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Factors Affecting Customer Satisfaction Of The Ubud Anyer Hotel

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Abstract

This research aims to find out the influence of the quality of your service and civil service on customer satisfaction at the Ubud Anyer Hotel. As well as identifying the factors that influence customer satisfaction. Population study This is customers staying at the Ubud Hotel Anyer with criteria aged 17-25 years, with amount sample of 30 people. This research uses test tools in the form of validity tests and reliability tests.The data analysis technique used in this research is analysis multiple linear regression. As well as Test hypothesis using the F test and T test. From the results of the researcher and the discussion, conclusions can be drawn about the quality of service and the existing facilities owned by Hotel Ubud Anyer has an influence on customer satisfaction.

Keywords : Quality Service, Facilities, Satisfaction customer

INTRODUCTION

Currently the business world is experiencing great growth rapidly, one of which is in a moving business in the field manufacture nor service. Development economy in a way accompanying complete with development technology and science knowledge create A increasing competition tight and sharp, good in domestic market as well as in international markets (Manurung, 2007). For can compete so every company must capable fulfil satisfaction his customers with appropriate strategy with services offered. Service is one of possible factors fulfil satisfaction customer. With so company must Can

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give service as good as Possible For give satisfaction to customer. Moment This moving company in the field service has experience rapid development, for example in the sector industry service banking, tourism, telecommunications and health. As well as industry service hospitality, so can develop required knowledge about good service.

In Indonesia, companies are moving in the field hospitality is sector industry combined services service with product. Example products sold industry service hospitality I'm wrong hotel rooms, buildings, designs building, interior as well exterior rooms, food and drinks are also sold. Kotler and Armstrong (2015) define service as activity or benefits offered by one the other party basically without exist or not produce ownership whatever.

In moving company in the field goods and services, one of which is in industry hospitality, satisfaction customer is very factor important For fulfil Satisfaction customer. If services provided in accordance with what consumers want, then consumer will get level satisfaction separately. On the other hand, if consumer get inadequate service appropriate Eat consumer will feel disappointed. With So, manufacturers or consumer will You're welcome get profit if satisfaction That happen. According to Kotler and Armstrong (2011), " satisfaction consumer is level Where presumption product performance will in accordance with hope a buyer ". With exists good facilities as well as adequate so will increase service.

According to Kotler and Armstrong (2011), quality is the hottest topic in the business and academic world. Factor main determinant performance something company is products and services produced. Quality products and services is appropriate products and services with desire consumer. In matter this is related with quality that is service, service Can form goods and services. service often very Lots desired by consumers For reach objective certain. This matter can We give an example quality services at Ubud hotels like case reception hotel guests with kind and friendly, cara employee explain every the facilities obtained by hotel visitors, the employees who deliver them hotel visitors to take a look hotel environment, and deliver hotel visitors arrive to a hotel room is quality services to create them something satisfaction customer for the Ubud hotel Anyer.

According to Kotler and Armstrong (2011), facilities is important factor in determine satisfaction customer. Factor facility For choose something product specifically product services, where complete and adequate facilities provided will make consumer feel satisfied to the product he uses. There is many facility provision hotel service resulted

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consumer faced with many choice products and services offered. This matter Can seen with Ubud hotel facilities like service 24-hour front desk, spacious rooms and villas equipped with AC, private bathroom, television and free internet hotspot, pool swimming, spa, very parking area wide for customer. So with exists quality good service and facilities will produce something satisfaction for Ubud Hotel customers Anyer, because in organization service service problem quality service become problem important and basic For increase satisfaction customer as use service service.

Kotler and Keller (2013) suggest that satisfaction is a person 's feelings of joy or disappointment that arise after a h compares his impression of the performance of a product and his expectations. This matter must be paid attention to by the management of the Ubud Anyer Hotel, because if the Ubud Hotel fails to satisfy customer satisfaction, aThis will result in reducing the number of customers and creating a bad impression from customers towards the Ubud Hotel itself, So in the future, Ubud Hotel must be more proactive in improving the quality of service.

Formulation Problem

Formulation problem study This is look for connection between quality services and facilities available at Ubud Hotel Anyer with level satisfaction customer. Question the divided become three focus main. First, what quality services provided by Hotel Ubud Anyer own influence significant to level satisfaction customer ? Second, what? Facilities available at Hotel Ubud Anyer role important in increase satisfaction customer ? And thirdly, what? between quality adequate services and facilities together influential to satisfaction Ubud Hotel customers Anyer ?

Objective Study

Study This aim For evaluate influence quality services and facilities provided by Hotel Ubud Anyer to level satisfaction his customers. Question main thing to be focus is is quality services provided by Hotel Ubud Anyer own influence significant to level satisfaction customers, as well is The facilities available at the hotel also play a role in increase satisfaction customer. Besides that, research this is also looking for answer is combination between quality services and facilities own influence to satisfaction Ubud Hotel customers Anyer. With analyze factors that, is expected can give more picture clear about possible strategy implemented by Ubud Hotel management Anyer in increase experience and satisfaction customer.

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THEORETICAL BASIS

Hotel

A hotel is a company that is managed by its owner by providing food, drinks and sleeping facilities to people who are traveling and is able to pay a reasonable amount according to the services received without any special agreement. A hotel is a type of accommodation that uses part or all of a building to provide accommodation, food and drink and other supporting services for the public which is managed on a commercial basis. From this understanding it can be concluded that hotels should be:

1. A type of commodity.
2. Using as part or all existing buildings.
3. Providing accommodation, food and drink services and other support services.
4. Provided to the public and managed commercially.

Service quality

According to Tjiptono and Chandra (2014), service quality is a measure of how well the level of service provided meets customer expectations. Service quality is the expected level of excellence and control over that level of excellence to fulfill customer desires. Based on the opinion above, it can be concluded that there are main factors that influence service quality, namely: expected services and perceived/perceived services. If the perceived service matches the expected service, the quality of the service will be perceived as good or positive. Likewise, if the perceived service is worse than the expected service, the quality of the service is perceived as negative or bad. Factors that influence service quality are:

1. Tangible
2. Reliability
3. Responsiveness
4. Guarantee (Assurance)
5. Empathy (Empathy)

Customer satisfaction

Basically the goal of a business is to create satisfied customers. Creating customer satisfaction can provide several benefits, including a harmonious relationship between the company and its customers, providing a good basis for repeat purchases and creating customer loyalty, and forming a word of mouth recommendation that benefits the

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company. There are several experts who provide definitions regarding customer satisfaction/dissatisfaction. Tjiptono (2013) states that customer satisfaction or dissatisfaction is the customer's response to the evaluation of perceived disconfirmation. Kotler and Keller (2013), interpret that customer satisfaction is the level of a person's feelings after comparing the performance or results they feel compared to their expectations. In James G. Barnes (2012).

Based on several definitions above, it can be concluded that basically the definition of customer satisfaction includes differences in expectations and perceived performance or results. Satisfaction is a customer's response to the fulfillment of their needs. This means an assessment that a form of special feature of a good or service, or the goods/service itself, provides a level of comfort related to fulfilling a need, including fulfilling needs based on expectations or fulfilling needs that exceed customer expectations. Factors that influence customer satisfaction, namely: service quality, emotions, price.

Methods for Measuring Customer Satisfaction

There are several methods that every company can use to measure and monitor customer and customer satisfaction. a ngg a n pes a ing. Kotler and Armstrong (2015) identified four methods for measuring customer satisfaction, including : Complaint and advice system, Ghost shopping , lost customer analysis, and customer satisfaction surveys.

1. Complaint and ns ar a n system

   Every organization that is customer oriented (customer oriented) needs to provide opportunities for easy access and nya to our customers in order to convey their suggestions, criticism, opinions and complaints. The media used can be in the form of text boxes placed in strategic strategic locations, comment cards, traffic channels n special telephone free of credit, and nl a in -l a in. The information obtained from this method can provide new ideas and valuable input to the company. aa n, thus making it possible to react appropriately and quickly to overcome any problems that may arise.
2. Ghost shopping (mystery shopping)

   One way to get a picture of customer satisfaction is by employing several or ghost shoppers to act or pretend to be potential customers of the company 's and competitors ' products. Brands are asked to interact with the service provider 's

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staff and use the company 's products / services. Based on their experiences, they were then asked to conduct meetings regarding their strengths and weaknesses. Weaknesses of the company 's products and competitors. It is common for ghost shoppers to be asked to sexually observe and assess the company 's behavior and their competitors ' behavior. Answer specific customer requests, answer customer questions, and handle any complaints.

3. Lost Customer An alysis

   As far as possible, the company should contact its customers who have stopped purchasing or who have moved suppliers. You can understand why things happen and so you can take corrective / improving policies. furthermore. It 's not just an exit interview that is necessary, but monitoring the customer loss rate is also important, where increasing customer loss rate A te points out the company 's failures and in meu a customer 's complaints.

4. Customer satisfaction survey

   Most customer satisfaction research is carried out using survey methods, whether surveys by post, telephone, email, or email. websites, as well as direct web sites. Through surveys, companies will obtain feedback directly from customers and also provide feedback. The positive impression that the company pays attention to its customers.

Service Consumer Behavior

The main goal of marketing is to serve and satisfy consumer needs and desires. Therefore, marketers need to understand how consumers behave in satisfying their needs and desires. According to Dharmest a, B asu Swa sth a., H andoko (2013), consumer behavior (consumer beh a vior) is in the activities of individuals who those who were directly involved first found the opportunity and used materials and materials This is in the process of making decisions regarding the preparation and determination of these activities.

Kotler and Keller (2013) state that consumer behavior is the behavior of final consumers, individuals and households. who buy goods and services for personal consumption in. There are two important elements of consumer behavior, including : 1) The decision - making process, 2) Physical activity, all of this involves As an individual in assessing, getting and using economic materials or services.

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Return Visit Decision

According to Pratminingsih (2013), return visits are one of the basic problems of hotel managers ' management. Return visits by visitors can provide more revenue and minimize costs.They also concluded that most of the research results showed that there was a significant relationship between tourist satisfaction and w a n, intention to return, and positive recommendation. According to Tjiptono (2013), creating customer satisfaction can provide several benefits, including The company and its customers become harmonious, providing a good service for repeat buyers and creators a loyalty to customers, and forming a word of mouth recommendation that is profitable for the company.

Service quality

The quality of service is a problem that companies must carry out so that they are able to survive and and still gain customer trust. Consumer consumption patterns and customer lifestyles require companies to be able to provide quality service. The company 's success in providing quality service can be determined by short service quality. which has been developed by P ara sur a m a n, Berry and Zenth a ml (Lupiyo a di, 2006).

Service Quality is how different it is between customer service requirements and reality Thank you so much that they accept it. Service Quality can be known by comparing the customer 's perception of the brand 's true service quality. accept it with the real service that they expect.The quality of service is the most important thing that is paid serious attention to by the company, which involves all human resources. yes, which is owned by the company.

Referring to the understanding of the quality of social service, my concept of social service quality is something that t respond to the reality of the services provided by the company. Service quality must start from customer needs and end in customer perception (Kotler, 2011). This means that my good quality is not based on the perception of the service provider, but rather based oncustomer perception. Service quality refers to the customer 's assessment of the essence of the service, which is the service provider himself or the entire service organization, a large part of the current community starting to meet the demands of primary service providers, they are no longer just in need of quality products but they prefer to enjoy the comfort and service (Roes anto, 2010).Therefore, in formulating strategies and service programs, organizations must be

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oriented towards the interests of the community. I do n't really pay attention to the dimensions of quality (Sura Tno and Purna, 2014).

The Relationship between Service Quality and Customer Satisfaction

Service quality is a benchmark in determining whether customer satisfaction is positive or not. a person who uses services, because through the quality of child service services you can feel satisfied There are not many brands with the services provided by the service provider. P ara sur a m a n, et al, (1998) argue that service quality is the result of customer research and on the excellence or special features of the service as a whole. If the only researcher awarded the silk is a positive researcher, then the quality of this service will be in theThere was a sudden increase in customer satisfaction.

Facility

Facilities are the provision of physical equipment to make it easier for guests to carry out their activities or pursuits, so that guests' needs can be met while staying at the hotel (Sulastiyono, 2015). All existing facilities, namely the condition of the facilities, equipment, interior and exterior design and cleanliness of the facilities must be considered, especially those that are closely related to what consumers feel or get directly. Customers must be satisfied, because if they are not satisfied they will leave the company and become customers of competitors. This will cause a decrease in sales and in turn will reduce profits.

The facilities in this research are facilities provided by the hotel. Basically, this facility is a factor that determines people's choice to stay or stay at a particular hotel (Decree of the Minister of Tourism and Post and Telecommunication Number KM 37/PW.340/MPRT-86). The facilities in a hotel Sulastiyono (2015) are bedrooms with all the equipment, restaurant/cafe with supporting facilities, additional facilities (sports or entertainment facilities), and so on. Facilities measurements in this research need to be carried out to determine the extent to which the facilities provided can meet expectations and provide customer satisfaction.

The Effect of Facilities on Customer Satisfaction

The relationship between social factors and satisfaction has been proven by researchers who carried out M arti an awa ti (2009), Widitomo (2009), Wij a y a (2010), where the results of the research are that silit hf has a positive influence on the

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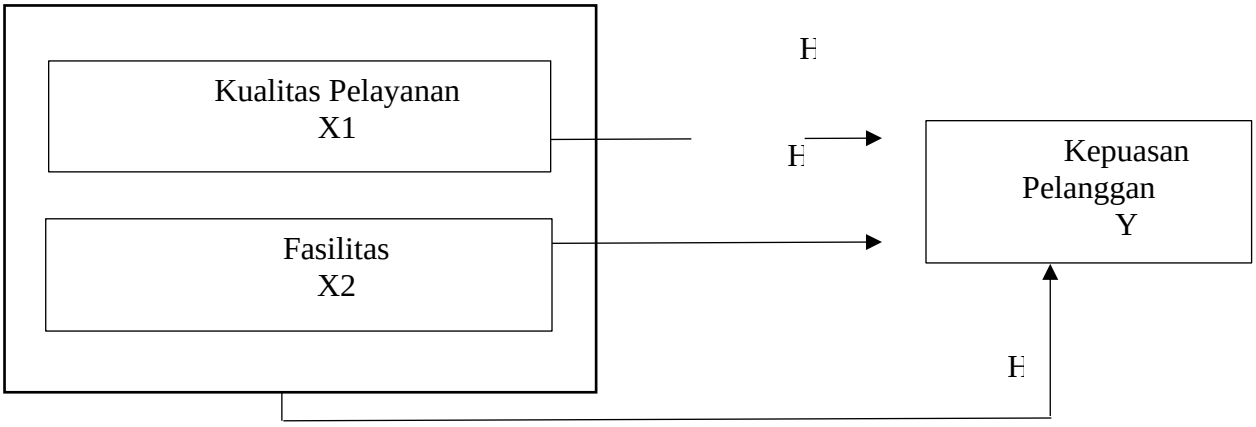
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customers.As only available in this hotel are : 24 hour front desk service, outside room and equipped villa AC fire, private bathroom, television and free internet hotspot, swimming pool, spa, excellent parking area It will also have an influence on customer satisfaction.

Customer satisfaction

One of the outputs that our educational services provide is consumer assessment. To the extent that consumers feel satisfied with the services provided by the company are what they desire The consumer 's service is in accordance with the facts received after the consumer has made a purchase. Philip Kotler and Kevin Lane Keler (2011), said that understanding customer satisfaction is a feeling of pleasure and satisfaction. u are someone 's disappointment that arises after comparing the performance (results) of the product in mind with the dih a r a pk a n. While according to Engel et. As quoted by Tjiptono (2011), customer satisfaction is a post - purchase evaluation where A alternative that is chosen will most likely provide the same outcome (outcome). or meet customer expectations, while dissatisfaction arises if the results obtained are not meet customer expectations.

FRAMEWORK



There are hypotheses that have been put forward in this research, namely :

H1 : It is suspected that the quality of service has an influence regarding customer satisfaction at the Ubud Anyer Hotel.

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H2: It is suspected that silit a s have an influence has an influence on customer satisfaction at the Ubud Anyer Hotel.

H3 : It is suspected that service and facility quality will be inadequate influential regarding customer satisfaction at the Ubud Anyer Hotel.

RESEARCH METHODS

Study This use method study quantitative descriptive. Variables used in study This is quality services and facilities as variable independent. Meanwhile, satisfaction customer used as variable dependent. Source of research data This is results from distribution of online surveys (questionnaires) in the form of distributed Google forms to Ubud Hotel customers Anyer. Measurement scale variables used is scale likert 4 points that is of 1 (less OK) until with 4 (very Good). Method taking sample study This use purposive sampling method. Population study This is customers staying at the Ubud Hotel Anyer with criteria aged 17-25 years, with amount sample of 30 people. In study This used Analysis Multiple Linear Regression and using the statistical package for social sciences (SPSS) 23 program in charge For analyze data through analysis statistics. With using validity test, reliability test, multiple linear regression, f test and t test, coefficient determination.

RESULTS AND DISCUSSION

Validity test

Something questionnaire is said to be valid if questions on the questionnaire capable For disclose something will measured by a questionnaire the in a way real (Imam Ghozali, 2018). Validity test can is said to be a valid value rcount > rtable.

Table 1. Validity Test Results

Quality Service (X1)	Rcount	rtable	Information
Question 1	0.815	0.361	Valid
Question 2	0.741	0.361	Valid
Question 3	0.784	0.361	Valid
Question 4	0.624	0.361	Valid
Question 5	0.855	0.361	Valid
Facilities (X2)	**Rcount**	**rtable**	**Information**

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Question 1	0.743	0.361	Valid
Question 2	0.933	0.361	Valid
Question 3	0.723	0.361	Valid
Question 4	0.723	0.361	Valid
Question 5	0.912	0.361	Valid
Satisfaction Customer (Y)	**Rcount**	**rtable**	**Information**
Question 1	0.782	0.361	Valid
Question 2	0.843	0.361	Valid
Question 3	0.811	0.361	Valid
Question 4	0.743	0.361	Valid
Question 5	0.859	0.361	Valid

Data processed by SPSS 23

Based on Data processing in table 1 shows that all question items own mark rcount > rtable (0.361), so considered valid as tool measure.

Reliability Test

According to Imam Ghozali (2018), reliability is tool For measure something questionnaire which is indicator from variable or construct that will researched. It is said to be Reliable if mark Cronbach alpha > 0.6.

Table 2. Reliability Test Results

Variable	Cronbach Alpha	Critical Value	Information
Quality Service	0.819	0.6	Reliable
Facility	0.856	0.6	Reliable
Satisfaction Customer	0.867	0.6	Reliable

Data processed by SPSS 23

Based on table above, explained indicator from variables used own mark *Cronbach Alpha* > 0.60 so considered reliable as tool measure.

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Analysis Multiple Linear regression

Ghozali (2018:95) Analysis multiple linear regression used For test hypothesis about between connection two variable free or more in a way together with One variable depends.

Table 3. Analysis Multiple Linear Regression

Coefficients [a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	Q	Sig.
1	(Constant)	1,296	1,645		,787	,438
	Quality Service	,092	,209	,088	,440	,664
	Facility	,831	,205	,818	4,064	,000

a. Dependent Variable: satisfaction customer

Data processed by SPSS 23

From table above, then equality with formula :

$$Y = a + b1X1 + b2X2$$

$$Y = 1.296 + 0.092 + 0.831$$

Interpretation equality as following :

1. Constant value equal to 1.296 meaning state that satisfaction customer without exists influence quality services and facilities everything worth constant (fixed) of 1.296
2. Coefficient quality service nature positive of 0.092 means quality service influence satisfaction customer. With enhancement One unit variable quality service so will increase also satisfaction customer.
3. Coefficient facility of 0.831 is characteristic positive It means facility influence satisfaction customer. With increasing One unit facility so satisfaction customer increase.

t test (Partial)

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According to Ghozali (2018;99) The t test was used For show how much Far influence One variable independent individually in explained variable dependent in a way Partial. It said significant If mark tcount > ttable and value significant < 0.05.

Table 4. T Test Results (Partial)

Variable	tcount	ttable	Sig	Alpha
Quality Service	0.440	2,051	0.664	0.05
Facility	4,064	2,051	0,000	0.05

Data processed SPSS 23

Based on table above, Variable quality service produce mark tcount (0.440) < ttable (2.051), therefore that, H1 is rejected, meaning quality service No own influence to satisfaction customer. Temporary, Variable facility show (value tcount (4.064) > ttable (2.051) and sig value (0.000) < 0.05. Therefore that, H2 is accepted, meaning variable facility influential in a way significant to satisfaction customer.

F Test (Simultaneous)

According to Imam Ghozali (2018), the aim is For know influence variable independent together (simultaneously) towards variable dependent. It said significant If mark fcount > ftable and value significant < 0.05.

Table 5. F test results (Simultaneous)

ANOVA [a]

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	86,430	2	43,215	56,814	,000 [b]
	Residual	20,537	27	,761		
	Total	106,967	29			

a. Dependent Variable: satisfaction customer

b. Predictors: (Constant), facilities, quality service

Data processed SPSS 23

From the data above, you can concluded big mark Fcount (56.814) > Ftable (3.34) and sig value 0.000 > 0.05. Found hypothesis accepted. In conclusion, satisfaction customer in a way together (simultaneously) influenced by quality services and facilities.

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Coefficient Determination (R square)

Coefficient Test Determination (R^2) at its core used For predict how much big contribution influence variable independent to variable existing dependencies in study (Ghozali, 2018).

Table 6. Coefficient Results Determination

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,899 [a]	,808	,794	,872

a. Predictors: (Constant), facilities, quality service

Data processed SPSS 23

Based on table above, coefficient determination equal to 0.808 x 100% = 80.8%. Show that 80.8% satisfaction customer influenced by quality services and facilities and as much as 19.2% others influenced by factors other.

DISCUSSION

The Influence of Service Quality on Customer Satisfaction

Based on the results of the t test, variables quality service produce mark tcount (0.440) < ttable (2.051) which means quality service No own influence to satisfaction customer. This result show that aspect quality services that have been be measured No own significant impact to satisfaction customer. Hotel management can consider For evaluate return strategy or focus they related quality service For increase satisfaction customer.

The Effect of Facilities on Customer Satisfaction

Based on the results of the t test, variables facility show (value tcount (4.064) > ttable (2.051) and sig value (0.000) < 0.05 It means variable facility influential in a way significant to satisfaction customer. This matter indicated that good facilities can give comfort to customers staying at the Ubud Hotel Anyer as well as can makes it easier customer in carry out his activities. This result in line with research conducted by Wibowo (2010) shows that facility have influence significant and positive to satisfaction consumer.

The Influence of Service Quality and Facilities on Customer Satisfaction

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Based on the results of the test f can concluded big mark Fcount (56.814) > Ftable (3.34) and sig value 0.000 > 0.05 which means satisfaction customer in a way together (simultaneously) influenced by quality services and facilities. Therefore that, hotel management can consider For optimizing Good quality service nor facility For increase satisfaction customer in a way whole.

CONCLUSIONS AND RECOMMENDATIONS

Conclusion

Based on the research results and discussion, it can be concluded that :

1. Quality service No own influence to satisfaction customer.
2. Facility influential in a way significant to satisfaction Ubud Anyer Hotel customers.
2. Satisfaction customer in a way together (simultaneously) influenced by quality services and facilities.

Suggestion

Based on goals and results research, can put forward the expected suggestions can beneficial for Lots party as following :

1. Based on results research obtained that variable quality service is variables that don't influential to satisfaction customers at Ubud Hotel Anyer. For That UBud Hotel Anyer can increase quality services available. The more Good the service provided by the hotel is good in form cleanliness and tidiness get dressed employees, pleasant service, willingness give help with friendly as well as reliability employee will the more increase mark satisfaction for customers.
2. Facility influential to satisfaction customer. With Accordingly, the Ubud Hotel Anyer can more pay attention and maintain all infrastructure which is an asset at the Ubud Hotel Anyer with method guard cleanliness environment as well as provide facilities needed by visitors.

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