

THE EFFECT OF ROOM FACILITIES ON GUEST SATISFACTION WHILE STAYING AT GRAN MALINDO HOTEL BUKITTINGGI

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Abstract

This research was prompted by the presence of guests who were dissatisfied with the room facilities at the Gran Malindo Hotel Bukittinggi. This dissatisfaction has the potential to negatively impact guest satisfaction during their stay, ultimately leading to low loyalty and unmet room occupancy targets. This study aimed to analyze the relationship between room facilities and guest satisfaction at the Gran Malindo Hotel Bukittinggi. This research was classified as a quantitative study that used a causal associative approach. The study population included all guests who stayed at Gran Malindo Hotel Bukittinggi between January and June 2021. Eighty-eight individuals were included in the study was 88 individuals. Prior to data analysis, the study underwent several prerequisite tests including normality, homogeneity, and linearity tests. We used a simple linear regression test to test this hypothesis. The results of the study indicated that room facilities were in the unfavorable category, with a percentage of 35%. Meanwhile, guest satisfaction was in the good category, with a percentage of 38%. The results of the linear regression test revealed an f-count of 76,276 and a p-value of 0.000, which was significant at the level of 0.05. This indicates that room facilities had a significant impact on guest satisfaction, with an R Square value of 0.470. Specifically, room facilities were found to affect guest satisfaction by 47%, whereas other factors affected satisfaction by 53%. Based on these findings, it is recommended that the hotel continue to improve its room facilities in order to increase guest satisfaction.

Keywords: *Room Facilities, Guest Satisfaction*

Introduction

The tourism industry in Indonesia is a vital component of the nation's economy and is anticipated to serve as the primary contributor to foreign exchange earnings at both regional and national levels. In addition to the potential for substantial national and regional incomes, the tourism sector also presents ample opportunities for job creation. According to Spillane and Wahid (2015), tourism is characterized as a temporary journey from one location to another, conducted either individually or in groups, with the aim of achieving balance, harmony, and happiness in social, cultural, natural, and scientific dimensions. According to Yoeti in Anindita (2015), tourism is a conscious human activity that provides services alternately within a country and abroad, involving the temporary



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movement of individuals from other regions in search of varied and differing experiences from those encountered in their country of residence.

In addition to the main tourist attractions, which are the primary focus of the tourism industry, lodging establishments serve as places for travelers to rest and stay at their destination. The hospitality industry is closely connected to the tourism sector, as hotels play a significant role in providing services and accommodation to ensure the smooth operation of tourism in Indonesia (Sulastiyono, 2016). As Prakoso (2017, p. 3) notes, "a hotel can be defined as a building that primarily provides lodging to the general public and offers food and beverage services, as well as room service, laundry, and access to facilities within the building." A hotel is a service-oriented business that combines both products and services. Examples of products sold include food and beverages, building structures, interior and exterior designs of hotel rooms, and additional facilities.

Each company is expected to be able to compete with other companies in terms of providing quality services and products to achieve maximum customer satisfaction. According to Erpurin (2019:183), customer satisfaction is defined as the completeness of the behavior shown by customers for services and goods after they use them. The level of satisfaction among customers can be measured by the extent to which they expect the performance of services and goods to meet their needs. According to Erpurin (2019,183), "customer satisfaction" is a feeling of disappointment and satisfaction that arises after considering the results compared to the intended results.

Facilities need to be considered in the service business sector because they are related to how customers feel. According to Meftahudin (2018), the more perfect the facilities available in a company, the more interested customers will be, and they will immediately decide that company will be their main choice based on their perception of the facilities provided. Each hotel also pays attention to all its facilities, including those in the bustling city of Bukittinggi. One of them is the Gran Malindo Hotel Bukittinggi, which occupies a strategic location in Bukittinggi City near the city center. Gran Malindo Hotel Bukittinggi is located at Jl. Panorama No. 30, Kayu Kubu, Kec. Guguak Panjang, Bukittinggi City. The location of the hotel is strategic, so access to various tourist attractions is easy.

Guests tend to view facts as evidence of the quality of the services offered. Guests will feel interested and purchase the services offered if the company has good facilities compared to its competitors. However, in the comments on the *online travel agent*, some guests feel that their wishes have not been fulfilled according to their expectations, making them dissatisfied with the room facilities at the Gran Malindo Hotel Bukittinggi. Gran Malindo Hotel Bukittinggi If room facilities are not in accordance with guest expectations, it will result in guest dissatisfaction and have a negative impact on the hotel, namely decreasing occupancy rates and causing reduced hotel revenues.

Table 1 Room Occupancy Rate at Gran Malindo Hotel Bukittinggi (January–June 2021)

No.	Month	Number of Rooms Available in One Day	Rooms Sold in One Month	Occupancy Percentage
1	January	58	550	31,6%
2	February	58	591	34%
3	March	58	281	16,1%
4	April	58	355	20,4%
5	May	58	374	21,5%
6	June	58	545	31,3%

Source : HRD Gran Malindo Hotel Bukittinggi (2021)

Table 1 shows the occupancy rate of guests staying at the Gran Malindo Hotel Bukittinggi for the period January–June 2021. Based on the table above, there are fluctuations in the percentage of occupancy and low occupancy rates that do not reach 50% per month at the Gran Malindo Hotel Bukittinggi. Seeing the existing phenomenon, if the hotel does not make improvements and pay attention to the problems that are often expressed by guests, it will result in a loss of guest loyalty, and guests will not stay again at the Gran Malindo Hotel Bukittinggi, causing low occupancy rates.

Method

Causal-associative research with quantitative data was used. This study aimed to determine the effect of room facilities on guest satisfaction while staying at the Gran Malindo Hotel Bukittinggi. The research population consists of 4147 guests who have stayed at the Gran Malindo Hotel Bukittinggi. The research sample was determined using *purposive sampling* with a sample of 88 respondents. Data collection techniques were used in this study to distribute questionnaires. This study uses a Likert scale for the X (room facilities) and Y (stay guest satisfaction) variables, which have been tested for validity and reliability. Hypothesis testing using simple regression

Result and Discussion

Result

Description of Data About Room Facilities

Facility data were collected through statements consisting of 12 items that were tested for validity and reliability. The questionnaire was distributed to 88 participants. Based on the data obtained from the research on the Room Facilities variable at the Gran Malindo Hotel Bukittinggi, the following is suggested:

Statistics		
Room Facility		
N	Valid	88
	Missing	0
Mean		39,24
Median		37,00
Mode		36
Std. Deviation		9,359
Variance		87,586
Range		38
Minimum		22
Maximum		60
Sum		3453

Source: Primary Data, 2022 (processed)

Based on the table above, out of 88 respondents, the average room facility (*mean*) was 39.24, the median value (*median*) was 37.00, the value that often appeared (*mode*) was



36, the standard deviation was 9.359, the lowest value (minimum) was 22, the highest value (maximum) was 60, and the total score (sum) was 3453.

The following is a classification of the respondents' achievement scores to describe the assessment categories of the research results. The results are shown in the following table:

Table 2 Frequency Distribution of Respondents for Room Facility Variables

Category	Average Interval Limitation	Frequency	Percentage
Very Good	> =48	22	25%
Good	40 - < 48	17	19%
Poor	32 -< 40	31	35%
Bad	24 -< 32	13	15%
Very Bad	<24	5	6%
Total		88	100%

Source: Primary Data, 2022 (processed)

Based on the above table, the results of the frequency distribution of 88 respondents with room facilities variable indicated that category 25% was excellent, 19% indicated a good category, 35% indicated a poor category, 15% indicated a bad category, and 6% indicated a very bad category. Therefore, it can be concluded that room facilities at the Gran Malindo Hotel Bukittinggi are in the poor category.

Description of Data About Guest Satisfaction

Room Facility Data are collected through statements consisting of 17 statements that have been tested for validity and reliability. The questionnaire was distributed to 88 participants. Based on the data obtained from the research on the Room Facilities variable at the Gran Malindo Hotel Bukittinggi, the following is suggested:

Table 3 Statistics of Guest Satisfaction Variables

Statistics		
Guest Satisfaction		
N	Valid	88
	Missing	0
Mean		55,73
Median		54,50
Mode		52
Std. Deviation		12,711
Variance		161,580
Range		55
Minimum		30
Maximum		85
Sum		4904

Source: Primary Data, 2022 (processed)

Based on the table above, it can be explained that of the 88 respondents, the average guest satisfaction (mean) was 55.73, the median value (median) was 54.50, the value that

often appeared (mode) was 52, the standard deviation (standard) was 52, the number of respondents was 12,711, the lowest score (minimum) was 30, the highest score (maximum) was 85, and the total score (sum) was 4904.

The following is a classification of respondents' achievement scores to describe the assessment categories of the research results as shown in the following table:

Table 4 Frequency Distribution of Respondents for Guest Satisfaction Variables

Category	Average Interval Limitation	Frequency	Percentage
Very Good	≥ 67,995	19	22%
Good	56,665 - < 67,995	17	19%
Poor	45,335 - < 56,665	33	38%
Bad	34,005 - < 45,335	17	19%
Very Bad	< 34,005	2	2%
Total		88	100%

Source: Primary Data, 2022 (processed)

Based on the table above, the results of the frequency distribution of 88 respondents with variable guest satisfaction remained as high as 22%, indicating a very good category, 19% indicating a good category, 38% indicating a poor category, 19% indicating a bad category, and 2% indicating a very bad category. good. So it can be concluded that guest satisfaction at the Gran Malindo Hotel Bukittinggi is poor.

Hypotesis Test

Simple Linear Regression Test

A simple linear regression test was conducted to determine the extent to which one independent variable influences the dependent variable. The influence of room facilities (X) on guest satisfaction (Y) is shown in the table below.

Table 5 Coefficient of Determination of Variable X against Y

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,686 ^a	0,470	0,464	9,307
a. Predictors: (Constant), Room Facility				

Source: Primary Data, 2022 (processed)

$$Kp = r^2 \times 100\% = 0.47 \times 100\%$$

Based on the table above, the R-squared value of 0.470 indicates that the influence of the X variable on the Y variable is 47%. From the R square test results, it can be said that the effect of room facilities on guest satisfaction while staying at the Gran Malindo Hotel Bukittinggi is 47%, and the remaining 53% is influenced by factors other than. The results of the significance test are shown in the following table:



Table 6 Simple Linear Regression Test

ANOVA ^a						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	6607,536	1	6607,536	76,276	,000 ^b
	Residual	7449,919	86	86,627		
	Total	14057,455	87			
a. Dependent Variable: Guest Satisfaction						
b. Predictors: (Constant), Room Facility						

Source: Primary Data, 2022 (processed)

Based on the results of the significance test, the F-value count was 76,276 with a sig. $0.00 < 0.05$, meaning that variable X can explain variable Y significantly. Therefore, if the room facility variable affects the guest satisfaction variable, H_a is accepted.

Furthermore, to determine the regression coefficient between the room facilities variable (X) and guest satisfaction (Y), it can be seen in the table below.

Table 7 Regression Coefficient of Variable X Against Y

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	19,188	4,300		4,463	,000
	Room Facility	,931	,107	,686	8,734	,000
a. Dependent Variable: Guest Satisfaction						

Source: Primary Data, 2022 (processed)

From the above table, the regression is obtained as follows:

$$Y = a + bX = 19,188 + 0,931X$$

Based on the table above, it can be concluded that the t count is 8.734 with a significance level of 0.00; thus, it can be concluded that room facilities have a significant influence on guest satisfaction. Furthermore, a regression coefficient of 4.463 at a significance level of 0.000.05 means that every increase of 1 unit in room facilities will increase guest satisfaction by 0.446 units.

Discussion

Room Facility (X)

Based on the results of research on room facilities at the Gran Malindo Hotel Bukittinggi, of the 88 samples for the room facilities variable, as many as 25% indicated the very good category, 19% indicated the good category, 35% indicated the poor category, 15% indicated a bad category, and 6% indicated a very bad category. Based on the results of the categorization above, the percentage in this study is in the poor category with a percentage of 35%, and is in the score range of 31–40.

Based on the explanation above, the room facilities at the Gran Malindo Hotel Bukittinggi have not been maximized, so they need to be improved again. All existing facilities, namely the condition of the main, supporting, and supporting facilities, as well as the cleanliness of the room facilities, must be considered, especially those closely related to what guests feel or get directly. Guests must be satisfied because if they are not satisfied, they will leave the hotel and no longer want to come to the hotel. According to Sulastiyono (2011:28), "facilities" are the provision of physical equipment to provide convenience to guests in carrying out their activities so that their needs can be met while at the hotel. Therefore, it is necessary to make efforts to improve room facilities by updating room facilities and complementing the deficiencies in the room facilities of the Gran Malindo Hotel Bukittinggi.

Guest Satisfaction (Y)

Based on the results of the study, it can be explained that of the 88 samples for variable guest satisfaction staying overnight, they can be grouped as follows: as many as 22% indicate the very good category, 19% indicate the good category, 33% indicate the poor category, 17% indicate the bad category, and 2 % indicates a very bad category. Based on the results of the categorization above, the percentage in this study was in the poor category, with a percentage of 38% and a score of 45,335–56,665.

Based on the explanation above, it shows that guest satisfaction at the Gran Malindo Hotel Bukittinggi has not yet reached a good level; therefore, the need for maximum effort so that the expectations and desires of guests are achieved in accordance with their expectations of staying after comparing the perceived results compared to creating a feeling of satisfaction. satisfaction with the room facilities felt after comparing previous expectations with the results felt after their use.

The Effect of Room Facilities on Guest Satisfaction Staying at the Gran Malindo Hotel Bukittinggi

Based on the results of the hypothesis test used to determine the degree of influence between room facilities and guest satisfaction at the Gran Malindo Hotel Bukittinggi, the analysis was conducted using SPSS 25.00. The results of the simple linear regression test indicated that the F-arithmetic value was 76,276 for sig. 0.00<0.05, which means that variable X can significantly explain variable Y. Thus, the room facilities variable affects the guest satisfaction variable, Ha is accepted, and Ho is rejected. Furthermore, a regression coefficient of 4.463 was obtained for sig. 0.00<0.05. This means that each increase of one unit in room facilities increases guest satisfaction by 0.446 units. The R-squared value of 0.470 indicates that the influence of the X variable on the Y variable is 0.470 (47%), and the rest is influenced by other factors.

According to Howard and Sheth (2019,377), customer satisfaction is the psychological state of the customer when it comes to similarities or dissimilarities between the results obtained and the efforts that have been made. The theory shows that guest satisfaction will create a feeling of satisfaction or dissatisfaction with room facilities after comparing previous expectations with the results felt after using them.

Conclusion

The room facilities at the Gran Malindo Hotel Bukittinggi as a whole are included in the poor category with a percentage of 35% and are in the score range of 31–40. Guest Satisfaction Staying at the Gran Malindo Hotel Bukittinggi as a whole is in the poor category, with a percentage of 38% and a score of 45,335–56,665. Room facilities have a significant influence on guest satisfaction while staying at the Gran Malindo Hotel



Bukittinggi, which is 0.470 (47%), and the rest is influenced by other factors such as product (F&B), room price, promotion, location, employee service, and atmosphere. Room facilities were in the poor category (35%) and guest satisfaction was in the poor category (38%). Then, each increase of one unit in room facilities will increase guest satisfaction by 0.466 units.

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