



## **Customer Satisfaction Affected by Service Quality with the Scale of Service Quality in Hotels (SSQH) Method**

Adi Utama

Universitas Langlangbuana, Indonesia  
[adiutama2402@gmail.com](mailto:adiutama2402@gmail.com)

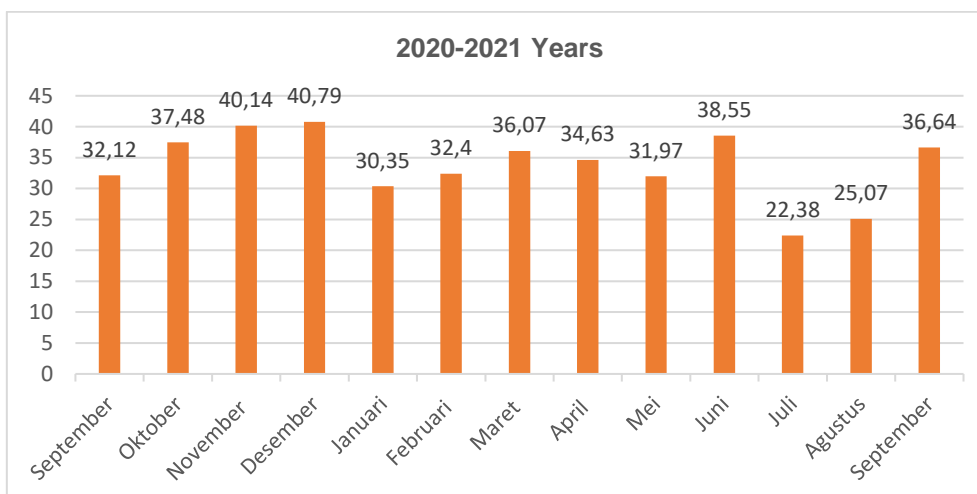
**Abstract:** Service quality is a characteristic of a product or service that has advantages in satisfying real or implied needs. Customer satisfaction is a feeling of pleasure or disappointment that arises after comparing performance with expectations. This study aims to determine how customer quality affects consumer satisfaction. This is To measure service quality in the hotel sector, namely the Scale of Service Quality in Hotels (SSQH). The research method used is quantitative while the type of research is causal. The research sample consisted of 96 people who were visitors to hotels in the city of Bandung. The data analysis technique used is a multiple linear regression test, which tests the coefficient of determination, and the hypothesis using the SPSS 26 program. The results of the study show that partially accommodation, employee attitudes, and behavior, interaction with customers, employee skills, food and beverage quality, front desk quality, room quality, safety and security, friendliness, and waiting time have an influence on customer satisfaction. The test results simultaneously show that service quality has an effect on customer satisfaction.

**Keywords:** Customer Satisfaction; Hotel Service Quality Scale (SSQH); Service Quality

### **INTRODUCTION**

The hospitality industry is not a business that only offers a form of accommodation that utilizes either part or all of the building to be able to provide commercially managed lodging services, the types of hotels today are very diverse, and even in the hotel business world can run its business activities with different innovations. Usually, newcomers are competitors with the latest innovations so they feel disturbing the old businessmen.(Maradona and Bayudin, 2019). The rapid development of the hotel industry has made competition between other hotel industries increasingly tight. So that they are forced to be able to reconfigure their capabilities if they do not want their industry to be crushed.(Prihanto & Siahaan, 2019).

The COVID-19 pandemic that has hit the world has had an impact on Indonesia, especially on the hotel industry. With the emergence of news about the closure of several hotels during the COVID-19 pandemic, of course, this has been a disaster for the hotel business. Various forms of efforts have been implemented to minimize the losses that have occurred. In addition, there is also the problem of tight competition between hotel entrepreneurs. This can be seen from the rapid growth of hotels and the increasing rate of return visits. (Diayudha, 2020).



**Figure 1. Hotel Room Occupancy Rate 2020-2021**  
Source:(Central Bureau of Statistics, 2021)

Bandung City as a tourist destination is visited by many domestic and foreign tourists, especially because of the diversity in the tourism sector. This is because Bandung has a high level of creativity and productivity in various business activities in the tourism world. Bandung is known as a tourist city, this can be seen from the increasing number of tourists visiting Bandung City. (Abdi, 2021).

The economic growth of Bandung City has averaged 7.8% over the past seven years. According to data from the West Java Central Statistics Agency (BPS), the hotel room occupancy rate in West Java in September 2019 increased by 1.31 points compared to August 2019. Both the number of guests arriving through Husein Sastranegara Airport from abroad in September 2019 decreased by 7.96%. (Central Bureau of Statistics, 2019).

The quality of service at hotels in Bandung City still does not provide satisfaction to customers. The low quality of service is evidenced by the many complaints submitted by customers both to the hotel and through social media. Based on the results of the interview, there were several shortcomings such as not providing toothbrushes and toothpaste, poor wifi signal, no cable TV or only local TV channels with unclear pictures, the room AC was not cold enough, and less satisfied with the response from hotel employees when receiving complaints.

The development of this service quality dimension is based on the concept of measuring or barometer customer satisfaction on a national scale which was first conducted in Sweden in 1989 under the name Swedish Customer Satisfaction Barometer (SCSB) which was developed by Claes Fornell, a Swedish citizen who obtained a Ph.D. from Lund University, Sweden.

The ten dimensions of SSQH used are in accordance with the conditions of hotels in Bandung City so they are worthy of being used as research dimensions. The submitted journal by Nunkoo et.al (2019) is based on the American customer satisfaction index, namely American Customer Satisfaction Index(ACSI) This customer satisfaction index measures the overall customer experience at the hotel.

#### Research purposes

1. To determine the influence of accommodation infrastructure on customer satisfaction at hotels in Bandung City.
2. To determine the effect of room quality on customer satisfaction



3. To determine the influence of front desk quality on customer satisfaction
4. To determine the influence of food and beverage quality on customer satisfaction
5. To determine the influence of friendliness on customer satisfaction
6. To determine the influence of safety and security on customer satisfaction
7. To determine the influence of employee attitudes and behavior on customer satisfaction.
8. To determine the influence of employee expertise on customer satisfaction.
9. To determine the influence of customer interaction on customer satisfaction
10. To determine the effect of waiting time on customer satisfaction

#### Hypothesis:

- H1: The quality of accommodation infrastructure positively influences customer satisfaction.
- H2: Room quality has a positive effect on customer satisfaction.
- H3: Front office quality positively influences customer satisfaction.
- H4: Food and beverage quality has a positive effect on customer satisfaction
- H5: Friendliness positively influences customer satisfaction.
- H6: Safety and security positively influence customer satisfaction.
- H7: Employee attitudes and behavior have a positive influence on customer satisfaction.
- H8: Employee skills positively influence customer satisfaction
- H9: Customer interaction positively influences customer satisfaction.
- H10: Waiting time positively affects customer satisfaction.

### METHODS

Research using quantitative research methods. According to Sugiyono, (2019) What is meant by quantitative research is a research method based on the philosophy of positivism, used to research a particular population or sample, sampling techniques are generally carried out randomly, data collection uses research instruments, data analysis is quantitative/statistical, with the aim of testing the established hypothesis.

The independent research variable is service quality with 10 sub-variables, namely accommodation infrastructure quality (X1), room quality (X2), front desk quality (X3), Food and beverage quality (X4), Friendliness (X5), Safety and security (X6), Employee attitudes and behavior (X7), Employee skills (X8), Customer interaction (X9) and Waiting time (X10), while the dependent variable is customer satisfaction). The population in this study is consumers who visit hotels in Bandung. Because the population to be studied is unknown, this study takes samples. The Last Supper (2019) Determination of the number of samples Determination of the minimum number for research using the Bernoulli formula obtained 73 respondents. Data analysis using multiple linear regression, correlation test, determination coefficient test, and hypothesis test with the SPSS 26 program.

### RESULTS AND DISCUSSION

To find out how big the influence is service quality (X) on customer satisfaction (Y) can be done using the Determination Coefficient (KD) analysis, which can be seen in Table 1:



**Table 1. Coefficient of Determination**

| Model Summary |       |          |
|---------------|-------|----------|
| Model         | R     | R Square |
| 1             | .877a | .770     |

a. Predictors: (Constant), X  
 Source: Processed data (2023)

Table 1 shows that the R-value is 0.877, which indicates a very strong relationship between service quality and customer satisfaction, and the R Square value of 0.770, or 77% indicates that the magnitude of the influence of service quality on customer satisfaction is 77%, while the rest is outside this study.

Partial hypothesis testing of the sub-variables of service quality on customer satisfaction was carried out using a t-test, the results of which are in the following table.

**Table. 2 Partial Hypothesis Testing (T-Test)**

| Variables  | T count | Sig. |
|--|---------|------|
| H1: The effect of accommodation infrastructure on satisfaction       | 6.261   | .000 |
| H2: The effect of room quality on satisfaction                       | 5.411   | .000 |
| H3: The effect of the front desk on satisfaction                     | 7,627   | .000 |
| H4: The effect of food and beverages on satisfaction                 | 5,999   | .000 |
| H5: The effect of friendliness on satisfaction                       | 1,372   | .173 |
| H6: The effect of safety and security on satisfaction                | 0.804   | .424 |
| H7: The influence of employee attitudes and behavior on satisfaction | 5.105   | .000 |
| H8: The effect of employee expertise on satisfaction                 | 5.438   | .000 |
| H9: The effect of customer interaction on satisfaction               | 3,647   | .000 |
| H10: The effect of waiting time on satisfaction                      | 7,483   | .000 |

Source: Processed data (2023)

Table 2 explains as follows:

Hypothesis 1: the influence of Accommodation infrastructure on satisfaction shows that t count = 6.261 is greater than t table = 1.661 with a significant value of 0.000 so Ha is accepted and Ho is rejected. This shows that there is a significant influence between service quality and dimensions of accommodation infrastructure towards customer satisfaction.

Hypothesis 2: the influence of room quality on satisfaction shows t count = 5.441 > t table = 1.661 significant value of 0.000, so Ha is accepted and Ho is rejected. This shows that there is a significant influence between service quality and dimensions of room quality towards customer satisfaction.

Hypothesis 3: the influence of the front desk on satisfaction shows tcount = 7.627 > ttable = 1.661 significant value of 0.000, so Ha is accepted and Ho is rejected. This means that there is a significant influence of service quality on the dimensions front desk towards customer satisfaction.

Hypothesis 4: the influence of food and drink on satisfaction shows tcount = 5.999 > ttable = 1.661 significant value of 0.000, so Ha is accepted and Ho is rejected. This shows that there is a significant influence between service quality and dimensions of food and drink towards customer satisfaction.

Hypothesis 5: the influence of friendliness on satisfaction shows a t count = 1.372 < t table = 1.661 significant value of 0.173, so Ha is rejected and Ho is accepted. This



shows that there is no significant influence between service quality and dimensions friendliness toward customer satisfaction.

Hypothesis 6: the influence of safety and security on satisfaction shows,  $t_{count} = 0.804 < t_{table} = 1.661$  significant value of 0.424, so  $H_a$  is rejected and  $H_o$  is accepted. This shows that there is no significant influence between service quality and dimensions of safety and security towards customer satisfaction.

Hypothesis 7: influences employee attitudes and behavior satisfaction shows  $t_{count} = 5.105 > t_{table} = 1.661$  significant value of 0.000, so that  $H_a$  is accepted and  $H_o$  is rejected. This shows that there is a significant influence between service quality and dimensions of employee attitudes and behavior toward customer satisfaction.

Hypothesis 8: the influence of kEmployee Skillson satisfaction shows,  $t_{count} = 5.438 > t_{table} = 1.661$  significant value of 0.000, so that  $H_a$  is accepted and  $H_o$  is rejected. This indicates that there is a significant influence between service quality and dimensions of employee skills towards customer satisfaction.

Hypothesis 9: the influence of customer interaction satisfaction shows, that  $t_{count} = 3.647 > t_{table} = 1.661$  significant value of 0.000, so that  $H_a$  is accepted and  $H_o$  is rejected. This shows that there is a significant influence between service quality and dimensions of customer interaction towards customer satisfaction.

Hypothesis 10: partial influence waiting time on satisfaction shows, obtained  $t_{count} = 7.483 > t_{table} = 1.661$  significant value of 0.000, then  $H_a$  is accepted and  $H_o$  is rejected. This shows that there is a significant influence of service quality on dimensions of waiting time towards customer satisfaction.

The decisions taken are as follows:

$H_0: b_1 = b_2 = 0$ : Quality of service(X) does not have a simultaneous influence on customer satisfaction (Y).

$H_1: b_1 \neq b_2 \neq 0$ : Quality of service(X) has a simultaneous effect on customer satisfaction (Y).

The basis for decision-making is:

- If  $F_{count} < F_{table}$  then  $H_0$  is accepted.
- If  $F_{count} > F_{table}$  then  $H_0$  is rejected.

The results of the F test with the help of computer processing based on SPSS version 26.0 calculations obtained the following calculated F coefficient values:

**Table 3. F Test**

|       |            | ANOVA          |    |             |        |       |
|-------|------------|----------------|----|-------------|--------|-------|
| Model |            | Sum of Squares | Df | Mean Square | F      | Sig.  |
| 1     | Regression | 431,857        | 10 | 43,186      | 37,658 | .000b |
|       | Residual   | 71.102         | 62 | 1.147       |        |       |
|       | Total      | 502,959        | 72 |             |        |       |

a. Dependent Variable: Y  
 b. Predictors: (Constant), X10,

Source: Processed data (2023)

With the help of computer processing based on SPSS calculations, the F-value was obtained as 37.658 and a significant value of 0.000, so it can be said that there is an influence of the sub-variable of service quality, namely accommodation infrastructure (x1), room quality (X2), front desk (X3), food and beverage (X4), friendliness (x5), safety and security (X6), employee attitude and behavior (X7), employee expertise (x8), customer interaction (x9) and waiting time (x10) towards customer satisfaction.





The Sum of Squares column shows a regression value of 431.857 with a residual value of 71.102 with a total of 592.959, while in the DF column, the regression value is 10 with a residual value of 62, so the total is 72.

The results of the study showed that accommodation facilities have an effect on customer satisfaction with a calculated  $t$  value  $>$   $t$  table ( $6.261 > 1,661$ ). Based on (Tjiptono, 2020) service quality can be expressed as a comparison between the service expected by consumers and the service received. In line with research conducted by Widyaningrum, (2020) Infrastructure affects customer satisfaction.

The results of the study on the influence of room quality on customer satisfaction with a calculated  $t$  value  $>$   $t$  table ( $5,441 > 1,661$ ). According to research conducted by Lasro et al., (2024), room quality has a positive effect on customer satisfaction. The results of the study on the influence of the front desk on customer satisfaction with a calculated  $t$  value  $>$   $t$  table ( $7,627 > 1,661$ ). According to research conducted by Pradana et al. (2023) Front desk quality has a positive effect on customer satisfaction.

Research results on the influence of food and beverages on customer satisfaction.  $t$  count  $>$   $t$  table ( $5,999 > 1,661$ ). According to research conducted by Rahayu et al., (2022) Food and beverage quality has a positive effect on customer satisfaction. The results of the study on the influence of friendliness on customer satisfaction with a calculated  $t$  value  $<$   $t$  table ( $1,372 < 1,661$ ). Not in line with research conducted by The Greatest Showman (2023), Friendliness influences customer satisfaction positively.

The results of the study on the influence of safety and security on customer satisfaction with a calculated  $t$  value  $<$   $t$  table ( $0.804 < 1,661$ ). Not in line with research conducted by The Great, (2020) that Comfort, security, and beauty have a positive influence on tourist satisfaction.

The results of the study show the influence of employee behavior on customer satisfaction with a calculated  $t$  value  $>$   $t$  table ( $5.105 > 1,661$ ). According to research conducted by Juniarti et al., (2021) employee attitudes and behavior have a positive effect on customer satisfaction.

The results of the study show the influence of employee expertise on customer satisfaction with a calculated  $t$  value  $>$   $t$  table ( $5.438 > 1,661$ ). According to research conducted by Billah & Purnama, (2021) Customer interaction positively influences customer satisfaction. The results of the study on the influence of customer interaction on customer satisfaction with a calculated  $t$  value  $>$   $t$  table. ( $3,647 > 1,661$ ). According to research conducted by Li et al., (2023), employee competence has an influence on patient satisfaction.

The results of the study show that service quality has a significant influence on the waiting time dimension of customer satisfaction.  $t$  count  $>$   $t$  table ( $7,483 > 1,661$ ). According to research conducted by Percunda et al., (2024), Waiting time has a positive impact on customer satisfaction.

## CONCLUSION

The results of the hypothesis test show that accommodation infrastructure affects customer satisfaction, room quality affects customer satisfaction, front desk affects customer satisfaction, and food and beverages affect customer satisfaction. While friendliness does not affect customer satisfaction and safety and security do not affect customer satisfaction. Furthermore, attitudes and behaviors affect customer satisfaction, employee skills affect customer satisfaction, customer interaction affects customer satisfaction and waiting time affects customer satisfaction.

Suggestions that can be put forward regarding the waiting time so far need to be maintained considering that the waiting time is the impression that hotel guests get when visiting such as a welcome drink, even other hotels usually provide bathrooms for guests



waiting for check-in time. So that employees in carry out their duties when providing waiting time, the hotel can provide maximum practice time with a time limit such as a maximum of 10 minutes. Furthermore, by placing hotel employees on each floor who can quickly inspect the room after going through instructions from the front desk. Limiting hotel guests who make late check-outs. Hotel employees can improve their friendly and polite attitudes and behavior towards each visitor, because this attitude is one of the assessments of hotel visitor satisfaction and is the key to hotel performance, thus friendly and polite attitudes and behavior towards guests must be made a habit as part of the hotel's performance from the results of employee work. The quality value of accommodation infrastructure can be improved by adding small tables and chairs and a small refrigerator. So that it will give an attractive impression, in addition to the availability of prayer mats in the cupboard, because this facility is rarely found in hotels. The room is one of the places that is a priority for visitors, the quality of the room needs to be considered by improving the cleanliness of the room, and toilet and eliminating unpleasant odors, taps, and doors functioning properly. The front desk or front office service if improved better will provide positive value to customer satisfaction, the front desk needs to show willingness to help visitors both the information provided and the readiness to help when needed. In addition, the front desk is always polite and friendly to guests who come.

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