

# **THE INFLUENCE OF SERVICE QUALITY TOWARD CUSTOMER SATISFACTION AT BIUTI HOTEL IN BANJARMASIN**

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## **Abstract**

As a company that sells services, servqual is closely related to the customer satisfaction. As a company whose main role is to give service to people, Biuti Hotel needs to pay attention to the Servqual factor to satisfy their customers. This research test the Servqual that given by Biuti Hotel. The purpose of this study to Analyze the influence of Service Quality toward the satisfaction of Biuti Hotel customers in Banjarmasin

This research used Multiple Regression Analysis. The results of the Multiple Regression Analysis show that Servqual (tangible, reliability, responsiveness, assurance and empathy) simultaneously has an influence toward the satisfaction of Biuti Hotel customers. And when these factors are partially tested, only the variable reliability that has not significant influence toward the satisfaction of Biuti Hotel customers. The value of Adjusted R Square shows that the satisfaction of Biuti Hotel customers influenced by servequal as much as 0,807 or 80,7%. While the rest as much as 0,193 or 19,3% influenced by other variable.

*Key words: Servqual, Customer Satisfaction, Biuti Hotel.*

## **Background of the study**

Hotel businesses helps the development of tourism in Indonesia. As has been quoted by the Daily Kompas (2013), with Indonesia's large population, it is a potential target market for business development. An interview with Guy Phillips of Hilton reveals that Indonesia is a huge market and it has potentials. Indonesia has great opportunities for the growth of this business as it has the largest population in the world. In the last 10 years, Indonesia's economy has been growing and the number of tourists visiting this country has also been increasing. Statistical Data shows that there were about 19 million Indonesian middle-class workers in May 2003, and which

grows to 131 million 10 years later in 2013. Therefore, it is seen that the development of the intermediate segment of the hotel is connected with the air transport class budget, thereby encouraging level of visits to various regions. Even though Hampton Hotel by Hilton will be built, budget hotels and economy-class hotel grow rapidly in Indonesia. Those are managed both international and domestic operators. With increasing business growth property in Indonesia, they will indirectly help the development of tourism. With the growing number of hotel businesses developing in Banjarmasin not only it makes business competition of hotel business perceived by Biuti Hotel in Banjarmasin, but the decision to stay at the Biuti Hotel in Banjarmasin

declined every year as can be seen on the hotel occupancy rate in Biuti Hotel in table 1.1 below:

Table 1.1.

The number of guests in Biuti Hotel in Banjarmasin 2010-2012

Year	Guest occupancy rate	Guest occupancy rate	The number of Guest occupancy rate	The capacity of guest occupancy	Rate occupancy in percentege
	Non Bisnis	Bisnis			
2008	1.811	38.639	40.450	45.720	88%
2009	1.760	38.245	40.005	45.720	87%
2010	1249	31.130	32.379	45.720	70%
2011	1.932	23.645	25.577	45.720	54%
2012	1.895	22.789	24.684	45.720	52%

Source: Biuti Hotel Banjarmasin, 2013

From table 1.1 the above, the occupancy rate reached 88% Biuti Hotel in 2008, where at that time, according to the data from PHRI, hotel competition still was not that much. There were 87 budget hotels and 21 star hotel. The occupancy rate at the Biuti Hotel in Banjarmasin decreased to 54% in 2012 reaching only 52%. Based on an existing phenomenon, the decline in occupancy Biuti Hotel in Banjarmasin is possible is because the internal factors such as the quality of service that is less satisfying for its customers.

The decreasing in the Biuti Hotel's occupancy rate shows that customer satisfaction with Biuti Hotel has not met the customer expectations, even though the Biuti Hotel has provided service quality. According to Tjiptono (2011: 54), it is revealed that the quality of service that will give a boost to costumers to establish a bond and a strong relationship with the company. A quality service can be used as an attempt

to achieve customer satisfaction. The company can be based on the dimensions of the quality of services. In addition to that, according to Parasuraman in Tjiptono (2011: 274), there are five main dimensions, (1) Reliability, i.e. the ability to provide that's been promised with immediate, accurate and satisfaction. (2) Responsiveness of the hotel staff to help our customers and to provide service with the responsiveness. (3) Assurance, which includes knowledge, competency, politeness, reliable nature of the staff, free of hazards, risks and doubts. (4) Empathy, which includes the ease in strained relations, good communication and understanding of the individual needs of our customers. (5) Tangibles, which includes the physical facilities, equipment, personnel, and means of communication.

And according previous research by Rofik Rama (2011) about The Influence Of Service Quality To The Customer Satisfaction (Research On Mc. Donald Sarinah Malang), it is uncovered that the influence of servqual taking action against costumer dominates the satisfaction influence. This means that the better quality of service provide is, the higher the level of customer satisfaction will be. According to previous research by Agus Mulyadi (2012) about The Influence Of Service Quality To The Customer Satisfaction (Research On PT Bank Rakyat Indonesia Tbk. Mace), it is found that the influence of servqual has a significant influence on costumer satisfaction. Moreover, according to previous research by Maria Cicilia (2013) about The Influence Of Service Quality To The Customer Satisfaction (Research On Hotel Regent Park Malang) it is uncovered

that the influence of Servqual has a significant influence on consumer satisfaction. From the opinions of experts and researchs before, the service quality can be said to be able to neither increase or decrease the level of customer satisfaction. Yet, costumer satisfaction in Biuti Hotel is still low as it is seen from table 1.1 above. Based on the background, the researcher would like to analyze the influence of customer satisfaction service quality Biuti Hotel in Banjarmasin. Then, the researcher takes the title of the study is "The Influence of Sevice Quality Toward The Customer Satisfaction at Biuti Hotel in Banjarmasin".

## **Literature Review**

### ***Consumer Behavior***

According to J. Peter Paul Peter and Jerry C. Olson's (2011:6) Consumer behavior is dynamic. This means that a consumer, the consumer group, as well as the wider community is always changing and moving all the time.

Along with the increase in economic growth in Indonesia today, the community is getting good at selecting goods and services to be consumed. Therefore, in order to expand its business centers, a company must know the consumer behavior so that the customer's presence can be maintained. Attitudes and consumer behavior will have considerable influence in determining a strategy for a company.

The main goal of marketers is to serve and to satisfy consumer needs and demands. Therefore, marketers need to understand how the consumer behavior is in an attempt

to satisfy the needs and demands. Consumer behavior is related to consumer attitudes in making decisions based on cognitive processes to acquire, consume, and spend their products or services.

### ***Service Quality***

According to Lovelock and Wright (2007:96) the definition of service quality is a long-term cognitive evaluation of the customer to the delivery of services of a company.

In other words, servqual is built upon a comparison of the two main factors; the customer perception of the actual service they receive (Perceived Service) and the actual service that is expected / desirable (Expected Service). If reality is more than what has been expected, then it can be said to be top quality service. however, if the reality is less than what has been expected, then the service is said to be qualified. If the same fact in the hope of the service was became satisfactory. Quality is defined in term of customer perception (Winner, 2007:425).

Service quality can be determined by comparing the perceptions of consumers for the service, which obviously have been received / obtained with the actual service they expect / want for the service attributes of a company. If the services received or perceived (perceived service) as expected, then good perceived service quality and satisfaction, if the services received exceed the expectations of consumers, the perceived service quality is very good and qualified. Conversely if the services received lower

than what has been expected, then poor quality of service is perceived.

According ISO 9000 in Lupiyoadi and Hamdani (2009:175) quality is defined as the “degree to which asset of inherent characteristics fulfills requirements”. Requirements in this term are the need of expectation that is started, generally implied or obligatory.

Quality of service must be started from the needs of the customer and ends with customer satisfaction and positive perceptions of service quality. This means that the image quality is not based on viewpoint or perception of the service provider, but the point of view or perception of the customer.

From the definitions of quality of service, it can be concluded that the quality of service is any activity undertaken by the company in order to meet consumer expectations. Service in this case is defined as a service or a delivered by the owner of the service in the form of convenience, speed, relationships, skills and hospitality are addressed through the attitude and nature in providing services for customer satisfaction.

### ***Customer Satisfaction***

Customer satisfaction is the extent to which a product's perceived performance matches buyers' expectations (Kotler and Armstrong, 2009:46).

According to Scaars (2010: 8) in Tjiptono (2011: 27), basically, the purpose of a business is to make the customers feel satisfied. Creation of customer satisfaction

may provide some benefits, such as the relationship between the company and its customers to be harmonious. It also provides a good basis for the purchase and the creation of customer loyalty and establish a recommendation by word of mouth (mouth of mouth) that is profitable for the company.

Definition of customer satisfaction according to Lovelock and Wright (2007:96) is a short-term emotional reaction to the performance of customer service. Meanwhile, according to the Fornell in Tjiptono (2008:169), customer satisfaction is a response to the evaluation of the difference among the initial perception before purchasing (other performance standards) and actual performance as perceived after using or consuming the product concerned.

### **Hypothesis**

Through literature studies and previous research result, hypothesis in this study can be presented as follows :

H1 = Claimed that the service quality dimension consist of tangibility (X1), reliability (X2), responsiveness (X3), assurance (X4), and empathy (X5) simultaneously affects customer satisfaction of Biuti Hotel in Banjarmasin.

H2 = Claimed that the service quality dimension consist of tangibility (X1), reliability (X2), responsiveness (X3), assurance (X4), and empathy (X5) partially affects customer satisfaction of Biuti Hotel in Banjarmasin.

### **Research methodology**

#### ***Type of Research***

Based on the formulation of the problem and research objectives, the type of study used is explanatory research. According to Singarimbun and Effendi (2006:5), explanatory research is a research that describes the causal relationships between variables through hypothesis testing. Therefore, it can also be said that explanatory research is research that is used to test the hypotheses on the relationship among variables (causal relationship).

In the implementation of explanatory research the survey method was used. This is a research method that attempts to explain or to describe a social phenomenon by looking at the relationship of the researched variable.

Population, as described previously, is difficult to determine with certain amount. Accordingly, the sampling method used in this study is a non probability sampling method. Sugiyono (2008:120) states that sampling is a non probability technique that does not give equal opportunities for each element or member of the population to be selected into the sample. Thus, the use of non probability sampling, knowledge, belief, and experiences of a person are taken into consideration to determine the member selected as the sample population.

Because the population in this study cannot be certainly known, then the study used data collection method in accordance with what has been stated by Roscoe in Sugiyono (2011:91). He states that if a research uses multivariate analysis (correlation or multiple regressions), the minimum sample is 10 multiplied by the number of variables observed. In this

research, the numbers of variables are 6 (five independent variables and one dependent variables), so the minimum number of respondents are  $(6 \times 10 = 60)$ , so 60 respondents is considered over the minimum.

In this study there are five attributes to be measured, that are tangibility (X1), reliability (X2), responsiveness (X3), assurance (X4), and empathy (X5) as well as customer satisfaction (Y). Therefore, in the opinion of Roscoe, the minimal samples for this study were 60 respondents. With consideration to the level of accuracy of the data generated from the population and the minimum sample (10) times the number of indicators observed (17) is much better, the researchers set a total of 170 respondents.

### ***The Sampling Techniques***

The sampling technique in this study is using a non probability sampling. Non-probability sampling is a sampling of ways in which each element of the unknown probability is selected to be the subject population samples (Sekaran, 2009:276). This means that the findings from the study of the sample cannot be confidently generalized to the population. The sampling technique used was a purposive sampling.

According to Sekaran (2009:276), purposive sampling is confined as the specific types of people who can provide the desired information, either because they are only ones who have it or they can conform to some criteria set by researcher.

### ***Variable Identification***

According to Sekaran (2009:69) variable is anything that can take on differing or varying values. The values can differ at various times for the same object or person, or at the same time for different objects or person.

According to Lewis & booms in Tjiptono (2008:85) the quality of service can be defined as "a measure of how good the level of services rendered capable of in accordance with the expectations of customers". The variables of the concept of service quality to be used in this study are based on the dimensions of service quality.

In this study the variables used are the dimensions of service quality which are identified with X as independent variables and customer satisfaction are identified with Y as the dependent variable.

Independent variable is one that influences the dependent variable in either a positive or negative way (Sekaran, 2009:72).

That is, when the independent variable is present, the dependent variable is also present, and with each unit of increase in the independent variable, there is an increase or decrease in the dependent variable.

In this case, the independent variable is the dimension of service quality. Thus, according to the operational definition each of variable service quality dimension, which are:

a. Tangibility (X1)

The tangibility is a series of physical facilities owned by the company that is used to support the delivery of services to

consumers, such as: buildings, equipment, tools, technology and so on.

Indicator:

- Completeness and convenience facilities offered (X1.1)
- Officers who dressed neatly (X1.2)
- Cleanliness and comfort of the room (X1.3)

b. Reliability (X2)

Company's ability to provide services in accordance with the promise of immediate, accurate, and satisfactory to the Customer.

Indicators:

- Honest in giving service (X2.1)
- Professionalism in handling customer complaints (X2.2)
- Serve on time (X2.3)

c. Responsiveness (X3)

Responsiveness of officers in providing prompt and quick service to customer.

Indicators:

- Efficiency in serving the needs of customer (X3.1)
- Speed in handling customer complaints (X3.2)
- Delivery of information when the service activity is running (X3.3)

d. Assurance (X4)

Knowledge, courtesy and ability of employees to convey trust and confidence to customers so that customers feel safe or secure.

Indicators:

- The quality of hospitality and courtesy in providing services (X4.1)
- Ability to provide security in the use of services offered (X4.2)
- Extensive knowledge of employees so as to answer the customer (X4.3)

e. Empathy (X5)

Attention and understanding of a given employee to the visitors.

Indicators:

- Understanding the need (X5.1)
- Attention to customer (X5.2)
- Willingness to help customer (X5.3)

According to the Sekaran (2009:70), dependent variable is the variable of primary interest to the researcher. The researcher goal is to understand and to describe the dependent variable, or to explain its variability, or predict it. In other words, it is the main variable that lends itself for investigation as a viable factor. In this study the dependent variable used is the satisfaction of service users.

Indicator:

- Customer loyalty (Y1) is a customer statement relating to a favorable attitude or behavior after using the service.
- References to others (Y2).

### ***Data Collection Method***

In this study, the researcher uses quantitative research methods. Quantitative research method is a research method that is based on mathematical data and statistical data. The method used for the research is explanatory research which is a method that takes sample from a population and uses questionnaire for data collection. This research uses explanatory pattern (level of explanatory) which is a description of research highlights of the relationship between variables and testing research hypotheses which have been formulated previously. Therefore it is also called the research hypothesis testing (Sugiyono, 2012).

### ***Data Analysis Technique***

Data analysis is defined as separating or breaking up an entire part into smaller parts especially using an examination of this part to find out their nature, proportion, function, interrelationship, etc. (Webster dictionary in Uma Sekaran, 2006).

### ***Data Analysis Method***

#### ***Multiple regression analysis***

The data model analysis in this study is the multiple regression analysis. Multiple regression analysis was used to analyze the influence of independent variables consisting of tangibility (X1), reliability (X2), responsiveness (X3), assurance (X4), and empathy (X5) and the dependent variable is customer satisfaction (Y).

An equation model of multiple linear regression analysis in this study can be formulated:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + \beta_5 X_5 + e$$

In which :

Y = Customer satisfaction

X1 = Tangibles

X2 = Reliability

X3 = Responsiveness

X4 = Assurance

X5 = Empathy

= Constanta

$\beta_1, \dots, \beta_5$  = Coefficient regression independent variable

e = Disturbing variable

#### *Coefficient of determination*

Adjusted R Square ( $R^2$ ) is a function that always appears in the number of independent variables in the model. Therefore, to compare the two models of  $R^2$ , one must take into account the number of independent variables in the model. This can be done by using the "adjusted R square". The term means that the value of  $R^2$  is adjusted

#### ***Hypothesis Test***

It is used to determine the relationship between independent and dependent variable, whether direct evidence of tangible (X1), Reliability (X2), Responsiveness (X3), Assurance (X4), and Empathy (X5) have a simultaneous effect on the dependent variable Y (customer satisfaction).

The test steps are as follows:

a. Determining Hypothesis Formulation

- $H_0: \beta_1 = \beta_2 = 0$ , meaning that the variables X1, X2, X3, X4 and X5 do not have a significantly simultaneous effect on variable Y

- $H_a: \beta_1 = \beta_2 \neq 0$ , which means that the variables X1, X2, X3, X4, and X5 have a significantly simultaneous effect on variable Y.

b. Determining the 95% confidence level ( $\alpha = 0.05$ )

c. Determine the significance

- The value of significance (P value) < 0.05 then  $H_0$  is rejected and  $H_a$  accepted.

- The value of significance (P value) > 0.05 then  $H_0$  rejected and  $H_a$  accepted.

d. Make conclusions

- If (P value) < 0.05 then  $H_0$  is rejected and  $H_a$  is accepted. This means that independent variables simultaneously affect the dependent variable.

- If (P Value) > 0.05 then  $H_0$  is rejected and  $H_a$  is accepted. This means that independent variables simultaneously (together) do not affect the dependent variable.

For the hypothesis test, to know whether it is accepted or rejected is by comparing the value of F. calculated by F. tables. If F calculated < F table, then  $H_0$  is refused and  $H_1$  is accepted, and if F calculated > F table, then  $H_0$  is refused and  $H_1$  is accepted. Hypothesis testing and simultaneous partial data processing are done using the latest version of SPSS (Statistical Package for Social Sciences).



## Findings and discussion

### *Research Object*

The object in this study is Biuti Hotel in Banjarmasin specifically the influence of service quality to customer satisfaction.

### *Biuti Hotel Phenomenon*

Based on an phenomenon at table 1.1 , the decline in occupancy Biuti Hotel in Banjarmasin is possible is because the internal factors such as the quality of service that is less satisfying for its customers.

The decreasing in the Biuti Hotel's occupancy rate shows that customer satisfaction with Biuti Hotel has not met the customer expectations, even though the Biuti Hotel has provided service quality. According to Tjiptono (2011: 54), it is revealed that the quality of service that will give a boost to costumers to establish a bond and a strong relationship with the company. A quality service can be used as an attempt to achieve customer satisfaction. The company can be based on the dimensions of the quality of services. In addition to that, according to Parasuraman in Tjiptono (2011: 274), there are five main dimensions, (1) Reliability, i.e. the ability to provide that's been promised with immediate, accurate and satisfaction. (2) Responsiveness of the hotel staff to help our customers and to provide service with the responsiveness. (3) Assurance, which includes knowledge,

competency, politeness, reliable nature of the staff, free of hazards, risks and doubts. (4) Empathy, which includes the ease in strained relations, good communication and understanding of the individual needs of our customers. (5) Tangibles, which includes the physical facilities, equipment, personnel, and means of communication.

### *Charachteristic of respondent*

This study aims to disclose the influence of service quality to the satisfaction of Biuti Hotel customers in Banjarmasin. Therefore, this study used a certain customer in Biuti Hotel as a respondent, and then their data was identified as the first responder. Respondent's data used in this study were the customer's gender, age, work, amount of income, hometown and staying intensity. In this study, approximately 170 questionnaires were distributed.

### *Validity and Reliability Test*

Variable	Item	R	Sig	Description
Tangibility (X <sub>1</sub> )	X <sub>1.1</sub>	0,882	0,000	Valid
	X <sub>1.2</sub>	0,936	0,000	Valid
	X <sub>1.3</sub>	0,898	0,000	Valid
Reliability (X <sub>2</sub> )	X <sub>2.1</sub>	0,950	0,000	Valid
	X <sub>2.2</sub>	0,947	0,000	Valid
	X <sub>2.3</sub>	0,947	0,000	Valid
Responsiveness (X <sub>3</sub> )	X <sub>3.1</sub>	0,961	0,000	Valid
	X <sub>3.2</sub>	0,949	0,000	Valid
	X <sub>3.3</sub>	0,920	0,000	Valid
Assurance (X <sub>4</sub> )	X <sub>4.1</sub>	0,916	0,000	Valid
	X <sub>4.2</sub>	0,928	0,000	Valid
	X <sub>4.3</sub>	0,937	0,000	Valid
Empathy (X <sub>5</sub> )	X <sub>5.1</sub>	0,942	0,000	Valid
	X <sub>5.2</sub>	0,947	0,000	Valid
	X <sub>5.3</sub>	0,954	0,000	Valid
Customer Satisfaction (Y)	Y <sub>1</sub>	0,982	0,000	Valid
	Y <sub>2</sub>	0,983	0,000	Valid

From the description in the Table above, it showed an information that all of variables from tangibility (X<sub>1</sub>), Reliability (X<sub>2</sub>), Responsiveness (X<sub>3</sub>), Assurance (X<sub>4</sub>), Empathy (X<sub>5</sub>) and customer satisfaction variable (Y) had a significance level  $< 0.05$  (5%) and also had a positive coefficient correlation (  $r$  )  $> 0.3$ . Because each of the indicators in each of these variables had fulfilled the validity, it could be carried to the next computation step.

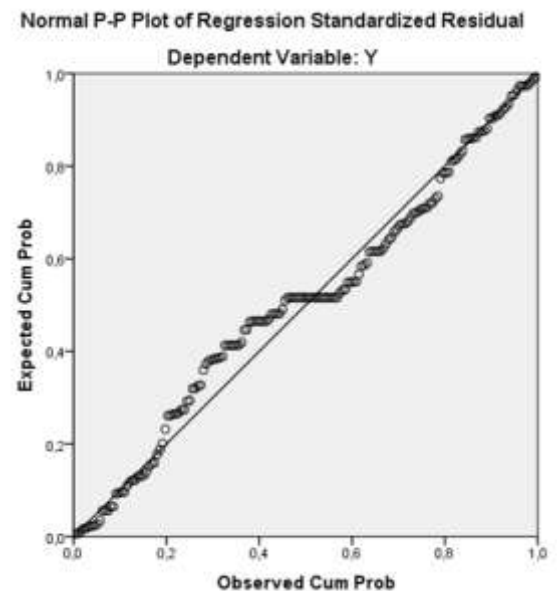
Variable	Coefficient Alpha	Description
Tangibility (X <sub>1</sub> )	0,887	Reliable
Reliability (X <sub>2</sub> )	0,943	Reliable
Responsiveness (X <sub>3</sub> )	0,938	Reliable
Assurance (X <sub>4</sub> )	0,918	Reliable
Empathy (X <sub>5</sub> )	0,943	Reliable
Customer Satisfaction (Y)	0,964	Reliable

From the description in Table above, the information showed that all variables from tangibility (X<sub>1</sub>), Reliability (X<sub>2</sub>), Responsiveness (X<sub>3</sub>), Assurance (X<sub>4</sub>), Empathy (X<sub>5</sub>) to customer satisfaction variable (Y) had the Alpha-Cronbach Coefficient (  $\alpha$  )  $> 0.6$ . Therefore, all variables had fulfilled the reliability criteria.

### Result of Clasical Assumption Test

### Normality Test

Normality Test aims to test whether in regression models, residual or bully variables have normal distributions (Ghozali 2006: 110). Good regression models have normal data distribution or even close to normal. The methods used for normality test is by using the Kolmogorov-Smirnov against the residual value of the results of the regression equation and graph method to normal PP-plot. When the probability of Kolmogorov-Smirnov test results are greater than 0.05 the assumptions of normality is fulfilled. By using Graph PP-Plot, it could be seen that the points of the diagonal line of approaching data so that it could be stated that the model spreads normally. The result is done as follows:



Source : researcher 2013

Based on the figure, the line spreads around the diagonal lines and follows the direction of the diagonal line or histogram charts. Here, normal distribution is shown, then the

regression model meets the the assumptions of normality.

Normality test could also be obtained by using analysis of One Sample Kolmogorov-Smirnov Test. If Asymp.sig value is greater than the error rate in the regression model, it could be said that it spreads normally. From the analysis One sample of Kolmogorov-Smirnov Test results obtained in the following table:

Statistic Test	asyp sig.	Descreption
Kolmogorov-Smirnov Z	0,135	Normal Distribution

From the Kolmogorov-Smirnov Test table Kolmogorov-Smirnov coefficients were obtained at 1.161 with a significance value of 0.135 where the value is greater than  $\alpha > 0.05$ . Because the significance value was greater than  $\alpha > 0.05$ , it could be concluded that the residuals fulfilled the normality assumption.

### Multicollinearity Test

The method used to detect multicollinearity was Variance Inflation factor (VIF) and tolerance. If  $VIF > 10$ , then the independent variables had multicollinearity problems with the other independent variables. Otherwise, if the VIF values  $< 10$ , then there was no multicollinearity.

The the calculation results of multicollinearity test are as follows:

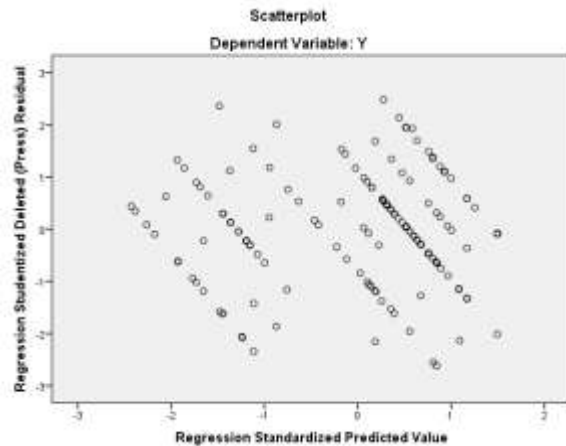
Independent Variable	VIF	Description
Tangibility ( $X_1$ )	2,340	Non <b>Multicollinearity</b>
Reliability ( $X_2$ )	7,121	Non <b>Multicollinearity</b>
Responsiveness ( $X_3$ )	8,035	Non <b>Multicollinearity</b>
Assurance ( $X_4$ )	7,324	Non <b>Multicollinearity</b>
Empathy ( $X_5$ )	6,612	Non <b>Multicollinearity</b>

From the table 4.19 above, it was concluded that the appropriate regression model used in this study as a condition of multicollinearity did not occur, because after being filled with the Variance Inflation Factor (VIF) of each independent variable, the value which was less than 10 or  $VIF < 10$ .

### Heteroscedasticity Test

Heteroscedasity can be detected by seeing graphic plot between the value of dependent variable prediction ZPRED with its residual SRESID. Detection of the availability of heteroscedasticity can be done by seeing if there is certain pole in scatterplot graphic between SRESID and ZPRED where Y-axis is predicted Y , and X-axis is residual ( Y-axis prediction – the actual Y).

### Heteroscedasticity Test Scatter Plot



Source : researcher 2013

Based on the graph scatter plot above, it shows that there was no clear pattern on this residual distribution so that it could be concluded that the symptom of heteroscedasticity did not occur or in other words the assumptions of non-heteroscedasticity have been met.

#### 4.5 Multiple Regression Analysis

In processing the data using multiple linear regression analysis, it is performed in several steps to find out the relationship between the independent and the dependent variables, through the relationship of Tangibility (X1), Reliability (X2), Responsiveness (X3), Assurance (X4) and Empathy (X5) variable. Meanwhile, the dependent variable in this research is Customer Satisfaction (Y). The results of data processing using SPSS is in the following table:

**Result of Multiple Linear Regressions**

Variable	(Unstandardized Coefficient) $\beta$	(Standardized Coefficient) $\beta$	$t_{arithmetic}$	Sign.	Remarks
Constant	-,584		-1,739	,084	
Tangibility (X <sub>1</sub> )	,091	,108	2,086	,039	Significant

Reliability (X <sub>2</sub> )	,089	,116	1,289	,199	Not Significant
Responsiveness (X <sub>3</sub> )	,182	,254	2,656	,009	Significant
Assurance (X <sub>4</sub> )	,171	,235	2,566	,011	Significant
Empathy (X <sub>5</sub> )	,179	,250	2,880	,005	Significant
A = 0,05 Coefficient Determination ( $R^2_{adjusted}$ ) = 0,807 F-arithmetic = 142,412 F-table = 2,269 Significance = 0,000 t-table = 1,975					

Regression model is found based on Table above is as follows:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + \beta_5 X_5 + e$$

$$Y = -0,584 + 0,091 X_1 + 0,089 X_2 + 0,182 X_3 + 0,171 X_4 + 0,179 X_5 + e$$

In which:

Y = Customer satisfaction

X1 = Tangibility

X2 = Reliability

X3 = Responsiveness

X4 = Assurance

X5 = Empathy

= Constanta

$\beta_1, \dots, \beta_5$  = Coefficient regression independent variable

e = Disturbing variable

However, this research is done by using the standardized formula. Because there is no denomination in dependent or independent variables. The formula is as follows:

$$Y = \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + \beta_5 X_5$$

$$Y = 0,0108 X_1 + 0,116 X_2 + 0,254 X_3 + 0,235 X_4 + 0,250 X_5$$

From the equation above, it could be

interpreted as follows:

1.  $\beta_1 = 0,108$

The value of the parameter or the regression coefficients  $\beta_1$  indicated that every physical variable increased 1 time, then the customer satisfaction would be increased by 0,108 times or on the other words, every increasing in customer satisfaction required physical variables of 0,108 assuming that non other variables fixed ( $x_2$ ,  $X_3$ ,  $X_4$  and  $x_5 = 0$ ).

2.  $\beta_2 = 0,116$

The value of the parameter or the regression coefficients  $\beta_2$  indicated that every reliability variable increased 1 time, then customer satisfaction would be increased by 0,0116 times or in other words every increase in customer satisfaction required variable reliability of free variables 0,116 assuming others remain ( $x_1$ ,  $X_3$ ,  $X_4$  and  $x_5 = 0$ ).

3.  $\beta_3 = 0,254$

The value of the parameter or the regression coefficients  $\beta_3$  indicated that every responsiveness variable increased 1 time, then customer satisfaction would be increased by 0,254 times or in other words every increasing in customer satisfaction required increased responsiveness of 0,254 variables assuming that the others remain free variables ( $x_1$ ,  $x_2$ ,  $X_4$  and  $x_5 = 0$ ).

4.  $\beta_4 = 0,235$

The value of the parameter or the regression coefficients  $\beta_4$  indicated that every assurance variable increased 1 time, then customer satisfaction would be increased by 0.235 times or in other words every increase in customer satisfaction guarantee of 0.235 variables assuming that the other remain free variables ( $x_1$ ,  $x_2$ ,  $X_3$  and  $x_5 = 0$ ).

5.  $c = 0,250$

The value of the parameter or the regression coefficients the regression coefficients  $\beta_4$  indicated that every assurance variable indicated that every empathy variable increased by 1 time, then customer satisfaction would be increased by 0.250 times or in other words every increasing in customer satisfaction required variables empathy of 0,179 assuming that the other remaining free variables ( $x_1$ ,  $x_2$ ,  $X_3$  and  $X_4 = 0$ ).

Based on the above regression tables retrieved value Adjusted R Square of 0,807 or 80.7%. It means that the diversity of customer satisfaction is affected by 80.7% of the dependent variables tangibility, reliability, responsiveness, assurance and empathy, while the rest 19.3% was influenced by other variables examined in this study.

### ***Determination Coefficient***

the calculation result was known that the regression of coefficient of determination (adjusted  $R^2$ ) was 0.807. This means that 80,7% customer satisfaction (Y) was affected by the Tangibility (X1), Reliability (X2), Responsiveness (X3), Assurance (X4) and Empathy (X5) variables, whereas the remaining 19,3% customer satisfaction (Y) was influenced by other variables that were not examined in this research, for instance the variables related to the 4's marketing mix, such as product, price, place, and promotion. There was also the promotion mix that consisted of advertising, personal selling, sales promotion, public relations, and direct marketing that were not used in this research.

### ***The Simultaneous Hypothesis Testing and partially hypothesis testing***

Tangibility (X1), Reliability (X2), Responsiveness (X3), Assurance (X4), and Empathy (X5) variable affected simultaneously to the customer satisfaction (Y). In the F distribution table, a score of 2.269  $F_{table}$   $F_{value}$  calculation results in Table 4.24 compared with  $F_{table}$ , so  $F_{calculated}$  resulting in a value which was greater than  $F_{table}$  ( $14,412 > 2.296$ ).

In addition, Table 4.23 also found a significance value of 0.000. This value led to the comparison with the significance value of  $\alpha = 0.05$ , resulting in the significance value which was smaller than  $\alpha = 0.05$ . The comparison of both decisions could be taken if  $H_0$  was rejected at level  $\alpha = 0.05$ . Therefore, it could be concluded that the Tangibility (X1), Reliability (X2), Responsiveness (X3), Assurance (X4), and Empathy (X5) had a significantly simultaneous effect on the customer satisfaction (Y). The second hypothesis testing (t test) was used to find out whether all independent variables had a partial effect on dependent variable in the customer satisfaction of Biuti Hotel in Banjarmasin.

The independent variables could be said to have significant effects partially when  $t_{calculated} > t_{table}$  and  $Sig.F < 0.05$ .

#### **a. Variable X<sub>1</sub> (Tangibility)**

By using SPSS, t test statistics found 2,086 with a significance value of 0.039.  $t_{count}$  test statistic value was greater than the  $t_{table}$  ( $2.086 > 1.975$ ) and a significance value was more than  $\alpha > 0.05$ . This test indicates that  $H_1$  was rejected thus it was concluded that

the tangibility variable (X<sub>1</sub>) did not have any significant effect on the customer satisfaction (Y)

#### **b. Variable X<sub>2</sub> (reliability)**

By using SPSS software, t test statistics found of 4,284 with a significance value of 0.199.  $t_{count}$  test statistic value was greater than the  $t_{table}$  ( $4,284 > 1,986$ ) and a significance value was more than  $\alpha = 0.05$ . Then it could be concluded variable reliability (X<sub>2</sub>) did not significantly affect to the customer satisfaction variable (Y).

#### **c. Variabel X<sub>3</sub> (Responsiveness)**

By using SPSS software, t test statistics found 2,656 with a significance value of 0.009.  $t_{count}$  test statistic value was greater than the  $t_{table}$  ( $2,656 > 1,009$ ) and a significance value less than  $\alpha = 0.05$ . This test indicates that  $H_0$  is rejected thus it could be concluded that the responsiveness variable (X<sub>3</sub>) had a significant effect on the customer satisfaction (Y).

#### **d. Variabel X<sub>4</sub> (Assurance)**

By using SPSS software, t test statistics found of 2,566 with a significance value of 0.011.  $t_{count}$  test statistic value was greater than the  $t_{table}$  ( $2,566 > 1,975$ ) and a significance value less than  $\alpha = 0.05$ . This test indicates that  $H_0$  was rejected thus it could be concluded that the assurance variable (X<sub>4</sub>) had a significant effect on the customer satisfaction (Y).

#### **e. Variabel X<sub>5</sub> (Empathy)**

By using SPSS software, t test statistics found of 2,880 with a significance value of 0.005.  $t_{count}$  test statistic value was greater than the  $t_{table}$  ( $2,880 > 1,975$ ) and a significance value less than  $\alpha = 0.05$ . This test indicates that  $H_0$  was rejected thus it could be concluded that the empathy

variable (X5) had a significant effect the customer satisfaction (Y).

### ***Determination of the Most Dominant Variables***

To decide which independent variable that was most dominant or influential on the impact of the dependent variable using a linear model regression, and then using the value of beta coefficient. That coefficient was standardized coefficient (Sritua Arif, 1993). Based on the table Result of Multiple Linear Regressions, it shows that variable which had the highest beta coefficient was responsiveness variable (X3) with beta coefficient of 0,254. So it could be concluded that the most dominant variable or influential towards the customer satisfaction variable was responsiveness variable (X3).

### ***Discussion***

Referring to the results of this research, Biuti Hotel as a company which engaged in the service had to know many weaknesses and drawbacks that are still faced by the customers , so that their expectations about the quality of service could be fulfilled and in the end, it could also be used to improve the customer satisfaction.

#### **1. Tangibility Variable (X1)**

Based on the results of the questionnaires given to the customers of Biuti Hotel with 3 statement items relating to Tangibility variables (X1), it was known for statements (X1.1) that the employee uniform was neat, clean and polite which had the largest mean average value among other statements. This

was the indication that the Biuti Hotel was able to provide complete facilities. Furthermore, this also could make your customers feel more satisfied and comfortable to stay at Biuti Hotel. Meanwhile, some test results to Tangibility variables (X1) had a significant influence on customer satisfaction (Y), which declared  $t_{calculated} > t_{table}$  ( $2,086 > 1,975$ ) and also of the standard coefficient  $\beta$  0.108. Overall, in the study of Tangibility variables (X1), which consisted of room facilities (bed, bathroom, TV, air conditioning, water heaters), complete and worth the offer, employee/staff dresses neatly, clean and comfort room have already met the expectations of users of the services, but should have further completion related to the good effect alongside with the satisfaction. Biuti Hotels has to improve the physical appearance, because it concerns what is actually perceived by the customers. Facilities to support completeness also has the necessary equipment such as a blow dryer, telephone, refrigerator and coffee maker. Although the Biuti Hotel is categorized as budget hotel, it has many adequate facilities that will increase the customer satisfaction.

#### **2. Reliability Variable (X2)**

Based on the results of questionnaires given to the Biuti Hotel customers with 3 statement items related to the reliability variable (X2), The item of (X1.1), which stated about the honesty of Biuti Hotel in giving their service, had the largest mean average value than other statements. Meanwhile, the reliability (X2) did not have any significant effect on the customer

satisfaction (Y), that could be found  $t_{\text{calculated}} > t_{\text{table}}$  ( $1,289 > 1,975$ ) and also from Standardized  $\beta$  coefficient of 0.116 with the significance of 0,199 which means that was more than 0,05. This occurred because most customers of Biuti Hotel just wanted to stay while they were having business trips, not to enjoy the view, service etc.

Overall, in this research, the reliability variable (X2) that comprised of the Biuti Hotel services provided in accordance with the promise, the staff were very professional and competent in responding the customer complaints or inquiries, giving service on time, but there should be further improvements to satisfy the customers because there were few things which were not realized yet. For example Biuti Hotel had to give more formal trainings to the employees, so it could improve the ability of their employees.

### 3. Responsiveness Variable (X3)

Based on the results of questionnaires given to the Biuti Hotel customers in Banjarmasin, the 3 statement items related to the responsiveness variable (X3), known as the statement (X3.2) was about the speed of Biuti Hotel employees in handling customer complaints which had the largest mean average value among other statements. This indicates Biuti Hotel had been able to provide services that are compliant with what was already established in the written information in multiple media, websites, or the world of mouth method. Meanwhile the partially test result, responsiveness (X3) had a significant effect on the customer satisfaction (Y), that could be found

$t_{\text{calculated}} > t_{\text{table}}$  ( $2,656 > 1,975$ ) and also from Standardized  $\beta$  coefficient of 0.254. Responsiveness variable (X3) also became a dominant variable effect on Customer satisfaction (Y) of Biuti Hotel customers in Banjarmasin. Overall, in this research, the responsiveness variable (X3) that comprised of the fast service to the needs of the customers, the employees of Biuti hotel respond customer complaints quickly, Biuti Hotel at any time always provides information on all matters that which had already met the expectations of service users, but there should be further improvements that had not been met yet in the process of delivering solutions or information. One of the solutions is for example Biuti Hotel must give some further training to the employees, so the ability of employees will increase after getting the training.

### 4. Assurance Variable (X4)

Based on the results of questionnaires given to the Biuti Hotel customers with 3 statement items related to the assurance variable (X4), it was known that the statement of (X4.1) was about the quality of hospitality and courtesy in providing services, which had the largest mean average value than other statements. This indicates that Biuti Hotel employees had been able to guarantee a good thing, because it would form a mutualistic interaction between customers and Biuti Hotel. On one side, the customers felt more comfortable and safe. On the other side, it would add a good reputation for the Biuti Hotel to the society who had become a loyal customer. Meanwhile, from the partial effect result, the



assurance (X4) had a significant effect on the customer satisfaction (Y), that could be found from  $t_{calculated} > t_{table}$  ( $2,566 > 1,975$ ) and also from Standardized  $\beta$  coefficient of 0.235. Overall, in this research, the assurance variable (X4) that consisted of Biuti Hotel employees who had consistently been polite in word and deed, the assurance of safety and security while using hotel services, Biuti Hotel employees had good knowledge and competent in answering questions that already meet the expectations of the customers, but should have further improvements so that Biuti Hotel would be able to provide better security, safety, and comfortability of the services itself. For example, based on the fact in Biuti Hotel, they did not have any security officer. It is, of course, necessary to increase the safety in Biuti Hotel by hiring Security Officer to lessen the probability of crime.

#### 5. Empathy Variable (X5)

Based on the results of questionnaires given to the Biuti Hotel customers with 3 statement items related to the empathy variable (X5), the statement of (X5.1) was the Biuti Hotel employee had an understanding of the interests and feelings of the Customers and (X5.2) was the Biuti Hotel Employee. This item had the largest mean average value than other statements. This indicates that Biuti Hotel employees was able to give appropriate attention to the customer, both in terms of appeal and prohibition. Meanwhile from a partial test result empathy (X5) it had a significant effect on the customer satisfaction (Y), that could be found in  $t_{calculated} > t_{table}$  ( $2,880$

$> 1,975$ ) and also from Standardized  $\beta$  coefficient of 0.250. Overall, in this research, the empathy variable (X5) that stated about the Biuti Hotel employee who had an understanding of the interests and feelings of the customers, the attitude of staff with care and patience in responding to the needs of customers, and the employee always had a sincere willingness to help customers. Those three had met the expectations of the service users, but should have further improvements in regards to the realization of customer satisfaction because in this context, the hotel was a lodging accommodation, which means that there were many customers who stayed there. Therefore, employees would have difficulty if employees provided individual attention, or in other words, giving awareness to every customers who stay. The only solution for Biuti Hotel is by giving training to their employees to improve the employees' ability in handling the customers.

#### Conclusion

The quality of service is a prestigious asset which has an important role for any companies not to mention, the customer satisfaction because it is also the key to success in the competition of hospitality. This research is about the effect of the SERVQUAL dimension towards the customer satisfaction which is limited only to the Tangibility, Reliability, Responsiveness, Assurance and Empathy variables and aims to determine the effect of these variables on Biuti Hotel customers in Banjarmasin.

Based on the research. it can be drawn that:

1. SERVQUAL dimension, which consisted of tangibility, reliability, responsiveness, assurance and empathy, has a simultaneous effect on the customer satisfaction of Biuti Hotel customers in Banjarmasin.
2. SERVQUAL dimension, which consists of the above variables, has a partial effect on the customer satisfaction of Biuti Hotel in Banjarmasin.
3. Responsiveness variable is the most dominant and influential variable in SERVQUAL dimension towards the Biuti Hotel customers' satisfaction in Banjarmasin. Responsiveness is a variable which is concerned and directly felt by every Biuti Hotel customers.

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