



Guest Satisfaction to Stay in The Four-Star Rating Hotel in Padang: The Influence Of Hospitableness and Guest Engagement

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ABSTRACT

The purpose of this research is to find out how the hospitableness and guest engagement that exists between employees and guests have an impact on guest satisfaction. This type of research is quantitative descriptive research with a causal associative method. The population in this study were all guests who had stayed at a four-star hotel in the city of Padang. The sampling technique is non-probability sampling using purposive sampling. The number of samples in this study amounted to 97 responses. Data collection techniques were carried out using a questionnaire with a Likert scale that had been tested for validity and reliability. The data analysis used in this research is descriptive analysis with the help of SPSS version 20.00. From the results of the research that has been done, the Friendliness and Guest Involvement variables have a positive and significant effect on guest satisfaction at four-star hotels in the city of Padang. It can be said that based on this research, guest satisfaction can occur if the hotel can provide hospitableness and guest engagement good relations with guests during their stay, then guests will feel satisfied.

Keywords: Guest satisfaction, Hospitableness.

INTRODUCTION

In the current era of globalization, competition in world business is getting tougher. This competition requires business people to be able to maximize the performance of their companies to compete in the market. Companies must strive to learn and understand the needs and wants of their customers. Understanding the needs, wants, and demands of customers, will provide important input for companies to design marketing strategies to create satisfaction for their customers (Kotler et al., 2000).

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Along with the increase in the tourism sector in Indonesia, the development of the hospitality business has also grown significantly in the suburbs. Competition between service providers is also very tight, the strategy needed is right to ensure customer satisfaction and loyalty so that hotels can be maintained. This influence also increases changes in the service industry, one of which is the hospitality service industry. A service that has good quality is that the service has reliability and is following consumer expectations. Services that are felt to be superior to consumers, that is, in fulfilling them can create satisfaction, because

perceived satisfaction is the achievement of consumer expectations for company services, but inversely if consumers are dissatisfied, this makes the company get a bad image from negative recommendations spread by consumers who have used the services of a hotel company.

Customer satisfaction is the main thing that must be considered and requires commitment and responsibility from management and employees by providing quality service, to create customer satisfaction. The company's ability to recognize, meet and satisfy customers well is a strategy for every company. The pursuit of customer satisfaction is also an important goal for companies, especially for the highly competitive hotel and tourism industry, because according to Kotler, Bowen & Makens (2006) in Suwithi (2013) the business goal in the hospitality industry is to create profits through creating and maintaining customer satisfaction. According to Barsky & Nash (2003), Pham and Huang (2015) state that customer satisfaction will play an important role in achieving customer profitability and loyalty.

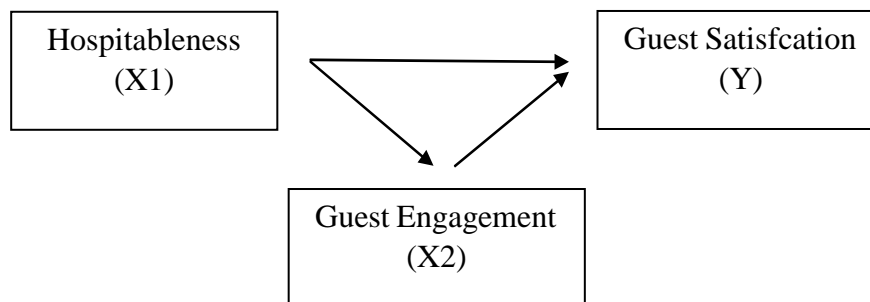
Hospitality (friendliness) and engagement (involvement) play an important role in achieving customer satisfaction. When customers feel well-received and respected, they tend to feel more comfortable and satisfied with their experience. Hospitality involves providing friendly, courteous, and considerate service to customers. This includes a welcoming attitude, smiles, and friendly behavior from the staff. In a friendly environment, customers feel valued and respected, which can increase their satisfaction.

Engagement relates to active involvement between customers and staff. Engaged staff will pay full attention to customers, listen to their needs and wants, and provide appropriate suggestions and solutions. This engagement builds deeper relationships between customers and staff, creating personalized experiences and meeting customer expectations. When hospitality and engagement are well implemented, customers feel valued, heard, and involved in their experience. This can lead to an increase in overall customer satisfaction.

West Sumatra is now a province with attractive natural tourist destinations and delicious culinary delights, West Sumatra has a very long beach tourism object with several beautiful islands in the sea which are located in the city of Padang. And several tourist destinations in Bukittinggi such as the Clock Tower, Sianok Gorge, Japanese Cave, Zoo, and Pagaruyung Palace which is located in the city of Batusangkar. West Sumatra is also famous for its strong customs, culture, sharia activities, delicious and halal cuisine, and biodiversity because most of West Sumatra is still filled with natural and protected tropical forests.

Therefore, researchers are interested in conducting further research on the influence of hospitality and guest engagement on guest satisfaction at staying at hotels. Based on this background, the researcher is interested in conducting research with the title "Guest Satisfaction to Stay in the four-star Hotel Padang, the Influence of Hospitableness, and guest engagement".

The Following Are the conceptual framework and hypotheses of this research: a conceptual framework



H1: Hospitableness affects Guest Satisfaction

H2: Hospitableness affects Guest Engagement

H3: Hospitableness and Guest Engagement affects Guest Satisfaction

RESEARCH METHODOLOGY

Types of Research

This study uses quantitative descriptive research with a causal associative approach. This research was conducted with a focus on 4-star hotels in the city of Padang. This research aims to collect data and information about the experiences of guests who have stayed at these 4-star hotels. The data collection method used was to distribute questionnaires to respondents who had stayed at these hotels. This research has a limited scope of 4-star hotels in Padang, so the respondents involved in this research are those who have experience staying at 4-star hotels in

the city.

Population and Sample

The population is the whole object researched or object studied (Notoatmodjo, 2005). In this study, the population was guests who had stayed at a four-star hotel in the city of Padang. The sample used is based on nonprobability sampling using a purposive sampling technique. To determine the sample using the Slovin formula which uses a 10% error and from the calculation results get as many as 97 people as a sample.

Types of Variable

Variables in this study include: the dependent variable is hospitableness and the independent variable is guest engagement.

RESULTS AND DISCUSSION RESULTS

1. Classic assumption test

a) Normality test

The normality test is used to determine whether the data obtained is normally distributed or not. In this study, it is known that the sig(2-tailed) value is $0.041 > 0.05$, so it can be said that the two data are normally distributed.

b) Heteroscedasticity Test

A heteroscedasticity test is used to determine whether the data obtained is normally distributed or not. In this study, it is known that the Asymp. Sig. For the variable tourist attraction (X) is 0.180 and for the decision to visit variable (Y) is 0.235. With a sig > of 0.05, it can be said that the two data are normally distributed.

Based on the results of the table analysis above, it was obtained that sig values X1 (0.412) and X2 (0.337) > 0.05, it was concluded that there was no heteroscedasticity problem.

c) Multicollinearity test

Based on the results of the table analysis above, it was obtained that the tolerance values X1 (0.441) and X2 (0.441) > 0.100 while the VIF values X1 (2.270) X2 (2.270) < 10.00, it was concluded that there were no symptoms of multicollinearity.

2. hypothesis testing

a. Determination Coefficient Test

Model Summary

Model	R	R Square	Adjusted Square	Std. Error of the Estimate
1	.922 ^a	.850	.847	2.510

a. Predictors: (Constant), Hospitableness (X2), Guest Engagement(X1)

Based on the table above, the Adjust R Square value is 0.847, meaning that the influence of variables X1 and X2 on Y is 84.7% while 15.3% is influenced by other factors.

b. Multiple Linear Regression Test

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	1.233	1.495		.825	.412
1 Guest Engagement (X1)	.340	.088	.230	3.879	<,001
Hospitableness (X2)	.785	.063	.738	12.471	<,001

a. Dependent Variable: Gust Satisfaction (Y)

Based on the equation above, the regression equation is obtained as follows:

$$Y = a + b_1X_1 + b_2X_2$$

$$Y = 1.233 + 0.340 + 0.785$$

Based on the equation above, the regression coefficient value for the X1 variable is 0.340 with a significance value of 0.001 <0.05 and the X2 variable is 0.785 with a significance value of 0.001 <0.05.

This means that every increase of 1 unit of Guest Engagement will increase by 0.340 OCB Guest Satisfaction and every increase of 1 unit of Hospitableness will increase by 0.785 OCB Guest Satisfaction.

c. Test F(Simltan)

ANOVA^a

Model	Sum of Squares	Df	Mean Square	F	Sig.
Regression	3475.266	2	1737.633	275.713	<,001 ^b
1 Residual	611.324	97	6.302		
Total	4086.590	99			

a. Dependent Variable: Gust Satisfaction (Y)

b. Predictors: (Constant), Hospitableness (X2), Guest Engagement (X1)

Based on the test results above, it is known that the calculated F value is 275.713 with a significance value of $0.001 < 0.05$.

This means that variables X1 and X2 have a significant effect on Y, meaning that the hypothesis (H3) is accepted, X1 and X2 together have a significant effect on Y.

DISCUSSION

Hypothesis H1 Hospitableness affects guest satisfaction from this research H1 Based on the results of the analysis obtained t count (12,471) > t table (1,985) and sig (0,001) < 0.05, it is concluded that hospitality has a positive and significant effect on guest satisfaction. the definition of guest satisfaction according to Kotler (2014: 150) is Feelings of pleasure or disappointment that arise after comparing the (results) of the service thought to the performance (or results) expected.

Hypothesis 2 states that hospitableness affects guest engagement.

Based on the guest engagement validity test table, it shows that r Count > r Table, where rCount > 0.195. Where is the first questionnaire with a value of 0.75, the second questionnaire is 0.84, the third questionnaire is 0.82, the fourth questionnaire is 0.82, and the fifth questionnaire's 0.87 is greater than the rTable value with a value of 0.195. So it can be concluded that the validity test of rCount with rTable is declared valid. Guest engagement is also interpreted as any effort to involve guests (customers) in emotional interactions between companies and they're (Novianti & Mulyana, 2018).

Hypothesis H3 states that hospitableness and guest engagement affect guest satisfaction From this study, H3 Based on the results of the analysis obtained an F count of (275.713) with a

significance value of $0.001 < 0.05$. it means that hospitality and guest involvement has a positive and significant effect on guest satisfaction. states that hospitableness and guest engagement affect guest satisfaction as customers feel trust because they believe in the company's defense or ability and integrity to provide good responses when interacting (Rahmawati, 2015)

CONCLUSION

Based on the data above it can be concluded that:

1. Hospitableness variable has a positive and significant effect on Guest Satisfaction. This means that the friendlier the hotel employees/staff will increase customer satisfaction to stay at the hotel.
2. Guest Engagement variable has a positive and significant effect on Guest Satisfaction. This means that the better the relationship maintained by hotel employees/staff with customers, the higher customer satisfaction will be.
3. Hospitableness and Guest Engagement variables have a positive and significant effect on Guest Satisfaction

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