The Influence of Price and Quality of Service on Guest Satisfaction at Sky Lounge The Premiere Hotel Padang

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Article Info	ABSTRACT
	Cost incurred hotel guests as well quality service can influence satisfaction guest . In its implementation sometimes matter This escape from attention hotel management. Research This aiming see influence price as well as quality service to satisfaction guests at Sky Lounge The Premiere Hotel. Study This included in research descriptive quantitative based on method associative causal. Population study This guests who visited Sky Lounge The Premiere Hotel Padang in September 2021 – February 2022. Based on amount existing population as many as 2,918 then technique taking sample in research this is what i use formula Slovin with sample totaling 97 people. Data collection is carried out by communication inadvertently direct or with the spread questionnaire . Instrument research use questionnaire (survey) with compilation based on scale Likert . Trial instrument it's done there right with Validity test method and reliability test. Research results This namely on the price variable show category Enough with percentage 42.3%, then on the variable next on the variables quality service show category Enough with percentage of 44.3% and on the variable satisfaction visitor show category Enough with percentage of 50.5%. The R Square value is 0.165, which means influence variables X1, X2 , and Y as much as 16.5%

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1. INTRODUCTION

Satisfaction customer namely a assessment taken from various aspects. Quality service is level related services with need consumer and fulfillment hope, meaning bus service is considered quality when fulfil part big consumer expectations. Good service leads to an increase in customer satisfaction and loyalty customers, so that intention in carry out purchase repeat (repeat order) will increase especially income earned from the product that succeed sold. In order to be able to compete at the same time developing, company forced to so that it can be fulfilled all needs desired by guests with method give quality service. Not only quality service, but There is a number of other factors that influence satisfaction consumer that is price, price is factor most important in in sales, prices already set must in accordance based on economic conditions customer.

[1] defines price as product value certain. Pricing by the company implemented with like method. Generally the determination price in various large companies it is handled by division managers or managers line products. [2] stated that there is two benefit main to company from customer satisfaction, namely customer loyalty and distribution (advertising).

Price is an amount of money used as an exchange to obtain products and services, so it is only natural that prices should be associated with various types of goods and services [3]. [4] define price as a sum from to all the value given from consumers to get benefits by having A product and also service.

[5] defines quality service as to fit in usage based on request. So that gives rise to hope from customer because I represent the whole dimensions offer service or useful products to customer .

2. METHOD

This study classified as type descriptive quantitative with use associative causal. The population namely guests who have been visit to Sky Lounge The Premiere Hotel Padang in September 2021 – February 2022. Based on amount existing population as many as 2,918 Total sample in research This namely 97 people.

3. RESULTS AND DISCUSSION

3.1. Research Result
Obtained through the distribution of questionnaires to 97 respondents with the majority characteristics Respondent that is based on age with percentage 36.1% at the age of 30-35 years, characteristics Respondent based on type sex with percentage 52.6% in the category women, characteristics Respondent based on visit to by 42.3% including category visit 2nd time, characteristics Respondent based on work 27.8 % is included in the other category. Characteristics Respondent based on address by 52.6% including category outside city field.

3.2. Data Description

1. **Price Variable**

Based on the results data processing regarding price variable data can be done concluded that variable price categorized Enough with percentage 42.3 %. Furthermore variable price will classified per indicator, namely as follows:

a) Indicator Price Affordability: Categorized enough with percentage 30.9%.
b) Indicator Price Match with Quality Product: Categorized as very good with percentage 39.2%.
c) Power Competition: Categorized as very bad with percentage 30.9 %.
d) Price Match with Benefit: Categorized as very good with percentage 37.1%.

2. **Variables Quality Service**

Categorized Enough with percentage 44.3 %. Furthermore variable quality service will classified per indicator, that is as following:

a) Tangible (Physical Evidence): Categorized Good with percentage 35.1%.
b) Indicator Empathy (Empathy): Categorized Enough with percentage 29.9%.
c) Indicator Reliability (Reliability): Categorized as very good with percentage 32%.
d) Indicator Responsiveness (Power Responsive): Categorized as very good with percentage 33%.
e) Indicator Assurance (Guarantee): Categorized Enough with percentage 26.8 %.

3. Variables Satisfaction Visitor

Variable results satisfaction visitor categorized Enough with percentage 50.5 %. Furthermore variable satisfaction visitor will classified per indicators, namely as following:

a) Indicator Conformity of Expectations: Categorized enough with percentage 34%.
b) Indicator Interest Visit Again: Categorized Good with percentage 35.1%.
c) Availability Recommend**:** Categorized Enough with percentage 38.1%

3.3. Requirements Test Analysis

a. **Normality Test**

Implemented with SPSS application version 26.00. *Kolmogorov-Smirnov* test implemented to test normality Regarding Price, Quality Service, and Satisfaction Guests at *Sky Lounge* The Premiere Hotel Padang.

Based on the results data processing , there is Sig 0.200 . According to the tests that have been carried out, the three values are > 0.05, so it is assumed that that third data distributed normal.

b. **Multicollinearity Test**

Performed during testing whether found i existence correlation between variable free (independent) in the regression model, namely: Price and Quality Service. For do the test is a multicollinearity test with collinearity diagnostics using the SPSS version of the program 26.00.

Basis of taking decision for multicollinearity test namely with Tolerance value and VIF (Variance Inflation Factor). If Tolerance value > 0.10 or VIF value < 10.00, multicollinearity No happen in the data being tested.

From results test multicollinearity, get value tolerance 0.998 > 0.10. For variables Price 0.998 > 0.10, for the variable Quality Service And mark VIF is 1.002 < 10 for the Price variable, 1.002 < 10 for the Service Quality variable. Observing from the Tolerance and VIF values, it can be concluded regression model of the influence of price and service quality on interest in repeat order no happen symptom multicollinearity.

c. **Heteroscedasticity Test**

Regression model categorized good if the model is not experiencing heteroscedasticity, which can be tested by using the Glejser test using the SPSS program version 26.00. The basis for taking decision on heteroscedasticity test with the glejser test namely when mark significant (Sig) between variable independent with absolute residual > 0.05, so that problem heteroscedasticity No happens and vice versa . The Sig value obtained was 0.881 > 0.05 from the variable Price and 0.597 > 0.05 of the Service Quality variable.

3.4. Testing Hypothesis

Use analysis multiple linear regression so that know big influence variable independent to dependent variable. Criteria taking decision from the hypothesis is:

a. Value significant > 0.05, hypothesis rejected.

b. Value significant < 0.05, hypothesis accepted.

To find out the magnitude of this influence, multiple regression analysis was conducted. This analysis was carried out using the SPSS 26.00 application as follows Based on the results of the linear regression test, the calculated F value is 9.307> 3.04, the F table value with sig. 0.000 <0.05, meaning that the Price variable (X1), and Service Quality (X2) on the Guest Satisfaction variable have a significant effect, so the research hypothesis is accepted.

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Furthermore, to find out the magnitude of the regression determination coefficient between the variables Price and Service Quality on Guest Satisfaction, it can be observed in the following table:

Table 1. Coefficients Determinant Variables X1 and X2 against Variable Y

Coefficients ᵃ

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	10,668	3,541		3.013	.003
	Price	.235	.093	.240	2,543	.013
	Quality Service	.251	.075	.317	3.358	.001

Source: SPSS Data Processing Results (2022)

The regression equation obtained is as follows following:

Y = 10.668 + 0.235 X1 + 0.251 X2

Which where:

$$Y = a + b1X_1 + b2X2....e$$

Y   = Satisfaction Visitor

X1 = Price

X2 = Quality Service

Based on the equation above, the Price Variable (X1) has a Beta (Standardized Coefficient) namely 0.2 40 > 0 with Tcount (2, 543) > T table (1.9 86) and significance 0.0 13 < 0.05. So the variable Price (X1) has an effect positive as well as significant to Satisfaction Guests at Sky Lounge The Premiere Hotel Padang. So the hypothesis in research This accepted. Whereas Variables Quality Service (X2) have Beta or Standardized The coefficient is 0.317 > 0 with T count (3.358) > T table (1.986) and significance 0.001 < 0.05.

Variables Quality of Service (X1) influential positive as well as significant to Satisfaction Guests at Sky Lounge The Premiere Hotel Padang. So with thus hypothesis in this research accepted. Then when observing how much influence the price variables and service quality have on satisfaction guests, can be observed in the table 2:

Table 2. Influence Variables X1 and X2 Against Variable Y

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.407 ᵃ	0.165	0.148	4,380

Source: SPSS Data Processing Results (2022)

Square value obtained 0.165, meaning the influence of variables X1 and X2 on Y is 16.5%. Meanwhile, the rest influenced from the factors other.

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3.5. Discussion

According to the analysis that has been done implemented researcher, variable independent have a significant impact on dependent variable. The presentation is:

1. Price

From the research results it is known that the variables price in overall show category Enough with percentage 42.3%. [6] mention four price indicators:

a) Affordability

In the form of consumer expectations before making a purchase. They are of course looking for various products with prices that they can afford . Indicators accessibility price categorized Enough with percentage 30.9% .

b) Price matches product quality

Generally, *customers* do not lose if they have to buy at a relatively expensive cost, provided that the quality of the product is good. But consumers crave a product that is cheap and of good quality. On study This obtained that indicator This categorized as very good (39.2%).

c) Price competitiveness

Usually *the customer* comparing the price of a product with another product. Indicator Power competition price categorized as very bad with percentage 30.9%

d) Price match with benefits

Customers will choose a product if *the benefits* they get are more or equal to the costs they have paid. If consumers get less use of the product than the costs they spend, they assume that the product is expensive, then consumers can think twice about making *repeat orders* . Then indicator conformity price with benefit product categorized as very good with percentage 37.1%

2. Quality Service

[7] defines quality service as the company's ability to provide services to customers based on their expectations or to exceed them, thus making customers feel satisfied. Based on results study that variable quality service overall show category Enough.

On the results study indicator variable quality service reviewed of five indicators.

a) Indicator *tangible* (evidence) (physical) shows category Good with percentage 35.1%
b) Indicators *empathy* (empathy) shows category Enough with percentage 29.9%
c) Indicator *reliability* (reliability) shows very good category with percentage 32%
d) Indicator *responsiveness* (power responsive) shows very good category with percentage 33%
e) Indicator *assurance* (guarantee) shows category Enough with percentage 26.8%

This result show that quality service from staff *Sky Lounge* The Premiere Hotel Padang is a must improved, because lack of empathy and ability special staff for displayed to visitor .

3. Satisfaction Visitor

[8] defines satisfaction as: as a attitude based on the experience that a person gets. From the results study variable satisfaction visitor categorized Enough with percentage 50.5%.

a) On the variables satisfaction visitor reviewed from indicator conformity hope show category enough with percentage 34%.
b) Indicator interest visit return categorized Good with percentage 35.1%
c) Indicators availability recommend categorized Enough with percentage 38.1%

This result show still there are some guests who have satisfaction in *Sky Lounge* The Premiere Hotel Padang and some Again no, thing This because of relative price tall or expensive and quality services that must be improved.

4. The Influence of Price on Satisfaction Guests at *Sky Lounge* The Premiere Hotel Padang

T -value show results of 2,543 with mark significance 0.013 < 0.05, then price in a way positive as well as significant influence satisfaction guest. So that price is factor important in increase satisfaction guest *Sky Lounge* The Premiere Hotel Padang. The more appropriate price offered with quality that guests get so satisfaction that is obtained visitor will the more high. This is in accordance with Amir's opinion [9] states that that sannya price, quality service, quality products, and promotions are factors that influence guest satisfaction.

5. Influence Quality Service to Satisfaction Guests at *Sky Lounge* The Premiere Hotel Padang.

T -value show the result is a value of 3.358 with mark significance 0.001 < 0.05 then price in a way positive as well as significant influence satisfaction guest. So that quality service is also included as a factor important when increase satisfaction guests at *Sky Lounge* The Premiere Hotel Padang. The more Good quality services received by guests satisfaction felt visitor will the more high, which is in line with study [9] conclusion that sannya quality service influential positive and significant to satisfaction visitor .

6. The Influence of Price and Quality Service to Satisfaction Consumers at *Sky Lounge* The Premiere Hotel Padang

Calculate f value show the result is a value of 9.307 with significance 0.000 < 0.05, then the price as well as quality service in a way positive as well as significant influence satisfaction guest. The R Square value obtained is 0.165, which means influence variable price as well as quality service to satisfaction visitor namely 16.5%, the rest influenced other factors.

4. CONCLUSION

From the results of the research and discussion that have been carried out in the previous section, it can be concluded that:
1. Variables price in a way overall categorized Enough (42.3%).
2. Variables quality service in a way overall categorized as sufficient (44.3%).
3. Variables satisfaction visitor in a way overall categorized sufficient (50.5%).
4. The existence of influence positive and significant between price and satisfaction visitor with mark significance 0.013 < 0.05.
5. The existence of influence positive and significant between quality service and satisfaction visitor with mark significance 0.001 < 0.05.
6. The existence of influence positive and significant between price , quality services , as well as satisfaction visitor with mark significance 0.000 < 0.05.

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