Journal of Social Responsibility, Tourism and Hospitality
ISSN: 2799-1016
Vol: 04, No. 03, April-May 2024
http://journal.hmjournals.com/index.php/JSRTH
DOI: https://doi.org/10.55529/jsrth.43.1.7

Analysis of Consumer Satisfaction at a Five-Star Hotel

Syailendra Reza Irwansyah Rezeki[1*], Donny Dharmawan[2], Sri Endah Yuwantiningrum[3], Uli Wildan Nuryanto[4], Revi Sesario[5]

[1]Politeknik Pariwisata Batam, Indonesia.*
[2]Universitas Krisnadwipayana, Indonesia.
[3]Institut Bisnis dan Informatika Kesatuan Bogor, Indonesia.
[4]Universitas Bina Bangsa, Indonesia.
[5]Politeknik Negeri Pontianak, Indonesia.

Email: [2]donny28dh@gmail.com, [3]sriendahyuwantiningrum971@gmail.com, [4]uli.wildan11@gmail.com, [5]revi.sesario@gmail.com
Corresponding Email: [1]reza@btp.ac.id*

Received: 10 December 2023 **Accepted:** 25 February 2024 **Published:** 11 April 2024

Abstract: ***The development of the number of hotels in Medan City is also very rapid and this has led to very tight hotel competition in Medan City. Hotels are often found in urban areas. Especially in places near airports, terminals, large stations, and busy centers in cities, where such places are often used as traffic by people who are on a trip, traveling, and those who don't. have relationships at the destination. Hotel classification can be differentiated based on building quality, facilities, and service quality. The purpose of this research is to analyze consumer satisfaction at a Five-Star Hotel. This type of research is associative. Population in this study are consumers who have used the services of a Five-Star Hotel. The sample in this study used the slovin method. The formula used in the slovin method, so the total sample is 100. Testing this hypothesis uses the partial (t) test. The research results show that responsiveness has a positive and significant effect on consumer satisfaction at a Five-Star Hotel. Empathy has a positive and significant effect on consumer satisfaction at a Five-Star Hotel.***

Keywords: Consumer Satisfaction, Five-Star Hotel, Responsiveness, Responsiveness.

1. INTRODUCTION

Nowadays, the tourism sector has become a fairly advanced business activity or industry in the world. Indonesia, which has great tourism potential, is expected to be able to become a reliable development force. In the current economic situation in Indonesia which is experiencing a crisis, the tourism sector is able to show good enough development to be used as an alternative to improve the economic situation. The tourism industry must continue and improve its

Copyright The Author(s) 2024.This is an Open Access Article distributed under the CC BY license. (http://creativecommons.org/licenses/by/4.0/)

Journal of Social Responsibility, Tourism and Hospitality
ISSN: 2799-1016
Vol: 04, No. 03, April-May 2024
http://journal.hmjournals.com/index.php/JSRTH
DOI: https://doi.org/10.55529/jsrth.43.1.7

development by expanding and utilizing existing resources, the potential for tourism to become an economic activity that can be expected to increase business and encourage regional development.

Tourism has become the largest industry and shows consistent growth from year to year. Word Tourism Organization there has been a 200% increase in the current number of world tourist visits. One of the material objects of tourism is the accommodation services sector, namely an industry that includes motel and hotel services, entertainment centers and home holiday services, furniture rental services for accommodation, and other similar services.

One of the businesses operating in the accommodation sector is a hotel, which is managed professionally to generate profits by providing accommodation services, food, drinks, and other facilities such as meeting rooms. One type of hotel that provides meeting rooms is a business hotel, namely a hotel that is designed to accommodate guests who have business purposes and apart from that, the standard of meeting rooms in business hotels must also be considered.

In line with the development of the tourism industry in Indonesia, more and more hotels are needed as accommodation facilities, so there is more competition between hotels. With conditions like this and the large number of players in the tourism business sector which increases the level of competition among entrepreneurs, it should not be a barrier to enthusiasm for entrepreneurs, but should be used as a challenge to try harder. In increasingly fierce competition, high levels of creativity are needed so that competition can be used as a whip to determine something new.

A hotel is a form of building, symbol, company or accommodation business entity that provides accommodation services, food and beverage providers, and other service facilities where all services are intended for the general public, both those who stay overnight at the hotel or those who only use the facilities. Certain hotels owned (Pandiangan, 2024). The development of the number of hotels in Medan City is also very rapid, and this has led to very tight hotel competition in Medan City. Hotels are often found in urban areas. Especially in places near airports, terminals, large stations, and busy centers in cities, where such places are often used as traffic by people who are ion a trip, traveling, and those who don't. Have relationships at the destination. Hotel classification can be differentiated based ion building quality, facilities, and service quality.

Five-Star Hotels are the most luxurious hotel class which have a minimum number of 100 standard rooms with a minimum area of 26 m² and i5 suite rooms with a minimum area of 52 m². This hotel has a restaurant, bar, swimming pool, recreation area and multi-professional staff. Not only that, 5 star hotels also have 24 hour room service and provide welcome drinks for arriving guests.

Consumer satisfaction is the level of conformity between the desired service and the reality received (Pandiangan, 2023). The level of suitability is the result of an assessment carried out by guests based on their knowledge and experience. Customer satisfaction is determined by the desired service quality so that quality assurance becomes a top priority and is used as a benchmark for a company's competitive advantage. To get an idea of consumer satisfaction, it is necessary to know the meaning of service quality. Service quality that influences consumer satisfaction consists of responsiveness and empathy.

The purpose of this research is to analyze consumer satisfaction at a Five-Star Hotel.

Copyright The Author(s) 2024.This is an Open Access Article distributed under the CC BY license. (http://creativecommons.org/licenses/by/4.0/)

Journal of Social Responsibility, Tourism and Hospitality
ISSN: 2799-1016
Vol: 04, No. 03, April-May 2024
http://journal.hmjournals.com/index.php/JSRTH
DOI: https://doi.org/10.55529/jsrth.43.1.7

2. RELATED WORKS

Effect of Responsiveness on Consumer Satisfaction

Responsiveness is the willingness to help customers and provide services quickly and precisely by conveying clear information (Sudarso, 2012). Ignoring and leaving customers waiting without a clear reason causes a negative perception of service quality. The responsiveness indicators in this research are 1) responsiveness to customer complaints, 2) employee willingness to help customers or guests, and 3) speed in resolving problems. Responsiveness has an influence on consumer satisfaction, meaning that if responsiveness is implemented well it will increase consumer satisfaction (Samsir, 2020). Responsiveness is a dominant factor in the relationship with customer satisfaction because good and satisfactory responsiveness can create a pleasant atmosphere and a sense of satisfaction with the facilities provided.

Effect of Empathy on Consumer Satisfaction

Empathy is providing sincere and individual or personal attention given to customers by trying to understand consumer desires where a company is expected to have an understanding and knowledge of customers, understand specific customer needs, and have operating times that are comfortable for customers (Schiffman and Kanuk, 2010). The empathy indicators in this research are 1) 24 hour service available, 2) knowing the wishes of customers or guests, and 3) being able to communicate well. Empathy as an employee must know more about consumer needs at that time, provide attentive service, so that customers appear comfortable when their wishes are fulfilled, and reliability, namely relatively long service times due to delays in employee attendance at work, lack of clarity in the information conveyed by service officers, and lack of responsiveness of service officers in providing solutions to customer complaints. Empathy has an influence on consumer satisfaction, meaning that if empathy is implemented well it will increase consumer satisfaction (Setiawan and Ferawati, 2018).

3. METHODOLOGY

This type of research is associative. The associative approach is an approach that uses two or more variables to determine the relationship or influence of one another (Alimuddin et al., 2023).

Population is a combination of all elements in the form of events or people who have similar characteristics which is the center of research (Tambunan et al., 2024). Population in this study are consumers who have used the services of a Five-Star Hotel. This population is heterogeneous which can be seen from the diversity of age, gender and education. Sample is part of the number of characteristics possessed by the population (Kurdhi et al., 2023). The sample in this study used the slovin method. The formula used in the slovin method, so the total sample is 100.
In the data collection process, the author used the following data collection methods (Pandiangan et al., 2024):

Copyright The Author(s) 2024.This is an Open Access Article distributed under the CC BY license. (http://creativecommons.org/licenses/by/4.0/)

Journal of Social Responsibility, Tourism and Hospitality
ISSN: 2799-1016
Vol: 04, No. 03, April-May 2024
http://journal.hmjournals.com/index.php/JSRTH
DOI: https://doi.org/10.55529/jsrth.43.1.7

1. Observation is a data collection technique by making direct observations of the object being studied and is the first step in data collection.
2. Documentation is a technique for collecting related data and information from books, journals, the internet iso that it can support and increase insight and increase trust and proof of an event.
3. A questionnaire is a data collection method that is carried out by asking respondents questions using a questionnaire guide.

Testing this hypothesis uses the partial (t) test. The it test is used to test the significance of the relationship between variables X and Y, whether independent variables 1 and 2 influence variable Y separately or partially (Pandiangan et al., 2023).

4. RESULTS AND DISCUSSION

General Description

Hotel classification is a system for grouping hotels into several levels. Grouping is carried out based on certain assessment measures, which include the number of rooms, facilities provided, existing equipment, and quality of service. Based on Decree: Kep-22/U/VI/78, hotels in Indonesia are classified into five classes. namely One-Star Hotel, Two-Star Hotel, Three-Star Hotel, Four-Star Hotel, and Five-Star Hotel. Meanwhile, hotels that cannot meet class standards or are below the minimum standards will fall into Non-Star Hotel category. The following is a classification of hotels based ion the number of stars:

One-Star Hotel

This is a hotel that is usually managed directly by the owner. One-Star Hotel have a minimum number of 15 rooms with a minimum area of 20 m^2 per room. This type of hotel is usually located near the crowds with very cheap prices.

Two-Star Hotel

This is a hotel with better maintained and neat facilities. This hotel has a minimum of 20 standard rooms with a minimum area of 22 m^2 and 1 suite type room with a minimum room area of 44 m^2. More than that, this hotel also has a restaurant and bar, sports venue, and is usually located in an easily accessible location with a better level of security than Two-Star Hotel.

Three-Star Hotel

This is a hotel that has better service than Two-Star Hotel This hotel has a minimum number of 30 standard rooms with a minimum area of 24 m^2 and 2 suite rooms with a minimum area of 48 m^2. Three-Star Hotel are usually equipped with recreation and sports areas, restaurants, lobbies with better-maintained decorations, and more professional staff.

Four-Star Hotel

This is a hotel that has a minimum number of 50 standard rooms with a minimum area of 24 m^2 and 3 suite rooms with a minimum area of 48 m^2. This hotel is equipped with rest areas,

Copyright The Author(s) 2024.This is an Open Access Article distributed under the CC BY license. (http://creativecommons.org/licenses/by/4.0/)

Journal of Social Responsibility, Tourism and Hospitality
ISSN: 2799-1016
Vol: 04, No. 03, April-May 2024
http://journal.hmjournals.com/index.php/JSRTH
DOI: https://doi.org/10.55529/jsrth.43.1.7

recreation and sports areas, shopping areas and swimming pools. Apart from more complete and spacious facilities, Four-Star Hotel also have more professional staff than hotels with lower stars.

Five-Star Hotel

This is the most luxurious hotel class which has a minimum number of 100 standard rooms with a minimum area of 26 m² and 5 suite rooms with a minimum area of 52 m². This hotel has a restaurant, bar, swimming pool, recreation area and multi-professional staff. Not only that, Five-Star Hotel also have 24 hour room service and provide welcome drinks for arriving guests.

Figure 1. Five-Star Hotel in Medan City



Hypothesis Test Result

Hypothesis testing determines benchmarks for acceptance and rejection based on the probability of accepting and rejecting H_0 itself. If the sig. is smaller than the expected significance level of the test, it can be concluded that there is not enough evidence to reject hypothesis no, and it can be concluded that the alternative hypothesis is correct.

Table 1. Hypothesis Test Result

Variable	B	Sig.
Responsiveness	1.273	0.000
Empathy	2.947	0.001

The research results show that responsiveness has a positive and significant effect on consumer satisfaction at a Five-Star Hotel. Responsiveness from service providers will increase consumer satisfaction. This is demonstrated by the employee's ability to serve consumers, employees who have extensive knowledge and security responsiveness will give a better impression of the hotel thereby increasing consumer satisfaction. This explains that every form of service requires responsiveness to the services provided. The form of certainty of service is largely determined by the guarantee of the employee providing the service iso that the person receiving the service feels satisfied and confident that all forms of service matters are carried out completely and completed in accordance with the speed, accuracy, convenience, smoothness, and quality of the service provided.

Empathy has a positive and significant effect on consumer satisfaction at a Five-Star Hotel. The existence of empathy from hotel service providers in the form of equal attention, 24-hour service for guests who need assistance, good communication skills, the ability to meet

Copyright The Author(s) 2024.This is an Open Access Article distributed under the CC BY license. (http://creativecommons.org/licenses/by/4.0/)

Journal of Social Responsibility, Tourism and Hospitality
ISSN: 2799-1016
Vol: 04, No. 03, April-May 2024
http://journal.hmjournals.com/index.php/JSRTH
DOI: https://doi.org/10.55529/jsrth.43.1.7

consumer needs, and understanding each consumer's condition will increase the positive view of each hotel. This will in turn provide higher satisfaction. This means that in providing services, everyone who wants services can feel the importance of physical evidence shown by the service developer, so that the services provided provide satisfaction. The form of physical evidence of service is usually in the form of available service facilities and infrastructure, the service technology used, the performance of the service provider in accordance with the characteristics of the service provided in showing work performance that can be provided in the form of physical services that can be seen.

5. CONCLUSION

The research results show that responsiveness has a positive and significant effect on consumer satisfaction at a Five-Star Hotel. Empathy has a positive and significant effect on consumer satisfaction at a Five-Star Hotel.

6. REFERENCES

1. Alimuddin, Mariani, Sandra, Jana, Awom, Sarce Babra, Pandiangan, Saut Maruli Tua, Solehudin, Ahmad, Susanti, Evi, Fitriani, Itsna Rahma, Budiantoro, Risanda Alirastra, & Chasanah, Amalia Nur. (2023). Pengantar Ekonomika. ISBN: 978-623-8382-45-3. Batam: Penerbit Cendikia Mulia Mandiri.
2. Kurdhi, Nughthoh Arfawi, Sunarta, Desy Arum, Oktavianty, Nur, Nikmatullah, Jenita, Hatta, Heliza Rahmania, Ali, Helmi, Pandiangan, Saut Maruli Tua, Asrahmaulyana, & Rahman, Abdul. (2023). Statistika Ekonomi. ISBN: 978-623-8157-48-8. Batam: Penerbit Cendikia Mulia Mandiri.
3. Pandiangan, Saut Maruli Tua. (2023). Effect of Packaging Design and E-Satisfaction on Repurchase Intention with Quality of Service as an Intervening Variable to the Politeknik Unggulan Cipta Mandiri Students Using E-Commerce Applications. Journal of Production, Operations Management and Economics (JPOME), 3(4), 51-58. http://journal.hmjournals.com/index.php/JPOME/article/view/2350.
4. Pandiangan, Saut Maruli Tua. (2024). Effect of Income and Expenditure on Foreign Visitors at Indonesian Commercial Tourist Attractions. Journal of Social Responsibility, Tourism, and Hospitality (JSRTH), 4(2), 1-7. https://journal.hmjournals.com/index.php/JSRTH/article/view/3611.
5. Pandiangan, Saut Maruli Tua, Wahdiniawati, Siti Annisa, Pratiwi, Ratih, Budiarto, Balla Wahyu, Arief, Ilham. (2023). Business Strategy Assistance and Training for Micro, Small, and Medium Enterprises. Jurnal Pengabdian Mandiri, 2(10), 2129-2134. https://bajangjournal.com/index.php/JPM/article/view/6671.
6. Pandiangan, Saut Maruli Tua, Sintesa, Nika, Abdulghani, Tarmin, Muhiban, Ayi, Pohan, Yuli Arnida, Suryathi, Wayan, Awa, Gultom, Josua Alexander, Prasetya, Prita, & Anjarwati, Sri. (2024). Pengantar Bisnis Digital. ISBN: 978-623-8576-18-0. Batam: Penerbit Cendikia Mulia Mandiri.

Copyright The Author(s) 2024.This is an Open Access Article distributed under the CC BY license. (http://creativecommons.org/licenses/by/4.0/)

Journal of Social Responsibility, Tourism and Hospitality
ISSN: 2799-1016
Vol: 04, No. 03, April-May 2024
http://journal.hmjournals.com/index.php/JSRTH
DOI: https://doi.org/10.55529/jsrth.43.1.7

7. Samsir, Nur. (2020). Pengaruh Keandalan dan Daya Tanggap Terhadap Kepuasan Konsumen pada Pengguna Jasa di Mahakarya Photography. Fakultas Ekonomi, Universitas Negeri Makassar.
8. Schiffman & Kanuk. (2010). Perilaku Konsumen. Edisi 7. Jakarta: Prentice Hall.
9. Setiawan, Budi & Ferawati. (2018). Pengaruh Jaminan, Empati dan Kehandalan Terhadap Kepuasan Pelanggan Pada KPR Bank BJB Cabang Bogor. Jurnal Ilmiah Manajemen Kesatuan, 6(1), 37-44.
10. Sudarso, Adriasan. (2012). Manajemen Pemasaran Jasa Perhotelan. Yogyakarta: CV. Budi Utama.
11. Tambunan, Hotbona Novandi, Pandiangan, Saut Maruli Tua, Candra, Siagian, Mei Veronika Sri Endang, & Hendarti, Ricca. (2024). Upaya Peningkatan Perekonomian dengan Memanfaatkan Potensi Ibu Rumah Tangga di Era Digital pada Kelurahan Durian, Kecamatan Medan Timur. E-Amal: Jurnal Pengabdian kepada Masyarakat, 4(1), 1-6. https://stp-mataram.e-journal.id/Amal/article/view/3084.

Copyright The Author(s) 2024.This is an Open Access Article distributed under the CC BY license. (http://creativecommons.org/licenses/by/4.0/)