waktu sekitar 7-10 menit untuk menjawab seluruh pertanyaan yang tersedia.

Dimohon untuk teman-teman mengisi jawaban dengan **sebenar-benarnya**. Jawaban Anda akan sangat berarti untuk penelitian ini. Saya ucapkan terima kasih karena telah bersedia menjawab mengisi kuesioner yang diberikan.

Best Regards,
Brigitta Vania Maharani

Apabila terdapat pertanyaan yang ingin ditanyakan pada kuesioner ini, maka Anda bisa menghubungi:
WhatsApp : 087739996620
Email : brigittavania2410@gmail.com

This form is automatically collecting emails from all respondents. [Change settings](#)

⋮

Apakah Anda pernah menginap di Amaris Hotel Cimanuk Bandung? *

☐ Ya

☐ Tidak

N U S A N T A R A

Data Responden



Description (optional)

Nama Responden *

Short answer text

Email Responden *

Short answer text

Jenis Kelamin Responden *

- ☐ Laki laki
- ☐ Perempuan

Usia Responden *

- ☐ 18-30 tahun
- ☐ 31-45 tahun
- ☐ 46-60 tahun
- ☐ > 60 tahun

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Pekerjaan Responden *

- ☐ Karyawan Swasta
- ☐ Guru / Dosen
- ☐ Pelajar / Mahasiswa
- ☐ Pegawai Negeri
- ☐ Wirausaha
- ☐ Ibu Rumah Tangga
- ☐ Other...

Pendapatan per Bulan *

- ☐ < Rp. 4.000.000
- ☐ Rp. 4.000.000 - Rp 8.000.000
- ☐ Rp 8.000.000 - Rp 12.000.000
- ☐ > Rp 12.000.000

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RELIABILITY (KEANDALAN)

Reliability atau keandalan berarti memiliki kemampuan untuk melakukan layanan yang dijanjikan secara andal dan akurat (Ramya et al. 2019).

Petunjuk pengisian kuesioner untuk menjawab pernyataan di bawah ini:

- 1 - Sangat Tidak Setuju
- 2 - Tidak Setuju
- 3 - Netral
- 4 - Setuju
- 5 - Sangat Setuju

Staff hotel **memberikan pelayanan** sesuai yang dijanjikan *

	1	2	3	4	5	
Sangat Tidak Setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju

Staf hotel **dapat diandalkan dalam menangani masalah pelanggan** *

	1	2	3	4	5	
Sangat Tidak Setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju

Amaris Hotel Cimanuk Bandung **memberikan informasi** kepada pelanggan tentang kinerja layanan *

	1	2	3	4	5	
Sangat Tidak Setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju

Amaris Hotel Cimanuk Bandung **memberikan kemudahan** dalam reservasi pemesanan hotel

	1	2	3	4	5	
Sangat Tidak Setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju

NUSANTARA

ASSURANCE (JAMINAN)

Assurance atau jaminan dapat ditunjukkan untuk menunjukkan bahwa hotel dapat dipercaya. Hal tersebut sangat penting dikarenakan membuat pelanggan merasa aman saat menggunakan berbagai layanan hotel. Karena itu, *assurance* harus menunjukkan pengetahuan dan kesopanan karyawan serta kemampuan mereka untuk menumbuhkan kepercayaan dan keyakinan pelanggan dalam situasi ini (Anwar & Louis, 2017).

Petunjuk pengisian kuesioner untuk menjawab pernyataan di bawah ini:

- 1 - Sangat Tidak Setuju
- 2 - Tidak Setuju
- 3 - Netral
- 4 - Setuju
- 5 - Sangat Setuju

...

Staf hotel selalu **sopan dan ramah** kepada pengunjung hotel *

	1	2	3	4	5	
Sangat Tidak Setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju

...

Amaris Hotel Cimanuk Bandung **menyediakan lingkungan yang aman** untuk menginap *

	1	2	3	4	5	
Sangat Tidak Setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju

...

Staf Hotel memiliki **pengetahuan untuk menjawab permintaan** pengunjung hotel *

	1	2	3	4	5	
Sangat Tidak Setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju

...

Seluruh staf hotel **mampu berkomunikasi yang baik** dengan pengunjung hotel *

	1	2	3	4	5	
Sangat Tidak Setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju

TANGIBLE (PENAMPILAN FISIK)

Tangible atau penampilan fisik merupakan sebuah istilah yang merujuk pada fasilitas fisik dan pada hotel tersebut terdapat dekorasi hotel yang akan menghasilkan pengalaman positif kepada para pelanggannya. Hal ini akan menciptakan kesan pertama dan kesan terbaik melalui penampilan personel, cara mereka berkomunikasi, peralatan yang digunakan, dan berbagai hal yang terlihat dan mencolok lainnya. Jika pelanggan senang dengan berbagai penampilan dan perawatan hotel, maka pengunjung cenderung akan kembali lagi di kemudian hari (Sharma dan Srivastava, 2018).

Petunjuk pengisian kuesioner untuk menjawab pernyataan di bawah ini:

- 1 - Sangat Tidak Setuju
- 2 - Tidak Setuju
- 3 - Netral
- 4 - Setuju
- 5 - Sangat Setuju

Amaris Hotel Cimanuk Bandung memiliki **fasilitas yang sudah modern** *

	1	2	3	4	5	
Sangat Tidak Setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju

Amaris Hotel Cimanuk Bandung **menyediakan kamar yang bersih dan nyaman** *

	1	2	3	4	5	
Sangat Tidak Setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju

Amaris Hotel Cimanuk Bandung **memiliki kolam renang yang memadai** *

	1	2	3	4	5	
Sangat Tidak Setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju

Amaris Hotel Cimanuk Bandung memiliki **fasilitas dan intruksi keselamatan kebakaran yang memadai** *

	1	2	3	4	5	
Sangat Tidak Setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju

EMPATHY (EMPATI)

Empathy atau empati dapat didefinisikan sebagai perhatian dan kepedulian langsung terhadap klien. Aspek empati ini menunjukkan betapa pentingnya layanan pelanggan yang unik dan dapat dipahami (Kuswibowo 2022). Petunjuk pengisian kuesioner untuk menjawab pernyataan di bawah ini:

- 1 - Sangat Tidak Setuju
- 2 - Tidak Setuju
- 3 - Netral
- 4 - Setuju
- 5 - Sangat Setuju

Amaris Hotel Cimanuk Bandung **memberikan perhatian secara khusus** kepada pengunjung hotel *

	1	2	3	4	5	
Sangat Tidak Setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju

Staf hotel **memahami kebutuhan pelanggan** secara spesifik *

	1	2	3	4	5	
Sangat Tidak Setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju

Staf hotel **mengutamakan kepentingan terbaik** kepada pengunjung hotel *

	1	2	3	4	5	
Sangat Tidak Setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju

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Responsiveness (Daya Tanggap)

Responsiveness berarti bersedia membantu pelanggan dan memberikan layanan yang responsif. Dimensi ini menekankan sikap dan kesiapan untuk menangani keluhan, pertanyaan, dan masalah pelanggan (Ramya et al. 2019).

Petunjuk pengisian kuesioner untuk menjawab pernyataan di bawah ini:

- 1 - Sangat Tidak Setuju
- 2 - Tidak Setuju
- 3 - Netral
- 4 - Setuju
- 5 - Sangat Setuju

Staf hotel **siap memenuhi permintaan** pelanggan hotel *

	1	2	3	4	5	
Sangat Tidak Setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju

Staf hotel **selalu bersedia membantu** pelanggan hotel *

	1	2	3	4	5	
Sangat Tidak Setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju

Seluruh staf hotel **tanggap dalam memberikan layanan** *

	1	2	3	4	5	
Sangat Tidak Setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju

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Customer Satisfaction (Kepuasan Pelanggan)

Customer Satisfaction atau kepuasan pelanggan merupakan sebuah faktor yang sangat penting. Ketidakpuasan pelanggan akan mencegahnya menggunakan layanan yang telah diberikan. Apabila pelanggan memiliki pengalaman yang buruk mengenai industri perhotelan, maka semua upaya yang dilakukan oleh bisnis untuk meningkatkan kualitas layanan menjadi tidak ada gunanya (Anwar & Surarchith, 2015).
Petunjuk pengisian kuesioner untuk menjawab pernyataan di bawah ini:

- 1 - Sangat Tidak Setuju
- 2 - Tidak Setuju
- 3 - Netral
- 4 - Setuju
- 5 - Sangat Setuju

...
Saya merasa puas terhadap sikap staf Amaris Hotel Cimanuk Bandung kepada pengunjung hotel *

	1	2	3	4	5	
Sangat Tidak Setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju

Secara keseluruhan, saya merasa puas dengan Amaris Hotel Cimanuk Bandung *

	1	2	3	4	5	
Sangat Tidak Setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju

Saya menikmati selama menginap di Amaris Hotel Cimanuk Bandung

	1	2	3	4	5	
Sangat Tidak Setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju

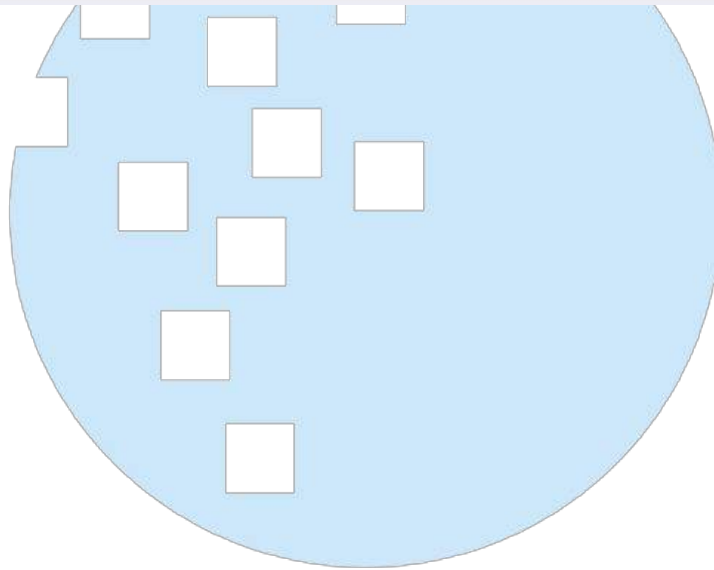
...
Saya membuat keputusan yang tepat dalam memilih Amaris Hotel Cimanuk Bandung *

	1	2	3	4	5	
Sangat Tidak Setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju

**PENGARUH *SERVICE QUALITY* TERHADAP *CUSTOMER SATISFACTION* (Studi Kasus
Pada Konsumen Hotel Amaris Cimanuk Bandung).**

Terima kasih atas ketersediaan waktunya dalam mengisi kuesioner ini!

Have a nice day!



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Lampiran 5 Hasil Turnitin

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Lampiran 6 Formulir Bimbingan Skripsi

Form Bimbingan Skripsi Program Studi Management Semester Gasal 2024/2025




Nama : BRIGITTA VANIA MAHARANI
NIM : 00000053755
Angkatan : 2021
Dosen Pembimbing : Yoanita Alexandra, S.E., B.A., M.Par. (Pembimbing)

No	Tanggal	Jam	Keterangan	Tanggal Approval
1	11 September 2024	13:00	Melaporkan jurnal yang akan digunakan, Pengajuan judul, melakukan konsultasi terkait Bab 1 dan menentukan timeline pengumpulan per bab	01 Oktober 2024 15:8
2	18 September 2024	10:00	Melakukan update mengenai Bab 1 dan melanjutkan pada Bab 2	25 November 2024 11:6
3	02 Oktober 2024	14:00	Melakukan pengecekan mengenai Bab 1 sampai Bab 2 serta konsultasi mengenai form kuesioner yang akan disebar	25 November 2024 11:6
4	04 November 2024	10:00	Melaporkan hasil skripsi Bab 1 sampai Bab 3 dan melakukan pengecekan untuk form yang akan disebar	26 November 2024 15:45
5	05 November 2024	08:00	Memberikan hasil revisi terkait form yang akan disebar kepada responden	26 November 2024 15:45
6	13 November 2024	13:00	Melaporkan terkait Bab 4 mengenai pengolahan data pada pre test dan main test	26 November 2024 15:45
7	21 November 2024	20:00	Menanyakan terkait hasil pembahasan dari Bab 4 bagian Uji Hipotesis	26 November 2024 15:45
8	25 November 2024	15:00	Memberikan hasil draft skripsi dari Bab 1 sampai Bab 5	26 November 2024 15:45

N U S A N T A R A

Certificate of Completion

 **Brigitta Vania**
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