The Effect of Service Quality, Price, and Complaint Handling on Customer Satisfaction of ibis budget Daan Mogot hotel

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Abstract
This study aimed to analyze the effect of service quality, price, and handling of complaints on consumer satisfaction in Ibis Budget Hotel. The method used in this research is quantitative descriptive with the population in this study being consumers in Ibis budget hotels. There are four variables studied in this research Service Quality (X1), Price (X2), and Handling of Complaints as independent variables, and Consumer Satisfaction (Y) as the related variables. The sample used in the study in 100 respondents. The data in this study used primary data by distributing questionnaires with multiple linear regression methods that processed the use of SPSS 17.0 software. the results of research based on multiple linear regression analysis showed that the Service Quality (X1), Price (X2), and Handling of Complaints had positive and significant impacts on consumer Satisfaction (Y).

Keywords: service quality, price, handling of complaints, and consumer satisfaction

INTRODUCTION
In the current era of globalization, business competition has become very sharp, in both domestic and international markets. To win the competition, companies must be able to attract consumers by better meeting consumer needs and desires. The business world is experiencing increasingly fierce competition which is balanced with the development of increasingly sophisticated technological tools that make it easier for each company to improve its business performance to achieve its goals.

The purpose of a business is to create consumer satisfaction. The creation of customer satisfaction can provide benefits, including the relationship between the company and consumers to be harmonious, providing a good basis for creating consumer satisfaction. In a hotel, the quality of service (service) provided to consumers generally consists of various departments each task and responsibility is different but has one common goal, which is to satisfy consumers and guests who come to the hotel. In line with the development of the tourism industry in Indonesia, there is also more competition between hotels.

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In a situation of increasingly fierce competition, especially in big cities from jasmine class hotels to five stars, all of them are trying to improve facilities and services to attract as many customers as possible. This research tries to elevate the Ibis Budget Daan Mogot Hotel because this hotel is one of the pioneers of business in the field of services that prioritize customer satisfaction.

By prioritizing customer satisfaction they are confident that they can attract large numbers of consumers, they pay close attention to the five dimensions of service quality, namely reliability, responsiveness, assurance, empathy, and physical form earnestly which are used as one of the strategies to expand their wings in the service business. If the consumer is satisfied with the performance of the hotel, it does not rule out the possibility that the consumer will always use the Ibis Budget Daan Mogot Hotel in every event held, meaning that the consumer is satisfied with the quality of service provided by the Ibis Budget Daan Mogot Hotel.

The Ibis Budget Daan Mogot hotel in the Grogol area, West Jakarta uses a hotel concept that as the name implies, is definitely a low-budget category hotel but still maintains several facilities like other premium-class hotels. You could say it is a two-star hotel type but with the services and facilities of a four-star hotel.

Good service quality will affect the occupancy rate of hotel rooms because the largest revenue of hotels comes from room marketing. The level of satisfaction felt by consumers with hotel services will have a direct impact on consumers' desire to reuse hotel services in the future. In the end, it will overall affect the occupancy rate of the room or the hotel's revenue in question in the long run.

Price is a major factor that can affect consumer satisfaction. High prices will make consumers tend to stay away and low prices will make consumers closer, price is indeed an important factor because it can be a determinant of consumer satisfaction. In addition to price, the company must have other strategies that can be a determining factor for consumer satisfaction and attract consumers to reuse the hotel services offered, which can increase profits for hotel companies.

Complaints are very valuable input, they must be understood and applied properly by companies that offer a service to every consumer. Some views and opinions state that the success of a company is seen from its ability to realize customer satisfaction, one of which is by handling complaints effectively. Many companies realize that effective complaint handling can have a positive impact on consumers.

Based on the description that has been submitted in the background of the problem, the identification of problems to be examined in this study are: 1) Does the quality of service have a positive and real effect on customer satisfaction of Hotel Ibis Budget Daan Mogot? 2) Does the price have a positive and real effect on customer satisfaction of Hotel Ibis Budget Daan Mogot? 3) Does the handling of complaints have a positive and real effect on customer satisfaction at Hotel Ibis Budget Daan Mogot?

The purpose of this study is to measure and analyze the effect of service quality, price, and complaint handling on customer satisfaction of Ibis Budget Daan Mogot Hotel. The usefulness of this research is expected to be useful for the hotel in improving better
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Service to guests who stay, by providing prices that are by service and complaints quickly and precisely. The results of this study are also expected to provide additional scientific reading for every service or hotel business that wants to develop its service business.

Based on the framework analysis, the hypothesis of this study will be made based on the problem formulation, namely:

Ha1: \( \beta_1 > 0 \) (that Service Quality has a positive and real effect on Customer Satisfaction)

Ha2: \( \beta_2 > 0 \) (that Price has a positive and real effect on Consumer Satisfaction)

Ha3: \( \beta_3 > 0 \) (that Complaint Handling has a positive and real effect on Consumer Satisfaction)

RESEARCH METHOD

The object of research to be researched by the author is Consumer Satisfaction which is influenced by service quality, price, and complaint handling. This study uses empirical data sources, namely respondents. Data was obtained from the distribution of questionnaires filled out by consumers of Ibis Budget Daan Mogot Hotel. Questions were asked to determine the effect of service quality, price, and complaint handling on customer satisfaction at Hotel Ibis Budget Daan Mogot. The type of data used in this thesis research is primary data.

According to Sugiyono (2012: 119), population is a generalized area consisting of objects or subjects that have certain qualities and characteristics determined by research to be studied and then drawn conclusions. The population in this study is customers who have purchased the Ibis Budget Daan Mogot Hotel. The population in this study is large and the number is unlimited (unlimited).

In this study, researchers used data collection techniques by distributing questionnaires, namely written questions asked to respondents in certain statements. The list of statements is prepared in a closed question format and respondents cannot provide alternative answers. Answers will be quantified using the Likert scale.

RESULTS AND DISCUSSION

Research Instrument Test Results

Validity Test

This validity test is used to test a questionnaire distributed to consumers of the Ibis Budget Daan Mogot Hotel by comparing \( r_{\text{hitung}} \) with \( r_{\text{tabel}} \) with a significant level (error) of 5% if the \( r_{\text{hitung}} \) is greater than \( r_{\text{tabel}} \), then the statement item is valid. All statements totaled 15 items, consisting of 4 items for service quality variables, 4 points for price variables, 3 points for complaint handling variables, and 4 points for customer satisfaction variables.

This study was tested using \( n = 30 \) then \( r_{(\text{table})} \) is 0.361. An instrument is valid if the value of Corrected Item – Total Correlation or \( r_{\text{hitung}} > r_{\text{tabel}} \). From calculations using SPSS 17.0. Test data on 30 respondents stated that all statement items 1 to 15 for the variables of service quality, price, complaint handling, and customer satisfaction were valid.
**Reliability Test**

Reliability testing in this trial is using the Cronbach Alpha formula, where an instrument can be declared reliable if the Cronbach Alpha value > 0.6. It can be seen that the value of Cronbach Alpha for all variables is above 0.6, so the results of this questionnaire are reliable and worthy of use for this study.

**Classical Assumption Test**

**Normality Test**

The Normality Test aims to test whether, in a regression model, the dependent variable and the independent variable both have a normal distribution. This test uses the Normal P-P Plot test.

![Normal P-P Plot](image)

**Figure 1** Normal P-P Plot

Based on figure 1 shows that the data spreads out following a diagonal line so that it can be expressed as normally distributed data.

**Multicollinearity Test**

The multicollinearity test is used to see if there is a correlation between independent variables. The presence or absence of multicollinearity in the regression model can be seen from the tolerance value and the value of the Variance Inflation Factor (VIF). A good regression test model should not occur in multicollinearity.

**Table 1 Multicollinearity Test Output Results Coefficients**

<table>
<thead>
<tr>
<th>Model</th>
<th>Tolerance</th>
<th>VIF</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Kualitas Pelayanan</td>
<td>.669</td>
</tr>
<tr>
<td></td>
<td>Harga</td>
<td>.458</td>
</tr>
<tr>
<td></td>
<td>Penanganan Komplain</td>
<td>.515</td>
</tr>
</tbody>
</table>

a. Dependent Variable: Customer Satisfaction  
Source: Processed Questionnaire Data, 2016
Based on the table above, the Coefficient above shows the variance inflation factor (VIF) below 10 for all variables X1, X2, and X3. The amount of VIF value for the service quality variable (X1) has a VIF of 1.495 is below number 10, the magnitude of the VIF value for the price variable (X2) has a VIF of 2.151 is below number 10, as well as the amount of VIF value for the complaint handling variable (X3) has a VIF of 1.941 which is below number 10. As well as for tolerance values for service quality variables (X1) = 0.669 > 0.10, price (X2) = 0.458 > 0.10, and complaint handling (X3) = 0.515 > 0.10. After seeing the results above, it can be concluded that the regression equation model between independent variables does not have multicollinearity and can be used in this study.

**The Automobile**

The autocorrelation test is performed by finding Durbin-Watson values. The results of the analysis show figures like the following:

<table>
<thead>
<tr>
<th>Model</th>
<th>Durbin – Watson</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>2.162</td>
</tr>
</tbody>
</table>

**Table 2 Autocorrelation Test Calculation Results**

Source: Processed Questionnaire Data, 2016

Based on the table above, it can be explained that the Durbin – Watson value is 2.162. Where the value of K or the number of independent variables is 3 and the value of N or the amount of data = 100. So that it can be explained the value of dL = 1.613 and the value of dU = 1.736 with the following conditions:

1. 1,736 < DW < 4 – 1,736
2. 1,736 < 2,162 < 2,236

From this explanation, it can be concluded that there is no autocorrelation in the linear regression model of this study.

**Heteroscedasticity Test**

The heteroscedasticity test aims to test whether, in a regression model, there is an inequality of variance from one observation to another. A good regression model assumes that heteroskedasticity does not occur. This method uses uj glejser.

**Table 3 Heteroskedasticity Test Results Coefficients**

<table>
<thead>
<tr>
<th>Model</th>
<th>Unstandardized Coefficients</th>
<th>Standardized Coefficients</th>
<th>t</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>B</td>
<td>Std. Error</td>
<td>Beta</td>
<td></td>
</tr>
<tr>
<td>(Constant)</td>
<td>2.915</td>
<td>.790</td>
<td></td>
<td>3.688</td>
</tr>
<tr>
<td>Kualitas</td>
<td>-.052</td>
<td>.023</td>
<td>-.264</td>
<td>-2.230</td>
</tr>
<tr>
<td>Pelayanan</td>
<td>-.036</td>
<td>.039</td>
<td>-.131</td>
<td>-.912</td>
</tr>
<tr>
<td>Harga</td>
<td>.017</td>
<td>.027</td>
<td>.082</td>
<td>.604</td>
</tr>
<tr>
<td>Penanganan</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Komplain</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

a. Dependent Variable: Customer Satisfaction
Source: Processed data results SPSS 19.0

Based on Table 4, it can be seen that the Service Quality variable has a significant value of 0.028 > 0.05, it can be stated that heteroskedastic does not occur, the Price
variable has a significant value of 0.364 > 0.05, it can be stated that heteroskedastic does not occur, and the Complaint Handling variable has a significant value of 0.547 > 0.05, it can be stated that heteroskedastic does not occur.

**Test Model Eligibility**

**Test F**

The F test is used to determine whether the independent variable can explain each variation of the dependent variable changes simultaneously.

<table>
<thead>
<tr>
<th>Model</th>
<th>F</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Regression</td>
<td>146.986</td>
<td>.000a</td>
</tr>
<tr>
<td>Residual</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

*a. Predictors: (Constant), Quality of Service, Price, and Complaint Handling
b. Dependent Variable: Customer Satisfaction

**Source:** Processed Questionnaire Data, 2016

Based on the table above, Fcalc is 146,986 and the significance level (0.000 < 0.05) shows that the model used to predict the independent variable against the dependent variable is feasible.

**Coefficient of Determination (R²)**

The coefficient of determination is carried out to measure the percentage of the ability of the independent variable to explain the dependent variable.

<table>
<thead>
<tr>
<th>Model</th>
<th>R</th>
<th>R Square</th>
<th>Adjusted R</th>
<th>Std. Error of the Estimate</th>
<th>Durbin-Watson</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>.906a</td>
<td>.821</td>
<td>.816</td>
<td>1.680</td>
<td>2.162</td>
</tr>
</tbody>
</table>

*a. Predictors: (Constant), Quality of Service, Price and Complaint Handling
b. Dependent Variable: Customer Satisfaction

**Source:** Processed Questionnaire Data, 2016

Based on the table above, an R-value of 0.696 shows a strong relationship between the independent variable and the dependent variable.

\[
 KP = R^2 \times 100%
\]

\[
 = 0.9062 \times 100%
\]

\[
 = 82.1 \text{ (82.1%)}
\]

Based on the results above, it show that 82.1% of customer satisfaction is influenced by service quality, price, and complaint handling. While the remaining 17.9% was influenced by other factors that were not the focus of this study.

**Hypothesis Testing (Test t)**

The t-test is used to determine whether partially between independent variables has a significant effect on the dependent variable. The test used a significant level of 0.05.
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<table>
<thead>
<tr>
<th>Model</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>(Constant)</td>
<td>.487</td>
</tr>
<tr>
<td></td>
<td>Kualitas Pelayanan</td>
<td>2.430</td>
</tr>
<tr>
<td></td>
<td>Harga</td>
<td>10.575</td>
</tr>
<tr>
<td></td>
<td>Penanganan Komplain</td>
<td>3.370</td>
</tr>
</tbody>
</table>

**Tabel 6 Result Output Uji t Coefficients**

a) Service Quality Variables (X1)
   Based on the table above, it shows that the signification value (0.004 < 0.05) then H0 is rejected. In conclusion, the quality of service has a positive and real effect on customer satisfaction of Hotel Ibis Budget Daan Mogot.

b) Price Variable (X2)
   Based on the table above, it shows that the signification value (0.000 < 0.05) then H0 is rejected. In conclusion, the price has a positive and real effect on customer satisfaction of Ibis Budget Daan Mogot Hotel.

c) Complaint Handling Variable (X3)
   Based on the table above, it shows that the signification value (0.001 < 0.05) then H0 is rejected. In conclusion, the handling of complaints has a positive and real effect on customer satisfaction at Ibis Budget Daan Mogot Hotel.

**Discussion**

**The Effect of Service Quality on Customer Satisfaction**

Based on the results of the study, it can be seen that there is a significant influence between Service Quality and Customer Satisfaction of Ibis Budget Daan Mogot Hotel, meaning that service quality can be used as a basis for increasing customer satisfaction of Ibis Budget Daan Mogot Hotel. This shows that the customer satisfaction of Hotel Ibis Budget Daan Mogot is influenced by Product Quality.

So, based on the regression test of the product quality variable (X1) of 0.090, it means that if the quality of service increases, then customer satisfaction will increase by 0.090 assuming other independent variables are fixed values. If it is positive, it means that there is a positive influence between service quality and customer satisfaction. The results of the t-test show that significant values of 0.004 < 0.05 which means that service quality has a positive and real effect on customer satisfaction. Tjiptono and Chandra (2011: 310) believe that customer satisfaction leads to service quality. Customer satisfaction with a particular service experience will lead to an evaluation or overall attitude toward service quality over time.

**The Effect of Price on Consumer Satisfaction**

Based on the results of the study, it can be seen that there is a significant influence between Price and Consumer Satisfaction of Ibis Budget Daan Mogot Hotel, meaning that price can be used as a basis to increase customer satisfaction of Ibis Budget Daan Mogot Hotel. This shows that the customer satisfaction of Hotel Ibis Budget Daan Mogot is influenced by price.

So, based on the regression test of the price variable (X2) of 0.660, it means that if the price increases, then consumer satisfaction will increase by 0.660 assuming another
independent variable has a fixed value. If it is positive, it means that there is a positive influence between price and consumer satisfaction. The results of the t-test show a significant value of 0.000 < 0.05 which means that the price has a positive and real effect on consumer satisfaction. According to Kotler and Keller (2009: 67), price is one element of the marketing mix that generates revenue, another element produces costs. Price is the easiest element in a marketing program to customize, product features, channels, and even communication take a lot of time.

**The Effect of Complaint Handling on Consumer Satisfaction**

Based on the results of the study, it can be seen that there is a significant influence between Complaint Handling on Ibis Budget Daan Mogot Hotel Consumer Satisfaction, meaning that complaint handling can be used as a basis for increasing Ibis Budget Daan Mogot Hotel customer satisfaction. This shows that the customer satisfaction of Hotel Ibis Budget Daan Mogot is influenced by the handling of complaints. So, based on the regression test of the complaint handling variable (X3) of 0.147, it means that if the handling of complaints increases, then consumer satisfaction will increase by 0.147 assuming other independent variables have a fixed value. If it is positive, it means that there is a positive influence between the handling of complaints and consumer satisfaction. The results of the t-test show significant values of 0.001 < 0.05 which means that the handling of complaints has a positive and real effect on consumer satisfaction. Lovelock (2005:144) states that a complaint is an official statement of dissatisfaction with every aspect of the service experience.

**CONCLUSION**

Based on the results of research and discussion on the effect of Service Quality, Price Perception, and Complaint Handling on Consumer Satisfaction of Ibis Budget Hotel, Daan Mogot, the results of the study can be concluded that:

Service Quality has a positive and real effect on Customer Satisfaction of Ibis Budget Hotel, Daan Mogot. This means that the quality of service provided by hotel staff to each consumer is very good and makes consumers feel satisfied so that consumers can come back to enjoy the service in the future. Price has a positive and real effect on Customer Satisfaction of Ibis Budget Hotel, Daan Mogot. This means that the price offered by the hotel to each consumer is very good, efficient, and affordable so that consumers who come feel satisfied and comfortable.

Handling Complaints has a positive and real effect on Customer Satisfaction of Ibis Budget Hotel, Daan Mogot. This means that every complaint given by consumers to hotel officers is well received and hotel officers can provide good and appropriate solutions to every consumer complaint so that consumers feel satisfied and comfortable with what has been done by hotel officers. This article is a part of joint research and publication between the Faculty of Economics and Business, Universitas Nasional, Jakarta and the Faculty of Business, Economics, and Social Development, Universiti Malaysia Terengganu.

**REFERENCES**


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