



THE EFFECT OF LOCATION, PRICE, AND WORK SERVICES ON CONSUMER SATISFACTION AT PT RUDANG HOTEL BERASTAGI

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ABSTRACT

The research location was conducted at PT Rudang Hotel Berastagi, a company engaged in hotel accommodation services. At the time the research was conducted the company experienced a decrease in consumer satisfaction as indicated by a decrease in visitors. The phenomenon of location problems regarding the number of accommodations that offer similar services so that the choice of consumers in choosing is increasing. Regarding the price, consumers complain that the price does not match the facilities such as a delux room but the facilities are the same as the standard room price. Problems in service work, less friendly receptionist in serving consumers. Theoretical limitations will be limited through the management of marketing locations, prices, job services, and customer satisfaction. This study uses simple random sampling with the Slovin formula. With a population of 2304 consumers and 30 people for validity testing and a sample of 100 consumers. Quantitative research was chosen as the research method. The analysis used in the form of multiple analysis methods, determination testing and simultaneous testing of F count (5.891) > F table (3.09) and partial testing of location (0.662 < 1.984), price (3.599 > 1.984), and job services (2.731 > 1.984). The results showed that location had no effect on customer satisfaction, but price and work service showed a positive and significant effect on customer satisfaction with a ratio of 12.9%.

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1. Introduction

Hotels as one of the accommodations needed by tourists must of course have facilities that can support various tourist needs such as the availability of parking lots, comfortable and clean beds, reception services, 24-hour security to facilities that can pamper guests such as free internet connections, restaurants/cafes. , swimming pool.

Rudang Hotel Berastagi is one of the hotels that has various supporting facilities and provides meeting rooms for consumers who are traveling on business. According to the table data listed below, the data shows that visitors from October 2021 to December 2021 have decreased due to the COVID-19 pandemic. This can be explained in table 1 below:

Table 1.
Berastagi Hotel Rudang visitor data

NO	Month	Number of visitors
1	October	882
2	November	675
3	December	747
Total		2304

Based on Table 1, visitors in October – November decreased, experiencing a slight increase in December. However, the number of increases is only small and December should be expected to be the peak of visitors. It can be seen that the target visitor expected by the company was not achieved, this shows that customer satisfaction is one of the factors in influencing the target visitor.



Location is one of the factors that can affect customer satisfaction. Location selection is one thing that must be considered carefully. Therefore, companies must pay attention to a strategic location so that consumers can easily go to Rudang Hotel Berastagi and pay attention to the location of other competitors. The number of accommodations offered to consumers makes the competition increasingly fierce in attracting consumers' hearts.

Price is another factor that can affect customer satisfaction. The facilities perceived by consumers are expected to be in accordance with the expectations of consumers so that consumers feel worthy to give prices according to the facilities they feel, but it is found that consumers feel that the facilities they feel are not in accordance with the price given. Good work service is a factor that affects customer satisfaction.

According to Kotler (2019), if the service received or perceived is as expected, then the quality of service is perceived as good and satisfying. As for the phenomenon of problems in working service to consumers, it was found that there was a lack of receptionist friendliness in serving consumers, consumers were not escorted to the room.

2. Methods

2.1 Research Time and Location

This research was conducted within a period of 1 week, namely February 7-14, 2022. The research location is a place or object to conduct research. The research location is in the city of Berastagi, Jl. Jamin Ginting no. 16, district, Sempajaya.

2.2 Research methods

The method used in this study is a quantitative method according to Sugiyono (2015:14) which can be interpreted as a research method based on the philosophy of positivism, used to examine certain populations or samples and take random samples with data collection using instruments, data analysis is statistical.

2.3 Population and Sample

The population taken in this study are: visitors to Rudang Hotel Berastagi from October 2021-December 2021, namely 2304 visitors. The criteria for respondents or samples to be selected are visitors to the Hotel Berastagi Rudang. So for sampling, the Slovin formula will be used which is set at 100 respondents. The sampling formula is as follows;

2.4 Sampling technique

The sampling technique in this study was simple random sampling. According to Hikmawati (2018: 62), random sampling is called simple random sampling because sampling from all members of the population is carried out randomly without regard to the strata in the population.

2.5 Data collection technique

This study uses techniques such as observation, interviews and questionnaire documentation

2.6 Data source

The data in this study used primary data and secondary data.

2.7 Data analysis method

This study uses a Likert scale variable measurement.

2.8 Data Test

Validity test; Reliability Test; Normality test; Multicollinearity Test; Heteroscedasticity Test.

2.9 Hypothesis testing.

F test (Simultaneous); T Test (Partial)

3. Results and Discussion

3.1 A general description of the company

Rudang Hotel Berastagi is a private company engaged in hospitality services, which is located in Karo Regency, North Sumatra. This three-star hotel offers a variety of facilities that will make planning a vacation more fun. Consists of several types of rooms that can be selected according to your wishes and needs with a total of more than 84 rooms, including superior rooms, deluxe chalet rooms, executive rooms, and junior business suite rooms.



3.2 Descriptive Statistical Analysis

This analysis will explain the value of the descriptive statistics of the value of n, the minimum value, the maximum value, the average value, the value of the standard deviation.

Table 2.
Descriptive Statistics

	N	Minimum	Maximum	mean	Std. Deviation
Location	100	17	34	25.36	3,430
Price	100	13	24	18.04	2,558
Service	100	11	23	16.85	2,599
Satisfaction	100	14	25	20.20	2.156
Valid N (listwise)	100				

The results from SPSS will explain the value of the four variables tested in descriptive statistical analysis, namely the location, price, service, and customer satisfaction variables. The table test from SPSS can be seen for the location variable with a value of 100 respondents, the mean of 25.36 with the smallest value of 17 and the largest value of 34 with a standard deviation of 3,430. The table test from SPSS can be seen for the price variable with a value of 100 respondents, the mean of 18.04 with the smallest value of 13 and the largest value of 24 with a standard deviation of 2,558. Testing the table from SPSS can be seen for the variable of service workers with a value of 100 respondents, the mean of 16.85 with the smallest value of 11 and the largest value of 23 with a standard deviation of 2,599.

3.3 Validity and Reliability Test Results

Table 3.
Variable Validity Test Results

No	Variable	Question	Rcount	Rtable	Information
1	Consumer Satisfaction	Q1	.872	0.361	Valid
2		Q2	.792		Valid
3		Q3	.916		Valid
4		Q4	.908		Valid
5		Q5	.866		Valid
1	Location	Q1	.723	0.361	Valid
2		Q2	.774		Valid
3		Q3	.888		Valid
4		Q4	.829		Valid
5		Q5	.779		Valid
6		Q6	.875		Valid
7		Q7	.648		Valid
1	Price	Q1	.858	0.361	Valid
2		Q2	.780		Valid
3		Q3	.853		Valid
4		Q4	.856		Valid
5		Q5	.865		Valid
1	Work Service	Q1	.817	0.361	Valid
2		Q2	.715		Valid
3		Q3	.599		Valid
4		Q4	.744		Valid
5		Q5	.857		Valid

The validity of the test shown in the table above has a value greater than the equation r table (0.361) with a significance below 0.05. it can be concluded that the value of the validity that is being proposed has been declared completely valid. The results of the reliability test are as follows:

Table 4.
Variable Reliability Results

Variable	Cronbach's Alpha	N Of Items	Information
Satisfaction	.917	5	Reliable
Location	.899	7	Reliable
Price	.896	5	Reliable
Service	.805	5	Reliable

The results of the reliability test for all variables have a value greater than 0.8, then the reliability is declared reliable for each variable.

3.4 Classic assumption test

Classical assumption test used in this study consisted of normality test, multicollinearity test, heteroscedasticity test.

a. Normality test

The normality test will be explained using a histogram graph and a normal pp plot graph.

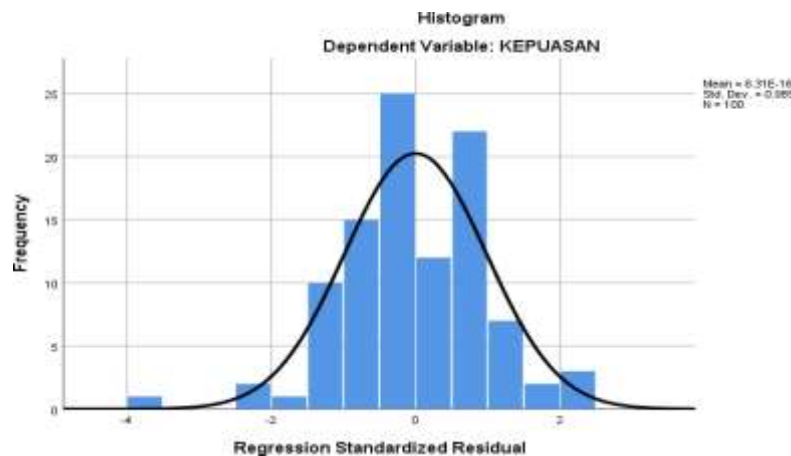


Figure 1. Histogram Graph

In the picture above, the histogram model shows that the data moves to form an inverted u and fulfills the normality test assumption.

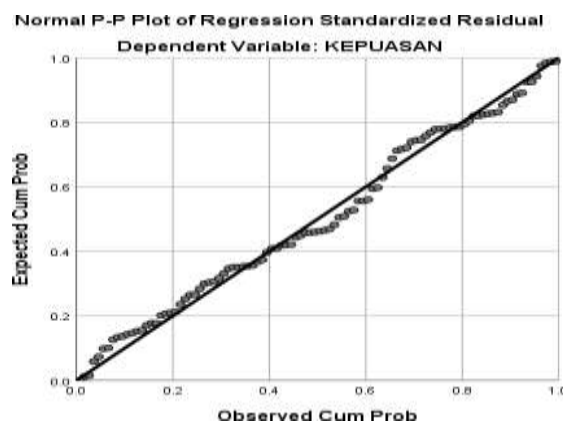


Figure 2. P Plot Chart

The pp plot model picture above shows that the data spreads along the line and already meets the assumption of normality.

In the next test using one sample test statistic Kolgomorov Smirnov.

Table 5.
One-Sample Kolmogorov-Smirnov Test
Unstandardize d Residual

N		100
Normal Parameters, b	mean	.0000000
	Std. Deviation	1.98091774
mostExtreme Absolute		.061
Differences	Positive	.061
	Negative	-.055
Test Statistics		.061
asyp. Sig. (2-tailed)		.200c,d

- a. Test distribution is Normal.
- b. Calculated from data.
- c. Lilliefors Significance Correction.
- d. This is a lower bound of the true significance.

Based on the results of the Kolmogorov Smirnov one sample test with a significant value of $0.200 > 0.05$, it is stated that the data has a normal distribution.

b. Multicollinearity test

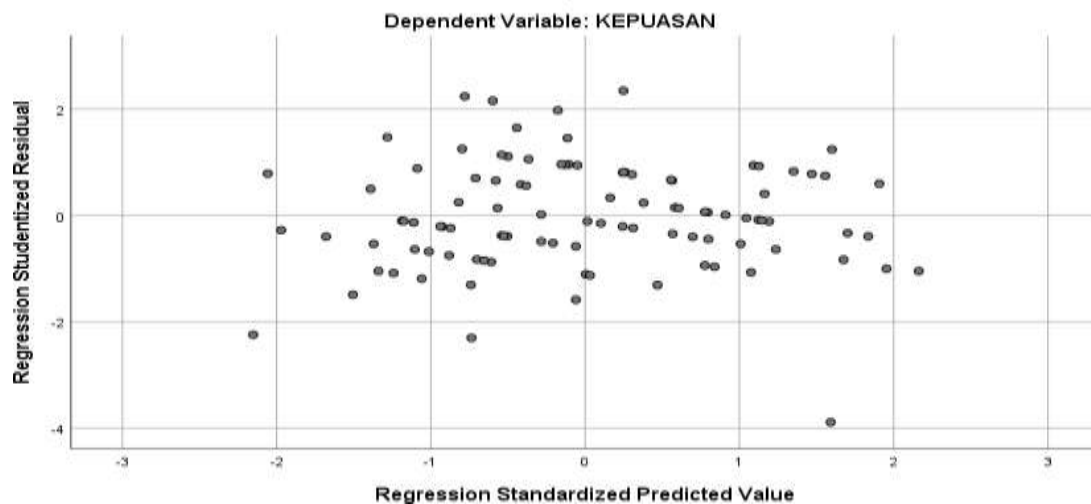
Table 6.
Multicollinearity test coefficients^a

Model	Collinearity Statistics	
	Tolerance	VIF
1 (Constant)		
LOCATION	.949	1.054
PRICE	.931	1.074
SERVICE	.952	1.050

The table above shows the location tolerance value of $0.949 > 0.1$, the price is $0.931 > 0.1$ and the service is $0.952 > 0.1$, for the VIF value for the location is $1.054 < 10$, the price is $1.074 < 10$ and the service is $1.050 < 10$ that there is no relationship between all independent variables. researched.

c. Heteroscedasticity Test

Figure 3. Scatterplot Graph
Scatterplot



The test results on the scatterplot graph show that the information is scattered and does not form a regular pattern (random), so it can be concluded that there are no signs of heteroscedasticity.



3.5 Glacier Test

Table 7.
Glacier Test

ModelB		Unstandardized Coefficients		Standardized CoefficientsBeta	T	Sig.
			Std. Error			
1	(Constant)	3.645	1,665		2.189	.031
	LOCATION	-.060	.037	-.166	-1.632	.106
	PRICE	-.075	.050	-.155	-1.510	.134
	SERVICE	.046	.049	.097	.952	.343

a. Dependent Variable: Abs_Res1

Through the glacier test shown in the table above, each variable has a value greater than 0.05 for its significant value. The location variable is $0.106 > 0.05$, the price is $0.134 > 0.05$ and the service is $0.343 > 0.05$. so that it is concluded that there is no heteroscedasticity symptom that occurs and meets the criteria of classical assumptions.

3.6 Results of Research Data Analysis

a. Research Model

This analysis will explain the value of the multiple linear regression used in table B in the following SPSS results:

Table 8.
Multiple Linear Regression Analysis Results

ModelB		Unstandardized Coefficients		Standardized Coefficients Beta	t	Sig.
			Std. Error			
1	(Constant)	10.198	2,728		3.738	.000
	LOCATION	.040	.061	.064	.662	.510
	PRICE	.295	.082	.350	3,599	.001
	SERVICE	.218	.080	.263	2,731	.008

$$Y = A + B1 . X1 + B2 . X2 + B3 . X3$$

$$= 10.198 + 0.40 + 0.295 + 0.218$$

The interpretation is: the A value of 10,198 is a constant or a condition when the consumer satisfaction variable has not been influenced by other variables, namely the location variable (x1), price (x2), and work service (x3). If the independent variable does not exist then the consumer loyalty variable does not experience change. The location variable has a positive influence on consumer satisfaction, which means that every 1 unit increase in the location variable will affect customer satisfaction by 0.40, assuming that other variables are not examined in this study. The price variable has a positive effect on consumer satisfaction, which means that every 1 unit increase in the location variable will affect consumer satisfaction by 0.295, assuming that other variables are not examined in this study.

b. Hypothesis Determination Coefficient

The following are the results of the coefficient of determination, namely:

Table 9.
Coefficient of Determination Results Model Summaryb

ModelR	R Square	Adjusted R Square	Std. Error of the Estimate

a. Predictors: (Constant), SERVICE, LOCATION, PRICE

b. DependentVariable: SATISFACTION

This means that 12.9% of customer satisfaction which can be clarified by the variables of location, price, and work service in the results of the coefficient of determination test produced with a Modified R square value of 12.9 while the remaining 87.1% is explained by other variables not analyzed in this analysis.

c. Simultaneous Hypothesis Testing (F test)

The F statistic test basically shows whether all the independent variables included in the model have a simultaneous (simultaneous) effect on the dependent variable.

Table 10.
Simultaneous Test (F Test)
ANOVA^a

		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	71.521	3	23,840	5.891	.001b
	Residual	388,479	96	4047		
	Total	460,000	99			

a. Dependent Variable: SATISFACTION

b. Predictors: (Constant), SERVICE, LOCATION, PRICE

With the df degree, the F table value at the 0.05 significance level of confidence is 3.09. The test results obtained the calculated F value (5.891) > F table (3.09) and the significance probability was 0.001 < 0.05, meaning that Ha was accepted and Ho was rejected, namely simultaneously the three variables tested had a positive and significant effect on consumer satisfaction.

d. Partial hypothesis testing (t test)

Table 11.
Partial Test (t Test)
coefficients^a

ModelB		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
			Std. Error	Beta		
1	(Constant)	10.198	2,728		3.738	.000
	LOCATION	.040	.061	.064	.662	.510
	PRICE	.295	.082	.350	3,599	.001
	SERVICE	.218	.080	.263	2,731	.008

T table = T (a/2 : nk-1)

a = 5% = 0.025 : 96 = 1.984

The results of partial theory testing may be as follows: The effect of the partial location hypothesis estimation is obtained 0.662 < 1.984 and significant is obtained 0.510 > 0.05 which means Ha is rejected and Ho is approved, that is partially location has no effect on consumer satisfaction. The effect of the estimated price hypothesis partially obtained 3.599 > 1.984 and significant obtained 0.001 < 0.05 which means Ha is approved and Ho is rejected, then partially price has a positive and significant effect on consumer satisfaction. The effect of the estimated work service hypothesis partially obtained 2.731 > 1.984 and significant obtained 0.008 < 0.05 meaning Ha is approved and Ho is rejected, partially work service has a positive and significant effect on consumer satisfaction.

3.7 Discussion

a. The Effect of Location on Satisfaction

Through the testing phase that can be delivered especially at the end, statistical tests are used as conclusions that are suggested and considered accurate and become the company's main research results, the results of the analysis show that Tcount is lower than Ttable (0.662 < 1.984), H1 has the result that location has no effect to consumer satisfaction. the dominant sample agrees (score 4) for the location questionnaire. This shows that the location of the Berastagi Rudang Hotel is considered strategic. The Effect of Price on Satisfaction, Through the testing stage that can be delivered especially at the end, statistical tests used as conclusions are suggested and considered accurate to be the results of the company's main research, the results of the analysis show that Tcount is higher than Ttable (3,599 < 1,984), H2 has the result that price has a significant influence. strong and important to customer satisfaction. The dominant sample agrees (value 4) for the price questionnaire. This shows that the price offered to consumers is currently considered good and appropriate to support consumer satisfaction.

b. The Effect of Job Services on Satisfaction

Through the testing stage that can be delivered especially at the end, statistical tests used as conclusions are suggested and considered accurate to be the results of the company's main research, the results of the analysis show that Tcount is higher than Ttable (2.731 < 1.984), H3 has the result that work services have an influence strong and important to customer satisfaction. The dominant sample agrees (score 4) for the job service questionnaire. This shows that the work services provided to consumers are currently in accordance with consumer expectations so as to support customer satisfaction.

4. Conclusion

The final effect of the location variable is $0.662 < 1.984$, it is shown that location does not affect customer satisfaction at PT Rudang Hotel Berastagi. The final effect of the price is $3.599 > 1.984$, resulting in a positive and significant effect on consumer satisfaction at PT Rudang Hotel Berastagi. The final effect of the work service variable was obtained $2.731 > 1.984$, it was found that the work service had a positive and significant effect on customer satisfaction at PT Rudang Hotel Berastagi. The value of $5.891 > F$ table 3.09 is obtained from the finding of determination of 12.9 percent, namely location, price, and work services have a weak influence on customer satisfaction at PT Rudang Hotel Berastagi.

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