



The Effect of Service Quality on Consumer Satisfaction: A Case Study of the Hospitality Industry in Pekanbaru Indonesia

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ABSTRACT

The purpose of this study was to determine the effect of service quality on customer satisfaction at Hotel Pekanbaru ". The research method used is quantitative research. The sampling technique used incidental random sampling, with samples taken using the Slovin formula as many as 97 people. Finding Based on the partial test (test) it was found that there was a significant influence between service quality and Pekanbaru Hotel consumer satisfaction. It was also found that service quality contributed 95.3% to customer satisfaction while 4.7% was determined by other variables not included in this research.

Keywords: Service Quality, Customer Satisfaction

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INTRODUCTION

In the world of trade, if a company cannot formulate a business strategy and marketing strategy properly, it will experience defeat in the competition where marketing strategy is one of the main activities carried out by entrepreneurs to maintain their survival, to develop and to gain profits.(Iskamto 2015, 2017). One of the important aspects in marketing is to encourage potential consumers to buy, essentially the company must be able to create higher customer value compared to competitors, this is done in an effort to provide satisfaction to customers.(Afthanorhan et al. 2019; AL-Mhasnah et al. 2018; Iskamto and Ghazali 2021).

The development of city centers is currently followed by the emergence of modern lodging places, one of which is Hotel Pekanbaru"who want to meet consumer wants and needs. For example, for resting places, meeting activities, party events, and dining events, and many more facilities provided byPekanbaru Hotels(Agusra, Lussianda, and Susanti 2021; Nurhayana 2021). Good and satisfying customer service must be the main mission for a company Hotel where customer satisfaction is the main focus for many companies in deciding strategies to win the competition. Service quality in general is a comparison between consumer expectations and the performance of the services provided(Iskamto 2019; dedi Iskamto et al. 2021, 2021). Based on the above definition, it can be concluded that service quality is an effort made by the company in serving the needs and desires of consumers in accordance with what consumers expect(Angelova and Zekiri 2011; Iskamto 2020; Iskamto et al. 2020; Iskamto and Ghazali 2021). In addition, there are several consumers who complain about the services received at the Pekanbaru Hotel, which are as follows:

Table 1: Number and Types of Consumer Complaints

Year	Amount Complaint	Consumer complaints
2014	1.576	Doesn't have an elevator
2015	2,687	Rooms with limited windows
2016	3,590	Room service service is not friendly
2017	2,678	The price of food and drinks at the hotel restaurant is too expensive
2018	2.254	No or slow Wi-Fi connection in the room
	1.345	Consumers do not receive mineral water in the morning
	1.575	The telephone in the consumer's room is broken.
	1,635	the customer ordered a room that was apparently being repaired
	2,568	The quality of the bath water is not clean and smells
	1,754	The room has not been cleaned at the time of check-in
	1,846	Room size that does not match the reservation
	1.574	The hotel room smells bad/cigarette smoke and cockroaches
	2,546	The room ac is not cold during the day
	1,784	Hotel lacks view
	1.478	Don't have building for Meeting

Source: *Hotel Pekanbaru, 2019*

Table above, it can be explained that the number of consumers who complain to hotels every year is always large, it can be seen that in 2014 there were 1,576 consumers who complained and increased in 2016 to 3,590 consumers who complained. The types of complaints received by consumers are a long service process, especially on holidays, many people come to stay overnight so that the services provided are not optimal, there are several employees, almost all work is done by themselves. So this will have an impact on the services to be provided. Based on the problems above, the authors are interested in taking the title of this study.

LITERATURE REVIEW

Service quality

According to Kotler (2010: 210) Service quality is an activity that includes speed in serving consumers, willingness to meet consumer needs and delivery of goods or products properly. Meanwhile, according to Parasuraman (2010), service quality is a comparison between services that are felt to be equal to or exceed the expected service quality, then the service can be said to be of high quality and satisfactory. Based on the above definition, it can be concluded that service quality is all forms of service performed by a person or service provider to the fullest with all excellence in order to meet customer needs and expectations. (Iskamto and Ghazali 2021; Riani, Sawitri, and Rahmawati 2012; Siagian and Wijoyo 2021; Susanto 2021).

Indicator Service quality

According to Parasuraman, et al in Tjiptono (2010: 273) mentions five dimensions of service quality, namely: (reliability), namely the ability to provide the promised service immediately, accurately and satisfactorily. Responsiveness, namely the desire of staff to help customers and provide responsive service. Assurance, namely the behavior of employees is able to grow customer trust in the company



and the company is able to grow customer trust in the company can create a sense of security for its customers. Empathy includes ease in establishing relationships, good communication, personal attention, and understanding of the individual needs of customers. Tangible includes physical facilities, equipment, employees and means of communication.

Consumer Satisfaction

Satisfaction according to the Indonesian Dictionary is satisfied; feel happy, about (things that are satisfied, pleasure, relief and so on). Satisfaction can be interpreted as a feeling of satisfaction, pleasure and relief for someone due to consuming a product or service to get the service of a service. According to Kotler (2010: 35) customer satisfaction is the level of a person's feelings after comparing the performance or results he receives

Dimensions of Consumer Satisfaction

In measuring consumer satisfaction, the indicators used according to Cronin in Yamit (2010) are as follows: Satisfaction with the appearance of physical facilities The satisfaction felt by consumers with the facilities provided by the company to them. Satisfaction with care for consumers Satisfaction felt by consumers for company care in helping consumers find solutions when they have problems Satisfaction with the ability to carry out promised services(Cunningham and De Meyer-Heydenrych 2021; Edvardsson et al. 2000; Thursday and AbRashid 2018). Satisfaction felt by consumers on the ability to carry out the promised services to consumers. Satisfaction with the willingness to help consumers Satisfaction felt by consumers for the willingness and readiness to help consumer needs. Satisfaction with knowledge and courtesy Satisfaction felt by consumers with knowledge and courtesy possessed by employees.

The Effect of Service Quality on Consumer Satisfaction

According to Tjiptono (2011), he wrote his rationale about the relationship between service quality and customer satisfaction, among others: If the consumer has no previous experience with a company, his perception of the company's service quality will be based on his expectations. Subsequent service encounters with the company will causes consumers to enter the disconfirmation process and revise their perceptions of service quality (D. Iskanto, Srimulatsih, and Ansori 2021)Each additional interaction with the company will strengthen or otherwise change consumers' perceptions of service quality. Perceptions of service quality that have been revised modify consumer buying interest to changes in the future.

RESEARCH METHODS

This study took the location of one of the hotels located in Kampar Regency, Riau. The data is collected by the researcher directly consumers who stay, through a questionnaire. Sample A total of 97 people, the sampling technique in this study is to use the random sampling technique incidental.

RESULTS AND DISCUSSION

Validity test

The validity test is used to measure the validity or validity of a questionnaire, the validity test is carried out by comparing the value of r count with r arithmetic table at a significant level of 5% for 2-sided test, if r count r table then the measuring instrument used is declared valid or vice versa, if r count r table then the measuring instrument used is not valid. In this study, the critical correlation table for the value of r is $r(N-2)$ where N is the number of respondents with a significance level of 5%

or 0.05. The number of respondents (N) in this study was 97, then $r = 95$ so that the value of r table was 0.1996.

Table 2: Service Quality Validity Test Results (X)

Statement Items	r count	r table	Information
Statement 1	0.539	0.1996	Valid
Statement 2	0.643	0.1996	Valid
Statement 3	0.540	0.1996	Valid
Statement 4	0.564	0.1996	Valid
Statement 5	0.511	0.1996	Valid
Statement 6	0.491	0.1996	Valid
Statement 7	0.479	0.1996	Valid
Statement 8	0.399	0.1996	Valid
Statement 9	0.457	0.1996	Valid
Statement 10	0.663	0.1996	Valid
Statement 11	0.710	0.1996	Valid
Statement 12	0.609	0.1996	Valid
Statement 13	0.558	0.1996	Valid
Statement 14	0.495	0.1996	Valid
Statement 15	0.401	0.1996	Valid

Source: SPSS 17 research results, 2019

Table 2 above, it can be explained that all the statements used to measure the service quality variable indicator (X) have an r arithmetic value that is greater than r table. The value of r table for 97 samples at a significant level of 5% is 0.1996, because all calculated r values are greater than 0.1996, it can be concluded that all statements of service quality variable (X) are said to be valid or meet the requirements.

Table 3: Test the Validity of the Consumer Satisfaction Variable (Y)

Statement Items	r count	r table	Information
Statement 1	0.486	0.1996	Valid
Statement 2	0.586	0.1996	Valid
Statement 3	0.537	0.1996	Valid
Statement 4	0.563	0.1996	Valid
Statement 5	0.523	0.1996	Valid
Statement 6	0.450	0.1996	Valid
Statement 7	0.468	0.1996	Valid
Statement 8	0.512	0.1996	Valid
Statement 9	0.462	0.1996	Valid
Statement 10	0.532	0.1996	Valid

Source: SPSS 17 research results, 2019

Table 3 above, it can be explained that all the statements used to measure the indicators of the consumer satisfaction variable (Y) have a calculated r value that is greater than r table. The value of r table for 97 samples at a significant level of 5% is 0.1996 because all calculated r values are greater than 0.1996, so it can be concluded that all statements of the consumer satisfaction variable (Y) are said to be valid or meet the requirements.

Reliability Test

Reliability test was conducted to see the consistency and stability of the instrument measurement. Reliability testing is done by alpha method. Where an instrument can be said to be reliable if > 0.6 and said to be unreliable if < 0.6 .

Table 4: Reliability Test

Variable	Cronbach's Alpha	Information
Service Quality (X)	0.814	Reliable
Consumer Satisfaction (Y)	0.677	Reliable

Source: SPSS 17 research results, 2019

Based on table 4 above, it can be seen that the alpha value for the Service Quality variable (X) is 0.814 and the alpha value for the Consumer Satisfaction variable (Y) is 0.677, it can be concluded that the data contained in the instrument or questionnaire used for each indicator can be trusted or reliable.

Normality test

The normality test aims to test whether in the regression model, the dependent variable and the independent variable have normal or close to normal data distributions. To see the normal probability plot that forms a straight diagonal line, and plotting the data to be compared with the diagonal line.

If the data spreads around the diagonal line and follows the direction of the diagonal line/histogram graph, it shows a normal distribution pattern. If the data is far from the diagonal line and does not follow the direction of the diagonal line/histogram graph, it shows an abnormal distribution pattern. To see the results of the normality test can be seen in the table below:

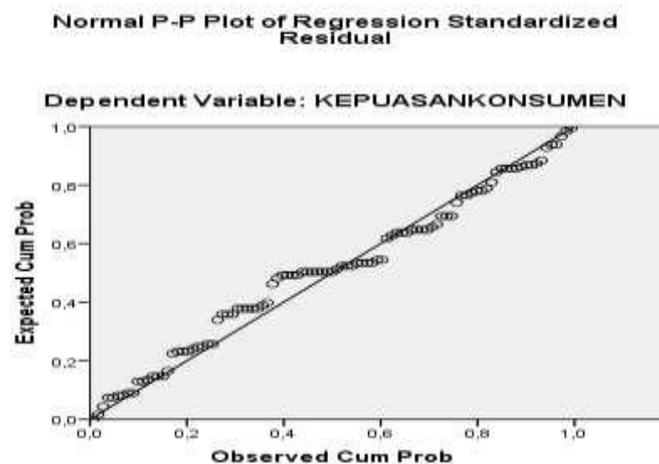


Figure 1: Normality Test

Source: SPSS 17 research results, 2019

Simple Linear Regression Analysis

This analysis is used to determine the effect of the independent variable Service Quality (X) on the dependent variable of Consumer Satisfaction (Y).

Table 5: Simple Linear Regression Test Results

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	-.211	,946		-.223	,824
SERVICE QUALITY	,659	0.016	,974	42,324	,000

a. Dependent Variable: CONSUMER SATISFACTION

Source: SPSS 17 research results, 2019

From table 5 above, it can be explained that to see the effect of the independent variable, namely the quality of service (variable X) on the dependent variable, namely customer satisfaction (Y), using simple regression analysis with the result $Y = -0.211 + 0.659X$. This means that the value of a is -0.211 this value indicates that when the service quality variable (variable X) is 0, then customer satisfaction (variable Y) is 0.659. While the value of b is 0.659, meaning that when there is an increase in the value of the service quality variable (variable X) by 1 (one) unit, then customer satisfaction will increase by 0.659 units. Service Quality (X) then consumer satisfaction decreased by -0.211 units.

Partial Test

The t test is used to show how far the influence of an independent variable individually in explaining the variation of the dependent variable.

Table 6: t test results

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.211	.946		-.223	.824
	SERVICE QUALITY	.659	0.016	.974	42,324	.000

a. Dependent Variable: CONSUMER SATISFACTION

Source: SPSS 17 research results, 2019

Based on table 6 above, the t value for the independent variable Quality of Service (X) is 42,324. The value of t table with dk = 95 and a confidence level of 5% or 0.05 is 1.98525. From these values, it can be concluded that $t_{\text{arithmetic}} > t_{\text{table}}$ or $42.324 > 1.98525$ means that there is a significant influence between service quality and Pekanbaru Hotel consumer satisfaction. So H_a is accepted and H_o is rejected.

Determinant Test

Table 6: Results of the Coefficient of Determination . Analysis

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.974a	.950	.949	.922

a. Predictors: (Constant), QUALITY OF SERVICE

b. Dependent Variable: CONSUMER SATISFACTION

Source: SPSS 17 research results, 2019

From table 6 above, the value of $R = 0.974$ is obtained. This means that Service Quality has a close relationship with Customer Satisfaction. R Square of 0.950 or 95%. This value can be interpreted that the quality of service contributes to consumer satisfaction by 95% while 5% is determined by other variables that are not in this research model.

CONCLUSION

Based on the hypothesis test that has been done, it can be concluded that in the regression test the service quality variable (variable X) is 0, then customer satisfaction (variable Y) is 0.565. While the value of b is 0.877, meaning that when there is an increase in the value of the service quality variable (variable X) by 1 (one) unit, then customer satisfaction will increase by 0.877 units. Based on the partial test (test) it was found that there was a significant effect between service quality on Pekanbaru Hotel consumer satisfaction. It was also found that service quality contributed 95.3% to customer satisfaction while 4.7% was determined by other variables not included in this research model.

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