



The Effect of Room Facilities on Guest Satisfaction at Ima Kupang Hotel

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ABSTRACT

The problems in this study are as follows: How does the influence of room facilities on guest satisfaction at the IMA Kupang Hotel? Based on the formulation of the problem, the goal is to determine the effect of room facilities on guest satisfaction at Hotel IMA Kupang. This study uses Room Facilities as the independent variable and Guest Satisfaction as the dependent variable. This research was conducted at the IMA Kupang Hotel, the number of samples was 90 respondents using the simple random sampling technique. Field data collection using a questionnaire. Based on the results of the descriptive analysis, the achievement variable for Room Facilities (X) is 1,919 with high criteria, the achievement variable for Guest Satisfaction (Y) is 2,208 with high criteria. The calculated t value for variable X is 12,258 while the t table value is 1,662, because the t calculated value is greater than t table ($12,258 > 1,662$) and the sig table shows a value of 0.000 which is smaller than the error rate of 0.1 ($0.00 < 0.1$) then H_0 is rejected and H_a is accepted. Thus, the results of the hypothesis test are Room Facilities have a significant effect on guest satisfaction at Hotel IMA Kupang. The results of the correlation analysis, obtained the value of $R = 0.631^a$ Square or the coefficient of determination which shows the influence of room facilities and guest satisfaction variables is relatively strong. The coefficient of determination is 0.631 or 63% and the remaining 37% is explained by other factors not examined.

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INTRODUCTION

The hotel industry is a service field that combines products and services, in addition to the manufacture and construction of hotels in the design as comfortable as possible for guests. The hotel industry is a field of services that combines products and services, in addition to the manufacture and start of hotel buildings that are made modern, elegant, and also combined with attractive interiors and exteriors both inroom, restaurant, lounge, bar, meeting room, and facility-facility must be very comfortable for guests who visit and stay. Then a very different atmosphere is created when staying at a hotel where employees always say hello, smile, courtesy and courtesy in serving and hotel facilities that can be used and utilized by guests. This all aims to make guests more comfortable when staying at the hotel. Basically, the hotel industry is known for selling hospitality and is supported by the skills of hotel employees in terms of providing services to guests.

One of the guest's considerations in determining his choice to stay at a hotel from quality service provided by the staff / employee, then also with hotel facilities that can be used and enjoyed by guests that facilitate all the needs of these guests. So the perception made by guests towards Quality

service covers impressions related to physical evidence, reliability, comprehension, assurance, empathy, which are measured through the SERVEQUAL instrument (Sufriadi, 2018: 122)

Facilities are the provision of physical equipment to provide convenience to guests in carrying out their activities or activities, so that guests' needs can be met during their stay at the hotel. Facilities also play a role in attracting customers. Where facilities are infrastructure, whose purpose is to make it easier for customers to carry out their activities. Customers are now more dominant in considering factors in terms of determining a product or service they want, including services engaged in hospitality. Facilities become a consideration by a customer in determining his choice to stay at the hotel. Like things in the same price level or not much different, good, cool, and complete facilities provided by the hotel, therefore there will be a sense of satisfaction and comfort felt by customers, all of that will make customers choose the hotel, because of the completeness of the facilities. Facilities are an important tool in life, so facilities must be maintained and managed correctly and well during their useful life, so that they can always be used correctly and well effectively, efficiently and economically (Aryani Soemitro & Suprayitno, 2018: 1).

Seeing the current development with the increasing number of hotels clearly results in tighter and competitive competition between one hotel and another, both competition from the quality of service and the quality of the hotel. There is a three-star hotel located in the city of Kupang, located at Jl. Timor Raya No.KM. 7, West Oesapa, Kelapa Lima District, Kupang City, East Nusa Tenggara, namely IMA Hotel. IMA Hotel has been operating since December 13, 2010 with a capacity of 60 rooms, namely 20 standard rooms and 40 superior rooms. There are also 6 Meeting Rooms, 1 Restaurant, 1 Laundry. Each room is equipped with facilities such as: AC, telephone, springbed, tv, hot / cold water, coffee + tea, coffee maker, free wifi. Facilities are needed to meet the needs of guests who stay, so that guests can feel comfortable while staying at the hotel.

Based on observations made by the author found several complaints from guests who felt disappointed for the facilities contained in the room such as clogged toilet bowls, as well as clogged sinks, air conditioners that are less cold and even hot, and also remote air conditioners that are not available and hot water that often has problems when guests want to take a shower, and the absence of sofas in some rooms of superior type while others exist

Table 1. Guest Visit Data Table

No	Month	Number of rooms	Number of Guests
1	November	597	1.109
2	Desember	706	1.255
3	January	443	846
4	February	148	275
Total		1.894	3.485

From the description of the table above, the facilities in Hotel IMA Kupang can not be fully said to be complete in all facilities. There are still many incomplete facilities so that customer satisfaction also depends on the facilities in the rooms of IMA Kupang Hotel.

LITERATURE REVIEW

Hotel

According to Sulastiyono in Moluto (2014: 1), a hotel is a company managed by its owner by providing food, drinks and room facilities to sleep to people who are traveling and are able to pay a reasonable amount in accordance with the Services received without a specific agreement. Meanwhile, according to Widanaputra (2009: 16), a hotel is a type of accommodation that is managed commercially by using part or all of the existing building to provide lodging service facilities, food, and beverages and other services where these facilities and services are provided for guests and the general public who want to stay.

Based on the definition of experts above, researchers conclude that hotels are categorized as public services or services for the general public where there are room services, food, beverages and other supporting facilities

Room Facilities

According to Wahyunungrum (2010: 10), facilities are everything that can facilitate and smooth the implementation of a business. Something that can facilitate and launch a business is in the form of objects and money. Meanwhile, according to Salim (2009: 145), facilities are something that can help facilitate work, tasks and so on. Facilities are the provision of physical equipment to provide convenience to guests in carrying out their activities or activities, so that guests' needs can be met during their stay at the hotel (Sulastiyono, 2011).

Based on the understanding of the experts above, it can be concluded that facilities are the completeness of facilities provided by the hotel to launch and facilitate guests in carrying out their activities, so that guest needs can be met during their stay at the hotel.

Customer satisfaction

According to Tjiptono (2013: 24), stating that customer satisfaction or dissatisfaction is the customer's response to the perceived disconfirmation. Kotler and Keller (2012: 196) stated that consumer satisfaction is a person's feeling of pleasure or disappointment that arises after comparing the performance of the product thought against the expected performance. While Solomon (2011: 197) states that consumer satisfaction is an overall feeling of consumers about products or services that have been purchased by consumers

Based on some of the definitions above, it can be concluded that basically the understanding of customer satisfaction includes differences in expectations and performance or perceived results. Satisfaction is the customer's response to the fulfillment of his needs. It means the assessment that a form of privilege of a good or service or the goods / services themselves, provides a level of comfort associated with fulfilling a need, including the fulfillment of needs brought expectations or fulfillment of needs exceeding customer expectations

Thinking Framework and Hypothesis

This study describes the relationship between independent variables, namely facilities (X) to dependent variables, namely guest satisfaction (Y).

From this explanation can be obtained hypothesese, namely:

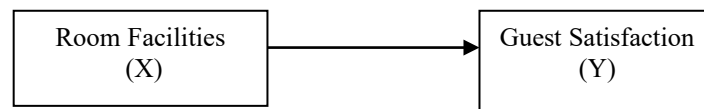


Figure 1 : Research Framework

Ha :Facilities affect customer satisfaction at IMA Hotel Kupang

H0 : Facilities do not affect customer satisfaction at IMA Kupang Hotel

RESEARCH METHOD

Research Methods

Based on this research method using quantitative methods, namely research methods based on the philosophy of positivism, used to examine certain populations or samples.

Data Types and Sources

Type of Quantitative Data: data expressed in the form of numbers this data is obtained from questionnaires or questionnaires that are distributed to follow two variables using the Likert scale. Likert scales are used to measure the attitudes, opinions and perceptions of a person or group of people about social phenomena. The Likert scale is presented in the form of the highest number 5 to the lowest number.

Primary Data Source: a data source that directly provides data to the data collector. The source of this data collection was obtained by the author through direct interviews with respondents and also distributing questionnaires.

Population and Sample

Population The population in this study is all consumers who decide to use the services of IMA Kupang Hotel

$$\text{Number of population} = \text{Total Number of Guests} / \text{Total Number of Months}$$

The sample is part of the number and characteristics possessed by that population. Simple random sampling technique used in sampling in this study. To find out the number of samples taken, the author uses the Slovin formula (Sinambela, 2014 : 131)

$$n = \frac{N}{1 + Ne^2}$$

where:

n = Number of samples

N = Number of population

e = Error tolerance limit (10%)

Therefore :

$$n = \frac{871}{1 + 871(0,1)^2}$$

$$n = \frac{871}{1 + 8,71}$$

$$n = \frac{871}{9,71}$$

$$n = \frac{871}{9,71}$$

$$n = 89,70, \text{ rounded to } =90$$

Data Collection Methods

The data collection method in this study used questionnaire data collection techniques, by distributing questionnaires to guests staying at IMA Kupang Hotel as respondents

Data Analysis Methods

Test Instruments

Validitas Test: Validity is a measure that shows the levels of validity or authenticity of questionnaire instruments (Sugiyono 20013: 187). To measure validity can be done by correlating the score of the question item with the total score of the construct or variable. While Reliability Test: A reliable instrument is an instrument that is used several times for the same object, will produce the same data (Sugiyono 2019: 190). Reliability testing with internal consistency by means of tried the instrument just once and analyzed it with Cronbach's Alpha technique. A construct or variabl is considered reliable if it gives Cronbach alpha (a) >0.60

Simple Linear Regression

To measure the results of the questionnaire, this study used a simple linear regression analysis. Simple linear regression is based on the functional or causal relationship of one independent variable with one dependent variable (Sugiyono, 2017: 298). With the aim of knowing the magnitude of direct and indirect changes

Simple linear regression equation:

$$Y = a + bX$$

RESULTS AND DISCUSSIONS

Validity Test

Table 2. X and Y variable Validity Test Results

Statement Item	r calculates	r table	Information
X1	0,692	0,174	Valid
X2	0,780	0,174	Valid
X3	0,652	0,174	Valid
X4	0,681	0,174	Valid
X5	0,815	0,174	Valid
X6	0,690	0,174	Valid
Y1	0,660	0,174	Valid
Y2	0,804	0,174	Valid
Y3	0,853	0,174	Valid
Y4	0,650	0,174	Valid
Y5	0,807	0,174	Valid
Y6	0,808	0,174	Valid
Y7	0,860	0,174	Valid

Based on the table above, the data tested using spss produces $>$ tables. Thus the data collection used in this study is valid.

Reliability Test

Table 3. Reliability Test

Variable	Cronbach alpha	Information
Fasilitas (X)	0,807	Reliable
Kepuasan Tamu (Y)	0,893	Reliable

Source : Primary data processed by researchers, 2023)

Based on Table 3. above, it is known that the variables of brand image, brand trust, customer satisfaction show that the value of Cronbach's Alpha is more than 0.60 this shows that the variable has met the reliable requirements.

Simple Linear Regression Analysis

Based on the research data collected, both independent variables and bound variables processed using SPSS, the results of simple linear regression research were obtained as follows:

Table 4. Simple Linear Regression Test Results

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1	(Constant)	1.510	1.909	.791	.431
	X	1.081	.088	.794 12.258	.000

a. Dependent Variable: Y

It can be inferred that regression equation is: $Y = 1.510 + 1.081X$

Where:

Y = Guest Satisfaction

X = independent variable i.e. facility

a = price Y when X = 0(constant price)

b = Regression coefficient

Based on the output results above, where:

The constant number of the unstandardized coefficient in this case is 1, 510, this number is a constant number. Thus, the value of the facility (X) and the level of the dependent variable (Y) of guest satisfaction is 1,510

The regression coefficient number is 1.081, because the value of the coefficient is positive, it is said that variable X has an effect on variable Y

So the results of a simple linear regression show that the independent variable, namely Room Facilities, affects the following variable Guest Satisfaction.

$$Y = 1.510 + 1.081X$$

Test the hypothesis

In doing the t test, you must first know the value of the t table and the value of the calculated

t. To find out the value of t table, the equation t table is used

$$= \frac{\alpha}{2}; \frac{k}{2} - k - 1$$

$$= \frac{0.1}{2}; 90 - 1 - 1$$

$$= 0.05:88 \text{ (Seen at the T Tabel distribution)}$$

$$= 1.662 \text{ (Views on the distribution t table)}$$

where α is the alpha value of (0,1), n is the number of samples (90), k is variable(1), then the value of t table 1,662

Based on the results of management with SPSS V.16, a calculated t value of 12,258 was obtained while the t-value of the table was 1.662 and the sig table showed a value of $0.000 < 0.1$. Thus the author concludes H_0 is rejected and H_a is accepted. So the result of the hypothesis test is that room facilities have a significant effect on guest satisfaction at IMA Kupang Hotel

Correlation Analysis

After testing the instrument on the two variables, the researcher continued the research to determine the level of relationship and influence between the two variables. Correlation testing is a tool to find out how much the relationship between the independent variable and the related variable is.

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.794a	.631	.626	3.076

a. Predictors: (Constant), X

Based on the results of the analysis shown in the table above, the correlation coefficient is R Square = 0.631a thus it can be stated that there is an influence between the variables of Room Facilities on Guest Satisfaction at IMA Kupang Hotel. The relationship between room facilities and guest satisfaction at IMA Kupang Hotel is included in the strong category, as presented in the table below:

Correlation Coefficient Interpretation Guidelines	
Coefficient Interval	Relationship Level
0,00-0,199	Very Low
0,20-0,399	Low
0,40-0,599	Keep
0,60-0,799	Strong
0,80-1.000	Very Powerful

CONCLUSION

1. Fasilitas Rooms have a significant effect on guest satisfaction. This can be proven from the results of the hypothesis test, that $t_{count} > t_{table}$, which is $12.258 > 1.66235$. With a significant rate of $0.000 < 0.1$ (H_0 rejected and H_a accepted).
2. Based on the descriptive analysis conducted to determine the results of the questionnaire answers, a simple linear regression test was carried out. From the results of a simple linear regression test, it shows that the independent variable, namely room facilities, affects the dependent variable, namely guest satisfaction
3. The sum of the values of the coefficient of determination is 0.631. So it is concluded that the relationship between the independent variable and the dependent variable is included in the strong category with a value of 63%, while the remaining 37% is influenced by other variables that are not studied
4. Based on the results of the recapitulation of the calculation of respondents' questionnaire answers on the variable of room facilities with the average achievement value being at a high level, it can be concluded that room facilities have a great influence on guest satisfaction

Thus, this shows that the room facilities at IMA Kupang Hotel are good enough to meet the needs of guests when staying at the Hotel. However, it is necessary to improve all existing facilities to make guests feel more satisfied with the facilities that have been provided and provide a good image of the hotel. Based on the conclusions above, the advice given by the author is as follows: The company continues to improve service to consumers through complete room facilities to meet guest satisfaction. It is expected that the hotel manager will always improve the condition of existing facilities so that in the future the expectations of guests who come to visit will be more fulfilled and more satisfied while staying at IMA Kupang Hotel. It is expected that the hotel manager pays more attention to the facilities in the hotel, especially room facilities that can affect guest satisfaction when staying at the hotel.

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