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Rating Analysis of Service Quality, Comfort, Cleanliness, Food and Location of Hotels in DIY to Customer Satisfaction in Hotel Customers in Traveloka

Hadi Mukhtarom [1]; Adhi Prasetio [2]

[1] Faculty of Economics and Business, Graduate Program in Management, Telkom University, Indonesia

[2] Faculty of Economics and Business, Telkom University, Indonesia

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Abstract

The objective of this research is to determine the quality of hotel service, comfort, cleanliness, food and location ratings in Yogyakarta City on customer satisfaction in hotel consumers in Traveloka. This study applies a quantitative cross-sectional method. The research population is 1,090 hotels that have been rated on the Traveloka website or application and 1-5-star hotels located in Yogyakarta City. The results of this research found that: 1) out of 5 research variables which include service, cleanliness, food, location, and security, only 4 variables have significant effect on customer satisfaction, namely service, cleanliness, location, and comfort, 2) the 3 variables only give effect of 60% while the remaining 40% is contributed by other factors not observed in this research, 3) the Fcount value is 223.561 with probability value (Sig.) = 0,000. The Fcount value (223.561) > Ftable (0.89) which means that Ho is rejected and Ha is accepted. The most dominant variable of this research is service proved by β value which is higher than the 3 variables that has effect of β = 0.312. It means that increasing consumer satisfaction at star hotels should improve hotel services as well.

Keywords: *Service; Comfort; Cleanliness; Food; Hotel; Traveloka*

Introduction

Special Region of Yogyakarta/ Daerah Istimewa Yogyakarta (DIY) is one of the cities that received awards for the best city in the tourism category in the Indonesia Attractiveness Award (IAA) in 2017 because DIY is considered more advanced and has a competitive edge in attracting investors compared to other regions as contained in an article at bisnis.tempo.co (2017). DIY has its own charm compared to other cities which makes it a special city. DIY is a special city because it is known as a city of education, city of culture, city of art, city of technology, city of religion, city of tourism and city of culinary (cronyos.com, 2017). As a city of tourism, DIY has many tourist attractions in the middle of the city and regency such as Malioboro, Drini Beach, Prambanan Temple and other natural attractions.

Along with the development of tourism in Indonesia, tourist destinations are more and more attractive to tourists due to the beauty and uniqueness of their respective regions. One of them is DIY, a city that attracts many national and international tourists. DIY has its own charm which makes tourists want to visit the city. There are *keraton* events, *keraton* museums and many beach tourism and temples such as Borobudur Temple, Prambanan Temple and other temples that offer extraordinary experiences, as well as the diversity of local culture inherent in DIY itself. The Ministry of Tourism expects social media influencers from various countries such as Singapore, Malaysia, the Philippines, Thailand, Australia and New Zealand to build a strong information channel towards the target audience so that they feel a direct tourist destination. Therefore, they can provide their experiences to others from various countries to increase foreign tourist visits to DIY (mix.co.id, 2018).

Web-based hotel bookings are very important in the development of the digital era at this time to make it easier to make booking orders. In the hotel booking application, there are customer review features for certain hotels. The feature includes reviews of people who have stayed at certain hotels. This review/ rating can provide a more objective picture so that it can make it easier for visitors to choose a hotel to stay. The system in the Traveloka application has provided a rating column and has analyzed the reviews written by visitors of the application in order to produce a meaningful output so that it can increase purchases at star and non-star hotels.

As technology advances, especially the internet network that is able to provide information choices about a product, it allows word of mouth communication which is not just a form of person-to-person communication about a product (Reza Jalilvand, & Samiei, 2012). Services or brands that are able to become various forms of communication in global Word of Mouth (WOM) that develop through online media are called electronic Word of Mouth (Reza Jalilvand, & Samiei, 2012). E-WOM has become a very important tool for customers to give their opinions and is considered more effective than WOM due to its wider accessibility and coverage than traditional WOM (Reza Jalilvand, & Samiei, 2012).

Reviews and ratings have an important role for a buyer. In general, around 61% of buyers will read online reviews before making a purchase decision or ordering a product or service. In Indonesia, around 95% of buyers review products or services via mobile phones. The buyers trust the reviews contained in the application as an assessment of the product they want to buy. According to data from Bright Local in the 2016 Local Consumer Review Survey report, around 84% of people trust the reviews of other customers. Seven out of ten people will also leave a review if they are asked. Positive reviews will certainly influence purchasing decisions. According to Bright Local, around 74% of buyers revealed that positive reviews made them trust the seller more. Meanwhile, in Indonesia, around 87% of buyers will be affected by positive reviews. Buyer's trust in sellers which is increasingly high will certainly encourage them to buy products from these sellers (tirto.id, 2016).

DIY has its own attraction for tourists so that the level of tourist visits continues to increase every year. Although it is increasing every year, there is only an increase of 3% in 2017. The increase has a direct impact on the hospitality industry in DIY. Tight competition occurs because of the many hotels operating. Star and non-star hotels experienced a decline in bookings. However, non-star hotels increased in February even though it was not very significant. The development of the internet in Indonesia is very rapid and many issued new ideas in business; one of them is Traveloka's online travel application which is the No.1 application in Indonesia in the field of travel. The importance of the role of the application provides convenience in hotel booking transactions. There are reviews and rating features about hotels that the Traveloka application has extracted into five variables in every hotel in DIY. These variables are comfort, service, cleanliness, food and location in the form of ratings according to the reviews written by customers at each hotel in Traveloka. Tjiptono (2012) defines service quality as a measure of how well the level of service provided is able to match customer expectations.

Objectives

Generally, this study aims to analyze the effect of electronic word of mouth on Traveloka on customer buying interest. In addition, this research is specifically carried out with the following objectives:

1. Determining the effect of comfort variable on customer satisfaction at Traveloka on hotel customers in DIY.
2. Determining the effect of service variable on customer satisfaction at Traveloka on hotel customers in DIY.
3. Determining the effect of cleanliness variable on customer satisfaction at Traveloka on hotel customers in DIY.
4. Determining the effect of food variable on customer satisfaction at Traveloka on hotel customers in DIY.
5. Determining the effect of location variable on customer satisfaction at Traveloka on hotel customers in DIY.
6. Determining the rating of the most dominant variable in Traveloka among hotel customers in DIY.

Research Method

1. Research Design

This research employs quantitative method. Quantitative method requires that the variables to be studied can be measured and allow better accuracy in research due to the use of numbers (Morissan, 2012). The type of research that researchers use is descriptive and causal research. This descriptive research is a research design that illustrates information or facts that originate from the subject or object of research that is arranged systematically (Sanusi, 2013). The second type of research is causal research. According to Sanusi (2013), causal research is structured to examine the cause and effect relationships that occur in the research variables. This causal research will be used to determine the effect or influence of comfort, cleanliness, location, food and service quality on customer satisfaction. Based on the time dimension, this study uses a cross-sectional study in which the researcher will get information on an event at one time without following up across time or at a time (Silalahi, 2015).

2. Operational Variables

According to Abdillah & Hartono (2015), variables are the characteristics of participants or situations in a study that have different values in the study. According to Sujarweni (2015), operational variables are research variables that are intended to understand the meaning of each research variable before conducting an analysis of the instrument and measurement sources. The operational variables in this study are presented in the following Table 3.2: Service Quality (X_1), Comfort (X_2), Cleanliness (X_3), Food (X_4), Location (X_5), Customer Satisfaction (Y).

3. Population and Sample

Researchers will use hotels located in Yogyakarta City that have been registered on the Traveloka website or application during 2018 with a total population of research as many as 1,090 hotels. The sampling method or technique used in this study is purposive sampling because the sampling technique is non probability sampling which is a sampling technique that does not provide the same opportunity to be selected as a sample. For this reason, in taking this sample, the author employs a purposive sampling method because not all samples have criteria that fit the phenomenon to be studied. In the study, the

sample consisted of companies that met certain criteria. In this case, the criteria for the study sample are as follows:

a. Hotels that have received ratings on the Traveloka website or application.

b. 1-5-star hotel located in Yogyakarta City.

4. Data Collection Technique

a. Types of Data

Before data collection is carried out, researchers must know what data is needed in conducting research. There are two types of data sources that will be used in this study consisting of primary data and secondary data. Primary data is the data that is first obtained and collected by the researchers themselves such as questionnaires or opinions from customers (Sanusi, 2013). This study uses survey data or customer hotel user ratings in Yogyakarta City found on the Traveloka website or application.

While secondary data sources are data that already exists or are available and have been collected by other parties (Sanusi, 2013). In this case, the data collected through books, journals, previous research, the internet and data that has been provided by Traveloka.

b. Data Transformation

Data that is not normally distributed can be transformed so that it is normally distributed. However, we must know in advance the shape of the histogram graph from the data so that the shape of the data transformation can be determined. In this study, based on the shape of the histogram graph from the data, data transformation was carried out by using SQRT (x) or square root.

5. Data Analysis Technique

a. Multiple Linear Regression Analysis

Zikmund et al. (2010) states that regression analysis is a technique used to measure the relationship between the dependent variable and the independent variable in a linear fashion. In this study, linear regression analysis will be used to examine the effect or relationship between independent variables consisting of service quality (X1), comfort (X2), cleanliness (X3), food (X4) and location (X5) and the dependent variable of customer satisfaction (Y).

b. Coefficient of Determination

Zikmund et al. (2010) mentions that the coefficient of determination is used to find out the magnitude of the proportion of variance Y which is influenced by variable X. This measure is obtained by squaring the correlation coefficient or commonly called R square (R^2). The coefficient of determination in this study was used to see how much effect the independent variable of service quality (X1), comfort (X2), cleanliness (X3), food (X4) and location (X5) on the dependent variable of customer satisfaction (Y).

6. Hypothesis testing

a. t-Test (Partial Test)

The t test partially tests the regression coefficient. This test is conducted to determine the significance of the partial role between the independent variables on the dependent variable by assuming that other independent variables are considered constant.

b. F Test (Simultaneous Test)

F test is testing the regression coefficients simultaneously. This test is carried out to determine the effect of all the independent variables contained in the model together (simultaneously) on the dependent variable. In this study, the F test is used to test the significance of the effect of Good Corporate Governance and Earning Power on Profit Management simultaneously and partially.

Findings and Deliberation

1. Multiple Linear Regression Analysis

Hypothesis testing was carried out by using multiple linear regression analysis. To facilitate data analysis, all data processing will be carried out using SPSS (Statistical Package for Social Science) for Windows version 20. The regression results from the primary data that have been processed are presented in the following Table 1.

Table 1. Test Results of Multiple Linear Regression

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.306	.055		23.959	.000
	Service X1	.312	.028	.351	11.085	.000
	Cleanliness X2	.144	.029	.191	4.908	.000
	Food X3	-.004	.010	-.009	-.363	.717
	Location X4	.087	.019	.115	4.599	.000
	Comfort X5	.217	.030	.282	7.208	.000

a. Dependent Variable: Y

Source: Processed Results from SPSS Version 20

Interpretation:

1. Constant (a) = 1.306 is constant. In this case when the variables X1, X2, X3, X4 and X5 are assumed to be null or 0 or predicted to be 0, it is predicted that the Y value is 1.306 divided by 1 (the number of variable Y items is 1,306). It means that the value of employee performance without training and motivation is 1.306.

2. Service (X1) = 0.312. It means that if the X1 (training) variable increases by 1 unit, Y changes by 0.312 The positive sign in the regression equation above indicates that performance and training have a positive relationship.

3. Cleanliness (X2) = 0.144. It means that if the X2 (motivation) variable increases by 1 unit, Y changes by 0.144. The positive sign in the regression equation above indicates that performance and training have a positive relationship.

4. Food (X3) = 0.004. It means that if the X3 (motivation) variable increases by 1 unit, Y changes by 0.004. The negative sign in the regression equation above indicates that performance and training have a negative relationship.

5. Location (X4) = 0.087. It means that if the X4 variable (motivation) increases by 1 unit, Y changes by 0.087. The positive sign in the regression equation above indicates that performance and training have a positive relationship.

6. Comfort (X5) = 0.217. It means that if the X5 (motivation) variable increases by 1 unit, Y changes by 0.217. The positive sign in the regression equation above indicates that performance and training have a positive relationship.

2. Analysis of the Coefficient of Determination

The coefficient of determination is a value that states the simultaneous effect of independent variables on the dependent variable. Using SPSS, data is obtained and presented in the following Table 2.

Table 2. Simultaneous Correlation Analysis

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.775[a]	.600	.598	.03868

In Table 2 of Model Summary, there is an R square value of 0.600. It means that the variance that occurs in variable Y can be influenced by variable X by 60% and the remaining 40% is influenced by other factors apart from Service (X1), Cleanliness (X2), Food (X3), Location (X4) and Comfort (X5) and Satisfaction (Y). Relationship level (R) can be seen in the Summary Model table where the R value is 0.775, After the R value of 0.775 is found, the calculation of the coefficient of determination is carried out, to find out the magnitude of the effect of Service (X1), Cleanliness (X2), Food (X3), Location (X4) and Comfort (X5) of Visitor Satisfaction (Y).

The coefficient of determination of 60% indicates that Service (X1), Cleanliness (X2), Food (X3), Location (X4) and Convenience (X5) have a simultaneous effect of 60% on Visitor Satisfaction (Y). Meanwhile, the remaining 40% is contributed by other factors besides Service (X1), Cleanliness (X2), Food (X3), Location (X4) and Comfort (X5) which were not observed in this study.

3. Simultaneous Hypothesis Testing (Test F)

To test the above hypothesis, F-test statistics are used which are obtained through the ANOVA table as presented in Table 3 below.

Table 3. Simultaneous Regression Coefficient Testing

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1.672	5	.334	223.561	.000[b]
	Residual	1.113	744	.001		
	Total	2.785	749			

a. Dependent Variable: Y

b. Predictors: (Constant), X5, X3, X4, X1, X2

Source: SPSS version 20 results

Based on Table 3, the F_{count} value is 223,561 with a probability value (sig) = 0,000. The value of F_{count} (223.561)> F_{table} (0.89) becomes the test statistic that will be compared with the predetermined rate of error α= 0.05. Since the significance value F (0.000) is smaller than the specified error rate (α = 0.05), it was decided to reject Ho and accept Ha. So, it was concluded that Service, Cleanliness, Food, Location and Comfort simultaneously influence the satisfaction of hotel visitors.

4. Partial Hypothesis Testing (t Test)

By using SPSS, it obtains partial hypothesis test results as shown in the following Table 4.

Table 4. Partial Regression Coefficient Testing

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.306	.055		23.959	.000
	Service x1	.312	.028	.351	11.085	.000
	Cleanliness x2	.144	.029	.191	4.908	.000
	Food x3	-.004	.010	-.009	-.363	.717
	Location x4	.087	.019	.115	4.599	.000
	Comfort x5	.217	.030	.282	7.208	.000

Source: SPSS version 20 results

a. Partial Hypothesis Testing of Service (X1)

Based on Table 4, the coefficient value of model 1, the value obtained by the service variable (X1) is sig = 0.000. The sig value is smaller than the probability value of 0.05 or 0.000 < 0.05, then Ha is accepted and Ho is rejected. Service Variable (X1) has t_{count} = 11.085 and t_{table} = 1.650 so $t_{count} > t_{table}$. It is concluded that the service variable (X1) has a contribution to satisfaction (Y). A positive t value indicates that the service variable (X1) has a direct relationship with (Y). It can be concluded that the service has a significant effect on customer satisfaction (Y). This is in line with two studies conducted by Moha and Loindong (2016) in Manado City with a total of 8485 customers assigned as respondents as many as 100. The results show that service has a significant effect on customer satisfaction. Research by Djafar et al (2013) in Gorontalo City with a population of 97 respondents found that service had a significant effect on customer satisfaction. Thus, it is concluded that the results of this study are in line with previous studies and could be applied in all regions based on their respective respondents.

b. Partial Hypothesis Testing of Hygiene (X2)

Based on Table 4, the coefficient value of model 1, the value obtained by the cleanliness variable (X2) is sig = 0,000. The sig value is smaller than the probability value of 0.05 or 0.000 > 0.05, then Ha is accepted and Ho is rejected. Cleanliness variable (X2) has t_{count} = 4.908 and t_{table} = 1.650 so $t_{count} < t_{table}$. It is concluded that the hygiene variable (X2) does not have a contribution to satisfaction (Y). A positive t value indicates that the hygiene variable (X2) has a direct relationship with satisfaction (Y). So, it can be concluded that cleanliness has no effect on customer satisfaction (Y). This is in line with Prastowo research (2015) which found that room sanitation hygiene has a positive and significant effect on The Sunan Hotel Solo's guest satisfaction, food and beverage sanitation hygiene has a positive and significant effect on guest satisfaction. The study only involved 60 respondents who discussed room sanitation, food and beverage, environmental hygiene. Meanwhile, the dependent variable is guest satisfaction which includes room cleanliness, food and drinks as well as hotel environmental sanitation.

c. Partial Hypothesis Testing of Food (X3)

Based on Table 4, the coefficient value of model 1, the value obtained by the food variable (X3) is sig = 0.717. The sig value is greater than the probability value of 0.05 or 0.717 > 0.05, then Ha is rejected and Ho is accepted. Food variable (X3) has t_{count} = 0.363 and t_{table} = 1.650 so $t_{count} < t_{table}$. It is concluded that the food variable (X3) does not have a contribution to customer satisfaction (Y). A negative t value indicates that the service variable (X1) has a direct relationship with (Y). So, it can be concluded that food has an effect on customer satisfaction (Y).

d. Partial Hypothesis Testing of Location (X4)

Based on Table 4, the value of the coefficient of model 1, the value obtained by the location variable (X4) is sig = 0,000. The sig value is smaller than the probability value of 0.05 or 0.000 < 0.05, then Ha is accepted and Ho is rejected. Location variable (X4) has t_{count} = 4.599 and t_{table} = 1.650 so $t_{count} > t_{table}$. It is concluded that the location variable (X4) has a contribution to customer satisfaction (Y). A positive t value indicates that the location variable (X4) has a direct relationship with customer satisfaction (Y). So, it can be concluded that location has an effect on customer satisfaction (Y). This is in line with Falakh research with 100 respondents (2016) who mentioned that there is a positive and significant effect between location variables on customer satisfaction. Meanwhile, this study involved 750 respondents and obtained the same results in which location variables affect customer satisfaction.

e. Partial Hypothesis Testing of Comfort (X5)

Based on Table 4, the value of the coefficient of model 1, the value obtained by the comfort variable (X5) is sig = 0.000. The sig value is smaller than the probability value of 0.05 or 0.000 < 0.05, then Ha is accepted and Ho is rejected. The comfort variable (X5) has t_{count} = 7.208 and t_{table} = 1.650 so $t_{count} > t_{table}$. It can be concluded that the comfort variable (X5) has a contribution to customer satisfaction (Y). A positive t value indicates that the comfort variable (X5) has a direct relationship with satisfaction (Y). So, it can be concluded that comfort has an effect on customer satisfaction (Y). This is in line with the research of Tahqiqi & Hidayat (2018) which found that there is a significant effect between comfort and safety on the motivation to visit the Bandung Antiques Hotel where the population/ research respondents are Bandung residents who have stayed and visited the Bandung Antiques Hotel. It means that the comfort variable in the study has the same respondents, namely customers who visit and stay at certain hotels.

f. The Most Dominant Variables Based on β Values

Based on Table 4, in the coefficient value of model 1, the β values obtained in each variable are service (X1) β = 0.312, cleanliness (X2) β = 0.144, food (X3) β = 0.004 is negative, location (X4) β = 0.087 and comfort (X5) β = 0.217. Among all the variables in this study, only 4 variables were accepted and which had a significant effect compared to 3 other variables, namely service (X1) with a value of β = 0.312 which is much greater than the 3 other variables. This is in line with two studies conducted by Moha & Loindong (2016) in Manado City involving 8485 customers and 100 customers were then assigned as respondents. The results of their study showed that service has a significant effect on customer satisfaction. Djafar research (2013) in Gorontalo City with a population of 97 respondents obtained the result that service had a significant effect on customer satisfaction. So, it can be concluded that the results of this study are in line with previous research and can be applied in all regions based on their respective respondents.

Discussion

1. Effect of Service (X1), Cleanliness (X2), Food (X3), Location (X4), and Comfort (X5) on Customer Satisfaction (Y)

Based on the results of descriptive analysis, the smallest variable X is food (X3) by 88.3%, then location (X4) by 95.8%, then cleanliness (X2) by 95.9%, and comfort (X5) by 96, 5%. In addition, the largest percentage in this descriptive analysis is service (X1) by 97%. Among the 5 variables in this study, the most dominant variable was service. It means that improving services at hotels can increase customer satisfaction so as to increase the interest of visitors to star hotels.

The results of simultaneous testing as shown in the results of the regression analysis found that the F_{count} value was 223.561 and the probability value (sig) = 0.000. The value of F_{count} (223.561) > F_{table} (0.89) becomes the test statistic that will be compared with the predetermined rate of error $\alpha = 0.05$. Since the significance value F (0.000) is smaller than the specified error rate ($\alpha = 0.05$), it was decided to reject Ho and accept Ha. which means that the variable Services (X1), Cleanliness (X2), Food (X3), Location (X4) and Comfort (X5) simultaneously influence the satisfaction of hotel visitors (Y) in Yogyakarta City. That can be re-interpreted that the level of Service (X1), Cleanliness (X2), Food (X3), Location (X4) and Comfort (X5) which can improve the satisfaction of hotel visitors in Yogyakarta City.

This is also supported by an explanation of the value of the coefficient of determination of 60% which shows that Service (X1), Cleanliness (X2), Food (X3), Location (X4) and Convenience (X5) simultaneously influence 60% on Customer Satisfaction (Y). Meanwhile, the remaining 40% is contributed by factors other than Service (X1), Cleanliness (X2), Food (X3), Location (X4) and Comfort (X5) which were not observed in this study.

Furthermore, per sub-variable in this study shows significant results and has effect on customer satisfaction. This is evidenced by the service variable (X1) with sig = 0.000. The sig value is smaller than the probability value of 0.05 or 0.000 < 0.05, then Ha is accepted and Ho is rejected. Service Variable (X1) has t_{count} = 11.085 and t_{table} = 1.650 so $t_{count} > t_{table}$. It can be concluded that the service variable (X1) has a contribution to satisfaction (Y). A positive t value indicates that the service variable (X1) has a direct relationship with (Y). Therefore, it can be concluded that service has a significant effect on customer satisfaction (Y). This is in line with two studies conducted by Sartika Moha and Sjendry Loindong (2016) in Manado City which involved 8485 customers and 100 customers were then assigned as respondents. The results of his research indicate that service has a significant effect on customer satisfaction. Research by Djafar et al (2013) in Gorontalo City with a population of 97 respondents found that service had a significant effect on customer satisfaction. Thus, it was concluded that the results of this study are in line with previous studies and can be applied in all regions based on their respective respondents.

The comfort variable (X5) has sig value = 0.000. The sig value is smaller than the probability value of 0.05, or 0.000 < 0.05, then Ha is accepted and Ho is rejected. The comfort variable (X5) has t_{count} = 7.208 and t_{table} = 1.650 so $t_{count} > t_{table}$. It can be concluded that the comfort variable (X5) has a contribution to customer satisfaction (Y). A positive t value indicates that the comfort variable (X5) has a direct relationship with satisfaction (Y). So, it can be concluded that comfort has an effect on customer satisfaction (Y). This is in line with research by Tahqiqi & Hidayat (2018) who stated that there is a significant effect between comfort and safety on motivation to visit Bandung Antique Hotel.

Cleanliness variable (X2) has a value of sig = 0.000. The sig value is smaller than the probability value of 0.05 or 0.000 > 0.05, then Ha is accepted and Ho is rejected. Cleanliness variable (X2) has t_{count} = 4.908 and t_{table} = 1.650 so $t_{count} < t_{table}$. It was concluded that the hygiene variable (X2) did not have a

contribution to satisfaction (Y). A positive t value indicates that the hygiene variable (X2) has a direct relationship with satisfaction (Y). So, it can be concluded that cleanliness has no effect on customer satisfaction (Y). This is in line with Prastowo research (2015) who mentions that room sanitation hygiene has a positive and significant effect on The Sunan Hotel Solo's guest satisfaction, food and beverage sanitation hygiene has a positive and significant effect on guest satisfaction.

Location variable (X4) has a value of sig = 0.000. The sig value is smaller than the probability value of 0.05 or 0.000 < 0.05, then Ha is accepted and Ho is rejected. Location variable (X4) has t_{count} = 4.599 and t_{table} = 1.650 so $t_{count} > t_{table}$. It is concluded that the location variable (X4) has a contribution to customer satisfaction (Y). A positive t value indicates that the location variable (X4) has a direct relationship with customer satisfaction (Y). This is in line with research conducted by Falakh (2016) who found that there is a positive and significant effect between location variable and customer satisfaction.

In addition, the most dominant service variable from the 5 variables studied was proven by the β value obtained in each variable containing of service (X1) of β = 0.312, cleanliness (X2) β = 0.144, food (X3) β = 0.004 negative sign, location (X4) β = 0.087 and comfort (X5) β = 0.217. This shows that among all the variables in this study, only 4 variables were accepted and which had a significant effect compared to 3 other variables, namely service (X1) with a value of β = 0.312 which is far greater than the 3 other variables.

Based on the results of this study, service at five-star hotels is an aspect that needs to be improved. According to research conducted by Putri & Wicaksono (2015), improving housekeeping services can improve comfort by improving service quality and following applicable SOP standards, the ability to provide good service to guests so that guests feel comfortable staying at the hotel and find nothing to complain. Second, in responding to a complaint, the housekeeping section is trained to look for the right handling or in accordance with guests so that prolonged complaints do not occur. Third, the completeness of equipment facilities and the amount of workforce that is comparable to events in the Housekeeping Section will facilitate operational work in the public area housekeeping. Thus, the division of work tasks will be easier and in accordance with Standard Operating Procedures.

The form of effect between service, cleanliness, location and comfort with satisfaction is a positive effect shown from the prices of the regression coefficients and correlation coefficients that are positive. Thus, it is found that the service variable has a dominant effect on satisfaction which is then followed by comfort, cleanliness and location. In this case, the variable has a significant effect on hotel customer satisfaction in Yogyakarta based on data contained in Traveloka.

Conclusion

Among the five variables under study: service, cleanliness, food, location and security, only four variables have a significant effect on customer satisfaction, namely service, cleanliness, location and comfort. However, it only had an effect of 60% of the 3 variables while the remaining 40% was contributed by other factors not observed in this study. Simultaneously the five variables studied, which consist of service, cleanliness, food, location and comfort, affect customer satisfaction as evidenced by the calculated F value of 223.561 with a probability value (sig) = 0.000. F_{count} (223.561) > F_{table} (0.89) means rejecting Ho and accepting Ha. The most dominant variable of this research is service which is proved by the higher value of β compared to 3 other variables, namely β = 0.312. It means that increasing customer satisfaction at a star hotel must be accompanied by improving services at the hotel.

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