

# **Effects on Pricing, Service Quality and Hotel Atmosphere on Customer Satisfaction and Their Implications on Customer Loyalists at A 3 Star Hotel in Bandung**

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## **Abstract**

Bandung is a popular destination for tourists, especially domestic tourists. In supporting tourist attractions, a qualified hotel industry is needed. In practice, there are problems in the form of low number of repeat guests in Bandung. Referring to the results of preliminary studies conducted and the empirical facts found and relevant previous research results, it is estimated that the researcher estimates that there are four factors that predominantly influence customer loyalty in Three-Star Hotels, namely: price setting, service quality, hotel atmosphere and customer satisfaction. In the calculation, the relationship between (1) quality and pricing, (2) customer satisfaction with hotel atmosphere, (3) customer loyalty to price fixing, (4) service loyalty with customer decisions, (5) hotel atmosphere with price fixing at position which is related and significant. Then there are two variables, namely the relationship between service quality and hotel atmosphere. The research method used in this research is a quantitative method with a correlational approach. Data analysis in the study used a path analysis approach (path analysis). The technique of using data using a questionnaire with the number of respondents of 395 respondents.

*Keywords: Pricing, service quality, hotel atmosphere, customer satisfaction, customer loyalty.*

## **1. Introduction**

Customer satisfaction can be interpreted as a situation where consumer expectations for a service are in accordance with accepted facts about the services provided to consumers. If the service of a service company is far below consumer expectations, the consumer will be disappointed. Conversely, if the services provided meet consumer expectations, then consumers will be satisfied. Consumers' expectations can be seen from their own experiences when using product services and advertising information. Customer Loyalty is consumer behavior as part of human activities that is always changing based on the environmental and social influences where he is. However, for companies, the expected consumer behavior to continue is loyalty. Loyalty means customers continue to make purchases on a regular basis. In general, customer loyalty can be defined as one's loyalty to a product, both goods and services.

Along with the increasing competition in the business realm, it is necessary to have something that can win the competition if it is able to manage it well. In this case, Hotel atmosphere can be used as an option where the appearance and image of a hotel will give its own impression to consumers. Good service quality is an effort that can be used by companies in facing competition in the service sector which is closely related to customer satisfaction. The quality of service expected by consumers is adequate facilities, good service, comfort, security, serenity and satisfactory results so that management must think about how good service quality at this time can continue to develop for the smooth running of the future. Efforts to improve service quality will be very effective if improving service quality is a daily goal, starting from the top management or directors to service executives or employees.

Pricing is a critical decision that supports the successful operation of a company. Price is the only element of the marketing mix that provides revenue for the company. Decisions regarding pricing are not easy to make, too high a price can increase short-term profits, but it will be difficult for consumers to reach and difficult to compete with competitors. Meanwhile, if the price is too cheap, the market share can increase, but the contribution margin and net profit will decrease. Referring to the results of preliminary studies conducted and the empirical facts found as well as the results of a number of relevant previous studies, at least the researchers suspect that there are four factors that dominate customer loyalty in three-star hotels, namely: pricing, service quality, hotel atmosphere and customer satisfaction.

## **2. Literature Review**

### **Pricing**

Moekijat (2003: 441) provides an understanding of price fixing as a decision regarding prices to be followed for a certain period of time. The decision to fix the price is a choice made by the company to the general price level that applies to certain services, which is relative to the price levels of competitors, and has a crucial strategic role in supporting the implementation of marketing strategies. It can be concluded that the pricing policy set by the company is a critical decision that supports the success of a company.

Meanwhile, according to Stanton (1996: 350) the definition of price fixing is a demand or guidance on the price that will be needed to make decisions in the future when the situation demands it. Pricing is a very important element of the marketing plan, in pricing there are two limits that must be considered, namely as a lower limit and cost as a lower limit (Mc Donald & Keegan, 1997: 151).

In general, companies take an approach to pricing based on the objectives to be achieved, these objectives are to: 1) achieve maximum profit; 2) increase sales; 3) maintaining and improving market share; and 4) achieving the return on investment target. Determining the selling price (tariff) is an important decision for management. The rate determined must be sufficient to cover costs and generate optimum profit. If the rate applied is too high, buyers will decrease, sales volume will decrease, total costs may not be covered and eventually will result in losses.

### **Service Quality**

Basically, service quality focuses on efforts to meet customer needs and desires as well as the accuracy of its delivery to match customer expectations. In other words, there are main factors that affect service quality, namely the service expected and the service perceived.

Garvin in Farida (2005: 57), there are eight dimensions of service quality, namely, performance is regarding the main operating characteristics of the core product. For example, a good shape and packaging will attract more customers. Additional features or features, namely secondary or

complementary characteristics. Reliability is less likely to be damaged or fail to use. Conformance to specifications, namely the extent to which design and operating characteristics meet predetermined standards, such as whether the product or service received by the customer must be in shape to type by mutual agreement. Durability, which is related to how long the product can continue to be used. Usually, customers will feel satisfied if the purchased product has never been damaged. Serviceability, including speed, competence, comfort, easy repair; satisfactory complaint handling. Aesthetics, namely the attractiveness of the product to the five senses. For example, product packaging with bright colors, building conditions and so on. Perceived quality, namely the image and reputation of the product and the company's responsibility for it. For example, a brand that is better known to the public (brand image) will be more trusted than a brand that is new and unknown.

### **Customer Satisfaction**

According to Kotler (2003: 36), customer satisfaction is the feeling of someone who is satisfied or vice versa after comparing the reality and expectations received from a product or service. In Kotler's view, very satisfied customers will: 1) stay loyal for longer; 2) buy more when the company introduces new products and updates existing products; 3) talk about good things about the company and its products; 4) pay less attention to competing brands and advertisements and are less price sensitive; 5) offer the company an idea of a service or product; and 6) fees for services are lower than those for new customers due to more routine transactions.

Customer satisfaction basically includes the difference between expectations and the performance or results felt by the customer. Customer satisfaction is very important for companies to pay attention to because it is directly related to the success of marketing and selling the company's products.

### **Customer Loyalty**

Loyalty is defined as a strongly held commitment to buy or subscribe to certain products or services in the future even though there are situations and marketing efforts that have the potential to cause behavior change (Kotler and Keller, 2007: 175). Meanwhile, according to Tjiptono (2000: 110) customer loyalty is a customer commitment to a brand, shop or supplier based on very positive characteristics in long-term purchases.

In the view of Peter & Olson (2002: 45), loyal customers will subscribe or make repeat purchases for a certain period of time. Loyal customers mean a lot to business entities because the cost of acquiring new customers is more expensive than maintaining existing customers. There are four types of loyalty that arise, when low and high attachments are cross classified with low and high repurchase patterns (Griffin, 2005). The four types of customer loyalty are:

1. Without loyalty, where customers do not develop loyalty to certain products or services. In general, companies should avoid targeting these types of buyers, as they will never become loyal customers and contribute little to the company's financial strength.
2. Weak loyalty, where low attachment combined with high repeat purchases results in weak loyalty (inertia loyalty). This customer bought out of habit.
3. Hidden loyalty, where a relatively high level of preference is combined with a low level of repeat purchases indicates latent loyalty.
4. Premium loyalty, which is the type of loyalty that can be most enhanced, occurs when there is a high level of engagement and a high rate of repeat purchases. This is the preferred type of loyalty for all customers in any company.

### **3. Methodology**

The research method used in this research is a quantitative method with a correlational approach. Quantitative research is a research method used to test certain theories by examining the relationship between variables. In quantitative research, a researcher must have assumptions to test theory deductively, prevent biases, control alternative explanations, and be able to generalize and re-apply his findings (Noor, 2011: 38).

The correlational approach is an approach that aims to study the relationship between two or more variables, namely the extent to which variations in one variable are expressed in an index called the correlation coefficient which is used to test hypotheses about the relationship between variables or to state the size of the relationship between variables (Noor, 2011: 40).

In this study, the researcher put forward the following hypothesis:

1. Pricing affects customer satisfaction.
2. Service quality affects customer satisfaction.
3. Pricing and service quality affect customer satisfaction simultaneously.
4. Customer satisfaction affects customer loyalty.

Data analysis in the study used a path analysis approach. Noor (2011: 225) states that path analysis is a relationship or influence between independent variables, intervening variables, and dependent variables where the researcher clearly defines that a variable will be the cause of other variables which are usually presented in diagrammatic form. Path analysis is a development of regression analysis, so that regression analysis can be said to be a special form of path analysis.

According to Sugiyono, (2011: 297), the use of path analysis in research is used to describe and test the relationship model between variables in the form of cause and effect (not an interactive / reciprocal relationship). Sugiyono (2011: 297-298) adds that the use of path analysis in research is based on a number of assumptions as follows, the relationship between variables to be analyzed is linear, additive and causal. Residual variables do not correlate with the variables that precede them, nor are they correlated with other variables. In the variable relationship model there is only a unidirectional causal / causal path, and The data for each variable being analyzed is interval data and comes from the same source.

Through this path analysis, researchers can find out the magnitude of the influence of each variable. The magnitude of the effect of an independent variable on a certain resultant variable is stated by the magnitude of the path coefficient number from that variable to the dependent variable

### **4. Result and Discussion**

#### **F Test**

From the calculation, the Fcount value is 28.248 with a significance level of 5% and  $df_1 = 3$  and  $df_2 = 56$ , the result is  $F_{table} = 2.77$  because  $F_{count} 28.248 > F_{table} = 2.77$  then  $H_0$  is rejected and  $H_a$  is accepted, and it is known that the sig value ( $0,000 < 0.005$ ) so it can be concluded that the variable aspects of Pricing / PTH, Customer Satisfaction, and Customer Satisfaction / KSP simultaneously have a significant effect on Customer Loyalty.

#### **T Test**

- a) The effect of PTH on LOP

From the calculation, it is obtained that the t-count value is 2.298 and the t-table can be calculated in the t-test table, with  $\alpha = 0.05$  because a two-way hypothesis is used, so when looking for the t table the value of  $\alpha$  is divided into 0.025 and  $df = 58$  (obtained from the  $n-2$  formula, where  $n$  is the number

of data,  $60-2 = 58$ ) the obtained t table is 2,001. Because  $t_{count} > t_{table}$  ( $2.298 > 2.001$ ), then  $H_0$  is rejected and  $H_a$  is accepted, so it has a conclusion that Pricing has a significant effect on Customer Loyalty.

**b) Hotel Atmosphere to LOP**

From the calculation, it is found that the t-count value is 4.315 and the t-table can be calculated in the t-test table, with  $\alpha = 0.05$  because a two-way hypothesis is used, so when looking for the t table the value of  $\alpha$  is divided into 0.025 and  $df = 58$  (obtained from the  $n-2$  formula, where  $n$  is the number of data,  $60-2 = 58$ ) the obtained t table is 2,001. Because  $t_{count} > t_{table}$  ( $4.315 > 2.001$ ), then  $H_0$  is rejected and  $H_a$  is accepted, so it has a conclusion that Hotel Atmosphere has a significant effect on Customer Loyalty.

**c) KSP against LOP**

From the calculation, it is found that the t-value is 8,290 and the t-table can be calculated in the t-test table, with  $\alpha = 0.05$  because a two-way hypothesis is used, so when looking for the t-table the value of  $\alpha$  is divided into 0.025 and  $df = 58$  (obtained from the  $n-2$  formula, where  $n$  is the number of data,  $60-2 = 58$ ) the obtained t table is 2,001. Because  $t_{count} > t_{table}$  ( $8.290 > 2.001$ ), then  $H_0$  is rejected and  $H_a$  is accepted, so it has a conclusion that Customer Satisfaction has a significant effect on Customer Loyalty.

**Determination Coefficient Test**

The coefficient of determination ( $R^2$ ) of 0.602. This figure means that the effect of Pricing / PTH, Service Quality / KLL, and Customer Satisfaction together on Customer Satisfaction / LOP is 60.2% while the remaining 39.8% is influenced by other variables not examined in this study.

**Correlation Coefficient**

**Table 1. Correlation**

Correlation	Coefficient	Category	Sig.	Conclusion
KSP (Y) - PTH (X <sub>1</sub> )	-0,604	Strong	0,000	Significant
KSP (Y) - KLL (X <sub>2</sub> )	0,130	Very weak	0,323	Not significant
KSP (Y) - Hotel Atmosphere (X <sub>3</sub> )	0,770	Very strong	0,000	Significant
LOP (Z) - PTH (X <sub>1</sub> )	-0,330	Low	0,010	Significant
LOP (Z) - Hotel Atmosphere (X <sub>3</sub> )	0,229	Low	0,078	Not significant
LOP (Z) - KSP (Y)	-0,280	Low	0,030	Significant
PTH (X <sub>1</sub> ) - Hotel Atmosphere (X <sub>3</sub> )	-0,820	Very strong	0,000	Significant
KLL (X <sub>2</sub> ) - Hotel Atmosphere (X <sub>3</sub> )	-0,275	Moderate	0,985	Not significant

Source: Research Data, 2019

**Path Analysis**

**Table 2. Regression**

Variable	Coefficient	Regression		
		Direct	Indirect	Total
X <sub>1</sub> - Y	0,423	0,423	-	0,423
X <sub>2</sub> - Y	0,476	0,476	-	0,476
X <sub>3</sub> - Y	1,248	1,248	-	1,248
X <sub>1</sub> - Z	-0,340	-0,340	-0,464454	-0,804454
X <sub>3</sub> - Z	0,797	0,797	-1,370304	-0,573304
Y - Z	-1,098	-1,098	-	-1,098

Variable	Coefficient	Regression		
		Direct	Indirect	Total
ε1	0,248	$0,248^2 = 6,1$		
ε2	0,630	$0,630^2 = 39,69$		

Source: Research Data, 2019

## 5. Conclusion

Hotel owners in Bandung should pay attention to the quality of their services, especially in the aspect of guarantee employees who are less able to explain the problems faced by customers. Employees should be equipped with sufficient knowledge related to tourist maps in the city of Bandung. In addition to the quality of service, the owner should also pay attention to the price offered for the services provided, the price offered if there is a change should be notified so that customers are not disappointed with changes in the price of goods offered. This change must also be accompanied by the quality of service provided, it must also be in accordance with customer desires. From the point of view of customer satisfaction, hotel owners are advised to pay attention to customer satisfaction components. It is hoped that there will be a follow-up on the empathy and assurance component. Future researchers are advised to add other variables that are thought to affect customer satisfaction, such as location, product quality, promotion. So that we get complete information related to the factors that affect hotel customer satisfaction.

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