

Analysis of Marketing Mix (8P) and Customer Satisfaction for Brand Awareness in Santika Hotel Jabodetabek Area

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Abstract: Higher brand awareness value and brand name can enhance its potential choosing by the customer. It also leads to higher loyalty and higher inclination of customers to pay more and higher purchase by the customer and lower firms' susceptibility in a competitive market. This study aimed to analyze the effect of Marketing Mix 8P (product, price, place, promotion, people, physical evidence, productivity and quality, process) and customer satisfaction for brand awareness in the Santika Hotel Jabodetabek. This study used primary data obtained from field research with Santika Hotel Jabodetabek customers and secondary data. To collect and analyze data, statistical regression analysis was used to determine patterns of relationships that reveal independent variables' influence on the dependent variable. Based on the regression analysis results, the product, price, place, promotion, people, physical evidence, productivity and quality, process, and customer satisfaction simultaneously have a significant impact on brand awareness. Based on the results of hypothesis analysis and testing of field data, simultaneously product, price, place, promotion, people, physical evidence, productivity and quality, process and customer satisfaction have a significant influence on brand awareness where the effect given by independent variables to the dependent variable is positive.

Keywords: marketing mix; customer satisfaction; brand awareness

Abstrak: Nilai kesadaran merek dan nama merek yang lebih tinggi dapat meningkatkan potensi pemilihan oleh pelanggan dan juga mengarah pada loyalitas yang lebih tinggi dan kecenderungan yang lebih tinggi dari pelanggan untuk membayar lebih banyak pembelian oleh pelanggan serta kerentanan perusahaan yang lebih rendah dalam persaingan pasar. Penelitian ini bertujuan untuk menganalisis pengaruh Bauran Pemasaran 8P (produk, harga, tempat, promosi, orang, bukti fisik, produktivitas dan kualitas, serta proses) dan kepuasan pelanggan terhadap *brand awareness* di kawasan Santika Hotel Jabodetabek. Penelitian ini menggunakan data primer yang diperoleh dari penelitian lapangan dengan pelanggan Hotel Santika Jabodetabek dan data sekunder. Untuk mengumpulkan dan menganalisis data, analisis regresi statistik digunakan untuk mengetahui pola hubungan yang mengungkapkan pengaruh variabel independen terhadap variabel dependen. Berdasarkan hasil analisis regresi menunjukkan produk, harga, tempat, promosi, orang, bukti fisik, produktivitas dan kualitas, proses dan kepuasan pelanggan secara simultan berpengaruh signifikan terhadap kesadaran merek. Berdasarkan hasil analisis hipotesis dan pengujian data lapangan, secara simultan produk, harga, tempat, promosi, orang, bukti fisik, produktivitas dan kualitas, proses dan kepuasan pelanggan berpengaruh signifikan terhadap kesadaran merek dimana pengaruh yang diberikan oleh variabel bebas terhadap variabel dependennya positif.

Kata Kunci: bauran pemasaran; kepuasan pelanggan; kesadaran merek

INTRODUCTION

Competitor in the tourism industry increases, while more choice of product or services is given to the consumers. They tend to be more selective in choosing the products or services to gain more benefits. In today's highly competitive markets, keeping customers and retaining their loyalty is considered crucial in maintaining business.

In 2019, most of star hotels were 3-star hotel, namely 1,373 establishments (39.05 percent) with 125,149 rooms (34.41 percent), followed by 2- star hotel namely 802 establishments (22.81 percent) with 56,107 rooms (15.42 percent). The third biggest one was a 4-star hotel with as much as 724 establishments (20.59 percent) and 117,744 rooms (32.37 percent) (Badan Pusat Statistik, 2020).

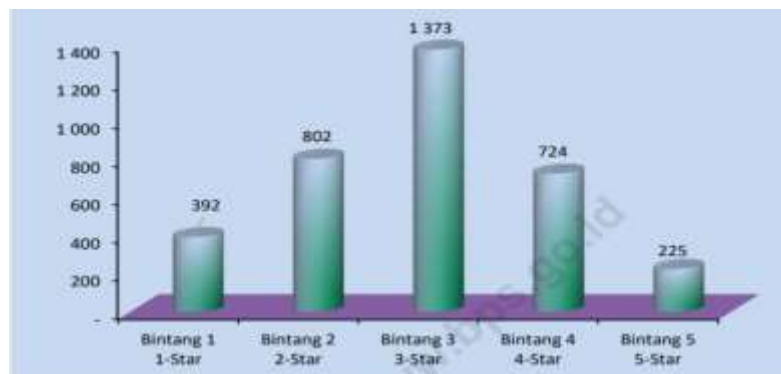


Figure 1. Hotel Growth in Indonesia (Badan Pusat Statistik, 2020)

Kompas Gramedia is one of the largest print media companies in Indonesia since 1965. Not satisfied just with the business of print media, Kompas Gramedia develop companies ranging from printing office in Indonesia, Gramedia Bookstore, Publishing Company, Radio Company (Sonora), Television (Kompas TV and Trans7), Education (Universitas Multi Media Nusantara, ELTI), and Manufacturing (Tessa). In 1978, the pioneer of Kompas Gramedia began to think about diversification outside of the main business. One result is the formation of a company engaged in the field of hospitality. Then, on August 22, 1981, they formed PT GRAHAWITA SANTIKA. Hotel Soeti is the first hotel purchased by PT Grahawita Santika in 1981. The hotel is in a very strategic location in the city. Graha Wita Santika group has various types of hotels ranging from 2-star to the name of Amaris, 3-star hotel named Santika, 4-star Santika Premier hotel, 5-star royal collection the Anvaya, the Kayana, and the Samaya. Until 2017, Kompas Gramedia group has built 103 local hotel chains in Indonesia, including the Santika hotels in Jakarta, Bogor, Depok, Tangerang, Bekasi (Jabodetabek) area.

Table 1. List Hotel Santika Jabodetabek Area

HOTEL	LOCATION	TOTAL ROOM	ADVANTAGES
Santika Taman Mini	JAKARTA	124	Close to attractions
Santika Kelapa Gading	JAKARTA	151	Close to the mall
Santika Bogor	BOGOR	143	Close to attractions
Santika Depok	DEPOK	122	Close to the mall
Santika BSD City Serpong	TANGERANG	150	Close to the mall
Santika Cikarang	BEKASI	120	Close to the mall

In 2019, the number of accommodation businesses in Indonesia was 29,243 establishments with details of 3,516 establishments (12.02 percent) were star hotels and 25,727 establishments (87.98 percent) were other accommodation businesses. Based on that, most of legal status of star hotels (81.74 percent) were PT/PT (Persero)/Perum, meanwhile the most other accommodation businesses were a special permit from the related institution/authority (40.90 percent). There were 10,413 businesses (35.61 percent) that have joined as member of accommodation association, which 2,965 businesses were star hotels, and 7,448 businesses were the other accommodation businesses. However, 18,830 businesses (64.39 percent) have not joined the member of accommodation association. With the number of new hotels popping up, the Santika group must be able to compete with other hotels (Badan Pusat Statistik, 2020).

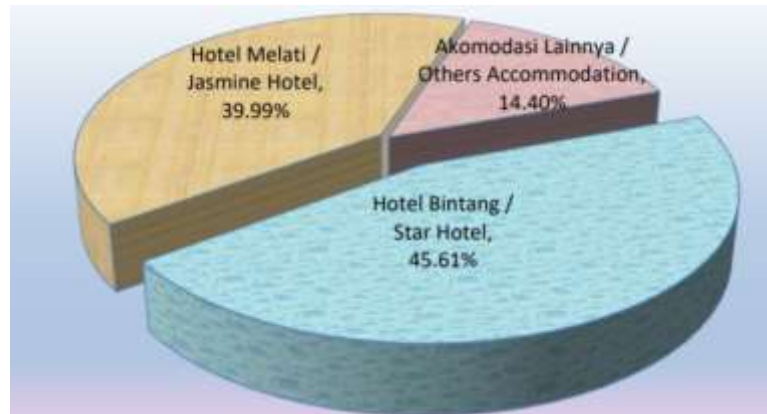


Figure 2. Hotel Classification (Badan Pusat Statistik, 2020)

Hotel Santika has experienced ups and downs in sales in the last three years. This can be resolved by utilizing 8P comprising products, prices, places, promotions, people, physical facilities and evidence, productivity, and quality. Increased productivity for cost management, managers must pay attention to the level of service that helps customers and employees. Quality of service is necessary to differentiate between product and customer loyalty. Of course, quality improvement investment without considering the balance of income and increasing costs can take a firm's advantage (Lovelock & Wright, 2002). This concept simplifies and unifies various marketing activities into one, making marketing easier to do and manage. Although the Santika hotel is the first local hotel chain in Indonesia, this also does not make the Santika hotel the top choice hotel for the Indonesian people. The 4P marketing strategy is like the embryo of the 7P introduced by E. Jerome McCarthy in the 1960s. While the 7P strategy is a development of the 4P which is generally used by companies that offer products in the form of services. The 8P strategy is deepened where there are additional dimensions of productivity and quality for a much deeper analysis of market conditions. The research benefit is to maximize the marketing strategy to increase brand awareness to the guests of the hotel Santika group. The research objective was to maximize the 8p components in influencing the level of brand awareness of the Santika brand.

LITERATURE REVIEW

Product

A product is seen as an item that satisfies what consumer demand. Product refers to the goods and services offered by the organization. A pair of shoes, a lipstick, all are product. It is a tangible good or an intangible service. Tangible products are those that have an independent physical existence. Every product is subject to a life cycle including a growth phase followed by a maturity phase and finally an eventual period of decline as sales fall. The products served by the hotel santika are rooms, food and beverages, service, and experience. Marketers must do careful research on how long the life cycle of the product they are marketing is likely to be and focus their attention on different challenges that arise

as the product moves. Product as anything that can be offered to a market for attention, acquisition, use, or consumption and that might satisfy a want or need (Kotler & Armstrong, 2005).

Price

The marketing plan must include consideration on how flexible prices are, lifecycle pricing, who gets discounts, and who pays transportation” (Perreault, Jr. & McCarthy, 2004). Price and other costs of service sector indicate management of different costs incurred by customers in return for using the services. Managerial responsibilities are not limited to traditional pricing techniques like determination of sales price for customers, determination of commercial profit and creation of limited credit conditions. Further, managers of service section search for ways of minimizing other costs like time, psychological and physical attempts, and negative feeling experiences which customers have in purchase (Lovelock & Wright, 2000).

Place

Place refers to the distribution channels used to get your product to your customers (Lovelock & Wright, 2000). What your product is will greatly influence how you distribute it. If, for example, you own a small retail store or offer a service to your local community, then you are at the end of the distribution chain, and so you will be supplying directly to the customer. Place includes marketing issues such as, channel type, exposure, transportation, distribution, and location. A product needs to be available to the client when and where the client wants it. Marketers describe this process as the “channel.” The channel describes “any series of firms (or individuals) that participate in the flow of products from producer to final user or consumer” (Perreault, Jr. & McCarthy, 2004).

Promotion

Promotion is the business of communicating with customers. It is an activity done by the company to promote, to introduce, to publish the product so it is become well known to the customer. Kotler Armstrong (2013) defines the promotion as Promotion means activities that communicate the merits of the product and persuade target customers to buy it. Belch Belch (2009) defines promotion as Promotion has been defined as the coordination of all seller-initiated efforts to set up channels of information and persuasion to sell goods and services or promote an idea. Hotel Santika Depok uses many promotional methods, the first is through online (social media, website and media TV, radio, newspapers). then for direct promotion, marketers usually make sales calls to various consumers, both companies and individuals.

People

For most services, people are a vital ingredient in the mix marketing. In the service industry, everyone is part time marketers whose actions and behavior have an immediate impact at the output the customer receives. Hence, every service organization (especially those with high levels of customer contact) should clearly define what is expected of each employee in their interactions with customers (Tjiptono, 2011). Eighty percent of the human resources who work in Santika Hotels are local people.

Physical Facilities and Evidence

The intangible characteristics of services lead to potential customers cannot judge a service before consuming it. One of the important elements in the marketing mix is reducing efforts level of risk by offering physical evidence and service characteristics (Tjiptono, 2011). Building outer view, yard area, internal furniture, equipment, signposts, printed info and other observable objects and tangible documents demonstrate company's service quality. Service companies need to manage physical assets exactly because physical assets and facilities can have a lot of impact on customer's perceptions (Lovelock & Wright, 2000). Santika hotels in each area have their own characteristics following the culture of the area where the hotel is located.

Productivity and quality

Productivity and quality which are usually investigated separately are two sides of a coin. No service company can investigate these two factors separately. Productivity increase is necessary for costs control, but managers must pay attention to reduction in the level of services customers and

employees are annoyed with. Service quality is necessary for differentiation between products and customers' loyalty. Of course, investment in improvement of quality without considering balance between income and costs increase may endanger corporate profitability (Lovelock & Wright, 2002).

Process

Effective process design and implementation is necessary for offering products to customers. A process explains the method of service operation systems. It seems that inappropriately designed processes raise problems for customers because services are offered slowly and ineffectively to customers. Similarly, weak processes create problems for frontline employees and prevent them from doing their duties effectively and this, in part, reduces productivity and increases the probability of service failures (Lovelock & Wright, 2002).

Brand Awareness

Brand awareness is the ability of a potential buyer to recognize and recall the brand as part of a particular product category. Brand awareness requires continuum ranging of the feeling of uncertainty which brand has been known before, so the customers believe that the product is the only brand in a particular group (Kotler, 2003). Brand awareness is the capacity of consumers to recognise or remember a brand, and there is a linkage between the brand and the product class, but the link does not have to be strong. Brand awareness is a process from where the brand is just known to a level when the consumers have put the brand on a higher rank; the brand has become the "top of mind" (Aaker, 1991).

Customer Satisfaction

Satisfaction becomes a very important role in the purchase of a products and services made by consumers. Martin et al. (2007) define consumer satisfaction is one important factor to predict consumer behavior and more specifically the repeat purchase. The level of consumer satisfaction is a function of the difference between performance and expectations. Consumers are satisfied when the transaction of goods or services acquired, most likely they will come back again and do other purchases and will recommend to friends or family about the company and its products (Richard, 1993).

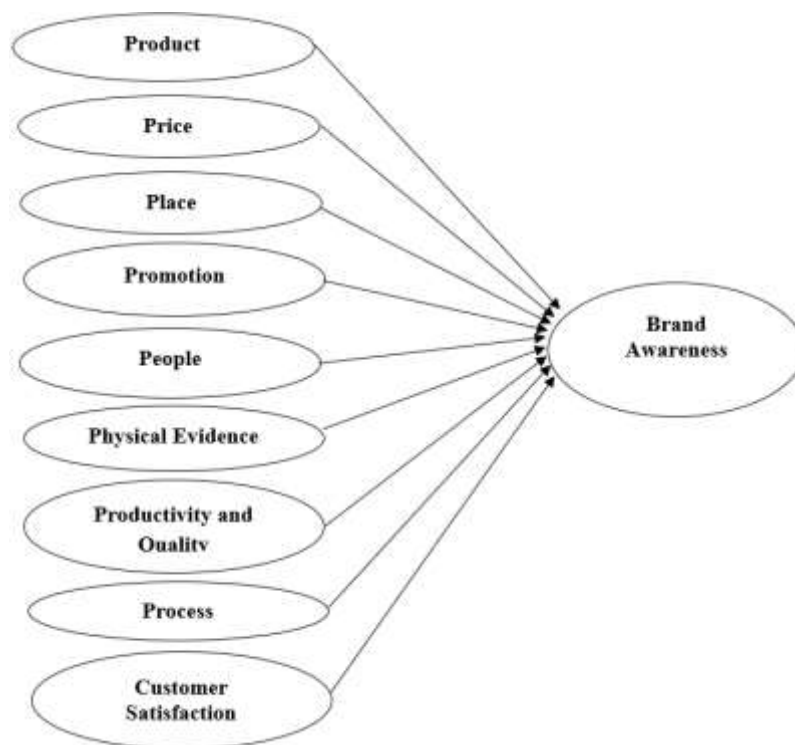


Figure 3. Research Framework Model

Based on the discussions, we can come up with these hypotheses:

- H1: Product has a positive influence on brand awareness.
- H2: Price has a positive influence on brand awareness.
- H3: Place has a positive influence on brand awareness.
- H4: Promotion has a positive influence on brand awareness.
- H5: People has a positive influence on brand awareness.
- H6: Physical has a positive influence on brand awareness.
- H7: Productivity and quality have a positive influence on brand awareness.
- H8: Process has a positive influence on brand awareness.
- H9: Customer satisfaction has a positive influence on brand awareness.

RESEARCH METHODOLOGY

Population

Population of study the population of this study all the guests who stayed at the Santika Hotel Jabodetabek area within the past year.

Table 2. Total Guest

Hotel	Total Rooms	Total Guest 2019
Santika Bogor	143	38,632
Santika Depok	122	33,565
Santika BSD City Serpong	150	35,791
Santika Cikarang	120	30,168

Sample

Sample is as many as one hundred and eighty guests who ever stay, by using hair formula. Sample is partly representative of that population. In this study will use the formula of Hair, et. al. (1998) with the determination of the sample in use:

$$n = (15 \text{ to } 20) \times k = (15 \text{ to } 20) \times 9 = 135 - 180 \text{ respondents}$$

Remarks:

n = sample (respondent)

k = research variable

15 - 20 = number of observers in the opinion of Hair

The number of respondents who took the questionnaire was 180 respondents.

Table 3. Characteristics of the Respondents

Age		Sex	
21-30	154	Female	108
31-40	12	Male	72
41-50	6		
51-60	8		

Characteristics of the Respondents

The age table above shows us that the respondents from 21 to 30 years old are 154 respondents, 31 to 40 years old are 12 respondents, 41 to 50 years old are 6 respondents, and then above 51 to 60 years old are 8 respondents. The result is the respondents who are 21 to 30 years old are more likely to come to Santika Hotel Jabodetabek Area than the other ages.

From Table 3, it is shown that female respondents are 108 respondents, while male respondents are 72 respondents. Therefore, the female respondents are higher than the male respondents.

Data Collection Procedures

The primary source is the data source that directly provide data to data collectors” (Sugiyono, 2008). The primary sources of this form of notes of interviews were obtained through interviews conducted by the author. In addition, the authors also conducted field observations, collect data in the form of a note about the situation and events in the library, and then distributing questionnaires to be filled out by respondents. (Arikunto 2006). Questionnaire is a written statement that is used to obtain information from respondents in terms of reporting about the person or the things that he knew. (Sugiyono, 2008). Questionnaire is a technique of data collection is done by giving a set of questions or a written statement to the respondent to answer. The questionnaire was distributed online over a 4-week collection period using the google form media.

Research Instrument

The research structure has been marketing mix and customer satisfaction is the independent variable, and brand awareness is dependent variable. The current study measures brand awareness by asking whether customers know the brand and tests the following hypothesis. It is a tool used to determine the regression equation that shows the influence between two or more independent variables with the dependent variable. The goal is to predict the value of the dependent variable when the independent variable value increased or decreased, and to determine the direction of the relationship between the independent variables and the dependent variable is whether each - each variable associated positive or negative (Hasan, 2002).

Regression linier: $Y = a + b_1X_1 + b_2X_2 + b_3X_3 + b_4X_4 + b_5X_5 + b_6X_6 + b_7X_7 + b_8X_8 + e$

Y = Brand Awareness

a = Constanta

b1 = Coefficient Product

b2 = Coefficient Price

b3 = Coefficient Place

b4 = Coefficient Promotion

b5 = Coefficient People

b6 = Coefficient Physical Evidence

b7 = Coefficient Productivity and Quality

b8 = Coefficient Process

X1 = Product (Independent variable)

X2 = Price (Independent variable)

X3 = Place (Independent variable)

X4 = Promotion (Independent variable)

X5 = People (Independent variable)

X6 = Physical Evidence (Independent variable)

X7 = Productivity and Quality (Independent variable)

X8 = Process (Independent variable)

RESULTS AND DISCUSSION

Regression Analysis

The determinant test shows that the value of the adjusted R² is 0,845, which shows that 8P and Customer satisfaction react to 84.5% to Brand Awareness, while the rest is 15.5% react to the other variable that is not examined (see Table 4). The study uses linear regression analysis to examine the relationship between marketing mix, and satisfaction for brand awareness.

Table 4. Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	0.923	0.853	0.845	0.21513	1.463

- Predictors: (Constant), customer satisfaction, price, people, product, physical, place, productivity and quality, promotion, process.
- Dependent Variable: brand awareness

It has been found that marketing mix elements are predictor of satisfaction Product (0.194), Price (0.005), Place (0.02), Promotion (0.051), People (0.021), Physical Evidence (0.003), Productivity and Quality (0.242), Process (0.175), and Customer Satisfaction (1.119) has also been found to be a predictor of satisfaction. This implies that the null hypotheses Hypotheses 1, 7, 8 and 9 are all rejected.

F-Test

Hypothesis testing simultaneously aims to measure the magnitude of the influence of independent variables together to the dependent variable.

Table 5. ANOVA

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	45.548	9	5.061	109.351	0.000
	Residual	7.868	170	0.046		
	Total	53.415	179			

- Dependent Variable: brand awareness
- Predictors: (Constant), customer satisfaction, price, people, product, physical, place, productivity and quality, promotion, process.

In Table 5, the value of F-count is 109.351 and the statistical value of F-table = (k; n-K-1) at the 0.05 significance stage (F 0.05 (9) (170) = 1.96. Since the value F-count > F-table and Sig < α , it is concluded that we can reject H₀ and accept H_a. It means that product, price, place, promotion, people, physical evidence, productivity and quality, process and customer satisfaction simultaneously or simultaneously affect the satisfaction of brand awareness.

t-Test

Table 6. Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	-0.689	0.202		3.410	0.001		
	Product	0.194	0.036	0.188	5.359	0.000	0.705	1.419
	Price	0.005	0.041	0.007	0.124	0.901	0.294	3.398
	Place	0.002	0.049	0.002	0.032	0.975	0.320	3.127
	Promotion	0.051	0.062	0.031	1.984	0.003	0.258	3.870
	People	0.021	0.025	0.035	0.849	0.397	0.518	1.931
	Physical	0.003	0.035	0.004	0.092	0.927	0.374	2.675
	Productivity & Quality	0.242	0.046	0.288	5.314	0.000	0.295	3.386
	Process	0.175	0.031	0.199	5.631	0.000	0.695	1.439
	Customer Satisfaction	1.119	0.062	1.083	17.952	0.000	0.238	4.197

Based on Table 6, partial hypothesis testing on this study is as follows:

- The significant coefficient of product variables (X₁)

From the coefficient table, the t-count of 5.359 can be obtained with significance level 5% ($\alpha = 5\%$) and df (degrees of freedom) n-k-1 (180-9-1) = 170, so we get the value of t to be 0.05 (170) = 1.976. Because t-count 5.359 > t-table 1.976 and variable probability value (X₁) with a level of significance 0.000 < 0.05, then H₀ can be rejected and H₁ accepted, which means that the product has a significant influence on brand awareness in Santika Hotel Jabodetabek area.

2. The significant coefficient of price variables (X2)
From the coefficient table, the t-count of 0.124 can be obtained with significance level 5% ($\alpha = 5\%$) and df (degrees of freedom) $n-k-1$ ($180-9-1$) = 170, so we get the value of t to be 0.05 (170) = 1.976. Because t-count 0.124 < t-table 1.976 and variable probability value (X2) with a level of significance 0.901 > 0.05, then H0 can be accepted and H2 rejected, which means that the product has a significant influence on brand awareness in Santika Hotel Jabodetabek area.
3. The significant coefficient of place variables (X3)
From the coefficient table, the t-count of 0.032 can be obtained with significance level 5% ($\alpha = 5\%$) and df (degrees of freedom) $n-k-1$ ($180-9-1$) = 170, so we get the value of t to be 0.05 (170) = 1.976. Because t-count 0.032 < t-table 1.976 and variable probability value (X3) with a level of significance 0.975 > 0.05, then H0 can be accepted and H3 rejected, which means that the product has a significant influence on brand awareness in Santika Hotel Jabodetabek area.
4. The significant coefficient of promotion variables (X4)
From the coefficient table, the t-count of 1.984 can be obtained with significance level 5% ($\alpha = 5\%$) and df (degrees of freedom) $n-k-1$ ($180-9-1$) = 170, so we get the value of t to be 0.05 (170) = 1.976. Because t-count 1.984 > t-table 1.976 and variable probability value (X4) with a level of significance 0.003 < 0.05, then H0 can be rejected and H4 accepted, which means that the product has a significant influence on brand awareness in Santika Hotel Jabodetabek area.
5. The significant coefficient of people variables (X5)
From the coefficient table, the t-count of 0.849 can be obtained with significance level 5% ($\alpha = 5\%$) and df (degrees of freedom) $n-k-1$ ($180-9-1$) = 170, so we get the value of t to be 0.05 (170) = 1.976. Because t-count 0.849 < t-table 1.976 and variable probability value (X5) with a level of significance 0.397 > 0.05, then H0 can be accepted and H5 rejected, which means that the product has a significant influence on brand awareness in Santika Hotel Jabodetabek area.
6. The significant coefficient of physical evidence (X6)
From the coefficient table, the t-count of 0.092 can be obtained with significance level 5% ($\alpha = 5\%$) and df (degrees of freedom) $n-k-1$ ($180-9-1$) = 170, so we get the value of t to be 0.05 (170) = 1.976. Because t-count 0.092 < t-table 1.976 and variable probability value (X6) with a level of significance 0.927 > 0.05, then H0 can be accepted and H6 rejected this means that the product has a significant influence on brand awareness in Santika Hotel Jabodetabek area.
7. The significant coefficient of productivity and quality (X7)
From the coefficient table, the t-count of 5.314 can be obtained with significance level 5% ($\alpha = 5\%$) and df (degrees of freedom) $n-k-1$ ($180-9-1$) = 170, so we get the value of t to be 0.05 (170) = 1.976. Because t-count 5.314 > t-table 1.976 and variable probability value (X7) with a level of significance 0.000 < 0.05, then H0 can be rejected and H7 accepted this means that the product has a significant influence on brand awareness in Santika Hotel Jabodetabek area.
8. The significant coefficient of process (X8)
From the coefficient table, the t-count of 5.631 can be obtained with significance level 5% ($\alpha = 5\%$) and df (degrees of freedom) $n-k-1$ ($180-9-1$) = 170, so we get the value of t to be 0.05 (170) = 1.976. Because t-count 5.631 > t-table 1.976 and variable probability value (X4) with a level of significance 0.000 < 0.05, then H0 can be rejected and H8 accepted, which means that the product has a significant influence on brand awareness in Santika Hotel Jabodetabek area.
9. The significant coefficient of customer satisfaction (X9)
From the coefficient table, the t-count of 17.952 can be obtained with significance level 5% ($\alpha = 5\%$) and df (degree of freedom) $n-k-1$ ($180-9-1$) = 170, so we get the value of t to be 0.05 (170) = 1.976. Because t-count 17.952 > t-table 1.976 and variable probability value (X4) with a level of significance 0.000 < 0.05, then H0 can be rejected and H9 accepted this means that the product has a significant influence on brand awareness in the Santika Hotel Jabodetabek area.

CONCLUSION

Based on the results of hypothesis analysis, the variables product, price, place, promotion, people, physical evidence, productivity and quality, process and customer satisfaction simultaneously have a significant influence ($p = 0.000 < 0.05$) where the effect given by independent variables on a simultaneous basis to the dependent variable is positive ($R = 0.923$).

The results of this study also show that partially variables product, price, place, promotion, people, physical evidence, productivity and quality, process and customer satisfaction. has an influence significant to brand awareness. From the results of surveys of customer satisfaction to the most influential brand awareness at the Santika Hotel Jabodetabek area. However, only a few guests were willing to share good information to family or friends about the hotel. For the Product segment, we can see that in variable Less attractive features make the guest feel less satisfied with the services. The hotel is advised to add product features that are adjusted with the times to improve brand awareness (e.g., adding a minibar and hairdryer). For the Promotion part, less promotion through advertisement on television and internet make the guests less recognize brand santika indonesia. Promotion by using television and internet through social media is very effective with the number of Indonesian people who use social media. For the People aspect, the skills of the staff are still lacking according to the guests, because the hotel employees are less educated in employee recruitment and only rely on the employee's experience. should be the standardization of education to occur equality and ease in operational activities and make the guests aware of the brand. For the Process part, guest requests cannot be handled properly giving a very less appraisal of the process variables as guest requests are very important. There should be a refresh training and good management in handling guest requests. such as preparing a logbook or a special system for guest requests are accompanied by a reminder. For the Customer Satisfaction factor, the management must strive to be more attractive in all the needs of guests to increase satisfaction.

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