

Analysis Of Service Quality Dimensions Its Influence On Guest Satisfaction At The Cavinton Hotel Yogyakarta

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KEYWORDS

Dimension; Guest satisfaction;
Service quality

ABSTRACT

The aim of this study is to determine the level of guest satisfaction which is influenced by service quality which consists of factors or dimensions of reliability (x1), responsiveness (x2), Assurance (x3), Empathy (x4) and Tangible (x5). The type of research carried out was Quantitative Descriptive by distributing instruments (questionnaires) to respondents. The number of samples in this study was 50 guests who were selected based on accidental random sampling technique. The research results show that simultaneously the five dimensions have a significant effect on guest satisfaction. This is shown through a probability value of $0.000 < 0.05$. Meanwhile, the determination value is 0.516 or 51.6% of the service quality dimension influences guest satisfaction. Among the five dimensions, the most dominant is the responsiveness dimension with a b value of 0.905, a t value of 3.59 and a probability value of 0.01, while the least dominant dimension is the assurance variable with a b value of 0.155, a t value of 0.709 and a probability value of 0.482.

INTRODUCTION

The world of hospitality is an industry based on business in the service sector, where the quality of the services provided to consumers will greatly influence the continuity of the hotel business. In other words, hotels that are able to compete for the market are hotels that are able to provide quality products or services.

In conditions like this, hotels are required to always be consistent or even further improve the quality of the services they provide. This is intended so that the products or services offered to potential consumers or guests are truly quality products and services. Consumers will also not hesitate to make their choice if we are able to convince and provide the best products and services for them.

A hotel is a type of accommodation that uses all or part of a building to provide lodging services as well as food and beverage services and other services and is managed commercially to provide satisfactory service to guests (Atmoko, 2018).

Along with the development of the world of hotels, many large cities in Indonesia have established hotels both in the jasmine class and in the star class, as is also the case in the city of Yogyakarta (Rahman, 2005). As a city of culture and tourism, Yogyakarta has established many hotels (BPS, 2017), one of the hotels in Yogyakarta is the Cavinton Hotel.

Service is every activity carried out to fulfill the needs and desires of consumers (Hermawan, 2018). Service to consumers is very important because good service will make consumers feel satisfied and will always buy the products or services that we offer (Atmoko, 2018).

According to Tjiptono in Affandi, Zaki & Azmeri (2017), service quality is the expected level of perfection and control over this perfection to fulfill customer desires. Service quality is said to be good if the service provided is in line with consumer expectations (Atmoko & Heni, 2022).

According to Tjiptono in Parasuraman, Ziethaml, and Berry (2016), there are five main dimensions of service quality, namely: Reliability, Responsiveness, Assurance, Empathy, Tangibles (Physical Evidence).

Cavinton Hotel Jogja is a company operating in the hospitality services sector. Apart from the attractive physical and architectural form of the building and the supporting equipment and facilities, it is hoped that this hotel will also be able to provide good and quality service to its customers. Thus, it is hoped that all guests and customers who come and enjoy the services and facilities provided will feel satisfied when they stay and purchase the products and services provided.

Based on the background above, a problem formulation can be drawn: Does Service Quality influence Customer Satisfaction at Cavinton Hotel Yogyakarta? The aim of this research is to determine the simultaneous influence of service quality aspect variables on guest satisfaction and which service quality variables are most dominant on guest satisfaction at the Cavinton Hotel Yogyakarta.

METHOD

The research carried out was a type of research using the Quantitative Descriptive method with a survey. According to Sugiyono (2016), quantitative methods can be interpreted as pacifistic methods because they are based on the philosophy of positivism. This method is a scientific/scientific method because it meets scientific principles, namely concrete/empirical, objective, measurable, rational and systematic. This method is also called the discovery method, because with this method various new science and technology are discovered and developed. This method is called a quantitative method because the data and research are in the form of numbers and analysis uses statistics. Then what is meant by survey according to Sugiyono (2017:6) is as follows: "The survey method is a method used to obtain data from certain natural (not artificial) places, but researchers carry out treatments in collecting data, for example by distributing questionnaires, tests, structured interviews and so on."

The research only took 50 samples from the total population of Cavinton Hotel Yogyakarta guests. This is due to the level of similarity or homogeneity of the population, namely that every guest who stays at the Cavinton Hotel Yogyakarta can represent the entire guest population and meets the criteria as a respondent. Data collection methods were carried out by observation, interviews and questionnaires filled out by respondents. Validity and Reliability Tests in quantitative research, data validity tests aim to ensure that the data used is truly valid (measures what it should measure) and reliable (can produce consistent results). The analytical technique used in this research is multiple linear regression analysis and hypothesis testing, namely the t test (t-test) and f test (f-test) as well as the coefficient of determination test (R²).

RESULTS AND DISCUSSION (HEADING 1 STYLE)

Overview of Research Locations

Cavinton Hotel Yogyakarta, a four-star hotel that was founded in 2013 and has joined the Abadi Hotel Group. Abadi Hotel Group Management has operated various hotels in Indonesia, including in the provinces of Jambi and Yogyakarta. Apart from Jambi and Yogya, Abadi Hotel is also present in Sarolangun Regency, Jambi Province, and Pangkalpinang, Bangka-Belitung Islands Province.

At first glance, Cavinton Hotel Yogyakarta has facilities that are no less adequate than other hotels. Cavinton Hotel Yogyakarta provides 202 rooms, 5 meeting rooms, 1 Junior Ballroom, 1 Ballroom which can accommodate up to 400 people and is supported by adequate meeting equipment.

The location of Cavinton Hotel Yogyakarta is quite strategic because it is located near the center of Yogyakarta city, namely on Jalan Letjend Soeprapto 1 Ngampilan Yogyakarta in the northern part of Yogyakarta city. This location is close to famous tourist destinations in Yogyakarta such as Yogyakarta Palace, Malioboro, Point O Km, and Taman Sari.

Data Analysis

1. Validity test

The questionnaire statements are divided into two, namely statements about service quality (Variable X) and level of guest satisfaction (Y). The basis used for decision making in determining each question item contained in the questionnaire is as follows:

- a. If the rcount value is greater than the rtable value, then the questionnaire is declared valid.
- b. If the rcount value is smaller than the rtable value, then the questionnaire is declared invalid.

In the service quality variable (X) there are 15 statements used. The validity test was carried out using Pearson Product Moment Correlation and the following data output was obtained:

Service Quality Variable Validity Test Results (X):

No	r _{hitung}	r _{tabel}	Information
1	0,575	0,284	Valid
2	0,526	0,284	Valid
3	0,397	0,284	Valid
4	0,573	0,284	Valid
5	0,398	0,284	Valid
6	0,421	0,284	Valid
7	0,746	0,284	Valid
8	0,681	0,284	Valid
9	0,664	0,284	Valid
10	0,329	0,284	Valid
11	0,456	0,284	Valid
12	0,456	0,284	Valid
13	0,711	0,284	Valid
14	0,596	0,284	Valid
15	0,524	0,284	Valid

Guest Satisfaction Variable Validity Test Results (Y):

No	r _{hitung}	r _{tabel}	Information
1	0,590	0,284	Valid
2	0,858	0,284	Valid
3	0,867	0,284	Valid
4	0,594	0,284	Valid
5	0,545	0,284	Valid
6	0,350	0,284	Valid

7	0,501	0,284	Valid
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2. Reability Test

In Reliability Test if Alpha > 0.90 then reliability is perfect. If Alpha is between 0.70 – 0.90 then reliability is high. If Alpha < 0.50 then reliability is low. If Alpha is low then it is likely that one or more items are not reliable.

Results of Reliability Test of Service Quality Variable (X):

No	Alpha	Information
Item_1	0,817	Reliabel
Item_2	0,820	Reliabel
Item_3	0,831	Reliabel
Item_4	0,819	Reliabel
Item_5	0,827	Reliabel
Item_6	0,825	Reliabel
Item_7	0,802	Reliabel
Item_8	0,809	Reliabel
Item_9	0,814	Reliabel
Item_10	0,829	Reliabel
Item_11	0,823	Reliabel
Item_12	0,823	Reliabel
Item_13	0,806	Reliabel
Item_14	0,816	Reliabel
Item_15	0,820	Reliabel

Reliability Test Results for Guest Satisfaction Variable (Y):

No	Alpha	Information
Item_1	0,725	Reliabel
Item_2	0,627	Reliabel
Item_3	0,622	Reliabel
Item_4	0,712	Reliabel
Item_5	0,722	Reliabel
Item_6	0,776	Reliabel
Item_7	0,731	Reliabel

3. Multiple Linear test

Based on the Linear Regression Test that has been carried out with the SPSS version 22.0 program, the following data output was obtained:

Coefficients ^a				
Model	Unstandardized Coefficients	Standardized Coefficient		Sig.
		s	t	

		B	Std. Error	Beta		
1	(Constant)	5.968	2.650		2.252	.029
	RELIABILITY	-.184	.255	-.111	-.721	.475
	RESPONSIVENESS	.905	.252	.450	3.590	.001
	ASSURANCE	.155	.218	.136	.709	.482
	EMPHATY	.417	.205	.219	2.034	.048
	TANGIBLE	.403	.166	.319	2.423	.020

Dependent Variable: SATISFACTION

4. Partial Test

This test aims to determine whether the service quality of Cavinton Hotel Yogyakarta (X) which includes reliability (x1), responsiveness (x2), assurance (x3), empathy (x4) and tangible (x5) partially or individually has a significant relationship to the level of guest satisfaction (Y), namely by comparing the calculated t value with the t table with a significance level of 5% or (0.05). The basis for decision making is as follows:

- If $t \text{ count} < t \text{ table}$, then H_0 is accepted and H_a is rejected or there is no relationship or influence of variable (X) on variable (Y).
- If $t \text{ count} > t \text{ table}$, then H_0 is rejected and H_a is accepted or there is a relationship or influence of variable (X) on variable (Y).

Before comparing the table value with the calculated value, it is necessary to first find the degree of freedom (df) with the formula:

$$Df = n - k$$

Note:

n = Number of samples

k = Number of variables (independent and dependent)

So that the calculation is obtained: $Df = 50 - 6$ or $df = 44$. With regression analysis testing (two-sided probability) $\alpha = 5\%$: $2 = 2.5\%$. Then searched in the t table for a significance of 0.025 obtained the number 2.015. The following are the results of the T test analysis on the Cavinton Hotel Yogyakarta service quality variables which include reliability (x1), responsiveness (x2), assurance (x3), empathy (x4), and tangible (x5) on Cavinton Hotel Yogyakarta guest satisfaction.

- Analysis of the reliability variable (x1).

Based on the T test above, the t table value for the reliability variable is 2.015 while the t count value is - 0.721 so that the t count value <t table, then Ho is accepted and Ha is rejected. This shows that the reliability variable partially does not have a significant relationship or does not affect the satisfaction of Cavinton Hotel Yogyakarta guests.

b. Analysis of the responsiveness variable (x2).

Based on the T test above, the t table value for the responsiveness variable is 2.015 while the t count value is 3.590 so that the t count value> t table, then Ho is rejected and Ha is accepted. This shows that the responsiveness variable partially has a significant relationship and affects the satisfaction of Cavintoni Hotel Yogyakarta guests.

c. Analysis of the assurance variable (x3).

Based on the T test above, the t table value for the assurance variable is 2.015 while the t count value is 0.709 so that the t count value <t table, then Ho is accepted and Ha is rejected. This shows that the assurance variable partially does not have a significant relationship and does not influence guest satisfaction at Cavinton Hotel Yogyakarta.

d. Analysis of the empathy variable (x4).

Based on the T test above, the t table value for the empathy variable is 2.015 while the t count value is 2.034 so that the t count value> t table, then Ho is rejected and Ha is accepted. This shows that the empathy variable partially has a significant relationship and influences guest satisfaction at Cavinton Hotel Yogyakarta.

e. Analysis of the tangible variable (x5).

Based on the T test above, the t table value for the tangible variable is 2.015 while the t count value is 2.423 so that the t count value> t table, then Ho is rejected and Ha is accepted. This shows that the tangible variable partially has a significant relationship and influences guest satisfaction at Cavinton Hotel Yogyakarta.

5. Simultaneous F Test

This section contains a description of the main findings of a research, whereas the discussion section interprets the results for readers and provides the significance of the findings. This section should not repeat the results section. You can use tables, figures, or texts (when you don't have extensive or complicated data to present) in the results section.

Table of Anova Test						
ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	34.186	5	6.837	11.432	.000 ^b
	Residual	26.314	44	.598		
	Total	60.500	49			

a. Dependent Variable: SATISFACTION

b. Predictors: (Constant), TANGIBLE, RELIABILITY, EMPHATY, RESPONSIVENESS, ASSURANCE

This test is conducted to determine whether the service quality of Cavinton Hotel Yogyakarta (X) which includes reliability (x1), responsiveness (x2), assurance (x3), empathy (x4) and tangible (x5) simultaneously have a significant relationship to the level of guest satisfaction (Y), namely by comparing the f count value with f table at a significance level of 5% or (0.05).

To find the F table value is (k:n-k).

Description:

k = number of independent variables (free).

n = number of respondents or research samples.

The data above shows that k = 5 (x1 reliability, x2 responsiveness, x3 assurance, x4 empathy, x5 tangibility) is also called df N1 (numerator). Then for df N2 (denominator) is obtained from n-k = 50 - 5 = 45. Thus df 1 has a value of 5 and df 2 has a value of 45. At a significance level of 0.05 we look at the f distribution table. After looking at the f table distribution, the Table value is 2.42. While the test results using SPSS version 22.0 obtained an F count value of 11.432. So it is known that the Fcount value of 11.432> Ftable 2.42 then Ho is rejected and Ha is accepted. This shows that the variables reliability (x1), responsiveness (x2), assurance (x3), empathy (x4) and tangible (x5) simultaneously have a significant relationship or influence on the level of guest satisfaction of Cavinton Hotel Yogyakarta (Y).

6. Test the Coefficient of Determination (R Square).

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.752 ^a	.565	.516	.773
Predictors: (Constant), TANGIBLE, RELIABILITY, EMPHATY, RESPONSIVENESS, ASSURANCE				

From the results of this test, it is known that the R Square value is 0.516 or equal to 51.6%. This means that the variables reliability (x1) responsiveness (x2), assurance (x3), empathy (x4) and tangibility (x5) affect the level of guest satisfaction of Cavinton Hotel Yogyakarta by 51.6% and the remaining 48.4% is influenced by other variables outside the research variables such as location, price and personal sentiment.

CONCLUSION

The conclusion obtained by the researcher with the analysis of the results that have been obtained in answering the formulation of the problem and also the results of the study on "Analysis of Service Quality Dimensions and Their Influence on Cavinton Hotel Guest Satisfaction" is:

1. Based on the F test with multiple linear analysis, the F count value = 11.432> F table = 2.42 was obtained, so the results of this F test indicate that Ho1 is rejected and Ha1 is accepted. This proves that the variables reliability (x1), responsiveness (x2), assurance (x3), empathy (x4) and tangible

(x5) simultaneously have an influence on the level of customer satisfaction, so it can be stated that there is a simultaneous influence of the service quality variable on Cavinton Hotel Yogyakarta guest satisfaction. If the variables reliability (x1), responsiveness (x2), assurance (x3), empathy (x4) and tangible (x5) are increased, the level of guest satisfaction will be achieved, but the increase in one of the variables must also be balanced with an increase in other variables.

2. Meanwhile, the coefficient of determination (R^2) of 0.516 can be interpreted that the service quality of Cavinton Hotel Yogyakarta which includes reliability (x1), responsiveness (x2), assurance (x3), empathy (x4) and tangible (x5) together explain the level of guest satisfaction by 51.6% and the remaining 48.4% is explained by other causes outside the variables studied in this study.
3. Based on the calculation and analysis of the T test, it can be seen that the responsiveness variable has the highest regression coefficient level, which is 0.905. So that the most dominant service quality variable of Cavinton Hotel Yogyakarta on the level of guest satisfaction is the responsiveness variable. While the variable with the lowest regression coefficient is the assurance variable with a regression coefficient level of 0.155. So that the service quality variable of Cavinton Hotel Yogyakarta that is least dominant in influencing the level of guest satisfaction is the assurance variable.

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