

The Influence Of Service Quality And Facilities On Customer Satisfaction At The Meeting Package of The Grand Savero Hotel Bogor

79

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ABSTRACT

In the current modern era, the development of the hotel business in the city of Bogor has increased greatly, causing competition for hotels to attract consumers. One form of strategy to increase the length of room occupancy rate is to focus on Bleisure Travel or a combination of business and leisure (vacation). Bleisure Travel has become a popular trend recently considering the increasing development of globalization. So a meeting package was created provided by hotels in big cities to support this activity. This research aims to analyze the influence of Service Quality and Facilities on consumer satisfaction with meeting packages at the Grand Savero Hotel Bogor.. This research is a quantitative research and the population in this research is all people aged 17 years and over and have used meetings packages at the Grand Savero Hotel Bogor. The sampling technique uses purposive sampling with a sample size of 100 respondents. The data source used is primary data in the form of data collection using questionnaires that are distributed directly. The analysis method is validity and reliability. The data analysis technique used to answer the hypothesis is multiple regression analysis. , t test, F test, and coefficient of determination R Squared. With a significance level of 0.05 using IBM SPSS 25 and Microsoft Excel software. The results of the research show that: (1) Service Quality has a positive and significant effect on Consumer Satisfaction (t count : 3.143; significance: 0.002<0.05; and β : 0.283), (2) Meeting package facilities have a positive and significant effect on Customer Satisfaction (t count: 6.637; significance: 0.000<0.05; and β : 0.597), and (3) Service Quality and Facilities simultaneously have a positive and significant effect on Consumer Satisfaction (F count: 114.650 and significance 0.000< 0.05). The coefficient of determination test results shown is adjusted R² which is 0.697. This shows that the uniformity of Consumer Satisfaction by Service Quality and Meeting Package Facilities together can be explained as 69.7%.

Keywords: *Service Quality, Facilities, Customer Satisfaction*

INTRODUCTION

In this Millennial Era, the tourism and hotel industry is very important, because in fact the tourism and hotel industry is considered an important source of income for the country. Therefore, many countries in the world are starting to make efforts to attract the attention of guests and tourists to their destinations, so as to improve the lives of their people (Gardi et al, 2020). Hotels can be found in various locations, including large cities and small towns. Currently, the hotel industry has become a promising business sector, especially because the needs of modern society, which often travels for business or recreation, require adequate lodging services.

Bogor has become a popular tourist destination for residents of Jabodetabek, especially Jakarta. Even though it is close to Jakarta, Bogor has different geographical characteristics that are attractive to visitors both from within the country and abroad (Saragi, et al, 2022).

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Apart from the cool air and stunning views, various culinary tourist attractions are also the main attraction for many people who visit and return to the Rainy City. Seeing the magnitude of tourism development, PT. Savero Indohotel Nusantara decided to build a hotel industry right in front of the Bogor Botanical Gardens.

Even though it has become a 4-star hotel which recently received the title as one of the smoke-free hotel areas, there are still several shortcomings both in terms of the facilities available and in terms of service quality. This phenomenon will eventually become the main material for the author's research. If you look at the various reviews originating from the review source google.com, it can be seen that in a period of less than 1 year, there have been several problems related to the quality of service and facilities in the Meeting Package at the Grand Savero Hotel Bogor which has caused consumers to be less satisfied with products and services used. Therefore, writing this thesis will be used as a guide to prove whether the quality of service and facilities in the meeting package at the Grand Savero Hotel Bogor has an influence on consumer satisfaction.

Formulation of the problem

On the basis of the problems described above, the research questions to be solved in this study are:

1. How much does the quality of employee service at the Grand Savero Hotel Bogor influence consumer satisfaction?
2. How much do the meeting package facilities provided by Grand Savero Hotel Bogor affect consumer satisfaction?
3. How much does the quality of service and meeting package facilities influence consumer satisfaction?

Research purposes

Based on considerations of the problem formulation previously explained, the objectives to be achieved in this research are:

1. To determine the effect of employee service quality on consumer satisfaction.
2. To determine the effect of the meeting package facilities provided on consumer satisfaction.
3. To find out whether the impact on the quality of service and meeting package facilities provided by the Grand Savero Hotel Bogor has an effect on consumer satisfaction

Literature review

1. Hotels

According to the American Hotel and Motel Associations (AHMA) a hotel is described as a place that offers lodging, drinks, food, and various supporting services to individuals or guests who are looking for a place to stop for a certain period of time.

2. Quality of Service

Service quality according to Mujito, Muharram, & Purba (2021) is all the advantages in activities provided by service providers to consumers as a form of interaction, both directly and indirectly, with the aim of meeting consumer expectations and resolving problems related to the service.

3. Facilities

According to Widyaningrum's Journal (2020), facilities are an atmosphere formed by the interior and exterior design provided and offered by service providers to create comfort for consumers. In the tourism industry, quality facilities greatly influence the overall travel experience of tourists (Manurung, 2023).

4. Meeting Package

The Hotel Meeting Package itself is a package for consumers who want to hold meeting activities by providing several supporting facilities such as meeting rooms, accommodation rooms, meals and coffee breaks which are packaged into one unit which will later be bought and sold.

5. Consumer Satisfaction

Consumer satisfaction depends greatly on the extent to which consumer expectations are met in their actual experience. If the service received meets or exceeds

expectations, consumers will feel very satisfied. Conversely, if the service does not meet expectations, consumers will feel dissatisfied. Customer loyalty greatly influences the progress of a business, companies must continue to look after and retain their customers (Rahayu, et al, 2023). The level of consumer satisfaction or dissatisfaction will influence their decision to reuse or repurchase the product or service.

RESEARCH METHODOLOGY

Time and Place of Research

This research took the following research time and location:

1. Research Location

The place that is the focus of the research is the Grand Savero Bogor Hotel which is located on Jalan Raya Pajajaran Number 27, RT.03/RW.08, Bogor Tengah District, Bogor City, West Java 16128.

2. Research Time:

This research is planned to be carried out over 8 months, starting from August 2023 to April 2024.

Data Types and Sources

Data Type obtained from research conducted by the author is Quantitative Research

1. Quantitative Data

According to Sinambela (2020) Quantitative research is a type of research that uses various forms of numerical data in its analysis to produce structured information.

2. Primary Data

Primary data is a type of data that uses direct sources such as interviews, surveys and experiments. In the context of this research, primary data was obtained from consumers who have visited and used meeting packages at the Grand Savero Hotel Bogor for at least the last year. This primary data was obtained through the distribution of surveys or questionnaires asking about the impact of the quality of services and facilities in meeting packages on customer satisfaction.

3. Secondary Data

Secondary data refers to information obtained from sources that do not directly provide data to researchers. These sources can include journals and literature such as those mentioned in the work of Sugiyono (2019) that support research. Secondary data for this research was obtained from articles, previous journals, tourism books, and the Grand Savero Hotel Bogor Company Profile.

Population and Sample

1. Population

According to Sugiyono (2020) Population refers to a group of objects or subjects that have certain qualities and characteristics that have been determined by researchers to be investigated and become the basis for drawing conclusions. This population determination includes consumers who have attended and used meeting packages at the Grand Savero Hotel Bogor in the last year.

2. Sample

According to Slamet Rianto (2020) The sample is a portion that represents the general population. The sampling method used in this research is purposive random sampling, where samples are taken randomly based on the characteristics of the population studied. Sampling was carried out with a Confidence Level of 90% and an Error level of 10% or 0.1 (Krejcie & Morgan). The population in this study consisted of 34,552 people, so it can be calculated using the formula:

$$n = \frac{X^2 \cdot N \cdot P(1 - P)}{(N - 1) \cdot d^2 + X^2 \cdot P(1 - P)}$$

N = Sample size

N = Population size

x² = Chi Square Value

d = error rate used

P = Population proportion

By using this formula, the number of samples used can be calculated as follows:

$$n = \frac{3,841 \times 34552(0,5 \times 0,5)}{(34552-1) \times 0,01 \times 0,01 + 3,841(0,5 \times 0,5)} = 97$$

By applying the Krecjie and Morgan formula, the number of respondents who will be included in the research is 97 respondents. The author chose an error rate of 10% to ensure that the sample size did not exceed 100 respondents.

Data analysis method

82

1. Validity Test

Pearson Correlation validity testing is used to determine whether each question in the research, which consists of each variable, has validity. This ensures that the data obtained and measuring each variable can be stated accurately by the respondent.

2. Reliability Test

Reliability testing is carried out to evaluate and measure the level of consistency of each question on the variables used by researchers, so as to ensure that the questions can be trusted.

3. Pearson Correlation Test

The Pearson Correlation Test is carried out to assess how close the relationship is between the independent variable and the dependent variable, which is expressed through the correlation coefficient (r).

4. Test Multiple Linear Regression Analysis

Multiple Linear Regression Analysis was carried out to evaluate and find out whether service quality and facilities have a strong relationship with consumer satisfaction.

5. Normality Test

Normality Test according to Ghazali (2021) explains that the aim of normality testing is to determine whether the distribution of residual data values follows a normal distribution or not.

6. Multicollinearity Test

The Multicollinearity Test is designed to determine whether there is a relationship or correlation between independent variables in the regression model being used. According to Ghazali (2021), this test is also intended to determine whether there is multicollinearity in the regression model being used, which is done by checking the tolerance and Variance values. Inflation Factor (VIF). with the following conditions:

- a. If the Tolerance Value ≤ 10 and the VIF Value ≥ 10 , then there is Multicollinearity
- b. If the Tolerance Value ≥ 10 and the VIF Value ≤ 10 , then there is no Multicollinearity

7. Heteroscedasticity Test

The heteroscedasticity test was carried out to evaluate whether the regression model used experienced inequality in the residual variance between one observer and another. If heteroscedasticity problems occur in research, this can cause doubt or inaccuracy in the analysis.

8. Coefficient of Determination Test

According to Ghazali (2021), the coefficient of determination test is used to assess how well the model can explain variations in the dependent variable. Through the results of the coefficient of determination test (R^2), we can find out how significant the influence of the independent variables (service quality and meeting package facilities) is on the dependent variable (consumer satisfaction). Apart from that, this research uses Effectiveness Contribution to find out how much each variable contributes to r square.

9. F Test (Simultaneous)

The results of the Coefficient of Determination Test (R^2) are used to assess the extent to which the independent variables (Service Quality and Meeting Package Facilities) collectively influence the dependent variable (Consumer Satisfaction).

10. T Test (Partial)

The T test is carried out to determine whether each independent variable has a significant effect on the dependent variable or not.

RESULTS AND DISCUSSION

1. Validity Test Results

Service Quality Variable Validity Test Results

| No | Statement | R count | R table | Conclusion |
|-----------------------|--------------------------------|------------|------------|------------|
| <i>Tangibles</i> | | | | |
| 1 | Building Design | 0.521 | 0.195 | Valid |
| 2 | Complete Facilities | 0.632 | 0.195 | Valid |
| 3 | Providing Meeting Requirements | 0.633 | 0.195 | Valid |
| 4 | Neat Appearance | 0.672 | 0.195 | Valid |
| <i>Reliability</i> | | | | |
| 5 | Service as Promised | 0.720 | 0.195 | Valid |
| 6 | On-Demand Service | 0.725 | 0.195 | Valid |
| 7 | Minimizing Errors | 0.682 | 0.195 | Valid |
| 8 | Professional | 0.727 | 0.195 | Valid |
| <i>Responsiveness</i> | | | | |
| 9 | Informative Staff | 0.708 | 0.195 | Valid |
| 10 | Willingness to Help | 0.778 | 0.195 | Valid |
| 11 | Ready and Responsive | 0.749 | 0.195 | Valid |
| 12 | On time | 0.758 | 0.195 | Valid |
| <i>Assurance</i> | | | | |
| 13 | Hotel Knowledge | 0.688 | 0.195 | Valid |
| 14 | Providing Trust | 0.778 | 0.195 | Valid |
| 15 | Safe and comfortable | 0.722 | 0.195 | Valid |
| 16 | Polite and Polite | 0.755 | 0.195 | Valid |
| <i>Empathy</i> | | | | |
| 17 | Provide Individual Attention | 0.597 | 0.195 | Valid |
| 18 | Deep in the Heart | 0.625 | 0.195 | Valid |
| 19 | Understanding Consumer Needs | 0.725 | 0.195 | Valid |
| 20 | Prioritizing Consumers | 0.665 | 0.195 | Valid |

Source: Microsoft Excel and SPSS data processing (2024)

Validity Test Results for Meeting Package Facility Variables

| No | Statement | R count | R table | Conclusion |
|--------------------------------------|---------------------------------------|------------|------------|------------|
| <i>Spatial Thinking and Planning</i> | | | | |
| 1 | Easy access to the hotel | 0.460 | 0.195 | Valid |
| 2 | Attractive Hotel Logo | 0.595 | 0.195 | Valid |
| 3 | Easy to pass by private vehicle | 0.689 | 0.195 | Valid |
| 4 | Easy to pass by public transportation | 0.621 | 0.195 | Valid |
| <i>Site Planning</i> | | | | |
| 5 | Strategic location | 0.541 | 0.195 | Valid |
| 6 | Attractive Interior Design | 0.530 | 0.195 | Valid |
| 7 | Sufficient Spacious | 0.628 | 0.195 | Valid |
| 8 | Good Air Ventilation | 0.738 | 0.195 | Valid |
| <i>Parabotanical Equipment</i> | | | | |
| 9 | Fast Internet | 0.654 | 0.195 | Valid |
| 10 | Comfortable Chairs and Tables | 0.706 | 0.195 | Valid |
| 11 | Coffee Breaks Vary | 0.733 | 0.195 | Valid |
| 12 | Providing Meeting Needs | 0.713 | 0.195 | Valid |
| <i>Lighting and Pattern</i> | | | | |

| | | | | |
|-----------------------|---------------------------------|-------|-------|-------|
| 13 | Lighting from the Window | 0.609 | 0.195 | Valid |
| 14 | Lighting from Color Paint | 0.680 | 0.195 | Valid |
| 15 | Lighting from Lamps | 0.690 | 0.195 | Valid |
| 16 | Has a Distinctive Pattern | 0.630 | 0.195 | Valid |
| Supporting facilities | | | | |
| 17 | Providing Supporting Facilities | 0.643 | 0.195 | Valid |
| 18 | Adequate Parking Area | 0.619 | 0.195 | Valid |
| 19 | Adequate Worship Facilities | 0.600 | 0.195 | Valid |
| 20 | Adequate Meeting Room | 0.617 | 0.195 | Valid |

Source: Microsoft Excel and SPSS Data Processing (2024)

Validity Test Results of Consumer Satisfaction Variables (Y)

| No | Statement | R count | R table | Conclusion |
|-------------------------------------|---|------------|------------|------------|
| Conformity to Consumer Expectations | | | | |
| 1 | Better service than similar hotels | 0.779 | 0.195 | Valid |
| 2 | Consumers are satisfied with the meeting package facilities | 0.763 | 0.195 | Valid |
| 3 | Service As Expected | 0.750 | 0.195 | Valid |
| 4 | Matching Expectations leads to repeat visits | 0.757 | 0.195 | Valid |
| Desire to Recommend | | | | |
| 5 | The money spent is commensurate with what is given | 0.783 | 0.195 | Valid |
| 6 | Recommendations for Families | 0.838 | 0.195 | Valid |
| 7 | Recommendations for Business Partners | 0.811 | 0.195 | Valid |
| 8 | Recommendations for Others | 0.795 | 0.195 | Valid |
| Willingness to Visit Again | | | | |
| 9 | Suitability of Services and Facilities creates repeat visits | 0.815 | 0.195 | Valid |
| 10 | Willingness to Visit Again for a Staycation | 0.809 | 0.195 | Valid |
| 11 | Willingness to Visit Again with Business Partners | 0.758 | 0.195 | Valid |
| 12 | Willingness to Visit Again with Family | 0.861 | 0.195 | Valid |

Source: SPSS 23 Data Processing (2024)

Based on the data recorded in the table, it can be concluded that all independent and dependent variables are considered valid. This is indicated by the fact that the calculated R value > Table R value. Thus, in this test, all statements in the data processing model can be used.

2. Reliability Test Results

| Variabel | Nilai Acuan | Cronbach's Alpha | Keterangan |
|-------------------------|-------------|------------------|------------|
| Kualitas Pelayanan | 0,70 | 0,942 | Reliabel |
| Fasilitas Paket Meeting | 0,70 | 0,920 | Reliabel |
| Kepuasan Konsumen | 0,70 | 0,946 | Reliabel |

Sumber : Olah Data SPSS 23 (2024)

Based on the recorded results of the Reliability Test, it can be concluded that all the variables used are considered reliable. This can be seen in accordance with the provisions of Cronbach's Alpha which is greater than the reference value. Therefore, this instrument can be trusted for data collection in research.

3. Correlation Test Results

Correlations

| | | Kualitas Pelayanan | Fasilitas | Kepuasan Konsumen |
|--------------------|---------------------|--------------------|-----------|-------------------|
| Kualitas Pelayanan | Pearson Correlation | 1 | .788** | .753** |
| | Sig. (2-tailed) | | .000 | .000 |
| | N | 100 | 100 | 100 |
| Fasilitas | Pearson Correlation | .788** | 1 | .820** |
| | Sig. (2-tailed) | .000 | | .000 |
| | N | 100 | 100 | 100 |
| Kepuasan Konsumen | Pearson Correlation | .753** | .820** | 1 |
| | Sig. (2-tailed) | .000 | .000 | |
| | N | 100 | 100 | 100 |

** . Correlation is significant at the 0.01 level (2-tailed).

Sumber : Olah Data SPSS 23 (2024)

Based on the data recorded in the Pearson correlation test, it can be seen that the two variables, both Service Quality and Facilities, have a significance value of 0.00. This can be concluded which shows that the two independent variables have a correlation with the dependent variable. This is because the two variables comply with the provisions that apply to the correlation test, namely exceeding the significance value of 0.05.

4. Multiple Linear Regression Analysis Test Results

Coefficients^a

| Model | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|--------------------|-----------------------------|------------|---------------------------|-------|------|
| | B | Std. Error | Beta | | |
| 1 (Constant) | -4.821 | 3.613 | | 1.334 | .185 |
| Kualitas Pelayanan | .204 | .065 | .283 | 3.143 | .002 |
| Fasilitas | .437 | .066 | .597 | 6.637 | .000 |

a. Dependent Variable: Kepuasan Konsumen

Sumber : Olah Data SPSS 23 (2024)

Based on research findings, it is proven that the two independent variables have a positive influence on the dependent variable, this is represented in the following regression equation: $Y = -4821 + 0.204 (X^1) \text{ Quality Serrvice} + 0.437 (X^2) \text{ Facility}$.

5. Normality Test Results

One-Sample Kolmogorov-Smirnov Test

| | Unstandardized Residual |
|----------------------------------|---------------------------|
| N | 100 |
| Normal Parameters ^{a,b} | Mean .0000000 |
| | Std. Deviation 3.48316256 |
| Most Extreme Differences | Absolute .083 |
| | Positive .036 |
| | Negative -.083 |
| Test Statistic | .083 |
| Asymp. Sig. (2-tailed) | .084 ^c |

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

Sumber : Olah Data SPSS 23 (2024)

Based on the normality test table, it can be seen that the significance value is 0.084, the results of this value indicate that the value is more than the provisions, namely > 0.05 . From the results of this normality test it can also be concluded that the two independent variables, namely the Service Quality and Meeting Package Facilities Variables on Consumer Satisfaction as the dependent variable have a normal distribution, as can be seen from the significance value which is in accordance with the provisions, namely with a value of $0.084 > 0.05$.

6. Multicollinearity Test Results

| | | <i>Coefficients^a</i> | | | | <i>Collinearity Statistics</i> | |
|--------------|-------------------|------------------------------------|-------------------|----------------------------------|----------|--------------------------------|----------------------|
| | | <i>Unstandardized Coefficients</i> | | <i>Standardized Coefficients</i> | | | |
| | | <i>B</i> | <i>Std. Error</i> | <i>Beta</i> | <i>t</i> | <i>Sig.</i> | |
| <i>Model</i> | | | | | | | <i>Tolerance VIF</i> |
| 1 | (Constant) | -4.821 | 3.613 | | - | .185 | |
| | Kualita Pelayanan | .204 | .065 | .283 | 3.143 | .002 | .379 2.641 |
| | Fasilitas | .437 | .066 | .597 | 6.637 | .000 | .379 2.641 |

a. Dependent Variable: Kepuasan Konsumen

Sumber : Olah Data SPSS 23 (2024)

From this table, it is explained that the two variables have the same Variance Inflation Factor (VIF) and Tolerance values, namely the Variance Inflation Factor (VIF) value has a value of 2.641, which is in accordance with the provisions because it is less than 0.10. Meanwhile, for the tolerance value, you can see the value is 0.379, which identifies that the tolerance value is in accordance with the provisions because it has exceeded 0.10. This can refer to the known conclusion that the Multicollinearity test on the two Independent Variables did not occur.

7. Heteroscedasticity Test Results

| | | | <i>Correlations</i> | | |
|----------------|-------------------------|-------------------------|---------------------|-----------|-------------------------|
| | | | Kualitas Pelayanan | Fasilitas | Unstandardized Residual |
| Spearman's rho | Kualitas Pelayanan | Correlation Coefficient | 1.000 | .779** | .068 |
| | | Sig. (2-tailed) | . | .000 | .501 |
| | | N | 100 | 100 | 100 |
| | Fasilitas | Correlation Coefficient | .779** | 1.000 | .023 |
| | | Sig. (2-tailed) | .000 | . | .823 |
| | | N | 100 | 100 | 100 |
| | Unstandardized Residual | Correlation Coefficient | .068 | .023 | 1.000 |
| | | Sig. (2-tailed) | .501 | .823 | . |
| | | N | 100 | 100 | 100 |

** . Correlation is significant at the 0.01 level (2-tailed).

Sumber : Olah Data SPSS 23 (2024)

Based on the recorded Heteroscedasticity Test, it can be detailed that:

1. The Significance Value (2 Tailed) for Variable X_1 (Consumer Satisfaction) is 0.501, which is in accordance with the provisions because it is greater than 0.05.
2. The significance value (2 tailed) for variable X_2 (Facilities) is 0.023, which is in accordance with the provisions because it is greater than 0.05.

Thus, based on the results of this heteroscedasticity test, a conclusion can be drawn that these two influencing variables do not show any symptoms of heteroscedasticity, because they are in accordance with the initial decision that the significance value must exceed 0.05 or at a confidence level of 95%.

8. Coefficient of Determination Test Results

| Sumbangan Efektif | | Nilai |
|-----------------------------------|--|-------|
| Kualitas Pelayanan (X^1) | | 0,213 |
| Fasilitas Paket Meeting (X^2) | | 0,490 |
| R Square | | 0,703 |

| Model Summary | | | | |
|---------------|-------------------|----------|-------------------|----------------------------|
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
| 1 | .838 ^a | .703 | .697 | 3.519 |

a. Predictors: (Constant), Fasilitas, Kualitas Pelayanan
Sumber : Olah Data SPSS 23 dan Microsoft Excel (2024)

Based on the data in the Coefficient of Determination test table, it can be concluded that this research has an R Square value of 0.703, this can indicate that the influence of Service Quality (X^1) and Meeting Package Facilities (X^2) on Consumer Satisfaction provides the information needed by (Y) namely 70.3%. Meanwhile, the remaining 29.7% can be explained by other variables not included in this study. This 29.7% value was obtained through a reduction of $100\% - 70.3\% = 29.7\%$. To be able to find out how much each variable can explain this r square value, the effective contribution method can be used. The effective contribution that can be recorded in the table is for service quality of 0.213, while for meeting package facilities it is 0.490. Meanwhile, the Adjusted R-Square value which can be seen from the model summary can also be seen to have a value of 0.697. This can identify that the ability of the model measured in this research to explain how much influence the two independent variables have together to influence the dependent variable can be explained through the adjusted r-square value, which is 0.697 or 69.7%.

9. F Test Results (Simultaneous)

| ANOVA ^a | | | | | | |
|--------------------|------------|----------------|----|-------------|---------|-------------------|
| Model | | Sum of Squares | df | Mean Square | F | Sig. |
| 1 | Regression | 2839.330 | 2 | 1419.665 | 114.650 | .000 ^b |
| | Residual | 1201.110 | 97 | 12.383 | | |
| | Total | 4040.440 | 99 | | | |

a. Dependent Variable: Kepuasan Konsumen

b. Predictors: (Constant), Fasilitas, Kualitas Pelayanan

Sumber : Olah Data SPSS 23 (2024)

Based on the results of the simultaneous test, it can be identified that the significance value of this research is 0.000, which is also in accordance with the provisions, namely the value must be smaller than 0.05. Therefore, it can be concluded that the two dependent

variables, namely Service Quality and Facilities, have a simultaneous influence on the independent variable, which in this research is Consumer Satisfaction.

10. T Test Results (Partial)

| | | Coefficients ^a | | | | |
|-------|------------|---------------------------|------------|--------------|--------|------|
| | | Unstandardized | | Standardized | | |
| | | Coefficients | | Coefficients | | |
| Model | | B | Std. Error | Beta | t | Sig. |
| 1 | (Constant) | -4.821 | 3.613 | | -1.334 | .185 |
| | Kualitas | .204 | .065 | .283 | 3.143 | .002 |
| | Pelayanan | | | | | |
| | Fasilitas | .437 | .066 | .597 | 6.637 | .000 |

a. Dependent Variable: Kepuasan Konsumen

Sumber : Olah Data SPSS 23 (2024)

From these values, it can be concluded that the two independent variables have their respective values, namely for Service Quality, namely $0.002 < 0.05$ and Facilities, $0.000 < 0.05$, so these two variables have a significant influence on the dependent variable because they have significance values. which complies with the rules, namely it must be < 0.05 or less than 0.05 .

4.5 Research Discussion

4.5.1 The Effect of Service Quality on Consumer Satisfaction

Based on the T-Test Results, Service Quality has a significance value of $0.002 < 0.05$, so it can be concluded that Service Quality has a significant effect on Consumer Satisfaction. When viewed from the Multiple Test, it can be seen that Service Quality has a positive effect of 0.204 Consumer Satisfaction. This means that the better the Service Quality provided by the hotel staff at the Grand Savero Hotel Bogor, the more consumers will feel happy and comfortable to be in that place and will even experience repeat visits to the hotel.

This is in line with the study entitled "Service Quality and Customer Satisfaction in Hospitality, Leisure, Sport and Tourism: An Assessment of Research in Web of Science" conducted by PJ, S., Singh et al (2023). This study explains that Service Quality (X1) has a significant effect on Consumer Satisfaction (Y). Therefore, it can be concluded that Service Quality itself also has a significant effect on consumer satisfaction.

4.5.2 The Influence of Facilities on Consumer Satisfaction

Based on the results of the T-test, Facilities have a significance level of $0.000 < 0.05$, so it can be concluded that Facilities also have a significant influence on consumer satisfaction. When viewed from the Multiple Linear Regression Analysis, it can be seen that Facilities have a positive influence of 0.437 on Consumer Satisfaction. The more often a hotel improves and adds to its facilities, it can be ascertained that the level of consumer satisfaction will also increase. Facilities also have a fairly large influence considering that this study focuses on supporting facilities for holding meetings. So in this study, Facilities have a greater influence than Service Quality at the Grand Savero Hotel Bogor.

This is in line with research conducted by Azka Ferdinandsyah and Dadan Ahmad F (2024) entitled "The Effect of Service Quality and Facilities on Customer Satisfaction (Case Study on Villa Cemara Situ Gunung Sukabumi Regency)". This study explains that Facilities (X2) have a significantly greater influence than Service Quality (X1). This is in accordance with the results of the research conducted. Therefore, it can be concluded that Facilities also have a significant influence on consumer satisfaction.

4.5.3 Influence of Independent Variables on Dependent Variables

Based on the results of the F Test, it can be seen that both Service Quality and Facilities have a significance value of $0.000 < 0.05$, so it can be concluded that simultaneously, Service Quality and Facilities have a joint influence on Consumer Satisfaction. Meanwhile, if seen from the results of the Multiple Linear Regression Analysis test, it can be seen that both independent variables have a positive influence with Service Quality having an influence of 0.204 and Facilities having an influence of 0.437 on Consumer Satisfaction. This means that if the Quality of Service provided by hotel staff is better and supported by facilities that are always maintained and repaired, it will be able to increase consumer satisfaction when using the meeting package at the Grand Savero Hotel Bogor.

Based on this study, the Facilities variable has a greater influence than Service Quality on Consumer Satisfaction. This happens for several reasons, including because consumers prioritize facilities for meeting needs to support their work, so they pay less attention to the quality of service provided by hotel staff. Another reason is because there is already a cheaper price agreement between the hotel and the consumer. The price agreement itself is certainly an advantage for consumers because they can get 4-star hotel facilities at a more affordable price compared to similar hotels and an advantage for the hotel to increase consumer loyalty to return. This is in line with research conducted by Rahma Yulita and Safrizal in 2023 entitled "Research on Facilities, Consumer Satisfaction, and Prices that affect Consumer Satisfaction at the Grand Hawaii Hotel Pekanbaru".

This study explains that both service quality, price and facilities together have a positive effect on consumer satisfaction. This study is also in line with other research conducted by Asep Dedy and Yogi Alfandi in 2022. In a study entitled "The Effect of Service Quality and Hotel Facilities on Customer Satisfaction at Sari Ater Hot Springs Resort Ciater" concluded that the Quality of Service and Facilities available have a significant effect on consumer satisfaction in i Sari Ater Hot Spring Resort Ciater. Therefore, it can be concluded that the Quality of Service and Facilities together have a positive influence on consumer satisfaction.

CONCLUSION

Based on the results of the Multiple Linear Regression Analysis test, the results obtained were $Y = -4821 + 0.204 \text{ Service Quality } (X^1) + 0.437 \text{ Meeting Package Facilities } (X^2)$. From this equation it can be seen that the Service Quality and Facilities variables both have a positive influence on Consumer Satisfaction, this is identified by the absence of negative values in the regression equation. From this regression equation, it can be seen that the Meeting Package Facility variable (X^2) in this study has more influence than the Service Quality variable (X^1) on Consumer Satisfaction (Y).

The t test results from the research show that there is a positive and significant influence between each independent variable, both service quality and meeting package facilities, on the dependent variable, namely consumer satisfaction at the Grand Savero Bogor Hotel. Meanwhile, if you look at the results of the f test, it also confirms that both service quality and meeting package facilities together have a significant positive influence on consumer satisfaction at the Grand Savero Bogor Hotel.

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