# The Influence of Perceived Service Quality on Service Quality

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| Article Info | ABSTRACT |
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| | The hospitality industry places service quality as a central determinant of guest satisfaction and competitiveness. This study aims to examine the influence of perceived service quality on overall service quality at Aston Batam Hotel & Residence, Indonesia. A quantitative causal–associative research design was employed, with a total of 100 valid responses collected through purposive sampling of hotel guests. Perceived service quality was measured through three indicators—staff performance, service processes, and service availability—while service quality was assessed using the SERVQUAL dimensions of tangibles, reliability, responsiveness, assurance, and empathy. Data were analyzed using SPSS 26.0, including assumption testing, linear regression, and coefficient of determination analysis. The results revealed that perceived service quality has a positive and significant effect on service quality ($\beta = 1.531$; $t = 21.480$; $p < 0.001$), with an $R^2$ value of 0.825, indicating that 82.5% of the variance in service quality is explained by perceived service quality. Staff performance and service processes emerged as the strongest perceived indicators, while responsiveness and assurance were the dominant service quality dimensions. The findings confirm the theoretical role of perceived service quality as a critical antecedent of service quality in the hospitality sector and provide managerial implications for hotel operators to strengthen employee training, streamline service processes, improve supporting facilities, and integrate service quality management with online reputation monitoring to sustain competitiveness and customer loyalty. |
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## 1. INTRODUCTION

The hospitality industry is a strategic sector that contributes significantly to tourism development and economic growth. In a highly competitive environment, service quality is widely acknowledged as a critical determinant of customer satisfaction, loyalty, and brand reputation [1]. Hotels are no longer perceived merely as accommodation providers but as comprehensive service institutions where guest experiences are shaped by both tangible facilities and intangible interactions. Prior research demonstrates that the SERVQUAL framework, encompassing tangibles, reliability, responsiveness, assurance, and empathy, remains a robust approach for measuring service quality across diverse hospitality contexts [1], [4].

Within this framework, perceived service quality plays a pivotal role, as it reflects the cognitive and affective evaluations of guests regarding their service experiences. Several studies confirm that perceived service quality has a strong positive relationship with customer satisfaction, trust, and loyalty [2], [4]. For instance, Kandampully and Suhartanto [2] found that perceived service quality indirectly strengthens customer loyalty through satisfaction and image, while Ting et al. [4] demonstrated that staff performance, service process efficiency, and service availability are key drivers of service satisfaction in the hotel industry. Moreover, Zeithaml [5] emphasized that customers' perceptions of value, shaped by service quality, are critical to forming favorable behavioral intentions.

However, despite extensive research on service quality, several gaps remain. First, much of the literature has focused on service quality in large-scale international chains or luxury hotels, while empirical evidence from four-star hotels in emerging markets, such as Indonesia, is still limited. Second, although online review platforms such as TripAdvisor and Google Reviews increasingly shape hotel reputation and financial performance [3], few studies have integrated the impact of perceived service quality with the role of digital reputation management. This gap highlights the need for contextualized studies that link operational service performance indicators with broader quality dimensions and reputation outcomes.

This study addresses these gaps by investigating the influence of perceived service quality on overall service quality at Aston Batam Hotel & Residence, a four-star hotel operating under Archipelago International. Perceived service quality is operationalized through staff performance, service processes, and service availability, while overall service quality is assessed using the SERVQUAL dimensions. The contributions of this research are threefold: (1) to provide updated empirical evidence from the Indonesian hospitality context regarding the relationship between perceived service quality and overall service quality; (2) to enrich the theoretical discourse on service quality measurement by integrating perceived quality with SERVQUAL; and (3) to offer practical implications for hotel managers in strengthening service delivery and leveraging online reviews to sustain competitiveness.

## 2. METHOD

This study employed a quantitative causal–associative design to examine the influence of perceived service quality on overall service quality at Aston Batam Hotel & Residence. The population comprised 45,544 guests who stayed between January and June 2025, from which a sample of 100 respondents was selected to meet statistical adequacy. A purposive sampling method was applied, focusing on respondents who had stayed at least once and were over 17 years old, as commonly practiced in service quality research [6]. Data were collected using a structured questionnaire adapted from established instruments in hospitality studies, consisting of indicators of perceived service quality (staff performance, service process, and service availability) [9], and service quality dimensions (tangibles, reliability, responsiveness, assurance, and empathy) derived from the SERVQUAL framework [6], [10]. Responses were measured using a five-point Likert scale ranging from "strongly disagree" to "strongly agree." Data analysis was performed using SPSS 26.0, including assumption testing (normality, homogeneity, and linearity), followed by simple linear regression to evaluate the direct effect of perceived service quality on service quality, and the coefficient of determination ($R^2$) to assess the explanatory power of the independent variable. This procedure is consistent with prior hospitality research employing regression analysis to test causal relationships between service perception and service outcomes [7], [8], [9].

## 3. RESULTS AND DISCUSSION

### 3.1. Result

#### 3.1.1. Demographic Profile of Respondents

The demographic analysis of respondents provides valuable insights into the guest characteristics at Aston Batam Hotel & Residence. The distribution by gender shows that 52% of respondents were male and 48% were female, reflecting a relatively balanced representation. In terms of age, the largest group was respondents aged 26–35 years (45%), followed by those aged 17–25 years (32%) and above 35 years (23%), indicating that young adults formed the majority of hotel guests. Educational background revealed that most respondents held a bachelor's degree (58%), while others had a diploma (25%) or postgraduate degree (17%), suggesting a relatively well-educated sample. Regarding frequency of stay, 41% of respondents had stayed more than twice, 36% had stayed twice, and 23% were first-time guests, indicating a significant proportion of loyal customers. Finally, in terms of length of stay, the majority of respondents stayed for 2–3 nights (49%), followed by one-night stays (37%) and more than three nights (14%), reflecting typical patterns of both business and leisure travel.

Table 1. Demographic Profile of Respondents

| Demographic Variable | Category | Percentage (%) |
|---|---|---|
| Gender | Male | 52% |
| | Female | 48% |
| Age | 17–25 years | 32% |
| | 26–35 years | 45% |

| Demographic Variable | Category | Percentage (%) |
|---|---|---|
| | >35 years | 23% |
| Educational Background | Diploma | 25% |
| | Bachelor's degree (S1) | 58% |
| | Postgraduate (S2/S3) | 17% |
| Frequency of Stay | First-time | 23% |
| | Two times | 36% |
| | More than twice | 41% |
| Length of Stay | 1 night | 37% |
| | 2–3 nights | 49% |
| | >3 nights | 14% |

### 3.1.2. Descriptive Statistics

The descriptive statistical analysis provides detailed information on how respondents evaluated each indicator of perceived service quality and service quality at Aston Batam Hotel & Residence. For Perceived Service Quality (X), the overall mean score was 3.92 (78.40%), categorized as good. The highest-rated indicator was staff performance (mean = 4.05; 81.0%), particularly in terms of friendliness, courtesy, and professionalism of employees. This was followed by the service process (mean = 3.89; 77.8%), where aspects such as timeliness and clarity of procedures were highlighted. The lowest-rated indicator was service availability (mean = 3.81; 76.2%), reflecting guest concerns about the adequacy and completeness of supporting services. For Service Quality (Y), the overall mean score was 3.88 (77.60%), also categorized as good. The highest indicator was responsiveness (mean = 4.01; 80.2%), showing that quick service response was appreciated by guests. The next strongest indicator was assurance (mean = 3.95; 79.0%), which reflected the ability of staff to instill trust and security. Meanwhile, tangibles (mean = 3.90; 78.0%) and empathy (mean = 3.84; 76.8%) were rated positively, though some guests still expected more personalized attention. The lowest dimension was reliability (mean = 3.70; 74.0%), mainly related to delays in service delivery and room cleanliness issues. Overall, the descriptive findings suggest that while guests' perceptions of service are largely positive, improvements are particularly needed in ensuring consistency and adequacy of facilities.

Table 2. Descriptive Statistics of Research Variables and Indicators

| Variable / Indicator | Mean | Percentage (%) | Category |
|---|---|---|---|
| Perceived Service Quality (X) | 3.92 | 78.40% | Good |
| – Staff performance (friendliness, professionalism) | 4.05 | 81.0% | Very Good |
| – Service process (timeliness, clarity of procedure) | 3.89 | 77.8% | Good |
| – Service availability (adequacy of services) | 3.81 | 76.2% | Good |
| Service Quality (Y) | 3.88 | 77.60% | Good |
| – Reliability (accuracy, consistency of service) | 3.70 | 74.0% | Fairly Good |
| – Responsiveness (timely, quick responses) | 4.01 | 80.2% | Very Good |
| – Assurance (trust, courtesy, competence) | 3.95 | 79.0% | Good |
| – Empathy (personalized attention, care) | 3.84 | 76.8% | Good |
| – Tangibles (facilities, cleanliness, equipment) | 3.90 | 78.0% | Good |

### 3.1.3. Validity and Reliability Testing

The results of the instrument testing indicate that all items used to measure perceived service quality and service quality met the criteria for validity and reliability. The validity test using Pearson correlation showed that each indicator had a correlation coefficient above 0.30 with a significance value of less than 0.05, which confirms that all items were valid in measuring their respective constructs. Furthermore, the reliability test results demonstrated that the Cronbach's Alpha values for both variables exceeded the threshold of 0.70, indicating strong internal consistency. These findings suggest that the research instrument was statistically sound, consistent, and appropriate for further hypothesis testing.

Table 3. Validity and Reliability Testing Results

| Variable | Number of Items | Pearson Correlation (r) | Sig. (p) | Cronbach's Alpha | Conclusion |
|---|---|---|---|---|---|
| Perceived Service Quality (X) | 10 | > 0.30 | < 0.05 | 0.876 | Valid & Reliable |
| Service Quality (Y) | 15 | > 0.30 | < 0.05 | 0.892 | Valid & Reliable |

### 3.1.4. Assumption Testing

The results of the classical assumption tests indicated that the dataset met the necessary requirements for regression analysis. The normality test using the Kolmogorov–Smirnov method produced a significance value of 0.054 (> 0.05), confirming that the residuals were normally distributed. The homogeneity test through Levene's test yielded a significance value of 0.724 (> 0.05), demonstrating that the variance across groups was homogeneous. Finally, the linearity test showed that the significance value for deviation from linearity was 0.062 (> 0.05), which means there was no significant deviation and the relationship between perceived service quality (X) and service quality (Y) could be considered linear. These results collectively indicate that the data satisfied the assumptions of normality, homogeneity, and linearity, allowing regression analysis to be conducted appropriately.

Table 4. One-Sample Kolmogorov–Smirnov Normality Test Results

| Variable | Statistic/Value | Conclusion |
|---|---|---|
| N | 100 | |
| Mean | 0.0000000 | |
| Std. Deviation | 3.63087528 | |
| Most Extreme Differences | Abs = 0.131; Pos = 0.111; Neg = -0.131 | Data normally distributed |
| Test Statistic | 0.131 | |
| Asymp. Sig. (2-tailed) | 0.000 | |
| Monte Carlo Sig. (2-tailed) | 0.054 (CI 0.048–0.060) | |

Table 5. Homogeneity of Variances (Levene's Test)

| Variable | Test Basis | Levene Statistic | df1 | df2 | Sig. | Conclusion |
|---|---|---|---|---|---|---|
| Service Quality | Based on Mean | 0.735 | 13 | 83 | 0.724 | Homogeneous |
| | Based on Median | 0.510 | 13 | 83 | 0.913 | Homogeneous |
| | Based on Median and adjusted df | 0.510 | 13 | 61.789 | 0.910 | Homogeneous |
| | Based on Trimmed Mean | 0.650 | 13 | 83 | 0.805 | Homogeneous |

Table 6. Linearity Test Results (ANOVA)

| Source of Variation | Sum of Squares | df | Mean Square | F | Sig. | Conclusion |
|---|---|---|---|---|---|---|
| Between Groups (Combined) | 6454.623 | 16 | 403.414 | 33.647 | 0.000 | Significant |
| Linearity | 6144.618 | 1 | 6144.618 | 512.495 | 0.000 | Linear relationship present |
| Deviation from Linearity | 310.005 | 15 | 20.667 | 1.724 | 0.062 | No significant deviation |
| Within Groups | 995.137 | 83 | 11.990 | – | – | – |
| Total | 7449.760 | 99 | – | – | – | – |

### 3.1.5. Hypothesis Test

The hypothesis testing was carried out using simple linear regression to determine the effect of perceived service quality (X) on service quality (Y). The ANOVA results indicated that the regression model was significant, with F = 461.385 and Sig. = 0.000 (< 0.05), confirming that perceived service quality has a significant effect on service quality. Furthermore, the coefficients table showed that the regression coefficient (β) for perceived service quality was 1.531 with a t-value of 21.480 and a significance level of 0.000 (< 0.05). This means that every one-unit increase in perceived service quality leads to an increase of 1.531 units in service quality. The regression equation is therefore expressed as: $Y = 4.559 + 1.531X$

The coefficient of determination ($R^2$) was 0.825, indicating that 82.5% of the variance in service quality can be explained by perceived service quality, while the remaining 17.5% is influenced by other factors not included in the model. Based on these results, the research hypothesis (Ha) stating that perceived service quality has a positive and significant effect on service quality is accepted.

Table 7. ANOVA Regression Results

| Model | Sum of Squares | df | Mean Square | F | Sig. | Conclusion |
|---|---|---|---|---|---|---|
| Regression | 6144.618 | 1 | 6144.618 | 461.385 | 0.000 | Significant |
| Residual | 1305.142 | 98 | 13.318 | – | – | – |
| Total | 7449.760 | 99 | – | – | – | – |

Table 8. Coefficients of Regression

| Variable | B | Std. Error | Beta | t | Sig. | Conclusion |
|---|---|---|---|---|---|---|
| Constant | 4.559 | 2.806 | – | 1.625 | 0.107 | Not significant |
| Perceived Service Quality (X) | 1.531 | 0.071 | 0.908 | 21.480 | 0.000 | Significant influence |

Table 9. Coefficient of Determination ($R^2$)

| Model | R | R Square | Adjusted $R^2$ | Std. Error of Estimate | Interpretation |
|---|---|---|---|---|---|
| 1 | 0.908 | 0.825 | 0.823 | 3.649 | 82.5% variance in service quality explained by perceived service quality |

### 3.2. Discussion

The findings of this study demonstrate that perceived service quality exerts a strong positive and significant influence on overall service quality at Aston Batam Hotel & Residence, explaining 82.5% of the variance. This reinforces the theoretical perspective that customer perceptions are fundamental in shaping the evaluation of service performance. The regression results support the SERVQUAL framework, which posits that service quality is best understood through multidimensional constructs encompassing tangibles, reliability, responsiveness, assurance, and empathy [11].

Among the indicators of perceived service quality, staff performance emerged as the most influential, suggesting that the friendliness, professionalism, and responsiveness of employees are central to guest evaluations. This aligns with prior findings that frontline staff significantly shape customer satisfaction and loyalty by creating emotional connections and instilling trust [12]. Similarly, the service process proved critical, particularly in ensuring timeliness and reducing procedural inefficiencies, which is consistent with studies showing that efficient service processes enhance reliability and reduce service failures [13]. By contrast, service availability scored relatively lower, highlighting gaps in supporting facilities such as recreational amenities. These results echo earlier evidence that the adequacy of physical facilities often becomes a decisive factor in guests' overall service perceptions [11].

The analysis of the SERVQUAL dimensions revealed that responsiveness and assurance were the strongest components of service quality, underlining the importance of swift responses and the ability of staff to instill confidence. This is in line with prior work indicating that service quality directly strengthens satisfaction and, in turn, loyalty [12]. The importance of tangible elements, including cleanliness and the adequacy of physical infrastructure, corroborates previous findings that both functional and physical factors play complementary roles in shaping guest satisfaction [14]. However, the relatively lower performance of reliability—such as delays in extra services or check-in processes— suggests that service consistency remains an area for improvement. Zeithaml's work [15] emphasized

that reliability and perceived value are essential in forming favorable behavioral intentions, and this study confirms that such gaps can undermine positive perceptions.

An additional consideration relates to the influence of online reviews on service perceptions. The current findings indicate that lapses in reliability and availability are quickly highlighted in digital platforms such as TripAdvisor and Google Reviews. Previous studies showed that the volume and valence of online reviews significantly affect occupancy rates and revenue performance [13]. This underscores that maintaining high service consistency and rapid responsiveness is not only critical for customer satisfaction but also for sustaining competitive advantage in the digital era.

Overall, this study extends the literature by providing empirical evidence from a four-star hotel in an emerging market context, thereby contributing to a more nuanced understanding of perceived service quality in the Indonesian hospitality sector. For practitioners, the findings highlight the importance of continuous staff training, streamlined service processes, and improved service facilities as strategic priorities. At the same time, integrating service quality management with online reputation strategies becomes crucial to meet evolving customer expectations and secure long-term competitiveness.

## 4. CONCLUSION

This study concludes that perceived service quality—represented by staff performance, service processes, and service availability—has a positive and significant effect on service quality at Aston Batam Hotel & Residence, as reflected in the SERVQUAL dimensions of tangibles, reliability, responsiveness, assurance, and empathy. Regression analysis showed that perceived service quality explains 82.5% of the variance in service quality, with staff performance and service process emerging as dominant indicators, while responsiveness and assurance were the strongest service quality dimensions. However, reliability and service availability remain areas requiring improvement. Theoretically, the findings strengthen the role of perceived service quality as a critical antecedent of service quality in the hospitality sector, while practically, they provide strategic insights for hotel managers to focus on staff training, process efficiency, facility improvement, and integration of service quality management with online reputation monitoring to enhance competitiveness and customer loyalty in the digital era.

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