



THE INFLUENCE OF SERVICE QUALITY, BRAND IMAGE AND ACCESSIBILITY ON HOTEL CUSTOMER SATISFACTION IN INDONESIA

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Abstract

This study was conducted to determine the influence of service quality, brand image, accessibility on customer satisfaction at Amaris hotel Panglima Polim 2. This study used the multiple linear regression method. The population data used in this study were customers of Amaris Hotel Panglima Polim 2 which amounted to 100 respondents using quantitative. The data used in this study used primary data collected directly from respondents. The collected data is processed using the SPSS version 25 application, including validity tests, reliability tests, data normality tests, heteroscedasticity tests, multi-collinearity tests, linearity tests, multiple linear regression tests, t tests and f tests. From this research, it proves that the quality of service affects customer satisfaction, brand image and accessibility do not affect customer satisfaction. Then the quality of service, brand image, and accessibility simultaneously affect customer satisfaction at Amaris Hotel Panglima Polim 2.

Keywords: Service Quality, Brand Image, Accessibility, Customer Satisfaction

JEL Classification: M21, M31

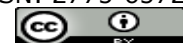
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1. INTRODUCTION

Hotels are an important part of the tourism sector because hotels provide facilities, and accommodation services in the form of lodging, food and beverages that can be managed commercially. In addition to providing accommodation facilities in the form of lodging, food and drinks, the hotel can also provide various other supporting facilities such as: fitness center, swimming pool, prayer room and others. Hotels can also develop rapidly if the development of tourism in an area is also developing rapidly. In addition, the hospitality business can also develop rapidly in a quantitative way to seize the market in the tourism sector which continues to grow very rapidly. Therefore, there will be competition among hotel companies to seize a better and larger market share. A hotel company will be

able to compete and seize market share if the hotel is able to provide good and quality products and services. So that it can attract customers and consumers can feel good about the services, and commodities provided by the hotel company. Therefore, hotel companies will always be required to always innovate and improve, especially in the quality of service. This is done in order to have a place in the eyes of customers and potential customers. Because customers will choose goods and services according to their wishes or desired expectations.

In seizing a larger market share, there is one important factor, namely the quality of service. To get customer satisfaction, the company can maintain the quality of existing services and continuously improve the quality



of its services. By continuing to maintain and improve the quality of services provided to consumers, consumers will feel satisfied. According to (Kelly, 2020) service quality is able to have an impact on consumers so that a close bond is established with the company. In a long period of time, it can allow a company to understand with fellow consumers' wants and needs. And the company is able to increase the level of customer satisfaction by maximizing satisfactory service and being able to avoid boring and annoying service. According to (Dam & Dam, 2021) in its assessment said that quality has a significant impact on consumer satisfaction. This is supported by the results of the customer's response to the quality of the customer.

Then the brand image is also very important in a product that sells well in the market has a characteristic in the eyes of consumers, which is deliberately created by the industry to classify its competitors. According to (Keller, 2013) Brand image is a characteristic of a product that always appears in the minds of consumers to remember a certain product. In simple terms, these characteristics can appear in thoughts related to a particular product, as is the case when someone thinks about others. We should have an opinion on other consumers. Brand image can be said to be successful if it is able to be proven to create loyalty to customers, and customer interest is not influenced by price increases for the company's products and services. according to (Absah et al., 2020) in his research said brand image has a significant impact on customer satisfaction. Where a brand image is able to affect customer satisfaction, because customers are used to using the services and services provided by the company that owns the brand.

In addition to the quality of service and brand image, there are also factors that affect customer satisfaction, namely Accessibility is a measure of affordability or ease of reaching one location from another location through a means of transportation. The ease and affordability of accessibility can be measured by the cost, time, and effort that must be made to make a move between the location or place, road concessions

can be applied within a company, the surrounding area and other public facilities and infrastructure. Therefore, if a hotel company has accessibility that is easily accessible to customers, it will be easy to seize market share, because access is easy to reach, and easy to reach customers using private vehicles or public transportation. With access that is easily accessible to all parties, it can help companies in developing existing businesses, because access is very influential and is needed by all circles. And for the customers will not find it difficult to come back again. Simply put, the accessibility indicator is distance. If one location is side by side with another, it can be called a place with long accessibility. the opposite is true when a location is spaced apart the accessibility between the two places is very small (Tamin, 2000). According to several sources explaining that accessibility greatly affects customer satisfaction, accessibility is very important to achieve customer satisfaction because with easy accessibility it will make it easy for customers to go to the intended location, to enjoy the facilities, services and services that are in that location.

After the factors of service quality, brand image, and accessibility, a determining factor is needed, namely customer satisfaction. Customer satisfaction is an expression of the taste felt by consumers or customers. Customer satisfaction is an equalizer of customer expectations and also the perception of the services provided by the company, with the fulfillment of customer expectations, customers will buy the same product or service (manfred bruhn, 2006). In the description, we can conclude that if expectations are met and are able to make customers feel satisfied, customers will continue to buy products and services repeatedly.

The purpose of this research is to find out the direct or physical influence of the Amaris hotel panglima polim 2, then find out the effect of service quality on customer satisfaction at the Amaris hotel panglima polim 2, to find out the quality of service at the Amaris hotel panglima polim 2 on customer satisfaction, and to know

the accessibility to the hotel amariss panglima polim 2.

2. LITERATURE REVIEW AND HYPOTHESES

2.1. Quality of service

Parasuraman (1988) says that there are 22 factors that determine the quality of service that have been assembled in 5 more dominant aspects that we know as SERVQUAL, including: reliability, responsiveness, assurance, empathy, and real assets. Reliability is the power in providing services provided convincingly and meticulously. What can be broadly interpreted, reliability is where the company delivers on a promise in provider, in solving problems, and in price. If we look at the field of insurance services, so that the services that are said to be convincing if an insurance bureau is able to provide the appropriate accommodation agreed upon and is able to help customers in dealing with the problems they experience quickly. Responsiveness is the ability to provide services and be able to help customers very quickly. In this case, it is emphasized on a concern and accuracy when dealing with expectations, problems and obstacles felt by consumers. If we look at a service that is very dexterous and understanding in an insurance company, we can judge from the ability of insurance companies that are fast in serving customers and swift in handling customer complaints. Assurance, in order to gain customer trust and confidence, employees must be required to have knowledge, manners and abilities. This is considered useful in service bureaus that are in dire need of a high level of trust. For example, in banks, insurance, and doctors. Because certainty is a useful thing to allocate to customers in the field of insurance such as a guarantee, security and convenience. Empathy i.e. customers can feel the attention and care given personally. Basically, empathy is how to provide to consumers through the services allocated so that consumers feel special, and everything that consumers need can be understood and can be given. The services provided by the agent must be able to show their concern for customers in order to maintain

a good relationship with customers. Tangible are things related to physical appearance, both equipment, employees and buildings. This can expose the physical condition and services that can be enjoyed by consumers. Such as: facilities, cleanliness, and comfort in a building that can be enjoyed and accessed for transactions, as well as the neatness of the agent's appearance

Businesspeople are able to form themselves to compete in price, in the quality of services that are the difference. The quality of service is more likely to become a habit of the company, and a habit that is difficult to change after the determination (Akama, 2015).

The quality of service can be measured by how well the wishes and expectations of the customers can be fulfilled, which is the main factor is to exceed the wishes and expectations that customers expect. If a company is able to provide the desired quality of service and according to customer expectations, then customers tend to use or buy back. Customers are the best quality measurement tool. A company that is able to take care of its customers depends on how stable it is to provide services to its customers. The purpose of maintaining good service quality is to prevent customers from leaving. (J T Bowen, J C Makens, Seyhmus B, 2014). In the days of increasingly high product sales, the quality of service is one of the differences with other companies that are very promising. Quality service is the core of the application to meet the wishes and expectations of customers (Kotler, 2003). From the above leveling, it can be interpreted that the quality of service is good and able to exceed the wishes, expectations, and expectations felt by customers, then customers will feel satisfied and customers will continue to use these services or services repeatedly.

Based on research from (Al-Laymoun et al., 2020; Dam & Dam, 2021; Fida et al., 2020; Jahmani et al., 2020; Joshy et al., 2020; Ofosu-Boateng & Acquaye, 2020; Pan & Ha, 2021; Supriyanto et al., 2021) in their assessment said that quality has a significant impact on consumer satisfaction. Meanwhile, according to

(Mahsyar & Surapati, 2020) states that service quality does not affect customer satisfaction.

The quality of products, and services, customer satisfaction and company revenue are closely related. A better level of service quality will create higher customer satisfaction, which can also support high prices, and often lower costs due to increased sales volumes. (Kotler et al., 2009).

2.2. Brand Image

Brand image i.e. All impressions made to be easily remembered by the public about something are images (Lahap et al., 2016). In the description, we can conclude that the brand image was created in order to make customers or consumers easily impressed and remember the brand created by a company, so that consumers or customers will use or buy products and services owned by the company. A brand image can also be called a company logo or label so that customers and consumers can easily get to know a company so that customers and consumers are able to easily recognize and become a characteristic of a company.

Brand image is closely related to the personality of a company, so from tu the company will create a brand image that matches the target to be achieved (Kotler, 2000). Brand image is a corporate identity that positions their brand in the minds of consumers. So that it is easy to remember and get attention in the midst of market competition. This is done to gain trust and attract customers to buy products and services owned by the company (Koivunen et al., 2005). Brand image is the beliefs, feelings and thoughts that customers have about a brand (Batey, 2017)

Keller (2013) said that the brand image indicators include: The advantages of brand associations, making aspects that build brand image, where the commodities created are able to beat their competitors. The strength of brand association, In every label that has a meaning, as well as an intense personality where the owner of the brand must be able to present, introduce the soul / personality possessed in a

form of advertising, as well as in the form of marketing activities and in other advertisements. This activity is carried out in order to be a bridge between a commodity / service and customers. That way the brand will be very fast to be picked up and be able to be well maintained in the middle of the competition. Because it is not easy to set up a brand to achieve popularity. With this, popularity is a secret that is able to build a brand image to customers. The uniqueness of the brand association, that is, the unique things owned by the brand itself

In the statement above, the brand image is a measurement of consumers to the brand in a market. This incident is formed on the basis of individual experience as well as knowing from the judgment of society or news. With a brand image that is easy to remember, attracts interest, customer trust and is positive in the eyes of customers, this will cause a high intention of customers to come to the place because of the sense of satisfaction felt by consumers. And customers will easily intercept the products and services owned by the company. Then customers will be very proud to be able to enjoy the services and services that have been provided by the company.

According to (Alfiani & Rachmawati, 2020; Ardiani et al., 2020; Dam & Dam, 2021; Et. al., 2021; Felisia NG et al., 2022; Indarwati et al., 2021; Subekhi & Hadibrata, 2020; Thamrin et al., 2020; Wahyuni & Ghozali, 2019) in their research said brand image has a significant impact on customer satisfaction. Meanwhile, according to (Tjahjono et al., 2021) (Wahyudi, 2021) states that brand image does not have a significant effect on customer satisfaction. Where a brand image is able to affect customer satisfaction, because customers are used to using the services and services provided by the company that owns the brand.

2.3. Accessibility

According to (black 1971 in Tamin, 2000) accessibility is a design that unites a land use arrangement system whose geographical principles are with the arrangement of

transportation or vehicle relationships that connect one place to another. Accessibility is a measure of affordability, and safety in the layout of land use interacting with each other the ease and difficulty of getting to the place through the available means of transportation.

In the ease and affordability of accessibility can be measured by the cost, time, and effort that must be made to make a move between the location or place, road concessions can be applied within a company, surrounding areas and other public facilities and infrastructure. Therefore, if a hotel company has accessibility that is easily accessible to customers, it will be easy to seize market share, because access is easy to reach, and easy to reach customers using private vehicles or public transportation.

With access that is easily accessible to all parties, it can help companies in developing existing businesses, because access is very influential and is needed by all circles. And for the customers will not find it difficult to come back again. Simply put, the accessibility indicator is distance. If one location is side by side with another, it can be called a place with long accessibility. On the contrary, if a location is spaced apart from each other, the accessibility between the two places is very small. In addition to distance and time, cost can also be categorized as one of the accessibility indicators. If the location has a short period of time, it can be said that the location has a long accessibility and vice versa. The cost here can be said to be a combination cost that combines time and cost for the measure of linkage between transpotations (Tamin, 2000)

In a mobility describing how travelers travel, accessibility is closely related to the ability of customers to reach their destination, and includes the ease of carrying out activities within a certain distance from other places to other places. In ha line mobility is directly influenced by the physical characteristics of the infrastructure and the operating characteristics of the system (Meyer, 2016).

According to (Jabid, 2016; Juansya et al., 2022; Khotimah & Astuti, 2022; Yuliana & Susilowati, 2021). Based on research that has been done, it is said that accessibility has a

significant effect on customer satisfaction. Meanwhile, according to (Hayati & Novitasari, 2017) said that accessibility does not have a significant effect on customer satisfaction. Meanwhile, according to (Mardikawati, 2017) in her research stated that accessibility affects customer satisfaction.

With accessibility that is easily accessible to customers, customers will feel satisfied and happy because the intended place is very easily accessible from places with distance, time and costs that are easily accessible to customers. If accessibility to the intended place is difficult then customers will not feel satisfied and happy because of the difficulty of access that is difficult to reach both distance, time and cost.

2.4. Customer Satisfaction

Irawan (2003) said that customer satisfaction can be measured through consumer appreciation because of the strength of a commodity or service to meet the needs desired by consumers: Product quality, price, service quality. Emotional factor, Pleasure. In the description above, it can be said that the quality of a product can affect the level of customer satisfaction, where the product produced by the company is better, the more satisfied the customer will be. The price can also be said to greatly affect customer satisfaction, where the price given by the company can be reached by customers, so customers will feel satisfied. The emotional factor of consumers will feel proud and believe that others will feel satisfied if they can feel the services provided by the company. The ease of getting to the destination or the road that can be easily passed by customers, which can make consumers feel fulfilled and happy. Therefore, customers will be very happy and satisfied, customers if they feel happy and satisfied then customers will buy it repeatedly.

As we all know, guest satisfaction is the lifeblood of any hotel. Short-term profitability does not depend on guest satisfaction, but the profitability and prosperity of a long-term hotel definitely depends on it. From a conversation from consumer to other consumers both directly

and through positive media is the main factor in success in business, and brings more influence every day because of the large number of travel bureau sources and websites.

Positive and negative consumer opinions can move very quickly and bring more impact to the hotel. Thus, serving consumers well that is able to make consumers feel satisfied when receiving services and services provided by the company (Magnini, 2017).

Consumers make an assessment based on their cooking and which can be their consideration in buying a product and service. Customer satisfaction is very dependent on a product, service and service that can meet customer expectations and desires. Then a customer will have a different level of satisfaction. If a product, service and service does not match expectations and desires, then customers will feel unsustainable. If the products, services and services are in accordance with expectations and desires then the customer will feel satisfied and happy, and if the products, services and services exceed the customer's expectations, the customer will feel satisfied and happy (Smith & Clark, 1928).

The steps that can be taken by companies to provide services and services that are able to satisfy customers are by making standards within a company. The company can create a standard of service in every customer relationship. By creating service standards, companies can assess a failure to serve

customers through surveys, suggestions and complaints felt by customers, from these results the company can understand it so that it can be better and more advanced in the future (Kotler, 2000).

A smart company is a company that often takes measurements of customer satisfaction which is one of the keys to creating regular customers. Very loyal customers basically they are satisfied, satisfied customers will continuously buy products and products newly introduced by companies that have higher quality, and customers will tell others about the company and products. Loyal customers will usually not see other products or brands that are competitors to the company and do not attach importance to the price given by the company. Loyal customers also usually provide input, ideas or ideas to the company. (Kotler & Keller, 2016).

2.5. Hypotheses

- H1: Service quality affects customer satisfaction.
 H2: Brand image affects customer satisfaction.
 H3: Accessibility affects customer satisfaction.
 H4: Service quality, brand image, and accessibility to customer satisfaction.

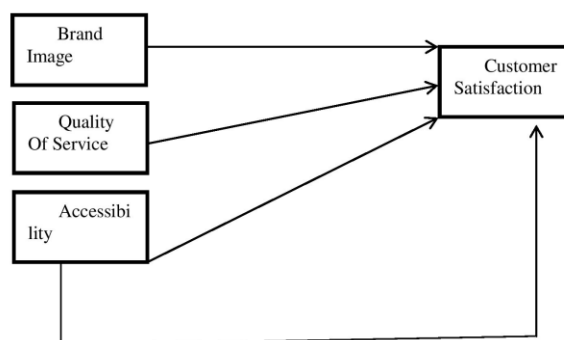


Figure 1. Research Framework

3. RESEARCH METHODS

The method used in this study is quantitative. Quantitative methods are used to

determine the influence of service quality, brand image, and accessibility on customer satisfaction. Researchers conducted this research at one of the smart budget hotels in south Jakarta, namely the Amaris Hotel Panglima Polim 2 hotel from December 2022 to January 2023. The method of collecting data in this study is by spreading questionnaires containing statements related to three independent variables and one merged variable.

The population in this study was customers at Amaris Hotel Panglima Polim 2 which amounted to 100 respondents who were taken using the side-by-side accidental method. This is done by collecting data by distributing questionnaires to respondents containing statements related to three independent variables that are and one is bound.

In the data above, customers who are of the same sex are dominated by men as much as 57% of customers, this indicates that the customers at Amaris Hotel Panglima Polim 2 are dominated by men. For the age range of customers dominated by 26-35 years as much as 47%, this indicates that customers at Amaris Hotel Panglima Polim 2 are dominated by tourists who are already 26-35 years old. For jobs dominated by self-employed people who reach 40% of customers, this indicates that customers at Amaris Hotel Panglima Polim 2 are dominated by entrepreneurs who are in the mood to take a vacation, or who are traveling, or who are having work matters. And for visits dominated 2-3 times as much as 51%, this indicates that Amaris Hotel Panglima Polim 2 has loyal customers who always use the services and services at Amaris Hotel Panglima Polim 2.

4. RESULTS AND DISCUSSION

4.1. Description of The Respondent

Table 1. Characteristics of respondents

No.	Characteristics	Description	Sum	Percentage %
1.	Gender	Men	57	57%
		Woman	43	43%
2.	Age	17 – 25 year	42	42%
		26 – 35 year	47	47%
		36 – 50 year	11	11%
3.	Work	Students / college students	31	31%
		Self employed	40	40%
		Employees / civil servants	15	15%
		Other	14	14%
4.	Visit	2 – 3	51	51%
		4 – 5	22	22%
		More than 5	27	27%

4.2. Validity and Reliability Test

According to (Sugiyono, 2019) the validity test is to ensure that the statements used in the study are unusual. If the instrument used is legitimate, it can be used as a measuring instrument for what to measure. The r value is used to assess the true or false of a questionnaire statement, with this validation is performed using the IBM SPSS version 25 application as a validation testing measure. The formula used in the test is pearson product moment correlation which is used to calculate between the score of

each statement item (X) and the overall score (Y).

Table 2. Validity Test

Varialbel	Number of Statements	Invalid	Valid
Quality of Service	5	-	5
Brand Image	3	-	3
Accessibility	3	-	3
Customer Satisfaction	5	-	5

Cronbach's alpa statistical test > 0.06 used, we can select some reliable questionnaire study variables on a consistent and stable question over time, the reliability test that has been

carried out has an alpha value of more than 0.6 on all variables, and says that the questionnaire is trustworthy.

Table 3. Reliability Test

Variable	Cronbach's Alpha	Conclusion
Quality Of Service	0,937	Reliabel
Brand Image	0,800	Reliabel
Accessibility	0,787	Reliabel
Customer Satisfaction	0,953	Reliabel

The use of the Kolmogorov – Smirnov test or exploratory analysis to determine whether or not to determine the distribution of data on each variable. The Kolmogorov Smirnov test that has been carried out yielded $0.062 > 0.05$, so it can be said that the data are normally distributed because substantially found at a significance value of >0.05 . The results of the data test say that the normality of the data has been met as shown in the table.

Table 4. Normality Test

One-Sample Kolmogorov-Smirnov Test

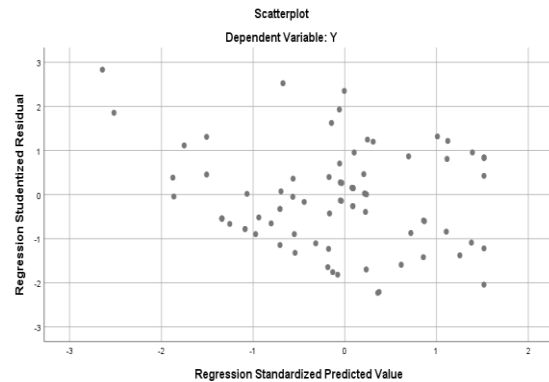
		Unstandardized Residual
N		100
Normal Parameters ^{a,b}	Mean	0,0000000
	Std. Deviation	2,43551871
Most Extreme Differences	Absolute	,062
	Positive	,062
	Negative	-,058
Kolmogorov-Smirnov Z		,062
Asymp. Sig. (2-tailed)		,200

- a. Test distribution is Normal.
- b. Calculated from data

A heteroscedasticity test is required to determine whether the residual value of a regression model varies in variance from one review to another. In the regression scatter plot, composing the dots shows that the regression model has been successful, because it results in no occurrence of heteroscedasticity. Heteroscedasticity is not a problem if the points are randomly placed as long as they are below zero on the Y axis. in the graph above shows that there is no heteroscedasticity in the regression model displayed on the graph.

Large coefficient values can be used to account for the magnitude of the relationship

and the influence between 2 or more free variables in a multiple regression analysis by testing multicollinearity (r). The regression model can be said to be ideal, there should be no interrelationships between free variables. If the free variable is unrelated it can be said that the variable is not orthogonal. The term commonly used in analyzing statistics is an orthogonal variable.



Independent variables (service quality, brand image, and accessibility) and dependent variables (customer satisfaction) are said to be partially influential can be done with t-testing. It can be seen from the test results carried out in the SPSS version 25 application, which will be explained by the tester on each variable partially with the t-test being carried out.

Table 5. T Test

Coefficients ^{a1}			
Type		T	Sig
1	(Constant)	4.313	000
	Quality of Service	3.123	0,002
	Brand Image	1.508	0,135
	Accessibility	1,863	0,066

a. Dependent Variable:

Source: SPSS 25 for windows (processed by the author, 2023)

With the use of the level of $\alpha = 5\%$ or 0.05, in the t test that has been carried out states that the quality of service has a significant value obtained of 0.002 of the value can be said that H1 is accepted, it can be said that there is an influence of service quality on customer satisfaction. The brand image has a significant value of 0.135 of which the value can be declared H2 rejected, then it can be said that the absence of the influence of the brand image on customer satisfaction. While accessibility has a



significant value of 0.066 of this value, it can be said that H3 is rejected and it can be said that brand image has no effect on customer satisfaction.

4.3. Discussion

This research study was conducted to determine how much influence partially and simultaneously from the factors of service quality, brand image, and accessibility on customer satisfaction at Amaris Hotel Panglima Polim 2. In this study, it can be proven that service quality affects customer satisfaction with a significance value of $0.002 < 0.05$. The results of this study are in accordance with the research that has been carried out by (Dam & Dam, 2021). According to (Akama, 2015) The quality of service is more likely to become a habit of the company, and a habit that is difficult to change after the determination. According to (Kotler, 2003) In a time of increasingly high product sales, the quality of service is one of the differences with other companies that are very promising. Quality service is the core of the application to meet the wishes and expectations of customers.

Later in this study, it can be proven that brand image has no effect on purchase satisfaction with a significance value of $0.135 > 0.05$. Brand image is a label or characteristic of a company that is attached or that appears in the minds of consumers about a product, service and company. Meanwhile, according to (Koivunen et al., 2005) brand image is a corporate self-identity that positions their brand in the minds of consumers. So that it is easy to remember and get attention in the midst of market competition. This is done in order to gain trust and attract customers to buy products and services owned by the company. In the research conducted (Tjahjono et al., 2021) (Wahyudi, 2021) stated that brand image has no

significant effect on customer satisfaction. In this case it can be concluded that not all brands can provide customer satisfaction.

In this study, it can be proven that accessibility has no effect on customer satisfaction with a significance value of $0.066 > 0.05$. Accessibility is the ease or affordability in carrying out an activity that is traveled with the time, distance and cost needed to carry out an activity. Meanwhile, according to (Black 1971 in Tamin, 2000) accessibility is a design that unites a land use arrangement system whose geographical principles are with the arrangement of transportation or vehicle relationships that connect one place to another. Accessibility is a measure of affordability, and safety in the layout of land use interacting with each other the ease and difficulty of getting to the place through the available means of transportation.

5. CONCLUSION

Based on the research that has been done, it can be concluded that service quality affects customer satisfaction, brand image does not affect customer satisfaction, and accessibility does not affect customer satisfaction. Therefore, the quality of service that is already running at Amaris Hotel Panglima Polim 2 needs to be maintained and improved, this is done so that customers are maintained to use services and services repeatedly. Brand image has no effect on customer satisfaction. As well as the large number of respondents in the age range of 17 to 25 years can be used as an opportunity to focus and pay attention to the brand image in a product and promote with these characteristics. So it is expected to increase the level of customer satisfaction and profits for the company.

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