THE INFLUENCE OF GUEST SATISFACTION ON GUEST LOYALTY TO STAY AT THREE STAR HOTEL IN PADANG CITY

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ABSTRACT

Not yet the reaching of room occupied goals have an effect on to earnings of hotel. Obtained advantage of guest loyal a long way off from ideal. Purpose of this research is to analyze influence guest satisfaction on loyalty to stay at three star hotel in Padang City. The kind of this research is survey research with analytical descriptive method by using questionnaire as a means of data complier. The sampling technique in this study using incidental sampling. Population consisted of 2199 guests at three star hotel in Padang City and the sample of 100 people. Data analysis technique done is Path Analysis. The analysis concluded that satisfaction had a significant influence on guest loyalty to stay at the Three Star Hotel in Padang city with a total impact of 87.1%. While the remaining 12.9% is the influence of other variables that are not investigated. Sub variable situational factors did not significantly influence the guest loyalty to stay. Sub variables to given influence dominant is significantly on guest loyalty are the service quality equal to 31.8% and product quality equal to 26.9%. Service quality play important role in improving guest satisfaction, and guest satisfaction very depend level of product quality which on the market. Excelsior of service quality passed to guest hence excelsior also obtained guest satisfaction. Therefore, guest satisfaction can create or faithfulness of guest loyalty to hotel.

Keyword: *Guest satisfaction, guest loyalty, service quality, product quality, situational factors, personal/emotional factors, and prices.*

1. INTRODUCTION

Currently, doing tourism activities is perceived as a necessity for everyone, which is expected to provide physical and spiritual freshness after being tired of doing daily routine activities. The number of tourists visiting the city of Padang through Minangkabau International Airport and Bayur Bay seaports continue to increase.

Table 1. Tourist Development in Padang City Year 2007-2011

No	Year	Foreign Tourist	Domestic Tourist	Account	Up/Down
1	2007	27.978	4.843.822	4.871.800	+ 1,07 %
2	2008	37.762	6.729.514	6.767.276	+ 1,39 %
3	2009	47.623	7.412.910	7.460.533	+ 1,10 %
4	2010	27.091	4.575.910	4.602.692	- 0,62 %
5	2011	33.594	5.261.941	5.295.535	+ 1,15 %

Source: Central Bureau of Statistics, Province of West Sumatra, 2012

In 2010 there was a significant decrease in traffic following the impact of the 7.9 Scala Richter earthquake on September 30, 2009, tsunami prediction, including the influence of the issue of the fault of the slab of Semangka in the Indian Ocean. The earthquake that destroyed a number of hotel buildings in the city of Padang did not make the hotel business decline. Quite the contrary, the hospitality business is growing rapidly. The damaged hotel was repaired more magnificently and over a dozen new hotels emerged like mushrooms in the rainy season.

A number of hotels in the city of Padang to develop various concepts as an attraction for visitors who want to stay. New hotel buildings even equipped with tsunami shelter, helipad, and earthquake safe design. In line with that, the hotel also improves quality standards, including management, service and products to the fullest. All this is done with the aim of satisfying consumers and hopefully they will do the transaction again.

Not reaching the target of room occupancy, as there are still many empty rooms that affect the hotel income. Information gained from hotel management that new average guest loyalty provides a 15% -18% profit. This shows that the profits gained from loyal guests are far from ideal.

Table 2. Number of Visitor Visits Staying In Three Star Hotel in Padang City Period 2006 – 2010

No	Year	Foreign Tourist	Domestic Tourist	Account	Up/Down
1	2006	7.623	106.674	114.297	+ 1.19 %
2	2007	9.245	106.049	115.294	+ 1.01 %
3	2008	10.504	98.744	109.248	- 0.95 %
4	2009	7.019	85.091	92.110	- 0.84 %
5	2010	2.682	45.271	47.953	- 0.52 %

Source: Central Bureau of Statistics, Province of West Sumatra, 2011

The low number of guest arrivals staying is thought to be an indicator of consumer dissatisfaction with the services provided by the hotel to them. Management is often based solely on their own perceptions. They assume that the best service and facilities will definitely provide the best satisfaction for consumers. Discrepancies between management's perceptions and consumer expectations about these services cause consumers to move to another suitable hotel.

Many experts provide definitions of customer satisfaction. Wilkie (1990) in Tjiptono (2007: 349) defines customer satisfaction as an emotional response to an evaluation of the consumption experience of a product or service. If the consumer feels what he or she is getting is lower than he expected (negative disconfirmation) then the consumer will be dissatisfied. Conversely, if the obtained consumer exceeds what is expected (positive disconfirmation) then the consumer will be satisfied. According to Zeithaml and Bitner (2003) there are several factors that affect customer satisfaction such as service quality, product quality, situation factors, personal factors, and price.

The concept of customer loyalty in the context of service marketing is defined by Bendapudi & Berry (1997) in Tjiptono (2006), as a continuity of relations, and is usually reflected in the ongoing purchase of the same service provider on the basis of dedication and pragmatic constraints. According to Griffin (2005: 31), customer loyalty in relation to purchasing behavior is indicated by: 1) Re-buy regularly (Makes regular repeat purchase), 2) Purchases across product and

service lines, 3) Refers others, and 4) Demonstrates immunity to the pull of competitors (Demonstrates an immunity to the full of competitions).

This study was conducted to describe the satisfaction of the guests who stay, describe the loyalty of guests, and analyze the effect of guest satisfaction on the loyalty of guests to stay at three-star hotel in the city of Padang.

2. RESEARCH METHODOLOGY

This research consists of 2 variables that are independent variable and dependent variable. The independent variable (X) is guest satisfaction consisting of service quality, product quality, situational factor, personal and price. The dependent variable (Y) is guest loyalty. The objects in this study are the guests who use the services of three star hotel in the city of Padang, namely Hotel HW, Hotel Savali, and The Aliga Hotel.

The type of this research is survey while its method is analytical descriptive, because it aims to get description of the effect of guest satisfaction on guest loyalty to stay at three star hotel in Padang city. The population in this study were all visitors (guests) Three Star hotel in Padang City with the total population of 2199 people (average number of guests per month), sample determination using incidental sampling technique.

The calculation to determine the total sample number:

$$n = \frac{N}{1 + N\,(e)^2}$$

Description: N = Population
n = Sample
e = 0.1 (the error rate)

$$n = \frac{2199}{1 + 2199(0{,}1)^2}$$ n = 95.7 rounded to 96

(Minimum 96 respondents, in this study taken 100 respondents).

Table 3. Population and sample

No	Hotel	Population	Sample
1.	HW	1080	49
2.	The Aliga	735	33
3.	Savali	384	18
	Total	**2199**	**100**

Source: The results of the hotel survey, February 2012

Data collection techniques used were questionnaires. Questionnaires are prepared based on the variables contained in the study, which provides information and data about the effect of guest satisfaction on the loyalty of guests to stay at three-star hotels in the city of Padang. The hypothesis proposed is the satisfaction of guests positively affect the loyalty of guests to stay at three-star hotel in the city of Padang. This hypothesis will be proven by using path analysis.

4. RESULTS AND DISCUSSION
a. Results

Based on the calculation of the total score of respondents from guest satisfaction variable obtained actual score of 14143 which is in the interval range between 11900-14700 including high category. This shows that guests staying at Three Star Hotel in Padang City have a high level of satisfaction. While the total

score of respondents regarding the loyalty of guests obtained by the actual score of 1949 which is in the interval range between 1700-2100 including high category. This shows that the loyalty of guests to stay at Three Star Hotel in Padang city is high.

The result of calculation with path analysis obtained information that guest satisfaction give significant influence to guest loyalty to stay at three star hotel in Padang City with total influence given equal to 87,1%. While the remaining 12.9% is the influence of other variables that are not researched.

The result of hypothesis test simultaneously (F test) shows that F count> F table (127,445> 2,311), so H0 is rejected, it means that guest satisfaction variable together have significant effect to guest loyalty variable. While the result of partial hypothesis test (t test), sub variable of situational factor have no significant effect to guest loyalty to stay, where t-count <t-table (1,033 <1,986). The sub variable quality of service, product quality, personal factor and price have a significant effect to guest loyalty to stay, where t-count> t-table, each value is equal to 4,045, 3,518, 2,578, and 3,909. The dominant sub variable gives significant influence to guest loyalty is service quality that is 31,8% and product quality equal to 26,9%.
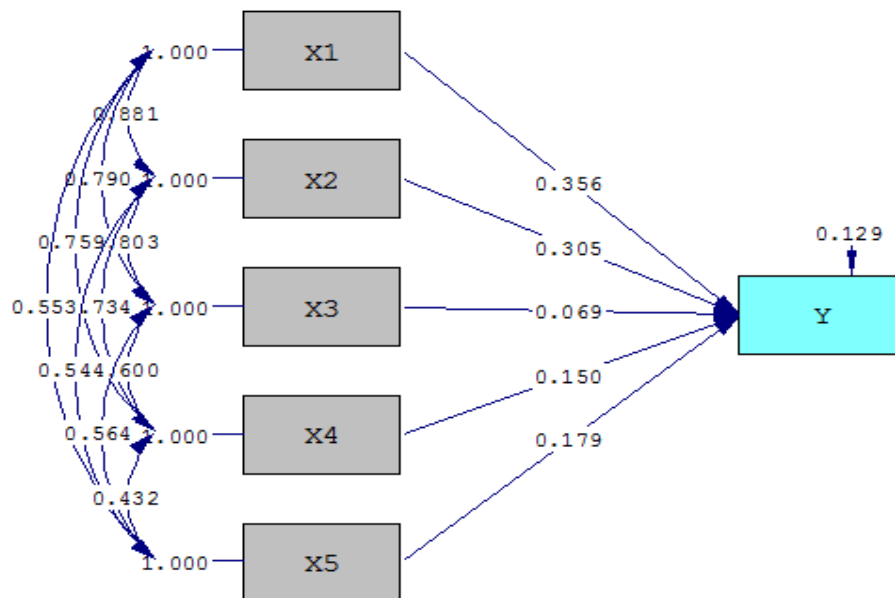

Figure 2. Line Chart of Variables

b. Discussion

The results of this study proves that the empirical guest satisfaction has a positive and significant impact on the loyalty of guests. And empirically proven that sub variable quality of service and product quality have positive and significant effect to guest loyalty. This shows that guests who are satisfied with a particular service and product will be loyal to the service and the product. Quality of service plays an important role in improving guest satisfaction, and guest satisfaction is highly dependent on the level of product quality offered. The higher the quality of service provided to the guests, the higher the satisfaction of the guests. Therefore, guest satisfaction can create hotel loyalty or loyalty to the hotel that provides satisfactory quality. In accordance with the opinion of Zeithaml (1998) that the quality of service is the result of customer assessment of the benefits or privileges of the service as a whole. When the resulting assessment is a positive assessment,

then the quality of this service will affect the occurrence of loyalty. The results of this study provide support to previous research that has been done by Anderson, Fornell and Lehman (1994) and Kandampully & Suhartanto (2000), that if customers are satisfied with the goods or services received, it will lead to consumer loyalty. With customer loyalty to the product / service will make the consumer back to make transactions in the future.

5. CONCLUSIONS AND SUGGESTIONS

a. Conclusion

Satisfaction gives a significant influence on the loyalty of guests to stay at the Three Star Hotel in Padang City with a total influence of 87.1%. While the rest as much as 12.9% is the influence of other variables that are not examined. The dominant sub variable gives significant influence to guest loyalty is service quality that is 31,8% and product quality equal to 26,9%.

b. Suggestions

The attractive physical appearance of the hotel gives its own satisfaction for the guests staying. It is necessary for the hotel to add or change the physical appearance of the hotel, thereby creating a relaxed atmosphere and giving guests a good impression. The hotel should continue to adjust the price with the benefits received by guests, so that guests do not move to another hotel. Special pricing for loyal guests is desirable for guests. Hotel management should be sustainable and consistent in developing and maintaining guest loyalty. The basis of loyalty or loyalty can be built by increasing guest satisfaction.

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