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## THE EFFECT OF EVIDENCE OF SERVICE ON CUSTOMER SATISFACTION IN GRAND HOTEL LEMBANG

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### ABSTRACT

The hospitality service industry has experienced an increase, but especially for companies engaged in services, the intangibles of services are considered to have made service providers make strategies to make the services / services provided to their customers visible, so the strategy to market tangible products is different from marketing services. Grand Hotel Lembang is one of the 3-star hotels, it is considered necessary to find out how the perception of guests staying about the implementation of the Evidence of Service applied in the hotel in an effort to provide the best service for its guests. Based on this background it is interesting to study further about how much the relationship and the influence of Evidence of Service on the satisfaction of customers who stay at the Grand Hotel Lembang. This research is using multiple regression analysis of 200 respondents. The results show that Grand Hotel Lembang customer satisfaction is influenced by Evidence of Service by 44%, where the process dimension has the greatest influence between the dimensions of people and physical evidence. This shows that the other 56% is influenced by other factors outside of Evidence of Service, so Grand Hotel Lembang should have special features (uniqueness) in addition to trying to make continuous improvements in order to get new customers without ignoring existing customers.

**Keywords:** People, Process, Physical evidence, Customer Satisfaction.

### INTRODUCTION

As one of the sources of foreign exchange income (tourists) and also can open employment and business opportunities as summarized in BPS (2013), the tourism sector is considered important in the growth of the economy in Indonesia, therefore the Government of Indonesia begins to make improvements in each sector that is related with tourism, for example

providing tourism facilities and infrastructure. So far, service companies, especially hotels, have not provided good quality services to their guests, but it is the increasingly fierce and more selective business competition in consuming products that has prompted companies to always review the quality of services they have provided in addition to seeking and seeking other strategies to satisfy his guests.

Grand Hotel Lembang is one of the 4-star hotels in the North Bandung area, located in the West Bandung Region, which is considered necessary to find out how the guests stay overnight regarding the implementation of evidence of service applied in the hotel in an effort to provide the best service to their guests. described as follows:

1. Attitudes of service providers (people)

Courtesy of compensation, friendliness, speed of response of hotel employees in serving guests who stay and use services, even expected employees have a sense of empathy (giving something before being asked). Therefore, employees are required to have in-depth knowledge of the services they provide.

2. The process that the customer goes through (process)

The process includes the length of handling requests / complaints such as delivering immediately the guest room order, receiving a place order by telephone, a fast booking procedure (filling out the room order form - saving the guarantee (KTP) - paying downpayment (dp), (the balance is paid when checking- out) - delivered to the prepared room.

3. Physical evidence supporting the main services provided (physical evidence)

Includes hotel exterior and interior facilities (which include the provision of facilities outside hotel rooms (bars and karaoke, restaurants, swimming pools and spas, tennis courts, outdoor banquets), large enough parking lots) and other visible physical evidence (Hotel employees use uniforms hotel (uniform), for male employees are obliged to wear a tie, a special hotel coat, and use black shoes).

From the description above, it can be concluded that one of the efforts that can be used by the hotel to create a positive perception in the minds of its guests is expected to be able to satisfy the guests who consume hotel services by knowing and trying to optimize the evidence of service strategy (people, process and physical evidence). Then it needs to be examined "The effect of evidence of service on guest satisfaction at the Grand Lembang Hotel".

## **RESEARCH PROBLEMS**

In accordance with the research background described, the problems that can be identified in this study are:

1. How much influence does the implementation of evidence of service have on the satisfaction of guests staying at the Grand Hotel Lembang?

2. Which dimension of evidence of service most influences the satisfaction of guests staying at the Grand Hotel Lembang?

### ***Research purposes***

1. Knowing and analyzing the effect of evidence of service on the satisfaction of guests staying at the Grand Hotel Lembang.
2. Knowing the dimensions of evidence of service which most influence the satisfaction of guests staying at the Grand Hotel Lembang.

### ***Definition of Services***

Kotler and Keller (2016: 214), states that "any party or offer can be offered as an essential intangibles of ownership. It's production may or may not be tied to a physical product", which meaning a service is any action or activity that can be offered by one party to another party, which is basically intangible and does not result in any ownership, the production can be attributed or not linked to one physical product.

### **Evidence of Service**

According to Tjiptono (2016: 59) states that "Quality of service is the level of excellence expected and control over the level of excellence to meet customer desires".

### **Customer satisfaction**

While according to Tjiptono (2015: 146), "customer satisfaction is a feeling of pleasure or disappointment someone who appears after comparing between perceptions of performance (results) of a product with its expectations".

### **Evidence of Service, SERVQUAL and Customer Satisfaction**

Basically the Evidence of service dimension proposed by (Zeithaml & Bitner: 2013: 234). has similarities to the dimensions of the SERVQUAL model proposed by Parasuraman et.all (1990), the 5 SERVQUAL dimensions consist of Tangible, including the company's physical facilities, equipment, employee appearance, and means of communication, reliability, the company's ability to provide services according to what it promises accurately and satisfactorily, responsiveness, includes the willingness of staff and employees to help and provide services needed by consumers quickly and responsibly.

### ***Research Conceptual Framework***

In this globalization era, competition between businesses is getting tougher and requires companies to at least be able to create quality products and services to win the competition. One of the actions taken is to apply a traditional marketing mix strategy consisting of what products are offered (product), the price applied (price), the distribution channel (place) and promotion that is carried out (promotion) which is the whole effort to communicate the superiority of a product by persuading the target customer to buy it (Kotler: 2016), meaning that in marketing the product, customers can be persuaded because the promotion is run by the company, but not on marketing services.

### **Research Hypothesis**

Based on the problem formulation and conceptual framework, the hypothesis can be stated, namely:

***H<sub>1</sub>: “evidence of service affects customer satisfaction.”***

While the sub-hypotheses of this study are:

H(x1): People (X1) affect customer satisfaction (Y)

H(x2): Process (X2) affect customer satisfaction (Y)

H(x3): Physical evidence (X3) affect customer satisfaction (Y)

Research model

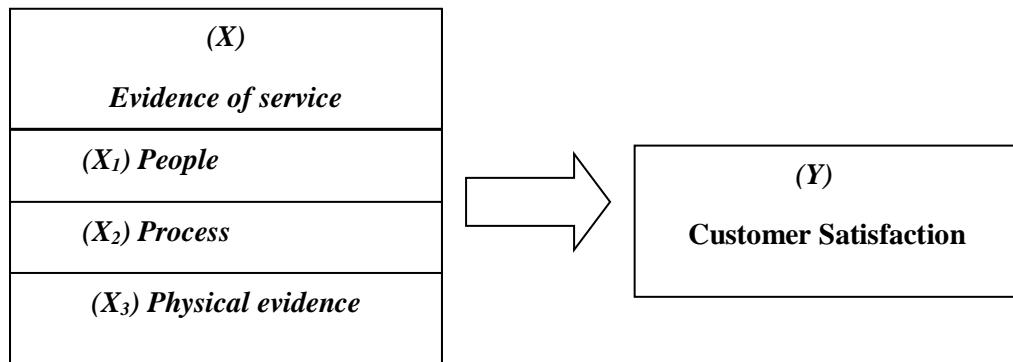


Figure 1.1 Research model

### **Research methods**

This research was conducted using survey methods. According to Malhotra (2014: 366) the understanding of surveys is limited to research whose data is collected from a sample of the population to represent the entire population while the sampling technique is Convenient Sampling which is a research method where the sample has been contacted before, such as activities that occur in the church, students in the classroom. While secondary data is obtained from documents and rules / policies applied at the Grand Hotel Lembang. The nature of research uses verification research methods (explanatory research) which basically want to test the hypothesis. Verification research is used to answer problem identification and research objectives 1 and 2.

### **Operational Variables**

#### **Independent Variable**

Independent variables are variables that are considered to affect non-independent variables. In this study, it can be described as follows:

1. The attitude of the service provider (people) (X1) is measured from the point of view of the guest, such as the suitability of the service, the suitability of the services provided, the guest trust in speed of response, attention, the guarantee that the hotel provides to its guests. Ordinal scale is used (Strongly Agree, Agree, Disagree, Disagree, and Strongly Disagree).

2. The process through which the customer (process) (X2) is measured by the level of complexity, the timeliness of the process and the accuracy of administration, which is measured by an ordinal scale (Strongly Agree, Agree, Disagree, Disagree, and Strongly Disagree).
3. Physical evidence of service support (physical evidence) (X3) is measured by clarity of instructions and the beauty and comfort of the interior and exterior facilities of the hotel, measured by scale ordinal (Strongly Agree, Agree, Disagree, Disagree, and Strongly Disagree).

### **Dependent Variable**

Non-independent variables are variables considered to be influenced by the independent variables in this study, determined by the satisfaction of guests staying at Grand Hotel Lembang on reception, housekeeping, food & beverage and pricing, where these four dimensions are the main factors in the hotel that will affect guest satisfaction stay and set as an independent variable with an ordinal scale (Strongly Agree, Agree, Disagree, Disagree, and Strongly Disagree). Operational variables X and Y can be explored further as presented in the following table 1.1:

**Table 1.1. Operational Variabel**

Variable	Dimension	Indicator	Scale
Evidence of service	People	<ul style="list-style-type: none"> <li>- Readiness of employees to serve guests on time</li> <li>- Employee understanding of services provided</li> <li>- Hotels provide guarantees for guests so that they can be trusted</li> <li>- Hospitality of employees in serving guests</li> <li>- Conformity between promised services and services provided</li> </ul>	Ordinal
	Process	<ul style="list-style-type: none"> <li>- Ease of procedures guests must pass</li> <li>- Timeliness and ease of process guests must pass</li> <li>- Accuracy and ease of handling / administration of payments</li> </ul>	Ordinal
Customer satisfaction	Physical evidence	<ul style="list-style-type: none"> <li>- Clarity of instructions contained in / outside the hotel page</li> <li>- Feasibility and availability of hotel parking</li> <li>- The beauty and comfort of the arrangement of the room inside / outside the hotel as a whole</li> <li>- Update on the facilities used by the hotel</li> <li>- Guest satisfaction with hotel reception service</li> <li>- Farm satisfaction with hotel room services</li> <li>- Guest satisfaction with hotel food and beverage services</li> <li>- Satisfaction of meeting with prices applied by the hotel</li> </ul>	Ordinal

### **Types and Data Sources**

The type of data needed in this study are data regarding the 3 dimensions of evidence of service that are applied and the level of satisfaction of guests staying / using the services of Grand Hotel Lembang. From these data, it is expected to be able to find out the extent of the influence of each dimension of the Grand Hotel Lembang's

evidence of service on the level of satisfaction of its guests. The source of data to collect the data needed in this study consists of: Primary data obtained include the marketing management and personnel of Grand Hotel Lembang in an effort to provide good evidence of service to the guests and the level of satisfaction obtained from the guests stay at the hotel. While the secondary data obtained from interviews with competent parties as well as regulations and policies relating and applicable in the service industry, especially hospitality services.

### **Data collection technique**

In conducting data collection, a combination of data collected using questionnaires, interviews, and library studies is carried out, which can be done by:

1. Interview with interested parties regarding problems in the service industry, especially hotel services.
2. Record the written sources that exist in the company that if related to research
3. Hold observations directly on the company being studied.
4. Disseminate questionnaires, namely using a list of questions by providing alternative answers that must be filled out by respondents who are the object of research. Questionnaires are arranged in the form of questions with alternative answers based on ordinal scale, by giving a value of 1 to 5 (Likert scale).

### **Analysis Method**

The analytical method used in the study is the Multiple Regression Analysis Method which is performed to test the effect of partial (univariate) and simultaneous (multivariate) independent variables on variable not freely. Multiple linear regression is used to test the effect of partial and simultaneous free variables ( $X_1, X_2, X_3$ ) on non-independent variables ( $Y$ ), also used to determine the pattern of relationships between independent variables  $X_1, X_2, X_3$  (3 dimensions of evidence of service variable) with non-free variable  $Y$  (level of customer satisfaction). The regression equation is as follows:

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \epsilon$$

Where:  
 $Y$  = Level of customer satisfaction  
 $\beta_0$  = Constant  
 $\beta_{1, 2, 3}$  = Regression coefficient  
 $X_1$  = People  
 $X_2$  = Process  
 $X_3$  = Physical evidence  
 $\epsilon$  = error

To test the significance of the regression model, it can be done by formulating the statistical hypothesis as follows:

$H_{(x1)}$ : *People* has a significant influence on customer satisfaction

$H_{(x2)}$ : *Process* has a significant influence on customer satisfaction

$H_{(x3)}$ : *Physical evidence* has a significant influence on customer satisfaction

### **Testing Validity and Reliability**

The validity meant here is how well the research construct is defined by the measurement variables used (Hair et al., 2010: 176). Validity testing is done by analyzing the results of factor analysis processing. Malhotra (2014), argues that the validity of the data of this study can also be seen from the value of the factor load in the form of a Component Correlation Matrix at the output of processed results of SPSS factor analysis. Hair et al. (2010) suggested that the provision of factor load in explaining the strength of the relationship between variables, which is 0.30 can represent around 10% variance, a factor load of 0.50 explains 25% of the variance calculated by factors and the load factor capable of representing 50% variance is 0.70. Ideally, the factor load of a study is greater than 0.70.

Reliability testing is done to determine the extent to which measurements provide consistent results. Estimates in this study will be used by Cronbach's Alpha, which shows how high each questionnaire is correlated and related. According to Malhotra (2014), good reliability for research indicators is 0.6.

### **Data Collection Results**

Although the determination of the minimum number of questionnaires was adjusted to the number of items used in the questionnaire as many as 16 questions (to measure 4 variables), assuming  $N \times 5$  observations (Hair et al, 2010), where this study was  $N = 16$ , the minimum number the questionnaire needed  $16 \times 5$  is 80 pieces, however, due to the large number of visitors and guests staying at the GrandLembang Hotel, the questionnaire

was distributed as many as 200. Data collection was carried out at the end of September to the end of October 2005 and from all the questionnaires distributed, all returned with complete answers.

### **Profile of Respondents**

Profile of respondents in Grand Hotel Lembang grouped by sex, age, education, occupation, area of origin, income, and destination of consumers coming to Grand Hotel Lembang, showed that of 200 respondents, 141 people (70.5%) respondents were male and 59 people (29.5%) other respondents were women. This means that hotel services have become a necessity for anyone who needs a place to rest, one of them is that men and women are not reluctant to stay at GrandLembang Hotels if they need it.

### **Age of Respondents**

The majority of customers who come to stay at Grand Hotel Lembang, which are as many as 134 people from 200 respondents aged between 41-50 years, probably because they are in meetings and also on vacation, while for the age of 31-40 years as many as 48 people may be because they are currently undergoing training and attending seminars. Allegedly 18 respondents aged between 51 - 60 years are people - people who are on vacation or a spokesperson for a seminar.

### **The Work of the Respondent**

An almost balanced comparison between guests who work as civil servants / BUMN (77 people) and private employees (85 people), possibly because they are meeting and as daily guests for official purposes. While 38 other people are those who work as entrepreneurs probably due to business affairs and tourist destinations (on vacation).

### **The purpose of Responden come to the hotel**

Showing that 104 people said the purpose of staying at Grand Hotel Lembang was to take a vacation maybe because this hotel is in a tourist area and also for those who are undergoing a healing period because the Lembang air is cool and suitable for resting. While 67 people said the goal was for business, perhaps because this area was widely used for the development of Horticulture, plantations. 29 other people for service purposes, may choose Grand Hotel Lembang for meetings or while there is an event adjacent to the hotel.

### **First Time Respondent Knows Grand Hotel Lembang**

Most of the respondents who knew the Grand Lembang Hotel came from the experience of people who had known this hotel before, one of which was their past memories handed down to a new generation of 91 people from relatives / friends and 62 respondents. 35 respondents knew the first time this hotel from a travel agency might be because they took tour packages especially foreign guests who did not know about this area, 12 other people knew the Grand Hotel Lembang from the newspaper.

### **Reliability Test Results**

The results of the reliability test of the research tool using Cronbach's Alpha for each construct (dimension). This reliability is shown by the value that indicates the consistency of the research data. Reliability is indicated by the alpha coefficient (Alpha Cronbach), which varies from 0 to 1 where as a condition of adequacy in indicating reliability, the alpha coefficient is not less than 0.6 (Malhotra, 2014). Reliability Test Results (Alpha Cronbach) for People Variables 0.8371; Process Variable 0.7813; Physical Evidence Variable 0.8071 and Variable Customer Satisfaction 0.8498. this shows that the alpha coefficient of the research variable is above 0.7 so that it can be said that the data is consistent enough to be used in subsequent measurements.

### **Validity Test Results**

Validity testing is done by analyzing the results of processing with statistical methods of factor analysis as follows: (Hair *et al.*, 2010):

1. Value of Measure of Sampling Adequacy (MSA) Test is not below 0.5.
2. Anti Image Correlation Matrice value is not below 0.5.

MSA which is below 0.5 means that these factors cannot be used in further analysis, whereas if there are items that have the value of Anti Image Correlation Matrice whose value is below 0.5 in processing a variable, the item must be removed. On the results of the analysis of factor analysis, each construct of this study did not find any items and factors that showed the value of MSA and Anti Image Correlation below 0.5. As shown in Table 1.3. the load factor for each indicator of research on a factor is quite large with a range of 0.60 - 0.95.

**Table 1.3.** The content of the evidence of service dimensions (people, process, physical evidence) and customer satisfaction

Factor	Item	Load Factor
<i>People</i>	X101PE	0,788
	X102PE	0,809
	X103PE	0,791
	X104PE	0,824
	X105PE	0,676
<i>Process</i>	X206PR	0,824
	X207PR	0,894
	X208PR	0,788
<i>Physical Evidence</i>	X309PHY	0,737
	X310PHY	0,845
	X311PHY	0,856
	X312PHY	0,764
<i>Customer satisfaction</i>	Y1RS	0,720
	Y2RB	0,867
	Y3FB	0,891
	Y4PRC	0,850

From the processing of factor analysis, the results of the total variance obtained are explained by each factor (Appendix). According to Hair et al. (1998), a factor is considered good enough if it has the total variance it describes is above 60%. The factor dimension of people has the total variance described at 60.749%, the dimension factor of the process has the total variance explained at 70.007%, the factor of physical evidence dimensions has the total variance explained at 64.3365%, while the variable customer satisfaction variable has the total variance explained at 69.695%.

### Results of Multiple Regression Processing

Table 1.4. show the results of multiple regression processing with  $\alpha = 0.05$  and critical t value  $+/-. 1.96$ . This multiple regression processing is carried out using the factor score processing results on each variable using only question items that have a high factor load (above 0.70). Can be seen the results of regression processing with  $\alpha = 0.05$  and critical t value  $+/-. 1.96$ . The value of R<sup>2</sup> from processing multiple regression for evidence of service to customer satisfaction is 0.440, this indicates that the variable at Y (customer satisfaction) which can be explained by the variable X (people, process, and physical evidence) is 44% on a scale of 0 - 100%.

**Table 1.4.** The results of Multiple Linear Regression Analysis of the evidence of service (people, process and physical evidence) dimensions of customer satisfaction with  $\alpha = 0.05$  (1.96)

Variable	R	R <sup>2</sup>	Beta	Constan	t-test	Probability
People	0,664	0,440	0,247	0,275E - 16	4,266	0,000
Process			0,377		6,237	0,000
Physical evidence			0,244		4,033	0,000

In addition, there is a Beta value taken from the Unstandardized Coefficients column, as well as the t-test and probability values that determine the significance of an X variable (people, process and physical evidence variables) to the Y variable (customer satisfaction). With the provision that a variable X can be said to have a significant influence on the variable Y if it has a t-test value greater than 1.96 and the probability value is less than 0.05. All variables in the evidence of service dimension (people, process and physical evidence) proved to have a significant effect on customer satisfaction as indicated by the value of  $\beta$  people = 0.247, t-test = 4.266,  $\beta$  process = 0.377, t-test = 6.237,  $\beta$  physical evidence = 0.244, t-test = 4.033.

After conducting a significance analysis of each variable, the regression equation is obtained as follows:

$$Y = 0,275E - 16 + 0,247 X1 + 0,377 X2 + 0,244 X3 + e$$

Where:

$Y$  = Customer satisfaction  
 $X1$  = People  
 $X2$  = Process  
 $X3$  = Physical Evidence  
 $e$  = error

To see the feasibility of the three-dimensional regression equation of evidence of service on customer satisfaction, the F test was carried out by analyzing the results of its significance (Hair et al., 1998). In the independent variable, the evidence of service variable (people, process and physical evidence) has an F value of 51,387 and a significance value of 0,000 ( $p < 0,05$ ). Hair states that the way to detect multicollinearity is done by looking at the tolerance value and VIF, where if the tolerance value is smaller than 0.2 and the VIF value is greater than 5, this indicates multicollinearity, from the regression processing results obtained by SPSS 20.0 tolerance value and VIF obtained did not meet the multicollinearity conditions shown in table 1.5.

**Table 1.5. Multicollinearity test of the evidence of service dimension (people, process and physical evidence) - customer satisfaction**

Variable	Collinearity Statistic	
	Tolerance	VIF
People	0,853	1,173
Process	0,782	1,278
Physical Evidence	0,777	1,286

After testing the multicollinearity problem and not finding evidence to support the problem, the regression equation is feasible to use. The results of the multiple analysis have also answered the research hypothesis whose results are summarized in table 5.5. This shows the results of the hypothesis test with  $\alpha = 0.05$  (+/- 1.96) using the t test. Of the four variables above there are two variables whose hypotheses are accepted because the probability value is below 0.05.

**Table 1.6. Research Hypothesis Test Results with  $\alpha = 0,05$  (1,96)**

Hypothesis	Statement	t-test	Decision
$H_{x1}$	<i>People</i> have significance to customer satisfaction	4,266	accepted
$H_{x2}$	<i>Process</i> have significance to customer satisfaction	6,237	accepted
$H_{x3}$	<i>Physical Evidence</i> have significance to customer satisfaction	4,033	accepted

Value  $\beta_{people} = 0,247$ , t-uji = 4,266,  $\beta_{process} = 0,377$ , t-uji = 6,237,  $\beta_{physical evidence} = 0,244$ , t-uji = 4,033 (greater than 1,96) dan p = 0,000 (smaller than 0,05).

### Research Result Analysis

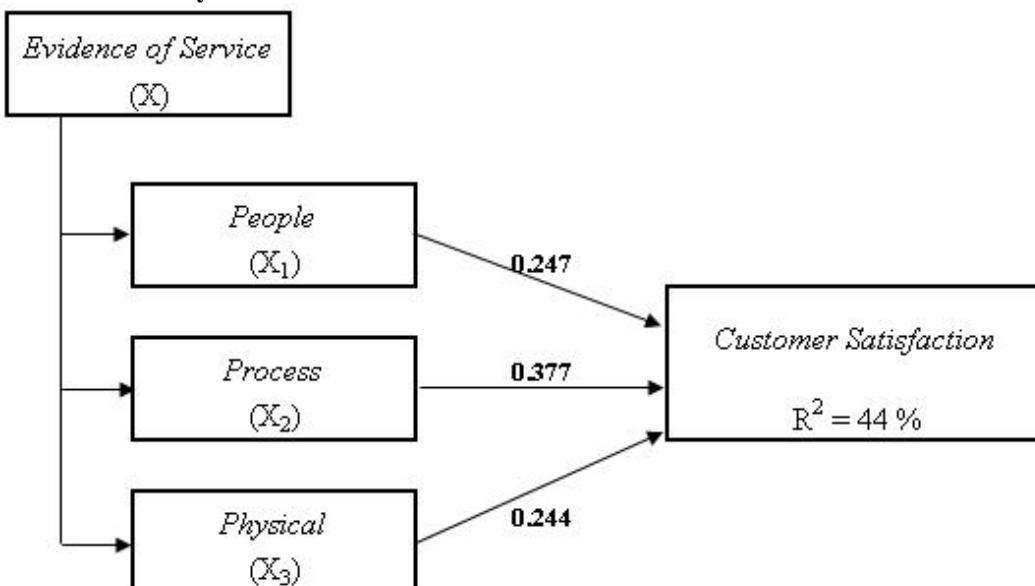


Figure 1.2 Research Result Analysis

This research was conducted to find out how much influence of evidence of service (people, process and physical evidence) made by Grand hotels on the satisfaction felt by users (guests staying), then an analysis was conducted to determine the significance of each dimension of the evidence of service to guest satisfaction Grand Hotel Lembang. From the research that has been done, it was found that the Evidence of service variable has an effect of 44% on customer satisfaction. That is, the 3 dimensions of evidence of service, namely people, process and physical evidence, have an influence or significance on customer satisfaction. Where from these three dimensions the most influential is the process, which has a coefficient of 0.377.

This is likely due to the fact that guests who want to stay at a hotel, moreover a hotel located in tourist places besides its main service (hotel room), for supporting services, a guest wants speed and accuracy in terms of procedures, which can include from the time of check-in, while at the hotel until the time of check-out. The process referred to here is covering the length of handling requests / complaints such as delivering immediately a guest room order, receiving a place order by telephone, a fast booking procedure (filling out a room order form - saving a guarantee (KTP) - paying downpayment (dp), (the rest paid during check-out) - delivered to the prepared room, while the other two factors are, people and physical evidence, each showing a value of 0.247 and the value of physical evidence 0.244. This indicates that empathy, sympathy, speed-response of employees to the requests of their guests judged to affect the satisfaction or absence of a guest in addition to decorating the room / yard and the availability / feasibility of a hotel parking lot.

### Implications for Marketing Management

Based on the object of research regarding the satisfaction of guest customers who stay at Grand Hotel Lembang, in addition to the main services offered by the hotel (for example hotel rooms), the support services summarized

in the evidence of service (indicated by the three dimensions) have significance to the satisfaction felt by its customers. This can be interpreted that the service provider (people), the process that the customer goes through (process), and physical evidence that supports the main services provided (physical evidence), affect the level of satisfaction felt by customers or guests of the Grand Hotel Lembang. This indicates that the hotel must continue to maintain a good level of quality from these 3 dimensions because it has been proven based on the research that has been carried out that these three dimensions do indeed affect customer satisfaction. While the other 56% is the value of other factors that also influence customer satisfaction that cannot be ignored by the hotel. So based on the results of this study, it is known that there is a third significance of the dimensions of evidence of service to the satisfaction felt by customers, so the hotel must improve the quality of these three dimensions.

People is a dimension of evidence of service that is significant to customer satisfaction. People in question are hotel staff and employees. However, the hotel involves a lot of human resources participating in it. It starts from the beginning of the hotel guests entering to exit, everything is related to people. To improve the quality of the people dimension, it can be done by:

1. Good self-appearance of staff and employees, namely by looking neat and polite. So that the hotel can be clearly known.
2. Friendly and courteous behavior of employees and staff and having readiness to always help hotel guests.
3. The customer waiter must have very good product knowledge, so he can handle complaints quickly and accurately.
4. Providing romancing the customer training, namely training for employees and hotel staff about ways to deal with customers, this is so that customer service knows how to be needed so that customers who have complained do not feel they have a severe problem, so customers can feel satisfied with services provided.
5. The Hotel can provide detailed and responsible billing details. This is to avoid any mistakes that occur on the customer. In addition, cross-checking between parts related to billing is very necessary so that the billing given to customers is correct according to customer usage.
6. Improve hotel security so guests feel safe to stay because the hotel can be trusted and relied upon.
7. Hotels can provide guarantees to their guests. Guarantee that the hotel provides services as stated, so guests can get the satisfaction they should after staying at the hotel.

Process is a dimension that has the largest coefficient of other dimensions of evidence of service. The process referred to here is covering the length of handling requests / complaints such as delivering immediately a guest room order, receiving a place order by telephone, a fast booking procedure (filling out a room order form - saving a guarantee (KTP) - paying downpayment (dp), (the rest paid for check-out) - delivered to the prepared room. To improve the quality of this dimension, it can be done by:

1. Provide convenience for check-in or check-out procedures for hotel guests. So that guests do not need to linger waiting through this process.
2. Computerized data and processes. So as to facilitate the hotel and guests who stay. Faster and more accurate.
3. Timeliness in procedures, namely providing timely services can also provide convenience to guests if they need something.
4. The administration process is easy, fast and accurate.

Physical evidence can be interpreted as servicescope and other tangible things that can support the main services provided by the hotel and can create an impression of the services that customers receive, such as cleanliness, comfort of interior and exterior facilities and clarity of instructions that there is a service company, then a service company must be able to design a good physical environment because it can support the occurrence of

purchases and also can shape the image of a service product in the minds of customers that will create customer satisfaction. So to improve quality can be done by:

1. Maintaining the cleanliness of the hotel environment both inside and outside the hotel can also maintain the decoration of the building and hotel grounds so that it can provide comfort for hotel guests.
2. Have clear instructions in and on the hotel page. Instructions that are easily recognized by the general public, so that these instructions can make it easier for guests to need or look for something in the hotel environment.
3. Have the feasibility of a parking lot, which is a large enough parking lot or adjusted to the maximum capacity of the hotel building. In addition, parking lots have sufficient lighting and clear instructions.
4. Hotels use technology in it such as the availability of smoke alarms in each room, so that fires can be handled early and use other technologies in the hotel environment which of course makes it easier and provides more comfort to its guests.

## Conclusion

The conclusions of this study are as follows:

1. Variables Evidence of service has an effect of 44% on customer satisfaction. That is, the 3 dimensions of evidence of service, namely people, process and physical evidence, have an influence or significance on customer satisfaction.
2. From the three dimensions of evidence of service, the most influential is the process dimension, which has a coefficient of  $\beta$  process 0.377, while the other two factors are, people and physical evidence, each showing a value of  $\beta$  people 0, 247 and value  $\beta$  physical evidence 0.244.

## Suggestions

Based on the results of the study, the suggestions for further research are as follows:

1. Similar evidence (service) is carried out, coupled with the marketing mix (marketing mix), which consists of dimensions of product, price, place and promotions to become 7P, which can be applied to the same company or others to be able to compare against the results of this study. The form of research can be seen in the example scheme below.
2. Addition and search for new variables that provide more support or stronger evidence of the level of satisfaction of guests staying at a hotel.

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