

The Influence of Hotel Attributes on Three Star Hotels Guest Satisfaction in Bandung City

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Abstract—Hotel attribute is the dimension found in the hotel that can affect guest satisfaction. The purpose of this study is to find the influence of hotel attributes on guest satisfaction staying at three-star hotels in Bandung City. Descriptive quantitative method was used. In this study, questionnaires were distributed to 200 respondents with Convenience sampling technique within two weeks. Multiple regression methods with SPSS for window 20 were used to analyze the data obtained. The results of this study show that two Hotel attributes significantly influence guest satisfaction, namely quality service and quality of food. While the other six attributes have no significant effect.

Keywords—hotel attribute; guest satisfaction; three star hotel

I. INTRODUCTION

Guest satisfaction is an aspect that is considered in the field of accommodation services. [1] argue that guest satisfaction is a response to one's feelings resulting from the comparison of reality and expectations obtained based on the products and services used. According to Mintel in [2], the hotel must continue to develop products and services provided to improve guest satisfaction, including providing loyalty programs, improving technology such as social media and online booking systems, changing the appearance of the lobby, and adding other additional services.

According to [3], hotel attributes are very important in increasing guest satisfaction. Many studies have been carried out regarding hotel attributes but not all hotel attributes affect the satisfaction of hotel guests [2].

Based on guest reviews on three-star hotels in Bandung City and a large number of three-star hotels in Bandung City, the researcher is interested in knowing which hotel attributes that affect guest satisfaction staying at three-star hotels in

Bandung. The purpose of this study is to find the influence of hotel attributes on guest satisfaction and to know which hotel attributes that affect guest satisfaction staying at three-star hotels in Bandung.

II. LITERATURE REVIEW

A. Hotel Attributes

Hotel attributes are an important element in increasing the satisfaction of guests staying at the hotel concerned [3]. A lot of research has been conducted on hotel attributes. Based on [2], there are several hotel attributes which are the driving factors for choosing the hotel: the hospitality of hotel staff, hotel facilities and amenities, hotel location, prompt and courteous service quality, quality of food, room cleanliness and comfort, safety, and security and value for money.

B. Guest Satisfaction

Overall guest satisfaction is a combination of experience and evaluation based on the products and services that have been given to guests [2]. According to [4], overall guest satisfaction is influenced by hotel attributes. Guests will judge whether or not the services provided meet their expectations.

III. METHODOLOGY

Quantitative descriptive method is used in this research with multiple linear regression analysis techniques. SPSS is used as analysis tool.

In this study, there are two variables that will be analyzed, namely hotel attributes and guest satisfaction. There are also eight sub-variables, namely staff friendliness, hotel facilities, hotel location, service quality, food quality, cleanliness and comfort, safety, and security and value. Respondents from this

study were guests who had stayed in three-star hotels in Bandung City. Google form was used to collect data. Within a period of 2 weeks, the forms were distributed and targeted 200 respondents. The questionnaire contains a choice of hotel attributes using 1–5 scale, which will produce an ordinal scale that will be converted into interval data with MSI.

IV. RESULTS AND DISCUSSION

The questionnaires were distributed for 2 weeks and 200 respondents were obtained with the following details of the respondents: 53% female and 47% male; 44% respondents from Bandung, 34% respondents from Jakarta, and 22% from other places; 64% respondents aged 17 -25 years old, 21% respondents aged 26-36 years old, and 15% respondents aged 36-46 years old; 42% respondents have income of Rp. 3,000,000 - Rp.5,000,000, 26% respondents have income of <Rp. 1,500,000, 19% respondents have income of Rp. 1,500,000 - Rp.3,000,000, and >Rp.5,000,000; 54% respondents have private sector employees, 20% respondents are students, 11% respondents are State-Owned Enterprises, and

A. Guest Perceptions of Hotel Attributes at Three Star Hotels in Bandung City

Recapitulation of respondents' responses regarding hotel attributes in three star hotels in Bandung City considers eight variables, namely staff friendliness, hotel facilities, hotel location, service quality, food quality, cleanliness and comfort, safety and security, and value for money. The result can be seen in the following table:

TABLE I. RECAPITULATION OF RESPONDENT'S RESPONSE CONCERNING HOTEL ATTRIBUTES

No	Sub Variable	Score	Percentage	Category
1	Staff friendliness	2161	72.07	Good
2	Hotel facilities	2086	69.53	Good
3	Hotel location	2129	70.97	Good
4	Service quality	2157	71.09	Good
5	Food quality	2128	70.93	Good
6	Cleanliness and comfort	4303	71.72	Good
7	Safety and security	2807	70.18	Good
8	Value For Money	1358	67.09	Good enough
	Total Score	19130		

Source: Processed by Researchers (2018)

Based on table I, respondents' responses regarding hotel attributes fall into the good category with a total score of 19130. Hotel attributes that have the highest value are staff friendliness, cleanliness, and comfort. Meanwhile, hotel attributes that have the lowest value is value for money. Based on the respondents' responses regarding hotel attributes, it can

be concluded that hotel attributes in the three-star Hotel in Bandung City are considered good.

B. The Effect of Hotel Attributes on Guest Satisfaction Staying at Three Star Hotels in Bandung City

1. Hypothesis Testing and F Test (Simultaneous)

The following is the result of simultaneous multiple regression testing.

TABLE II. SIMULTANEOUS TEST RESULTS (TEST F)

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	76.641	8	9.580	67.561	.000 ^b
	Residual	27.084	191	.142		
	Total	103.725	199			

a. Dependent Variable: Kepuasan

b. Predictors: (Constant), Value For Money, Kualitas Makanan, Lokasi Hotel, Keramahan Staff, Kualitas Pelayanan, Keamanan dan Keselamatan, Fasilitas Hotel, Kebersihan dan Kenyamanan

Source: Processed by Researchers (2018)

Based on table II, the value of calculated F results is 67,561 while F table with 0.05 degrees of freedom is 1,98. Significance value of 0.000<0.05 means there is a significant influence between the variable of Hotel Attributes and Guest Satisfaction staying at three star hotels in Bandung City. The results of this study indicate that hotel attributes can affect overall satisfaction. This is consistent with the statement of Wuest, Tas & Emenheiser [3] who say that hotel attributes are very important in increasing guest satisfaction.

2. Hypothesis Testing and Partial Significance Test (t test)

The following table shows the results of partial multiple regression testing.

TABLE III. REGRESSION COEFFICIENT RESULTS

Model	Coefficients ^a			t	Sig.	
	Unstandardized Coefficients		Standardized Coefficients			
	B	Std. Error	Beta			
(Constant)	-.681	.680		-1.000	.318	
1	Keramahan Staff	.092	.085	.068	1.082	.281
	Fasilitas Hotel	.156	.110	.109	1.421	.157
	Lokasi Hotel	.092	.073	.068	1.256	.210
	Kualitas Pelayanan	.267	.104	.197	2.560	.011
	Kualitas Makanan	.196	.099	.152	1.984	.049
	Kebersihan dan Kenyamanan	.128	.066	.189	1.935	.054
	Keamanan dan Keselamatan	.145	.090	.142	1.613	.108
	Value For Money	.077	.111	.039	.698	.486

a. Dependent Variable: Kepuasan

Source: Processed by Researchers (2018)

Based on table III, there is a partial influence between the variable of Hotel Attribute and Guest Satisfaction staying at three star hotels in Bandung City. T table value at 0.05 significance level with degrees of freedom (df) = 200 - 9 = 191 is 1.65287.

Based on the results of multiple regression tests partially, there are two dimensions that have significant effect partially on satisfaction, namely service quality (2,560) and food quality (1,984). While the friendliness of staff (1,082), hotel facilities (1,421), hotel location (1,256), cleanliness and comfort (1,935), security and safety (1,613), and value for money (0,698) do not have significant effect on satisfaction. The higher the significance level used, the lower the level of satisfaction. In the end, it will affect the overall satisfaction.

C. *Management Efforts to Improve Guest Satisfaction*

Based on the recapitulation, guest perceptions of hotel attributes in three-star hotels in Bandung City are in good category. The percentage score obtained is 70.85%. This can indicate that the hotel manager continues to make efforts to improve guest satisfaction by providing direction to the existing HR so that the existing hotel attributes are in accordance with hotel manager's wishes. That way, they can increase the satisfaction of guests who come and stay. This statement is in accordance with [3] who say that hotel attributes are very important in increasing the satisfaction of guests staying. Therefore, the better the hotel attribute that is given, the higher the satisfaction of guests staying at the hotel.

V. CONCLUSION AND RECOMMENDATION

Based on the descriptive and multiple regression analysis, it can be concluded that the guests who stay at three star hotels in Bandung City regard the hotel attributes consisting of staff friendliness, hotel facilities, hotel location, service quality, food quality, cleanliness and comfort, safety, and value for money, are in good category. The dimensions that get the highest score are the dimensions of staff friendliness and cleanliness as well as comfort, while the lowest is value for money.

Hotel attributes which consist of staff friendliness, hotel facilities, hotel location, service quality, food quality, cleanliness and comfort, security and safety, and value for money have significant influence on overall guest satisfaction. However, the attribute that has a higher influence is the quality of service and quality of food. Whereas the ones that have no significant effect are the friendliness of staff, hotel facilities, hotel location, cleanliness and comfort, security and safety, and value for money.

Managers of the hotel continue to increase the satisfaction of guests who stay overnight, as seen from the guests' perception of hotel attributes that fall into good category.

For further research, the examination of other hotel attributes that can improve overall satisfaction such as business related service, variety and efficient service, and High Speed Internet Access (HSIA) services, is expected. This finding is expected to be an input for the development and purpose of three-star hotels in Bandung city.

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