

# The Influence of Hotel Facilities and Service Quality on Guest Satisfaction at Fave Hotel Olo Padang

Muthia Aurellia<sup>1</sup>, Hermansyah<sup>2</sup>

<sup>1,2</sup>Hospitality Management, Universitas Negeri Padang

Copyright©2024 by authors, all rights reserved. Authors agree that this article remains permanently open access under the terms of the Creative Commons Attribution Licence 4.0 International License.

---

## Article Info

### *Article history:*

Received July 2, 2025

Revised July 19, 2025

Accepted July 20, 2025

---

### *Keywords:*

Guest Satisfaction,  
Hotel Facilities,  
Service Quality,  
Hospitality Industry,  
Customer Experience

---

## ABSTRACT

This study aims to examine the influence of hotel facilities and service quality on guest satisfaction at Fave Hotel Olo Padang, a prominent hospitality provider in West Sumatra, Indonesia. Utilizing a quantitative approach with a causal-associative research design, data were collected through a structured questionnaire administered to 140 guests who had stayed at the hotel. The research instrument was developed based on established indicators for each variable and validated prior to data collection. Multiple linear regression analysis was conducted using SPSS version 30. The findings reveal that while service quality has a statistically significant and positive impact on guest satisfaction ( $\beta = 0.694$ ,  $p < 0.001$ ), hotel facilities do not demonstrate a significant effect ( $\beta = -0.029$ ,  $p = 0.430$ ). However, the joint analysis using the F-test indicates that both hotel facilities and service quality together significantly influence guest satisfaction ( $F = 808.268$ ,  $p < 0.001$ ), explaining a substantial portion of the variance. These results suggest that although guests value the tangible aspects of the hotel environment, it is the quality of interpersonal service interactions—such as responsiveness, empathy, and reliability—that predominantly shapes their satisfaction. The study contributes to hospitality management literature by reinforcing the pivotal role of service excellence in fostering guest satisfaction, especially in mid-range hotels. Practical implications are offered for hotel managers to prioritize staff training and customer experience strategies over mere investment in physical infrastructure.

---

### *Corresponding Author:*

Muthia Aurellia

Hospitality Management, Universitas Negeri Padang

Email: [muthiaaurellia02@gmail.com](mailto:muthiaaurellia02@gmail.com)

---

## 1. INTRODUCTION

The hospitality industry is a high-contact service sector characterized by frequent, close, and dynamic interactions between guests and hotel staff [1]. These interactions play a critical role in shaping guests' impressions, experiences, and perceptions of service quality. Accordingly, the provision of adequate facilities and professional service delivery are two inseparable components in achieving guest satisfaction [2]. There are three main factors that influence guest satisfaction, namely service quality, price, and overall experience[3]. In the context of hospitality, satisfaction is determined not only by personal service provided by staff, but also by the extent to which the hotel's physical facilities support comfort throughout

the stay[4]. Satisfied guests tend to demonstrate greater loyalty and contribute to a positive image of the hotel[5]. Furthermore, customer satisfaction arises when there is a positive comparison between customer expectations and the actual performance of the service or product received[6].

In the modern era, guests have become increasingly critical and discerning when evaluating hotel services and amenities [7]. Today's consumers have become increasingly cautious and selective in making decisions, prompting hotels to provide comprehensive facilities and superior service to meet evolving expectations [8]. This view is reinforced by research emphasizing that the more complete and higher the quality of facilities and service, the greater the level of guest satisfaction that can be achieved [9]. Furthermore, customer satisfaction is said to result from the alignment between initial expectations and the actual experience perceived during service consumption [10].

Hotel facilities such as clean rooms, stable Wi-Fi connectivity, comfortable public areas, and supporting amenities play a significant role in enhancing guest comfort [11]. Service quality, on the other hand, encompasses convenience, speed, interpersonal relationships, staff competence, and friendliness in directly addressing guest needs [12]. Positive interactions between staff and guests are crucial in creating a pleasant and memorable stay experience [13]. Additionally, clear and measurable service delivery contributes substantial value to the overall guest experience [14]. Customer satisfaction or dissatisfaction ultimately arises from the comparison between guests' expectations and the actual service encounters they experience, highlighting the need for consistency between promised and delivered service and facilities [15].

Favehotel Olo Padang, a three-star hotel located in Padang, Indonesia, holds significant potential to support the local tourism sector. Strategically situated, the hotel offers modern amenities such as a swimming pool, restaurant, and meeting rooms. However, preliminary interviews with the Front Office Supervisor revealed that despite routine facility evaluations and staff training initiatives, various complaints persist. Issues reported by guests include malfunctioning air conditioners, substandard room cleanliness, and unsatisfactory food service. This is corroborated by guest reviews on platforms such as TripAdvisor, Trip.com, and Google Review from December 2024 to May 2025, which reflect a fluctuating pattern of complaints, primarily concerning facilities and service quality.

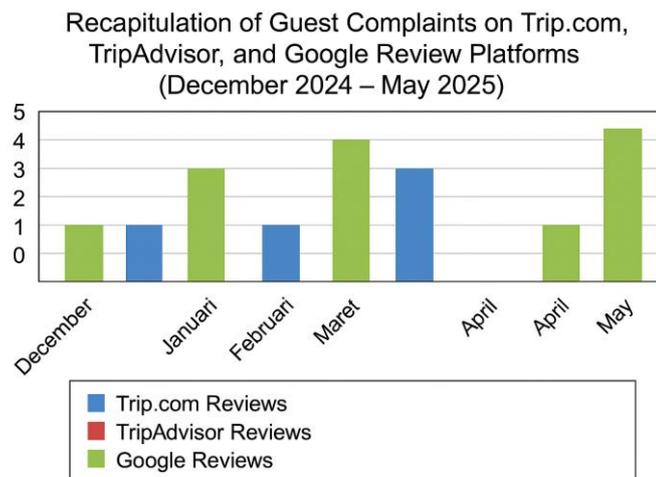


Figure 1. Summary of Guest Complaints at Fave Hotel Olo Padang

This phenomenon illustrates a gap between standard operating procedures and service implementation on the ground, which may adversely affect overall guest satisfaction.

## 2. METHOD

This study employed a quantitative approach with a causal-associative design to investigate the influence of hotel facilities and service quality on guest satisfaction at Favehotel Olo Padang. The sample consisted of 140 hotel guests, selected using purposive sampling based on the criteria of having stayed and experienced the hotel's services. The sample size was determined based on the guideline of ten respondents per indicator, resulting in a total of 140 respondents for 14 identified indicators [16]. Data were gathered using a structured questionnaire consisting of 38 items, each measured on a five-point Likert scale. The instrument was tested for validity and reliability, with all items meeting acceptable thresholds. Data analysis was conducted using SPSS version 30.0, employing descriptive statistics, classical assumption testing (normality, multicollinearity, heteroscedasticity), and multiple linear regression. Hypothesis

testing was performed using both t-tests and F-tests to assess the partial and simultaneous effects of hotel facilities and service quality on guest satisfaction, with a significance level set at 0.05.

### 3. RESULTS AND DISCUSSION

#### 3.1. Respondent Characteristics Based

Table 1. Gender Distribution of Respondents

Gender	Frequency (Persons)	Percentage (%)
Male	37	26.43%
Female	103	73.57%
Total	140	100%

Based on the table above, the number of male respondents was recorded at 37 people or 26.43%, while female respondents numbered 103 people or equivalent to 73.57%. Thus, it can be concluded that the majority of respondents in this study were female.

#### 3.2. Analysis Requirements Test

##### 3.2.1 Normality Test

In this study, the normality test was conducted to ensure that the data for the variables of hotel facilities, service quality, and guest satisfaction followed a normal distribution. This test aimed to assess the conformity of the data distribution with the assumption of normality, which is a fundamental requirement for the application of parametric statistical methods such as linear regression. Therefore, the normality test represents a critical preliminary step to validate the accuracy of the analytical results and the reliability of the conclusions drawn from the study. The test was performed using the Kolmogorov–Smirnov method with the assistance of SPSS software version 30.0, applying a significance level of 0.05.

Table 2. Results of Kolmogorov–Smirnov Normality Test for Hotel Facilities, Service Quality, and Guest Satisfaction

Variable	Kolmogorov–Smirnov Statistic	Sig. (2-tailed)	Normality Conclusion
Hotel Facilities	0.063	0.200	Data is normally distributed
Service Quality	0.071	0.200	Data is normally distributed
Guest Satisfaction	0.059	0.200	Data is normally distributed

Based on the table presented, the significance value of 0.200 exceeds the threshold of 0.05, indicating that the assumption of normality required for statistical analysis is satisfied.

##### 3.2.2 Heteroscedasticity Test

The heteroscedasticity test was conducted to determine whether the variance of the residuals in the regression model remains constant across all levels of the independent variables. Ensuring homoscedasticity is crucial for the validity of linear regression analysis, as the presence of heteroscedasticity can lead to inefficient estimates and biased statistical inferences. In this study, the Glejser test was employed using SPSS software version 30.0 to detect any indication of heteroscedasticity. According to the standard criteria, if the significance value is greater than 0.05, it indicates the absence of heteroscedasticity. As shown in Table 3, the significance value for the hotel facilities variable was 0.712, and for service quality it was 0.784. Since both values exceed the 0.05 threshold, it can be concluded that the regression model is free from heteroscedasticity.

Table 3. Results of Glejser Test for Heteroscedasticity

Independent Variable	Sig. (2-tailed)	Conclusion
Hotel Facilities	0.712	No heteroscedasticity
Service Quality	0.784	No heteroscedasticity

A significance value of 0.712 was obtained for the hotel facilities variable and 0.784 for the service quality variable, both of which are above the significance threshold of 0.05. Therefore, it can be concluded

that there is no indication of heteroscedasticity in either the hotel facilities or service quality variables in relation to guest satisfaction.

### 3.2.3 Multicollinearity Test

The multicollinearity test was conducted to examine whether there is a high correlation among the independent variables, which could potentially distort the regression coefficients and reduce the reliability of the model. In this study, multicollinearity was tested using the Tolerance and Variance Inflation Factor (VIF) values generated by SPSS version 30.0. According to Hair et al. (2014), multicollinearity is considered to be absent if the Tolerance value is greater than 0.10 and the VIF value is less than 10.00. As presented in Table 4, both hotel facilities and service quality variables had a Tolerance value of 0.848 and a VIF value of 1.179. These results meet the required thresholds, indicating that there is no multicollinearity between the independent variables in the regression model.

Table 4. Multicollinearity Test Results for Hotel Facilities and Service Quality

Independent Variable	Tolerance	VIF	Conclusion
Hotel Facilities	0.848	1.179	No multicollinearity
Service Quality	0.848	1.179	No multicollinearity

### 3.3 Hypothesis Testing

Hypothesis testing in this study was conducted using multiple linear regression analysis to examine the individual and simultaneous effects of the independent variables—hotel facilities ( $X_1$ ) and service quality ( $X_2$ )—on the dependent variable, guest satisfaction ( $Y$ ). The regression analysis was performed with the assistance of SPSS software version 30.0. The significance level was set at 0.05, and decisions regarding the acceptance or rejection of each hypothesis were based on the p-values (Sig.) obtained from the t-test (partial effect) and the F-test (simultaneous effect). The regression equation resulting from the analysis is as follows:

$$Y = 8.588 - 0.029X_1 + 0.694X_2$$

Table 5. t-Test Results for the Effect of Hotel Facilities and Service Quality on Guest Satisfaction

Independent Variable	Coefficient (B)	t-value	Sig. (p-value)	Conclusion
Hotel Facilities ( $X_1$ )	-0.029	-0.792	0.430	Not significant
Service Quality ( $X_2$ )	0.694	37.335	0.001	Significant

The results of the t-test reveal differing effects of the two independent variables on guest satisfaction. The hotel facilities variable yielded a t-value of  $-0.792$  with a significance level of 0.430, which exceeds the 0.05 threshold, indicating that hotel facilities do not have a statistically significant influence on guest satisfaction. In contrast, the service quality variable produced a t-value of 37.335 with a significance level of 0.001, which is well below the 0.05 threshold. This confirms that service quality has a significant and positive effect on guest satisfaction, suggesting that aspects such as responsiveness, reliability, and professionalism of staff are critical determinants of a satisfying guest experience.

Table 6. F-Test Results for the Simultaneous Effect of Hotel Facilities and Service Quality on Guest Satisfaction

Model	F-value	Sig. (p-value)	Conclusion
$X_1$ and $X_2 \rightarrow Y$	808.268	0.001	Significant simultaneous effect

The F-value of 808.268 is greater than the critical F-table value of 3.06, and the significance value is well below 0.05. This result confirms that hotel facilities and service quality jointly have a significant effect on guest satisfaction.

### 3.4. Discussion

The findings of this study provide valuable insights into the dynamics of guest satisfaction in the hospitality sector, particularly within the context of Favehotel Olo Padang. The analysis revealed that service quality has a significant and positive impact on guest satisfaction, a result that aligns with the service quality theory [1] and reinforces prior research [2] and who emphasized the importance of

responsiveness, empathy, and professionalism in shaping customer perceptions [3]. This indicates that intangible elements—such as staff behavior, communication, and problem-solving skills—play a crucial role in delivering value to hotel guests, potentially fostering loyalty and positive word-of-mouth.

In contrast, hotel facilities did not have a statistically significant effect on guest satisfaction, despite their role as a foundational component of the hospitality offering. This result contrasts with earlier findings, which suggested that physical comfort and completeness of amenities contribute to satisfaction[5]. The discrepancy may be due to guests' shifting expectations in the digital era, where experiential and relational quality tends to outweigh purely physical aspects. Moreover, it is possible that the baseline standard of facilities at the hotel is already considered acceptable, reducing their salience as a differentiating factor in guests' evaluations.

The simultaneous significance of both service quality and facilities, as shown through the F-test, underscores the interdependence between tangible and intangible service dimensions. While facilities alone may not directly drive satisfaction, they could act as enablers that support or enhance the service experience. This finding is consistent with the multidimensional view of satisfaction proposed, which suggests that customer satisfaction results from the alignment between expectations and both functional and emotional outcomes[7].

From a managerial perspective, the results highlight the urgent need for hotels—especially in the mid-scale segment—to focus on service quality enhancement strategies, such as personalized service, employee training, and real-time guest feedback mechanisms. While maintaining physical infrastructure is essential, it should be complemented by strong human interaction and operational consistency to create a memorable and satisfying guest experience.

#### 4. CONCLUSION

This study investigated the influence of hotel facilities and service quality on guest satisfaction at Favehotel Olo Padang using a quantitative, causal-associative approach. The findings demonstrate that service quality has a significant and positive impact on guest satisfaction, highlighting the importance of responsive, reliable, and professional service in shaping favorable guest experiences. Conversely, hotel facilities were found to have no statistically significant effect on satisfaction, suggesting that physical attributes alone may not determine overall guest perceptions. However, both variables—when analyzed simultaneously—exert a significant combined influence on guest satisfaction, emphasizing the value of integrating both tangible and intangible elements in hotel service strategies. These results offer practical implications for hotel managers to prioritize continuous improvement in service delivery, staff training, and customer engagement while maintaining a baseline standard for physical amenities. The study contributes to the growing body of literature in hospitality management by reinforcing the central role of service quality in driving customer satisfaction, especially in mid-scale hotel segments.

#### REFERENCES

- [1] M. R. Sofi, I. Bashir, A. Alshiha, E. Alnasser, and S. Alkhozaim, "Creating exceptional guest experiences: the role of engagement and relationship building in hospitality," *Journal of Hospitality and Tourism Insights*, vol. 8, no. 3, pp. 891–914, Jan. 2025, doi: 10.1108/JHTI-04-2024-0318.
- [2] M. Lee, Y. Cai, A. DeFranco, and J. Lee, "Exploring influential factors affecting guest satisfaction: big data and business analytics in consumer-generated reviews.," vol. 11, no. 1, pp. 137–153, 2020, doi: 10.1108/JHTT-07-2018-0054.
- [3] E. Wong, S. M. Rasoolimanesh, and S. Pahlevan Sharif, "Using online travel agent platforms to determine factors influencing hotel guest satisfaction," *Journal of Hospitality and Tourism Technology*, vol. 11, no. 3, pp. 425–445, Jan. 2020, doi: 10.1108/JHTT-07-2019-0099.
- [4] A. Pişirgen, A. M. Erdoğan, and S. Peker, "Examining hotel characteristics and facilities influencing customer satisfaction using decision tree analysis," *International Journal of Tourism Cities*, vol. ahead-of-print, no. ahead-of-print, Jan. 2024, doi: 10.1108/IJTC-06-2024-0136.
- [5] G. Assaker, P. O'Connor, and R. El-Haddad, "Examining an integrated model of green image, perceived quality, satisfaction, trust, and loyalty in upscale hotels," *Journal of Hospitality Marketing & Management*, vol. 29, no. 8, pp. 934–955, Nov. 2020, doi: 10.1080/19368623.2020.1751371.
- [6] G. Ramasamy, G. D. Ramasamy, and P. Ramasamy, "Conceptual review of consumer satisfaction theories with expectation-confirmation and disconfirmation paradigm for business sustainable growth and decision making [version 1; peer review: 1 approved with reservations] ," *F1000Res*, vol. 13, no. 1399, 2024, doi: 10.12688/f1000research.158612.1.

- [7] K. Kalnaovakul and P. Promsivapallop, "Hotel service quality dimensions and attributes: An analysis of online hotel customer reviews," *Tourism and Hospitality Research*, vol. 23, no. 3, pp. 420–440, 2023, doi: 10.1177/14673584221145819.
- [8] J. Chan, Y. (Lisa) Gao, and S. McGinley, "Updates in service standards in hotels: how COVID-19 changed operations," *International Journal of Contemporary Hospitality Management*, vol. 33, no. 5, pp. 1668–1687, Jan. 2021, doi: 10.1108/IJCHM-09-2020-1013.
- [9] H. Li, Y. Liu, C.-W. Tan, and F. Hu, "Comprehending customer satisfaction with hotels," *International Journal of Contemporary Hospitality Management*, vol. 32, no. 5, pp. 1713–1735, Jan. 2020, doi: 10.1108/IJCHM-06-2019-0581.
- [10] V. Bindroo, B. J. Mariadoss, R. Echambadi, and K. R. Sarangee, "Customer Satisfaction with Consumption Systems," *Journal of Business-to-Business Marketing*, vol. 27, no. 1, pp. 1–17, Jan. 2020, doi: 10.1080/1051712X.2020.1713558.
- [11] M. Borowski, K. Zwolińska, and M. Czerwiński, "An Experimental Study of Thermal Comfort and Indoor Air Quality—A Case Study of a Hotel Building," *Energies (Basel)*, vol. 15, no. 6, 2022, doi: 10.3390/en15062026.
- [12] T. Vujić, M. Vujić, M. Zrnić, T. Gajić, and D. Vukolić, "Selected quality factors in the function of creating guests' satisfaction," *Marketing*, vol. 53, pp. 276–283, Jan. 2022, doi: 10.5937/mkng2204276V.
- [13] T. Meng and I. Lai, "How employee-guest interactions and welcome hospitality create brand attitudes for first-time hotel customers," *Asia Pacific Journal of Marketing and Logistics*, vol. 37, pp. 115–131, Jul. 2024, doi: 10.1108/APJML-03-2024-0376.
- [14] M. Lee, Y. (Maggie) Cai, A. DeFranco, and J. Lee, "Exploring influential factors affecting guest satisfaction," *Journal of Hospitality and Tourism Technology*, vol. 11, no. 1, pp. 137–153, Jan. 2020, doi: 10.1108/JHTT-07-2018-0054.
- [15] Q. Yang, Z.-S. Wang, K. Feng, and Q.-Y. Tang, "Investigating the crucial role of logistics service quality in customer satisfaction for fresh e-commerce: A mutually validating method based on SERVQUAL and service encounter theory," *Journal of Retailing and Consumer Services*, vol. 81, p. 103940, 2024, doi: <https://doi.org/10.1016/j.jretconser.2024.103940>.
- [16] J. F. Hair, M. C. Howard, and C. Nitzl, "Assessing measurement model quality in PLS-SEM using confirmatory composite analysis," *J Bus Res*, vol. 109, pp. 101–110, 2020, doi: <https://doi.org/10.1016/j.jbusres.2019.11.069>.