

# THE EFFECT OF SERVICE QUALITY ON CUSTOMER SATISFACTION: STUDY ON THE CUSTOMERS OF MELODIA HOTEL IN POBIEROWO, POLAND

Sri Palupi Prabandari, SE., MM., Tazqiyatur Rofiah

International Management Program, Faculty of Economics and Business  
University of Brawijaya  
Email: tazqiya.r@gmail.com

## Abstract

This study aims to examine the effect of Service Quality on Customer Satisfaction at Melodia Hostel in Pobierowo, North of Poland, Polandia. The regression analysis, F test and t test, were conducted in order to acknowledge the relationship among the independent variables (tangibility, reliability, responsiveness, assurance, and empathy) on Customer's Satisfaction. This study is explanatory research. 100 questionnaire were distribute to Melodia's Hostel guest who were staying for more than two times in tree years. The sampling technique used is purposive sampling and the research instruments were tested using the validity test, reliability test, and classical assumption test. The hypothesis testing used F test and t test in multiple regression analysis. The multiple regression showed that simultaneously and partially Tangibility, Reliability, Responsiveness, Assurance, and Empathy had significant effect on Customer's Satisfaction. The dominant test shows that Assurance has dominant effect on customer's satisfaction.

**Keywords:** service quality, tangibility, reliability, responsiveness, assurance, empathy, customer satisfaction.

## Introduction

A lot of hotels, resort, camping sites, and also restaurants around the tourism destinations become the indicator of economic growth since those are functioned to complement tourism needs. The concept of service quality was introduced in 1980s. The service will be considered excellent, if perception exceed expectations; it will be regarded as good or adequate, if it only equals the expectations, the service will be classed as bad, poor, or deficient, if it does not meet them by Verquez *et al.*, (as cited Gastala and Naik, 2001). In Poland, tourism industry reached 72.3 million in 2013, which showed a growth of 8.8% from the previous year with mostly tourists were from Germany and more coming from outside of European Union. (Poland public relation office, 2014). Located in the north of Poland close to the boarder of Poland and Germany, Melodia hotel has potential business growing in hospitality sector. The data shows if Melodia Hostel in 2012, 2013, 2014 had 451, 679, and 707 guest respectively with most guest came during

summer and autumn.

## Literature Review *Marketing*

According to Kotler (2006), marketing is a social process by which individuals and groups obtain what they need and want through creating, offering, and exchanging products and services of value freely with others. According to *The Chartered Institute of Marketing* in the UK, Marketing is the management process responsible for identifying, anticipating, and satisfying customer requirements profitably. Another definition of marketing is process of planning and running the concept, price, promotion, and distribution of the amount of ideas, goods, and services to create the capability of exchange to satisfies individuals and groups (Lamb, 2001:6).

## *Marketing Management.*

Marketing management is the process of planning and executing the conception

pricing, promotion, and distribution of ideas, goods, and services to create exchanges that satisfy individual and organizational goals. Marketing management is the art and science of choosing target creating, delivering, and communicating superior customer value (Kotler and Keller, 2006:6). The goal of marketing is to connect the organization to its customers, and also meeting the human and social need.

### ***Service Quality***

Service Quality instrument has been widely applied in a variety service industries, including tourism and hospitality. The most common definition of service quality is the comparison of customers make between their expectation and perceptions of the received service by Parasuraman *et al.*, and Gronroos as cited by Holjevac *et.*,al (2014)

### ***Specification of Service***

Parasuraman as cited by Naik *et.*,al (2010) developed the 22 scales of service quality that operationalizes service quality by calculating the difference between expectation and perceptions, later he grouped SERVQUAL instrument into five dimensions in 1988 All these five dimensions are known as Tangibility, Reliability, Responsiveness, Assurance, and Empathy .

### ***Customer Satisfaction.***

Customer satisfaction research literature, as proposed by Eskildsson and Oliver, focuses on how well the service delivery occurs in comparison with expectations, many attempts have been made in both private and public sectors in the hope of making improvements in process and service from the perspective of the customer (as cited Kabir and Carlsson, 2010). Defined The assessment of the perceived difference between expectations and the actual performance of the product, is defined as satisfaction by Tse and Wilton (in Suneta and Korane, 2014).

### ***Product Service System***

According to Tukker, 2004. He identified Product service systes (PSSs) into eight types of models, which are: Product related services,

Advice and consultancy, Product lease, Product resting or sharing, Product pooling, Activity management/outsourcing, Pay per service unit, Functional result.

### ***Customer***

Customer are categorized into two types (Kendall, 2007) which are *intermediate customer* or *trade customer* who is a dealer that purchases goods for re-sale and an *ultimate customer* who does not in turn re-sell the things bought but either passes them to the consumer or actually is the consumer (Reizenstein pp.119:2004).

### ***Definition of Hotel and Hostel***

Hotel categorized into small, medium, and big depends on the amount of rooms. Some facilities at hotel is privately use, for example private bathroom in each room, it different with Hostel (Andrade, 2014) which having the concept of shared dormitories, where the selling unit is the bed, instead of the room, allowing guest to sleep in the same dorm with different reservations, likewise minimizing the price and maximizing the bed occupancy rate.

### ***Hypothesis***

H<sub>1</sub> : Estimates that the variables of Service Quality (X) including Tangibility (X<sub>1</sub>), Reliability (X<sub>2</sub>), Responsiveness (X<sub>3</sub>), Assurance (X<sub>4</sub>), and Empathy (X<sub>5</sub>) are simultaneously affect the customer satisfaction (Y) at Melodia Hotel in Pobierowo, Poland.

H<sub>2</sub> : Estimates that the variables of Service Quality (X) including Tangibility (X<sub>1</sub>), Reliability (X<sub>2</sub>), Responsiveness (X<sub>3</sub>), Assurance (X<sub>4</sub>), and Empathy (X<sub>5</sub>) are partially affect the customers satisfaction (Y) at Melodia Hotel in Pobierowo, Poland.

H<sub>3</sub> : Assurance (X<sub>4</sub>), as the variable of Service Quality is a dominant factor affects customer satisfaction at Melodia Hotel in Pobierowo, Poland.

Research Methodology

### ***Methodology***

Based on the characteristics of the problem that

will be examined, the type of the research used by the researcher is *explanatory research*. 150 questionnaires were distributed to Melodia hotel guest visiting Melodia Hotel for the second time or more. The sample of this survey were selected regardless of their nationality, age, gender, occupation, income, and frequency of staying. The 5- point Likert scale is used for all responses with according labels (1= strongly disagree, 2= disagree 3= neither agree or disagree, 4= agree, 5= strongly agree).

## FINDING OF RESEARCH

The data analysis of this study uses Validity and Reliability test, Classical Assumption test (Normality, non- multicollinearity, and non-heteroscedasticity), Multiple regression Analysis, F- test, and t- test.

### Validity and Reliability Test

Based on the result of validity test, all instruments in the questionnaire, either independent variable or dependent variable have lower  $r_{\text{count}}$  than  $r_{\text{table}}$  (0,05), it means all of instruments above are valid and the result of reliability test, known that Alpha Cronbach value of independent and dependent variable are greater than 0,6, it means that the instruments are reliable.

### Result of Classical Assumption Test

#### Normality Test

Result of normality test is the plot looks normal distribution which the data spread around the diagonal lines and follow the direction of diagonal line, it means the residual model variables have normal distribution.

### Multicollinearity Test

**Table 1**

#### Result of Multicollinearity Test

Independent Variables	Collinearity Statistic	
	Tolerance	VIF
$X_1$ (Tangibility)	0.945	1.058
$X_2$ (Reliability)	0.902	1.109
$X_3$ (Responsiveness)	0.975	1.026
$X_4$ (Assurance)	0.932	1.072
$X_5$ (Empathy)	0.960	1.072

Sourced: Primary Data, 2014

From the table, the result shows that VIF of each variables is less than 10, it means that the independent variables are free from multicollinearity.

### Heteroscedasticity Test

From the result of heteroscedasticity test, the picture shows the plots don't plotted in particular patterns. the plot is spread above and below 0 on the Y axis, it means heteroscedasticity does not happen.

## Multiple Regression Analysis

**Table 2**

#### Result of Multiple Linear Regression Analysis

Variables	Coefficient Beta ( $\beta$ )	t Calculated	Sig.	Remarks
Tangibility ( $X_1$ )	0.136	1.758	0.081	No Significant
Reliability ( $X_2$ )	0.167	2.110	0.037	Significant
Responsiveness ( $X_3$ )	0.085	1.121	0.264	No Significant
Assurance ( $X_4$ )	0.229	2.940	0.004	Significant
Empathy ( $X_5$ )	0.214	2.787	0.006	Significant
$\alpha$ = 0,05				
R square = 0,895				
Adjusted R Square = 0,576				
F table = 2,435				
Significant F = 0,000				
T- Table = 1,977				

Source: Primary Data, 2014

$$1. \quad b_1 = 0,136$$

The coefficient regression shows if there is an increase by one point of  $X_1$  value and other variables are considered equal to 0, it means there is an increase of Y value as much as 0,136

$$2. \quad b_2 = 0,167$$

The coefficient regression shows if there is an increase by one point of  $X_2$  value and other variables are considered equal to 0, it means there is an increase of Y value as much as 0,167

$$3. \quad b_3 = 0,085$$

The coefficient regression shows if there is an increase by one point of  $X_3$  value and other

variables are considered equal to 0, it means there is an increase of Y value as much as 0,085

4.  $b_4 = 0,229$

The coefficient regression shows if there is an increase by one point of  $X_4$  value and other variables are considered equal to 0, it means there is an increase of Y value as much as 0,229

5.  $b_5 = 0,214$

The coefficient regression shows if there is an increase by one point of  $X_5$  value and other variables are considered equal to 0, it means there is an increase of Y value as much as 0,214.

## Hypothesis Test

### F-Test

**Table 3**

**Result of F- Test**

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	15.403	5	3.081	6.557	.000 <sup>a</sup>
	Residual	67.651	144	.470		
	Total	83.055	149			

<sup>a</sup>. Predictors: (Constant), Emphaty, Assurance, Responsiveness, Tangibility , Reliability

<sup>b</sup>. Dependent Variable: Satisfisied

Based on analysis from table, it can be seen that variable tangibility, rliability, responsiveness, assurance, and empathy simultaneously influence the consumers satisfaction which shown by significance value of 0,01 (less than 0,05) so  $H_0$  is rejected and  $H_1$  is accepted.

### t-Test

1. The t test found that the t-test statistics is 1.768 with significance value of 0.081.  $t_{\text{calculated}}$  statistic value is smaller than the  $t_{\text{table}}$  ( $1.768 < 1,985$ ) and the significance value is less than  $\alpha = 0.05$ . Thus, the Tangibility ( $X_1$ ) has no significant effect on customer satisfaction (Y).
2. The t test found that the t-test statistics is 2.110 with significance value of

0.037.  $t_{\text{calculated}}$  statistic value is bigger than the  $t_{\text{table}}$  ( $2,110 > 1,985$ ) and the significance value is less than  $\alpha = 0.05$ . Thus, Reliability ( $X_2$ ) has significant effect on customer satisfaction (Y).

3. The t test found that the t-test statistics is 1.121 with significance value of 0.264.  $t_{\text{calculated}}$  statistic value is smaller than the  $t_{\text{table}}$  ( $1.121 < 1,977$ ) and the significance value is less than  $\alpha = 0.05$ . Thus, responsiveness ( $X_3$ ) has no significant effect on customer satisfaction (Y).
4. The t test found that the t-test statistics is 2.940 with significance value of 0.004.  $t_{\text{calculated}}$  statistic value is bigger than the  $t_{\text{table}}$  ( $2.940 > 1,977$ ) and the significance value is less than  $\alpha = 0.05$ . Thus, assurance ( $X_4$ ) has significant effect on customer satisfaction (Y).
5. The t test found that the t-test statistics is 2.787 with significance value of 0.006.  $t_{\text{calculated}}$  statistic value is bigger than the  $t_{\text{table}}$  ( $2.787 > 1,977$ ) and the significance value is less than  $\alpha = 0.05$ . Thus, empathy ( $X_5$ ) has significant effect on customer satisfaction (Y).

### Dominant Test

**Table 4.**

**Result of Dominant Test**

Variables	Beta coefficient ( $\beta$ )
$X_4$ (Assurance)	0.229
$X_5$ (Empathy)	0.214
$X_2$ (Reliability)	0.167
$X_1$ (Tangibility)	0.136
$X_3$ (Responsiveness)	0.085

Source: Primary Data, 2014

Variable (Assurance) is the variable with the biggest regression coefficient value. which means, Y variable (Customer Satisfaction) is more affected by  $X_4$  variable (Assurance) than  $X_5$  (Empathy),  $X_2$  (Reliability),  $X_1$  (Tangibility), and  $X_3$  (Responsiveness). It is because customers feel comfortable with the friendliness and the professionalism of employees and the hostel owner at Melodia Hotel in Pobierowo, Poland. Security factor provided by the hostel owner

make customers feel secure and comfortable while staying at hostel.

## CONCLUSION

1. The overall service quality consisting of tangibility, reliability, responsiveness, assurance, and empathy simultaneously affect and support the customer satisfaction.
2. Not all of the variables of service quality (tangibility, reliability, responsiveness, assurance, and empathy) are partially and significantly affect on customer satisfaction. Only three variables that significantly affect and support the customers satisfaction. They are reliability, assurance, and empathy. The other variables that do not significantly effect and support the customer's satisfaction are tangibility and responsiveness.
3. Based on the result of the study, the variable of assurance is the most dominant variable that affect the customer satisfaction.

## BIBLIOGRAPHY

- Abdallat, M.M.A. Emam, H.E.S.E. *Customer Satisfaction*. King Saud University.
- Augusty, Ferdinand. 2006. *Metode Penelitian Manajemen: Pedoman Penelitian Untuk Penulisan Skripsi, Tesis dan Disertasi Ilmu Manajemen*. Semarang: Badan Penerbit Universitas Diponegoro. Page 223
- Bhiwajee. and Munhurrun, P.R. 2010. *Service Quality in The Public Service*. University of Technology Purunjodi Naidoo, Mauritius.
- Bucak, T. 2014. *The Effect of Service Quality on Customer Satisfaction: A Research on Hotel Businesses*. Çanakkale Onsekiz Mart University, School of Tourism and Hotel Management. Çanakkale, Turkey.
- Charles W. Lamb, Joseph F. Hair, Carl McDaniel. 2001. *Pemasaran*. Edisi Pertama, Salemba Empat, Jakarta.
- Fraenkel, J. & Wallen, N. 1993. *How to Design and Evaluate Research in Education, (2nd Edition)*. New York: McGraw-Hill Inc. Page 92.
- Forozia, A. Zadeh, M.S. and Gilani, M.H.N. 2013. *Customer Satisfaction in Hospitality Industry: Middle East Tourist at 3star Hotels in Malaysia*. University, Cyberjaya, Malaysia. Payame Noor University, Iran.
- Gantasala, S.B. Naik, C.N.K. Prabhakar, G.V. 2010. *Service Quality (Servqual) and its Effect on Customer Satisfaction in Retailing*. European Jurnal of Social Sciences – Volume 16 number 2.
- Ghozali, I. 2006. *Aplikasi Analisis Multivariate Dengan Program SPSS*. Semarang. Badan Penerbit Universitas Diponegoro.
- Ghozali, I. 2011. *Aplikasi Analisis Multivariate Dengan Program SPSS*. Semarang: BP Universitas Diponegoro. Page 96, 139, 160.
- Gržinić. Jasmina. 2007. *Concepts of Service Quality Measurement in Hotel Industry*. University Jurja Dobrile, Pula.
- Holjevac, I.A. Marković, S. and Raspor, S. 2014. *Customer Satisfaction Measurement in Hotel Industry: Content Analysis Study*. University of Rijeka, Croatia.
- Kabir, Md.H. Carlsson, T. 2010. *Service Quality Expectation, perceptions and satisfaction about Service Quality at Destination Gotland – A case study*. Gotland University.
- Kayawardena and Kurunatne. 2010. *Assessment of Customer Satisfaction in a Five Hotel – A Case Study*. University of Paradeniya, Srilanka.
- Kendall, Stephanie D. 2007. *Customer Service from the Customer's Perspective*. In Fogli, Lawrence. *Customer Service Delivery: Research and Best Practices*. J-B SIOP Professional Practice Series 20. John Wiley and Sons.
- Korane, S. Suneeta, B. 2014. *Conceptual Study of Relationship between Service Quality and Customer Satisfaction*. College of Home science and HomeScience Technology. Nagpur, India. STES. Pune, India.
- Kotler, Philip and Keller, 2006. *Marketing Management*, New Jersey: Pearson Prentice Hall, Inc.
- KPMG. 2012. *Investment in Poland*.
- Lovelock, Christopher and Wirtz, Jochen, 2010, *Services Marketing : People, Technology*. USA.
- Mola, F. Jusoh, Jamil. 2011. *Service Quality in Penang Hotel: A Gap Score Analysis*. School of Housing. University Sains Malaysia.
- Polish Press Agency, Economic Service. 2014. *Tourism Industry in Poland- Good 2013, better 2014?*. Ministerstwo Skarbu Państwa.
- Rao, P.S. And Sahu, P.C. 2013. *Impact of Service Quality on Customer Satisfaction in Hotel*

- Industry. AMC- CITY, Bangalore.
- Reizenstein, Richard C. 2004. *Customer*. In Stahl, Michael J. *Encyclopedia of health care management*. University of Tennessee, Knoxville. USA.
- Sekaran, U. 2006. *Metodologi Penelitian Untuk Bisnis*. Jakarta: Salemba Empat. Page 4, 123.
- Sekaran, Uma and Bougie, Roger. 2010. *Research Methods for Business: A SkillBuilding Approach. (5th Edition)*. United Kingdom: John Wiley & Sons Ltd. Page 61, 69, 72, 103, 152, 158, 262, 271, 352.
- Seo, Yeji. 2012. *Cultural Impact on Customer Satisfaction and Service Quality Evaluation in Hotels*. University of Nevada, Las Vegas.
- Shafiq, Y. Shafiq, I. Din, M.S. 2012. *Impact of Service Quality on Customer Satisfaction: A study of Hotel Industry of Faislabad, Pakistan*. University Faislabad, Pakistan.
- Singarimbun, Masri and S, Effendi. 2006. *Metode Penelitian Survey Cetakan kedelapan Belas*. Jakarta.LP3S. Page 8.
- Solimun. 2002, *Multivariate Analysis Structural Equation Modelling (SEM) Lisrel dan Amos*. Fakultas MIPA, Universitas Brawijaya, Malang.
- Sugiyono. 2009. *Metode Penelitian Kuantitatif, Kualitatif dan R&D*, Bandung: Alfabeta.
- Sugiyono. 2011. *Metode Penelitian Kuantitatif, Kualitatif dan R&D*. Bandung: Alfabeta.
- Tanvi. 2013. *Studying the Comprehensive CRM Practices in Hospitality: A Critical Review*. Punjab University, Chandigarh.
- Tukker, A. 2004. *Eight Types of Product Service System: Eight Ways to Sustainability? Experient from Suspronet*. John Wiley & Sons, Ltd and ERP Environment
- UNWTO. 2010. *The Power of Youth Travel*. AM Report. Volume 2.
- <http://www.pobierowo.net.pl/noclegi/oferta/pensjonat-melodia-6428/>
- <http://www.pobierowonoclegi.pl>
- <https://maps.google.com>