

## Factor Analysis On Customer Satisfaction At Bella Vita Hotel

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### Abstract:

Tourism industry in Indonesia is growing rapidly every year. This requires Bella Vita Hotel to maintain and develop the company to increase sales, maintain customer loyalty, and attract more customers by increasing customer satisfaction. The researcher uses service quality, price, facility, and customer satisfaction as the reference variables for this study. The purpose of this study is to analyze the factors that influence the level of customer satisfaction at Bella Vita Hotel. The population of this study is 152 people, taken from the average data of customers that stayed at Bella Vita Hotel from May-July 2019. Therefore, the number of samples obtained through the calculation using the Slovin Formula is 61 people. The researcher collected the primary data by distributing questionnaires to 61 customers of Bella Vita Hotel, and the sample is selected using Simple Random Sampling and processed using SPSS 22. Exploratory Factor Analysis is the technique of data analysis used in this study. The result of this study are 7 new variables with each operational item inside, namely: Personal Experience, Benefit, Company Image, Employee Capabilities, Customer Oriented, Feedback, and Price.

*Keywords: Service Quality, Price, Facility, dan Customer Satisfaction.*

## INTRODUCTION

The tourism industry in Indonesia continues to grow following the increasing number of tourists' places discovered. In tourism business, customers play a very important role, the success or the failure of any companies depend on the customers.

Along with the development of hospitality industry, East Nusa Tenggara is a part of Indonesia and its condition is still original and well-maintained. The hospitality industry in East Nusa Tenggara supported by many tourist attraction spots, such as The Komodo National Park, Kelimutu Lake, Lasiana Beach, and Padar Island. Hospitality business in Kupang, East Nusa Tenggara and its surroundings starts to grow up rapidly. Currently, there is 65 hotels and 16 of them are classified as star hotels.

Bella Vita Hotel is one of budget hotel located at the city centre, consisting of 47 rooms, 2 meeting rooms, 1 cafe, 1 mini store, and 1 restaurant. Bella Vita Hotel has around 20 full-time employees working in the company. It has established for 2 years, since its opening in 2017.

Since February 2019 until August 2019, the researcher found out that the number of customer complaints at Bella Vita Hotel shows an increasing number and it is believed can give a negative impact toward customer satisfaction. In fact, customer satisfaction has a negative relationship with customer complaints, the more satisfied they are, the less customers will complain. Thus, customers who give complains about a product or service are usually caused by the demand to be made more satisfied by the company. Company should be grateful if there are customers giving complaints means there is a chance to improve the company perform better in the future.

The increasing number of customer complaint shows a high-level dissatisfaction of customers at Bella Vita Hotel. After conducting an Initial Survey, researcher found 3 variables that affect customer satisfaction the most, which is Service Quality, Price, and Facility.

Customer Satisfaction has an important role in determining the future of a company, satisfied customers will maintain contact with the company and purchase more products or service more frequently than dissatisfied customers (Srivastav, 2016). Quality of services often play a big part in influencing customer satisfaction. Positive relationship between service quality and customer satisfaction leads to customer loyalty. A great service quality will lead to the increase of company's profit (Sandada, 2016). Price is the amount of money charged for a product or service. From the customer's view, price of a product or service can give a significant effect on customer intention to purchase the product or services. Customers will pay attention to the price paid by other customers and they will not be happy to pay more compared to other customers (Razak, 2016). Facility that is provided by the company is also one of the important factors to determine customer satisfaction directly. Poor facilities might lead to poor customer satisfaction, it means that better facilities will also increase customer satisfaction level (Nurchahyo, 2017). The purpose of this research is to find out factors that give significant impact on customer satisfaction based on Service Quality, Price, and Facility.

## THEORETICAL BACKGROUND

### Service Quality

As can be seen on the research *A Conceptual Model of Service Quality and Its Implications for Future Research* by Parasuraman (1985) , it is explained that it is easier to measure the

quality when goods are visible, as it can be judged based on its style, shape, color, and label. When the goods are invisible such as service, consumer will have less tangible cues in judging the quality. The research, it stated that service quality can measure how well the service can meet customer expectation. The higher level of perceived service quality will give impact to the increase in customer satisfaction. There are 10 Determinants of Service Quality; Reliability, Responsiveness, Competence, Access, Courtesy, Communication, Credibility, Security, Understanding/Knowing the customer, and Tangibles.

In 1992, from Joseph Cronin's Research titled *Measuring Service Quality: A Reexamination and Extension*, it is stated that from the 10 determinants of service quality that were taken Parasuman's research, it is narrowed down into only 5 determinants of service quality: tangibles, reliability, responsiveness, assurance, and empathy. Currently Service Quality itself is divided into two; Service Quality for retail industry and service industry. Also, the researcher wants to focus on the employee engagement only related to the service quality. A research titled *A Measure of Service Quality for Retail Stores: Scale Development and Validation* by Dabholkar (1996), it is explained that in retail stores, the experience on service is deeper than non-retail service experience. Even though real service environments and retail environments tend to share similar measurements of service quality, capturing additional dimensions is a must while measuring the retail service quality.

In this research, the researcher is using 5 indicators of Service Quality, which are: Reliability, Assurance, Tangible, Empathy, and Responsiveness. The indicators and explanation are taken from the current study of *The Influence of Product Quality, Facility and Service Quality towards Customer Satisfaction: Case Study on Customer Satisfaction of Warung Apung Maritim Food Stall, West Surabaya* by Endang (2017). In conclusion, service quality is a significant factor that will affect a company's future. Great service quality towards customers will increase the level of satisfaction and customer loyalty. Customers will use the power of word of mouth to promote and build long term relation with the service of the company.

### **Price**

Price of a certain product or service will affect the manufacturer's profit. In the customer's mindset, price is the total value of benefit given to the customer (Dimyati, 2016). The indicators from this study are affordability, the suitability of the price with the quality of the products, price competitiveness, and the suitability of the price of the benefit.

From the customer's view, price is the amount of money they should give up to be exchanged with a product or service. How customers perceive a certain price of a product or service can have a significant effect on the intention to purchase the product or service, The fairness of the price will influence the perception of people in general and affect their willingness to become a customer (Razak, 2016).

Price has the role as an important marketing factor that might influence consumer behavior. Most customers would likely find the best priced products or services which

could give them maximum value. There are some indicators customers might use when evaluating price fairness, such as cost of goods sold, previous prices, and rival's price.

### **Facility**

Facilities can be defined as everything that could calm the customers to use the services of a company (Endang, 2017). The existing facilities, such as the condition of the facilities, fittings, interior and exterior design, as well as the cleanliness of the facility should be given attention to because it has direct interaction with the customers. The indicators used to measure facility in this study are; cleanliness, comfort, and completeness. It is explained that that there are several hotel facilities that can be enjoyed by customers, for example: Lobby, Pick up facility in the airport, Meeting room, Coffee shop, 24-hours security, Restaurant, and Wi-Fi. There are also a few facilities provided in hotel bedroom, which are: Television with video player, Internet access, Clock, Safe deposit box, Dresser, Coffee table, Dinner table, Telephone, Sandals, and Emergency lamp. Based on the study, all of the items listed above are significant to affect customer satisfaction in the hospitality industry (Nurcahyo, 2017).

### **Customer Satisfaction**

Customer satisfaction is defined as "Customer Satisfaction is a measure of how your organisation's total product performs in relation to a set of customer requirements" (Hill, 2017). Strengthening customer satisfaction can be seen as a key strategic issue for organizations. The most significant aspect in the field of business is that customer satisfaction can give positive impact to profits of business. Meeting customers' expectations boost company's competitive advantage and enable it to compete with other rivals. Customers who feel satisfied have a big chance to purchase the same products frequently and might recommend them to others. The higher level of customer satisfaction will lead to better economic returns, such as in investment, profitability, and market share (Hanaysha). Customer satisfaction contributes to few crucial aspects, such a creation of customer loyalty, the enhancement of company reputation, the reduction of price elastically, reduction of future transaction costs, and the increase of efficiency and productivity of employees (Endang, 2017). The indicators that will be adopted from that research and applied to this research are; complaints and feedback system, customer satisfaction survey, ghost shopping, and analysing the missing customers.

### **Research Method**

The research type is quantitative. The data used for this research is divided into primary and secondary data. Primary data is the data collected by the researcher while secondary data is the data provided or produced by others. Secondary data is past data which can be collected easily through government publications, websites, books, journal articles, and internal records. This study was conducted systematically and in a structured way with the aim to examine test the pre-determined hypotheses.

According to David (2019), sample is the group of individuals who will participate in the study directly while population is the broader group of people to whom your results will be applied. The Margin of error is 10% or 0.1, as it is considered as good in

term of social economics. The population is taken from number of 3 months average customers visit at Bella Vita Hotel from May-July 2019. The total of 3 months customers visit is 456 customers and the population that will be used in this research is 152 customers each month at Bella Vita Hotel in Kupang, East Nusa Tenggara. The number of sample is calculated using the Slovin Formula. The sample will be chosen using Simple Random Sampling, a technique that allows every item on the population to be selected as sample. The calculated total respondents that will be used are 61 customers which are taken from the total population.

### Data Collection

The Primary Data will be collected through Google Form Questionnaire. The Questionnaire will be made based on Operational Definition and Variable as the indicators to be used as guideline. The Questionnaire will be given to 61 customers at Bella Vita Hotel randomly. Before the questionnaire is given out to the customers of Bella Vita Hotel, a pre-survey will be conducted first in order to calculate the validity and reliability.

According to Dane Bertram (2019), psychometric response scale is normally used in questionnaires to obtain respondent's preferences or with a set of statements. Likert scale is a non-comparative scaling technique and only measure a single trait. Respondents are asked to indicate their level of agreement to a given statement.

In general, there will be 5-point scale ranging from "Strongly Disagree" until "Strongly Agree" and "Neutral" in the middle. Basically, there are few point scales in Likert scale ranging from 4-7 points. This research is using 5 point-scale because the less the scale is used, the easier the respondents differentiate each scale and the more difficult it will be in processing the information. On the other hand, 5-point scale is simple to the respondents to read out the complete list of scale. Using the 5-points scale is believed can improve the reliability and validity (Dawes, 2008).

**Table 1: Likert Scale**

Answer	Score
Strongly Disagree (SD)	1
Disagree (D)	2
Neutral (N)	3
Agree (A)	4
Strongly Agree (SA)	5

### Result and Discussion

Data analysis method that is used in this research is Factor Analysis Method, which is a method that usually used to find factors that are capable to explain the relationship or correlation between some independent indicators or observed variables.

This research will use Exploratory Factor Analysis (EFA) that will help determine the new factor structure, because there is possibility that between the variable or dimension and indicators are not linear that might make the results different than the expectation, the assumption from EFA tend to be conceptual than statistical. The researcher will use the help of Software SPSS Software (Statistical Product and Service Solution) to make it easier in analysing the data. The following result was obtained:

### **Tabulation**

The complete data from the questionnaire that has been given to the respondents and the data is ready to be processed by SPSS.

### **Development of Correlation Matrix**

The matrix is filled by all correlation coefficients from all variables in the research. Each variable should have correlation from one to another. Test towards determined variables will be measured using two types of approach test: Kaiser-Meiyer-Oklin (KMO) and Bartlett's *Test of Sphericity* or Measure Sampling Adequacy (MSA).

### **Factor Extraction**

The main goal of this stage is to determine the factors. The first step of this stage is to decide the number of factors as the basic of a set variable. The number of factors that can be made is measured using the value of Eigen from the factors. In this term, the factor that has more than 1 Eigen Value will be maintained in the model. The Principal Component Analysis as the most commonly method can be used to determine the initial factors that has functioned to determine what factors has significant relationship.

### **Factor Rotation**

In this stage, the factors will be rotated. Un-rotated factor usually cannot be determined well. Factors are rotated to make it more meaningful and as easy to be determined. Each method of rotation will give different identification factors. Varimax rotations is the most-used rotational method that will be used in this research. Varimax uses orthogonal rotation resulting in factor or component that has no correlation. Varimax tries to minimize a number of variables which has high loadings on a factor.

### **Making Final Decision**

The final chosen factors are the number of factors for the rotated solution that could be interpreted the most. In identifying the factor, grouping the variable which has large loadings in the same factor is necessary. The factors will be interpreted according to the meaning if variables. The final decision will be guided by a priori conceptual beliefs that is related to the number of factors from the previous theory or research, calculated Eigen value in step 3, and the relative interpretability of rotated solutions calculated in step 4.

**Table 2: Result of KMO and Bartlett's Test**

Description	Value	Description
Kaiser-Meyer-Olkin Measure of Sampling Adequacy	.732	Valid
Bartlett's Test of Sphericity (Significant)	.000	Significant

Source: Data Processed

**Table 3: Result of Reliability Test of Total Value of Cronbach's Alpha Personal Experience**

Cronbach's Alpha	Number of Variable
.835	6

Source: Data Processed

**Table 4: Value of Cronbach's Alpha Personal Experience if Variable is Deleted**

Variable	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted	Description
F2	.398	.848	Reliable
F3	.611	.811	Reliable
F4	.670	.796	Reliable
F5	.735	.784	Reliable
CS1	.750	.787	Reliable
CS4	.551	.821	Reliable

Source: Data Processed

**Table 5: Result of Reliability Test of Total Value of Cronbach's Alpha Benefit**

Cronbach's Alpha	Number of Variable
.807	4

Source: Data Processed

**Table 6: Value of Cronbach's Alpha Benefit if Variable is Deleted**

Variable	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted	Description
SQ8	.732	.714	Reliable
SQ11	.577	.783	Reliable
P8	.549	.792	Reliable

F1	.699	.734	Reliable
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Source: Data Processed

**Table 7: Result of Reliability Test of Total Value of Cronbach's Alpha Company Image**

Cronbach's Alpha	Number of Variable
.785	2

Source: Data Processed

**Table 8: Value of Cronbach's Alpha Company Image if Variable is Deleted**

Variable	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted	Description
SQ2	.659	.	Reliable
SQ4	.659	.	Reliable

Source: Data Processed

**Table 9: Result of Reliability Test of Total Value of Cronbach's Alpha Employee Capabilities**

Cronbach's Alpha	Number of Variable
.752	3

Source: Data Processed

**Table 10: Value of Cronbach's Alpha Employee Capabilities if Variable is Deleted**

Variable	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted	Description
SQ9	.553	.700	Reliable
SQ12	.527	.733	Reliable
SQ13	.668	.564	Reliable

Source: Data Processed

**Table 11: Result of Reliability Test of Total Value of Cronbach's Alpha Customer Oriented**

Cronbach's Alpha	Number of Variable
.716	2

Source: Data Processed

**Table 12: Value of Cronbach's Alpha Customer Oriented if Variable is Deleted**

Variable	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted	Description
SQ16	.558	.	Reliable



P4	.558	.	Reliable
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Source: Data Processed

**Table 13: Result of Reliability Test of Total Value of Cronbach's Alpha Feedback**

Cronbach's Alpha	Number of Variable
.808	2

Source: Data Processed

**Table 14: Value of Cronbach's Alpha Feedback if Variable is Deleted**

Variable	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted	Description
CS2	.682	.	Reliable
CS3	.682	.	Reliable

Source: Data Processed

**Table 15: Result of Reliability Test of Total Value of Cronbach's Alpha Price**

Cronbach's Alpha	Number of Variable
.577	3

Source: Data Processed

**Table 16: Value of Cronbach's Alpha Price if Variable is Deleted**

Variable	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted	Description
P3	.324	.564	Reliable
P5	.373	.524	Reliable
P7	.498	.346	Reliable

Source: Data Processed

**Table 17: Rotated Component Matrix**

Item Operational	Component							Description
	1	2	3	4	5	6	7	
F2	.681							Confirmed
F3	.641							Confirmed
F4	.811							Confirmed
F5	.711							Confirmed
CS1	.695							Confirmed
CS4	.519							Confirmed
SQ8		.706						Confirmed
SQ11		.569						Confirmed
P8		.583						Confirmed

F1		.793						Confirmed
SQ1			.758					Reduced
SQ2			.758					Confirmed
SQ4			.636					Confirmed
SQ9				.811				Confirmed
SQ12				.693				Confirmed
SQ13				.717				Confirmed
SQ16					.667			Confirmed
P1					.827			Reduced
P4					.584			Confirmed
CS2						.849		Confirmed
CS3						.874		Confirmed
P3							.745	Confirmed
P5							.661	Confirmed
P7							.658	Confirmed

Source: Data Processed

## Discussion

### Personal Experience

Personal Experience is the first dimension or component found in this research. As seen on Rotated Component Matrix's Table, it consists of 6 operational items or statements to support the new component, which are:

1. Existing facilities at the Bella Vita Hotel are clean
2. Existing facilities at the Bella Vita Hotel function optimally
3. I am comfortable with the facilities provided
4. I like the facilities offered
5. I am satisfied with my experience staying at the Bella Vita Hotel
6. I had the pleasure of staying at the Bella Vita Hotel

All the statements above reflects to the experience that is experienced by the customers while staying at Bella Vita Hotel.

### Benefit

Benefit as new component or variable has 4 operational items inside, which are:

1. Bella Vita Hotel always meets the expectations that I expect as a consumer
2. I am satisfied with the speed of service at Bella Vita Hotel
3. I feel that the price offered is in accordance with the benefits that I get
4. Bella Vita Hotel provides complete facilities

These operational items refer to the benefit and advantages people will get during the stay at Bella Vita Hotel. Since the goal of this research to decrease the number of customer complains, trainings, balance in price and benefits, and complete facilities provided can be options to solve the problem.

### Company Image

At first, company image actually has 3 operational items, but it is reduced into 2 items that supports component Company Image, which are:

1. I always get the best services
2. The employees at Bella Vita Hotel can be trusted

The first statement represents personal opinion from each customer about the overall services he got, then the customer stated that he always get the best service from the

hotel. The second statement refers to how the employees at Bella Vita Hotel can be relied on and consistency and competency in delivering services are very important to build great company image.

### **Employee Capabilities**

The fourth component built in this research called Employee Capabilities, operational items supported this components :

1. I believe Bella Vita Hotel always provides the best service
2. Bella Vita Hotel employees have qualified abilities
3. Bella Vita Hotel employees have the ability to be able to help me

The statements represents how Bella Vita provide the best services, such as providing information that can easily be accessed by the customers, employees at Bella Vita Hotel have qualified abilities to perform professionally in doing their job and fulfill customers' needs, and the employees are able to help the customers through empathy and mindset without being asked first.

### **Customer Oriented**

From the fifth dimension, there are some operational items that are confirmed, which are:

1. Bella Vita Hotel employees pay attention to every customer
2. The price offered by the hotel is in accordance with the service I expected

The operational item will be used at Bella Vita Hotel because it shows that Bella Vita Hotel prioritizes each customer who comes into the hotel and gives attention to customer's needs to be fulfilled optimally. To maintain this statement, it is important to develop sensitivity, where the employees are able to give more attention to the customers and fulfill their needs. Using the right implementation, both the customers and the company will get benefits, such as satisfaction from customers and competency for the company.

The second statement related to the price as the variable and the suitability of the price with the quality of the products. This sentence shows that Bella Vita Hotel has a balance between the price given and the service received by the customer. When the customers pay the price according to the service received, they will feel satisfied and feel cared for by the company. In the future, it is possible to have an impact on repurchase services which will be beneficial to the company.

### **Feedback**

The second from the last component built in this research is Feedback and consist with 2 operational items, which are:

1. I can criticize the service at Bella Vita Hotel
2. I can give advice regarding the service at Bella Vita Hotel

The first operational item "I can criticize the service at Bella Vita Hotel" is confirmed to measure customer satisfaction, where customer should have the ability to give critics related to the service or products they experienced and purchased. The company that receives criticism should feel thankful because the customer gives an opportunity to the company to fix the problem, improve, and develop themselves.

The second operational item “I can give advice regarding the service at Bella Vita Hotel” is confirmed to be used at Bella Vita hotel, since it shows the opportunity given by the company to receive input from customers and make it as feedback to improve the company itself.

### **Price**

The last component consists of 3 operational items:

1. The price offered by Bella Vita Hotel is lower than competitors
2. I am willing to pay more for a better quality or service
3. I feel that the price offered by Bella Vita Hotel is affordable

From the first statement, the researcher knew that keep looking for information about other hotels’ price is really important to adjust and lower the price of Bella Vita Hotel, if possible. Lower price that is provided by Bella Vita Hotel can be defined as the consideration of the customers to stay.

The second statement shows that the customers are willing to pay more to get better service. The right procedure will have a good impact for the company if the service can satisfy the customer. The service and product offered should be balanced with the price offered, so the customers will not feel tricked by the company.

The last statement affects the situation and condition of Bella Vita Hotel. At an affordable price, customers will consider purchasing services from Bella Vita Hotel and give a positive impact to the company.

## **CONCLUSION AND SUGGESTION**

### **Conclusion**

In conclusion, the research found 7 new components or variables with each operational item inside, namely, Personal Experience, Benefit, Company Image, Employee Capabilities, Customer Oriented, Feedback, and Price, which affect customer satisfaction. This research was conducted at Bella Vita Hotel in Kupang, East Nusa Tenggara, and analyzed any factors that might affect the achievement of Customer Satisfaction. The process to achieve Customer Satisfaction at Bella Vita Hotel is determined by 7 new variables mentioned above.

The seven new variables are developed by the previous Initial Survey that is based on 3 initial variables, namely, Service Quality, Price, and Facility. These 7 new variables are very important for business continuity because of the dynamic environment and the competitors that grow rapidly from year to year requires the company to always pay attention to Customer Satisfaction to maintain the loyalty of customers. Seven new variables prove that the increased number of complaints is influenced by more than three variables, there will be so much more to elaborate in the future.

This finding might lead to other questions, as the environment keep changing time by time, such as alteration in lifestyle, policy, and internal and external factors, thus it will probably affect the development of variables that affect customer satisfaction at Bella Vita Hotel.

### **Suggestions**

Based on the result of this research, here are some suggestions that can be proposed:  
For Bella Vita Hotel

1. Making sure the facility provided at Bella Vita Hotel is clean and optimally functioning, in order to increase comfort and satisfaction experienced by the customers.
2. Providing effective and efficient service and providing complete facilities based on the standard of budget hotels.
3. Making sure the customers get the best service and use competency as the standard for employees to be trusted.
4. Do training to maintain a good service provided, employees with qualified capabilities, and attitude of willing to help the customers.
5. Pay attention to each customer and make the price suitable with the service provided.
6. Making sure the customers have the chance to give criticism and advices regarding the service of the company to improve themselves.
7. In general, Price variable has the lowest value at reliability and is still consider reliable enough, so that the researcher wants to suggest to improve through as much as possible in making the price of Bella Vita Hotel to compete with the same level of hotels, but also affordable, and providing better service.

From the explanation, the researcher knew that 7 new components are related one to another and the researcher wants to suggest the company to give more attention toward Price variable in order to be improved and developed customer satisfaction in the future.

#### For Future Researchers

1. This research is far from perfect and there are still many shortcomings in researching the factors that influence customer satisfaction, such as the three operational items from Discussion about Reduced Operational Item of Service Quality (page 56).
2. This research is expected to be a future reference in researching focusing on customer satisfaction. For the researchers in the future, it is recommended to conduct research using 7 new variables that are just developed
3. If it is possible to expand the area of research, such as using Regression Analysis so that the research will give wider positive impacts in the future.
4. Greater number of respondents from 61 to 100 until 150 respondents to get more optimal results.

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