The Effect of Trust and Service Quality on Customer Satisfaction at Emersia Hotel & Resort Batusangkar

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Article Info	ABSTRACT
Article history: Received August 12, 2025 Revised August 17, 2025 Accepted August 18, 2025 *Keywords:* Trust, Service Quality, Customer Satisfaction, Hospitality Industry, Emersia Hotel & Resort Batusangkar	The hospitality industry plays a pivotal role in driving tourism development and regional economic growth, where trust and service quality are widely recognized as fundamental determinants of customer satisfaction. In the face of intensifying global competition and the proliferation of digital booking platforms, hotels are required to ensure not only adequate physical facilities but also consistent, responsive, and reliable service delivery to sustain guest loyalty. This study aims to examine the effect of trust and service quality on customer satisfaction at Emersia Hotel & Resort Batusangkar. A quantitative research design with a causal-associative approach was employed, involving 110 respondents selected through purposive sampling. Data were collected using a structured questionnaire with constructs of trust, service quality, and customer satisfaction, and analyzed using SPSS version 25 through validity and reliability testing, classical assumption testing, and multiple linear regression analysis. The findings indicate that both trust and service quality have a positive and significant effect on customer satisfaction, with an adjusted R^2 of 0.510, showing that these two variables jointly explain 51% of the variance in satisfaction. The results highlight that improvements in staff competence, responsiveness, and assurance are critical strategies for strengthening guest trust and ensuring sustained competitiveness. This study contributes to the hospitality management literature by providing empirical insights into the determinants of customer satisfaction in a regional hotel context, while offering practical implications for hotel managers seeking to enhance service excellence and long-term customer loyalty.

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1. INTRODUCTION

The hospitality industry has long been recognized as a key driver of tourism and local economic growth, where the delivery of superior service and guest trust represent critical determinants of competitive advantage. In the era of global competition and accelerated digitalization, hotels are required not only to provide adequate physical facilities but also to deliver high-quality, friendly, and attentive services to sustain customer loyalty and retention. Previous studies emphasize that customer satisfaction in the hospitality sector is strongly influenced by both trust and perceived service quality, which directly affect guest experiences and subsequent behavioral intentions such as repeat visits and positive word-of-mouth [1], [2].

The rapid growth of online booking platforms such as Booking.com, Trip.com, and Traveloka has transformed customer decision-making processes. Online reviews now serve as a vital source of information for prospective travelers, shaping hotel reputation and occupancy rates [3]. Consequently, service failures, inconsistency in facilities, and gaps between expectations and actual experiences have been reported as major contributors to guest dissatisfaction [4]. Evidence from Emersia Hotel & Resort Batusangkar highlights similar challenges, where several guests expressed disappointment with service delivery and

facilities, resulting in decreased trust and reluctance to recommend the property. If left unresolved, such issues may undermine customer satisfaction and weaken brand reputation in the long term.

From a theoretical perspective, trust is defined as the willingness of customers to rely on service providers based on perceptions of competence, integrity, and benevolence [5]. Service quality, on the other hand, is conceptualized as the ability to meet and exceed customer expectations through dimensions such as tangibles, reliability, responsiveness, assurance, and empathy [6]. Meanwhile, customer satisfaction represents an emotional evaluation arising from the comparison between perceived performance and pre-consumption expectations [7]. Despite substantial research linking these constructs, limited empirical evidence exists on the integrated role of trust and service quality in shaping customer satisfaction in the context of regional hospitality destinations in Indonesia.

Therefore, this study aims to examine the effect of trust and service quality on customer satisfaction at Emersia Hotel & Resort Batusangkar. The findings are expected to contribute to the literature by providing empirical insights into the determinants of customer satisfaction in emerging hospitality markets, while offering practical recommendations for hotel management to enhance guest experiences and strengthen competitive positioning.

2. METHOD

This study employed a quantitative research design with a causal-associative approach to investigate the effect of trust and service quality on customer satisfaction at Emersia Hotel & Resort Batusangkar. The study population comprised hotel guests, and a purposive sampling technique was applied to select 110 respondents who were at least 17 years old and had prior or current stay experience at the property. Data were collected through a structured questionnaire consisting of three constructs: trust (integrity, benevolence, and competence), service quality (tangibles, reliability, responsiveness, assurance, and empathy), and customer satisfaction (expectation congruence, willingness to return, and recommendation intention), each measured using a five-point Likert scale. Prior to hypothesis testing, instrument validity and reliability were examined using Pearson correlation and Cronbach's alpha, while classical assumption tests included the Kolmogorov–Smirnov normality test, variance inflation factor (VIF) for multicollinearity, and the Glejser test for heteroscedasticity. The causal relationships among variables were tested using multiple linear regression with t-tests (partial effects), F-tests (simultaneous effects), and coefficient of determination (R^2) to assess model explanatory power, processed via SPSS version 25. Ethical research protocols were followed to ensure voluntary participation, confidentiality, and integrity of the data collection process [8]–[12].

3. RESULTS AND DISCUSSION

3.1. Result

3.1.1. Demographic Profile of Respondents

The demographic characteristics of the 110 respondents provide important context for interpreting customer perceptions at Emersia Hotel & Resort Batusangkar. In terms of gender, the majority of respondents were female, slightly exceeding the proportion of male participants, which reflects the increasing role of women as decision-makers in hospitality consumption. The age distribution indicates that most respondents were in the productive age category of 26–35 years, followed by those aged 17–25 years, while a smaller proportion were above 35 years, suggesting that younger and middle-aged guests dominate the customer base. Regarding educational background, most respondents held undergraduate degrees, with smaller groups completing high school or postgraduate studies, highlighting a relatively well-educated customer segment. In terms of hotel engagement, nearly half of the respondents were first-time visitors, while others reported two stays or more, demonstrating a mix of new and returning customers. Furthermore, the majority of respondents stayed for 2–3 nights, followed by single-night stays, and a smaller proportion exceeding three nights, reflecting typical short-stay leisure and business travel patterns.

Table 1. Demographic Profile of Respondents

Demographic Variable	Category	Frequency (n)	Percentage (%)
Gender	Male	52	47.3
	Female	58	52.7
Age	17–25 years	34	30.9
	26–35 years	49	44.5

Demographic Variable	Category	Frequency (n)	Percentage (%)
	>35 years	27	24.6
Educational Level	High School	22	20.0
	Undergraduate (S1)	68	61.8
	Postgraduate (S2/S3)	20	18.2
Frequency of Stay	First time	51	46.4
	Two times	33	30.0
	>Two times	26	23.6
Length of Stay	1 night	39	35.5
	2–3 nights	53	48.2
	>3 nights	18	16.3

3.1.2. Descriptive Statistics

The descriptive analysis provides an overview of respondents' perceptions regarding trust, service quality, and customer satisfaction at Emersia Hotel & Resort Batusangkar. The results indicate that the trust variable (X1) achieved an average score of 3.68, corresponding to a respondent achievement level of 73.52% which falls into the "good" category; the most influential indicators were punctual service delivery and staff reputation. The service quality variable (X2) obtained a higher mean score of 3.84, with an achievement level of 76.74% also categorized as "good," driven particularly by responsiveness, effective communication, and the ability of employees to understand guest needs. Meanwhile, the customer satisfaction variable (Y) recorded an average of 3.79, with a 75.76% achievement level, equally in the "good" category; key determinants included guests' willingness to recommend the hotel and their overall positive stay experiences. These findings suggest that while all three constructs are positively perceived, improvements in certain service dimensions may further strengthen customer trust and satisfaction.

Table 2. Descriptive Statistics of Research Variables

Variable	Statement	Mean	TCR (%)	Category
Trust (X1)	Employees meet consumer expectations	3.82	76.36	Good
	Employees always maintain their reputation	3.72	74.36	Good
	Employees provide the best service for consumers	3.69	73.82	Good
	Have good faith to provide satisfaction	3.64	72.73	Good
	Employees provide quality goods	3.29	65.82	Good
	Employees are able to deliver goods on time	3.90	78.00	Good
	Average Score	3.68	73.52	Good
Service Quality (X2)	Physical appearance of the building	3.56	71.27	Good
	Service equipment	3.44	68.73	Good
	Employee appearance	3.79	75.82	Good
	Fulfills promises	3.92	78.36	Good
	Accurate and timely	3.84	76.36	Good
	Understands guest needs	3.93	78.55	Good
	Fast response	4.00	80.00	Good
	Provides a sense of security and calm	3.89	77.82	Good
	Builds trust	3.95	79.09	Good
	Communicates well	3.97	79.45	Good
	Understands customer needs	3.92	78.36	Good
	Average Score	3.84	76.74	Good
Customer Satisfaction (Y)	Provide services in accordance with expectations	3.70	74.00	Good
	Services and facilities meet expectations	3.82	76.36	Good

Variable	Statement	Mean	TCR (%)	Category
	Satisfying service	3.79	75.82	Good
	First choice to stay	3.62	72.36	Good
	Recommend to friends or family	3.91	78.18	Good
	Tell the experience of staying	3.89	77.82	Good
	Average Score	3.79	75.76	Good

3.1.3. Validity and Reliability Testing

The results of the instrument testing confirm that all measurement items for the constructs of trust, service quality, and customer satisfaction are both valid and reliable. The validity test, assessed through Pearson correlation, shows that all item–total correlations exceeded the minimum threshold of 0.30 with significance values below 0.05, indicating that each indicator is capable of accurately measuring the intended construct. Furthermore, the reliability test demonstrates that the Cronbach's Alpha coefficients for all variables were above 0.70, suggesting a high level of internal consistency and stability of the measurement scale. These findings confirm that the research instrument is both psychometrically sound and appropriate for further statistical analysis.

Table 3. Validity and Reliability Test Results

Variable	Number of Items	Validity (r > 0.30, Sig. < 0.05)	Cronbach's Alpha	Reliability Category
Trust (X1)	6	All valid	0.812	Reliable
Service Quality (X2)	11	All valid	0.876	Reliable
Customer Satisfaction (Y)	6	All valid	0.841	Reliable

3.1.4. Assumption Testing

The classical assumption tests were conducted to ensure the feasibility of the regression model. The normality test using the Kolmogorov–Smirnov method shows that the Asymp. Sig. value was 0.091 (> 0.05), indicating that the residual data are normally distributed. The multicollinearity test reveals that both independent variables (trust and service quality) had tolerance values greater than 0.10 and VIF values less than 10, confirming that the model is free from multicollinearity problems. Meanwhile, the heteroscedasticity test using the Glejser method demonstrates that the significance values for trust (0.967) and service quality (0.877) were greater than 0.05, implying that the data did not suffer from heteroscedasticity. These results confirm that the regression model satisfies the assumptions and is appropriate for hypothesis testing.

Table 4. One-Sample Kolmogorov–Smirnov Test

Statistic	Value
N	110
Mean	0.0000
Std. Deviation	2.5969
Most Extreme Differences	
– Absolute	0.079
– Positive	0.057
– Negative	-0.079
Test Statistic	0.079
Asymp. Sig. (2-tailed)	0.091

Table 5. Multicollinearity Test Results

Model	Unstandardized Coefficients (B)	Std. Error	Standardized Coefficients (Beta)	t	Sig.	Tolerance	VIF
Constant	4.673	1.722	–	2.713	0.008	–	–
KP (Trust)	0.314	0.071	0.324	4.438	0.000	0.844	1.185
PL (Service Quality)	0.263	0.036	0.529	7.246	0.000	0.844	1.185

Table 6. Heteroscedasticity Test (Glejser Method)

Model	Unstandardized Coefficients (B)	Std. Error	Standardized Coefficients (Beta)	t	Sig.
Constant	1.821	1.142	–	1.595	0.114
KP (Trust)	-0.002	0.047	-0.004	-0.042	0.967
PL (Service Quality)	0.004	0.024	0.016	0.155	0.877

3.1.5. Hypothesis Test

The hypothesis testing was conducted using multiple linear regression analysis to examine the effect of trust (X1) and service quality (X2) on customer satisfaction (Y). The model was evaluated through the F-test to determine simultaneous effects, the t-test to assess partial effects, and the coefficient of determination (R^2) to measure explanatory power. The results reveal that both independent variables significantly influence customer satisfaction, either partially or simultaneously, thus supporting all proposed hypotheses.

Table 7. F-Test Results (Simultaneous Effect)

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	794.703	2	397.351	57.837	0.000
Residual	735.115	107	6.870	–	–
Total	1529.818	109	–	–	–

Table 8. T-Test Results (Partial Effect)

Variable	B	Std. Error	Beta	t	Sig.
Constant	4.673	1.722	–	2.713	0.008
Trust (X1)	0.314	0.071	0.324	4.438	0.000
Service Quality (X2)	0.263	0.036	0.529	7.246	0.000

3.2. Discussion

The findings of this study provide empirical evidence that both trust and service quality significantly influence customer satisfaction at Emersia Hotel & Resort Batusangkar. The partial test results reveal that trust has a positive and significant effect on customer satisfaction, suggesting that when guests perceive hotel staff as competent, reliable, and committed to fulfilling promises, their overall satisfaction increases. This aligns with previous studies which emphasized that trust is a key determinant of long-term customer relationships and brand loyalty in the hospitality sector [13]. In this context, trust functions not only as an emotional assurance but also as a perceived risk-reduction mechanism, particularly for new guests who rely heavily on reputation and past customer experiences [14].

Service quality was found to have an even stronger positive effect on customer satisfaction, consistent with the SERVQUAL model which highlights dimensions such as responsiveness, assurance, and empathy as critical drivers of customer perceptions [15]. Guests in this study particularly valued prompt responses, effective communication, and staff ability to understand their needs—factors that have also been identified in prior research as essential for delivering memorable service encounters [16]. These findings reinforce the view that customer satisfaction is not only a function of the tangibility of facilities but also heavily dependent on the consistency and reliability of service delivery.

Furthermore, the simultaneous test results indicate that trust and service quality together explain 51% of the variance in customer satisfaction, underscoring their combined importance for sustaining guest experiences and hotel competitiveness. This result resonates with earlier research which demonstrated that service quality improvements, when combined with trust-building initiatives, can substantially enhance customer retention and positive word-of-mouth in the hospitality industry [17]. However, the remaining 49% of variance suggests that other factors such as price fairness, brand image, and emotional value may also play a critical role in shaping customer satisfaction [18].

Overall, the study confirms that hotels seeking to strengthen customer satisfaction should prioritize not only the tangible aspects of service quality but also initiatives that foster trust. Enhancing staff professionalism, ensuring service reliability, and maintaining transparent communication are strategic imperatives for sustaining customer relationships in a highly competitive hospitality market.

4. CONCLUSION

This study concludes that both trust and service quality play a crucial role in shaping customer satisfaction at Emersia Hotel & Resort Batusangkar. The findings demonstrate that trust, reflected through staff competence, integrity, and reliability, significantly enhances guests' positive perceptions, while service quality, particularly in responsiveness, assurance, and empathy, contributes strongly to overall satisfaction. Together, these two factors explain more than half of the variance in customer satisfaction, underscoring their strategic importance in sustaining competitiveness and ensuring guest loyalty. The results suggest that hotel management should prioritize continuous improvements in service delivery and actively foster customer trust to achieve long-term sustainability in an increasingly competitive hospitality industry.

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