

# CUSTOMER SATISFACTION IN SHARIA HOTEL

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## ***Abstract***

*This study aimed to analyze the influence of service quality, price, facilities on customer satisfaction in the hotel Sharia solo. The sample in this research was the respondents who've come and stay at Sharia Hotel Sukoharjo. This study took a sample of people around solo that ever came to the sharia hotel. The spread of the questionnaire is not necessarily done at the hotel with a view and deliver directly to the visitors who come to the sharia hotel. The purposive random sampling of the respondents are ever visited and stayed at the Sharia Hotel Solo totaling 96 respondents. Data analysis method used is validity, reliability, normality test and test multiple linear regression analysis with T-test, F-test, and the coefficient of determination ( $R^2$ ). In this study, the data meet for a normal distribution. Hypothesis tests showed the quality of service, price, and the facility has a significant positive effect. In the F test showed that together with the variables of service quality, price, and facilities significantly influence purchasing decisions. The coefficient of determination ( $R^2$ ) is more than half, indicating that some of the independent variables studied have covered more than half of all the variables that influence the decision of consumers to use the sharia hotel.*

*Keywords: satisfaction, consumer, accidental sampling, hotel, sharia*

## **1. Introduction**

### **1.1 Background**

The emergence of sharia hotel has become a new trend of business accommodation in some areas, including Solo and all the major cities and tourism industry-based. Based on data from the Central Bureau of Statistics Surakarta (CBS, 2015), Number of companies/business accommodation services in the city of Surakarta in 2015 there were 154 companies/business accommodation services spread across five districts. Of the 154 companies/business services existing accommodation, as many as 40 companies/business services are five-star hotel accommodation and 114 corporate/business services is a non-star hotel accommodation/other accommodation establishments. From the results of data collection in early 2015, the number of companies/business accommodation services in Surakarta highest one is in District Banjarsari (82 companies/businesses) while the least is the District Jebres (6 companies/businesses). For the classification of star hotels, mostly located in the District Laweyan (as many as 17 companies and the District Banjarsari (about 13 companies). As for the classification of non-star hotels are mostly found in the District Banjarsari (69 companies) while the least is the District Jebres (3 companies).

Basically all the same but for sharia hotel itself has a way of presenting and services that are restricted. Food, drinks and the restaurant must be certified Halal. There is even a selection of guests in the sharia hotel services. That is not acceptable to all guests staying at sharia hotel, let's say a couple of men and women who are not mahram not

allowed to stay overnight. Excess sharia hotel is always the call to prayer five times, provided the Quran and the prayer rug in the room. (Irfanady, 2014, www.Indoplace.com)

The phenomenon of government policy on circular MENPAN RB Number: B / 11/10 / M.PAN / RB / 01/2015 contains warrant President Joko Widodo who instructed all government agencies and institutions to carry out all meeting activities in the each respective governments. As actualization saving movement nationally and movement simple life is a limitation on the meeting outside the office is the implementation of the mental revolutionary movement bureaucracy that essentially ban on holding the meeting or called MICE (Meeting, Incentive, Conference and Exhibition) at the hotel for the government and state institutions, but this policy give a negative side effect that is broadly on the hospitality sector service industry revenue will decrease significantly.

Results of previous studies have found that the quality of service, price and facilities significantly influence customer satisfaction. As an example of the results of research conducted by Arifin (2011). The results showed that confidence, facilities, and service quality significantly influence customer satisfaction. The variables that most powerful influence is facilities. According to the results of research conducted by Haryanto (2013). The results showed that the quality of service, facilities and price simultaneously positive and give significant impact on the satisfaction of service users. The quality of service, facilities, and price partially significant effect on the satisfaction of service users in Manado Samsat office. From the results of research conducted by (Malik., Mudasar, Ghafoor, & Iqbal, 2012). The results of the study concluded that the quality of service and price give significant effect on customer satisfaction. Based on the results of research by Sulistiyana, Djamhur, Hamid, & Azizah (2015). The results showed that the variables Facilities Hotel have a significant influence on consumer satisfaction. The Variable Price has a significant influence on consumer satisfaction.

This research focused models of customer satisfaction the sharia hotel. The model is a simplification of a variable pattern of unidirectional relationship one with the other variables that describe real-world phenomena. The purpose of making a model are to analyze and predict. In making a realistic model must be based on fields studied. According to Kendall and Stuart in Gujarati (2006), found a statistical relationship, however, strong and suggestive, never able to establish a causal connection, the notion of causation must come from outside statistics. One idea of causation from outside statistic is the relationship between economic variables. In this case, will be assessed variables that influence consumer satisfaction sharia hotel in Surakarta.

Based on some of the things that have been described in the background, the problem in this research is: How characteristics of consumer sharia hotel in Surakarta? How econometric models of some of the variables that affect customer satisfaction Sharia hotels in Surakarta?

The purpose of this study was to: Analyze consumer characteristics sharia hotel in Surakarta. Confirming the econometric models of some of the variables that affect customer satisfaction Sharia hotels in Surakarta.

The benefits derived from this study are as follows: First, the academic benefits. Can be used as additional information regarding the theory of consumer satisfaction. Expected to give a real picture and clear in the development of marketing management. Second, the practical benefits. The results of this study can be used as consideration in decision making by companies in improving service to customers and can be used as consideration in developing policies and enhance marketing and business development. Giving an overview of the satisfaction that

can be gained consumers and various things including with regard to efforts to maximize satisfaction in the use and purchase of product and services of a company. To apply the theories that have been obtained in college on the conditions that exist in the company and to increase and expand the view is primarily a matter of quality of service, price, and facilities to consumer satisfaction are closely related to marketing management.

## **2. Literature**

### **2.1 Sharia Hotel**

Sharia is derived from the Arabic word that means the path to be followed by Muslims (Doi, 1984). Sharia also means the totality of the Allah command which regulate the life of every Muslim in all aspects (Wan Shahida, 2011). The main purpose of this law is to the welfare of the people by keeping their faith (dien), life (nafs), intelligence ('aql), ancestry (Nasb) and wealth (mal) (Nor'ain Othman, 2015). Based on Sharia, Hotel that has standards of sharia when the services provided by the hotel must comply with Sharia requirements (Zafir, Bakar, & Hashim, 2014). The concept of halal refers to ways of producing goods and services in a manner approved by Islamic law (Abdul Manaf Bohari, 2013).

The basic concept of sharia hotel is still new, still, the little literature describes this (Mohd Rizal Razalli, 2012). Some say that the operation of sharia hotels is the same as the existing hotel but the operational aspects of Sharia standards should be adjusted to comply with the principles of Islamic law (Samori & Abd Rahman, 2013). Hotels with sharia standards can be defined as hotels that provide services in accordance with Islamic principles (Shamim, 2009); to serve halal food and drinks and to ensure that the hotel operates and is managed in accordance with the principles of Sharia (Mohd Rizal Razalli, 2012; Samori & Abd Rahman, 2013). According to Nor'ain Othman (2015), Hotels with sharia compliance defined as a hotel that is governed by Sharia standards that are different from the conventional hotel concept.

There are several attributes of a standard hotel Sharia as described by some scholars. Samori & Abd Rahman (2013) quoted from (Henderson, 2010; Suhaiza Zailani, 2011) and explained that the hotel with sharia compliance does not serve non-halal food and no alcohol in the room and in the hotel. Thus, there is no mini bar is allowed in that place (Wan Shahida, 2011). Quran, prayer mats and direction of an arrow indicating the direction of Qibla should be provided in every room. In addition, the bed and the toilet should not be positioned facing the qibla. Prayer room should be available and the hotel and were not allowed any entertainment that is inappropriate. Hotel staff should be dominated by Muslims with the Islamic code with appropriate clothing Islamic sharia standards. Salon, recreational facilities, and the pool should be separated for men and women. There must be space and a separate floor for non-married couples between men and women. Furthermore, the tourists have to follow the dress good manners and polite. They may have to close the genitals and no gambling and alcoholic drinks in the hotel lobby or restaurant and there are not forbidden foods and drinks in the fridge hotel (Henderson, 2010). (Samori & Abd Rahman, 2013; Suhaiza Zailani, 2011). Zakiah & Norsalwati (2014) adding that the funding operations of the hotel should adopt the sharia-based contract and the landlord or employer should pay their zakat. In fact, the design of the hotel (Wan Shahida, 2011) where the building and decoration of the hotel was not displaying any art that depicts humans or displays form of jewelry that does not reflect the signs or symbols animate living creatures and

the layout of furniture fulfill the principles of Sharia (Samori & Abd Rahman, 2013). In addition to the facilities provided by the hotel such as spa, gym, swimming pool, living and functions should be separated for men and women (Rosenberg, 2009). Other than that, Salleh, Hamid, Hashim, & Omain (2014) add the requirements of the hotel clerk every day should do such as praying five times a day and fast during Ramadan. Furthermore, the time schedule must be provided at the mosque prayers, Azan on the radio or the speakers in the room and provide for the obligatory prayers imam of the mosque. In the month of Ramadan, the food must be available for Sahoor, takjil provided for iftar and should be the host hotel for the implementation of Tarawih in Ramadan.

## **2.2. Consumer satisfaction**

Customer satisfaction has become a popular topic in marketing practice. Research conducted by Cardozo (1965) regarding the expectations and customer satisfaction. Despite many attempts to measure and explain consumer satisfaction, there is still no agreement in defining (Giese & J.A, 2000). Consumer satisfaction is usually defined as evaluative judgments about the consumption of certain products or services (Gundersen, Heide, & Olson, 1996). This is the result of an evaluative process contrasting expectations before purchasing with the perception of performance during and after the experience of consuming (Oliver, 1980).

The most widely accepted conceptualization of the concept of customer satisfaction is the expectation disconfirmation theory (Barsky & Labagh, 1992a; Finn, Elliot-White, & Walton, 2000; Oh & Parks, 1997). This theory was developed by Oliver (1980), which suggests that the level of satisfaction is the result of the difference between the expected and perceived performance. Satisfaction (positive disconfirmation) occurs when a product or service is better than expected. On the other hand, the poor performance of the expected results with dissatisfaction (negative disconfirmation).

Studies show that customer satisfaction, directly and indirectly, impacts on business results. Anderson, Fornell, & Lehmann (1994); Luo & Homburg (2007); Yeung, Ging, & Ennew (2000) concluded that customer satisfaction positively affects the profitability of the business. The majority of studies have examined the relationship with the customer behavior patterns (Chi & Qu, 2008; Dimitriades, 2006; Faullant, Matzler, & Füller, 2008; Kandampully & Suhartanto, 2000; Olorunniwo, Hsu, & Udo, 2006; Söderlund, 1998). According to these findings, customer satisfaction increased customer loyalty, influence intention to repurchase and leads to word of mouth marketing have a positive impact.

Given the critical role of customer satisfaction, it is not surprising that a variety of research has been devoted to investigating the determinants of satisfaction (Barsky & Labagh, 1992; Churchill & Surprenant, 1982; Oliver, 1980; Zeithaml & Bitner, 2003). Satisfaction can be determined by subjective (such as customer needs, emotions) and objective factors (such as product and service features).

There are many studies that examine the customer satisfaction attributes of hospitality services and tourism. Atkinson (1988) found that the cleanliness, safety, value for money and courtesy of the staff determine customer satisfaction. Knutson (1988) revealed that the cleanliness of the rooms and the comfort, convenience of location, prompt service, safety and security, and the friendliness of the employees are important. Barsky & Labagh (1992) stated that the attitude of the employees, the location, and the rooms tend to affect tourist satisfaction. A

study conducted by the Akan (1995) shows that the main determinants of hotel guest satisfaction are employee behavior, cleanliness, and punctuality. Choi & Chu (2001) concluded that the quality of the staff, room quality and value of the organization is a third factor that determines the satisfaction of hotel guests.

According to Irawan (2004), factors driving customer satisfaction are as follows: (a) The quality of the product, the customer is satisfied that after buying and using the product turns out that product quality is good; (b) The price, for customers who are sensitive, usually cheap price is an important source of satisfaction because customers will get the value of money is high; (c) Service quality, satisfaction with the quality of services is usually difficult to imitate. The quality of service is a driver that has many dimensions; (d) Emotional factors, customers will be satisfied (proud) for their emotional value provided by the brand of the product; (e) Cost and convenience, customers will be more satisfied if relatively easy, comfortable and efficient in getting a product or service..

According Tjiptono satisfaction indicators studied as an evaluation of satisfaction with regard to (Tjiptono, 2004): (a) Better service delivery; (b) Employees quickly in completing the work; (c) Employees responsive to consumer complaints; (d) Employees were able to know the desires and diagnose things to be done quickly; (e) Employees give individual attention to consumer complaints properly.

Methods used by each company to measure customer satisfaction (Kotler, 2005), namely:

*(1) Lost customer analysis*

Companies should contact customers who have stopped buying or who have switched suppliers in order to understand why it happened and in order to take policy improvements/enhancements further.

*(2) Ghost shopping (mystery shopping)*

One method to obtain an overview of customer satisfaction was to hire some ghost shoppers to pose as a potential customer and competitor services company. They were asked to report on important meetings based on his experience of the strengths and weaknesses of the company's services compared to competitors. Then the ghost shopper can also observe how the Vendor and its competitors serve customers' specific requests, answering customer questions, and address any issues or customer complaints.

*(3) The system of complaints and suggestions*

Each company customer-oriented services are required to provide greater opportunities for its customers to submit suggestions, criticisms, opinions and grievances. Media that used to be in the suggestion box put in places convenient (easily accessible or frequently traveled customers), a special toll-free telephone line, website, and others. The information obtained through this method can provide new ideas and valuable input for the company, so allow it to react with a responsive and quick to resolve problems that arise.

*(4) Customer satisfaction survey*

In general, most research on customer satisfaction using a survey method, via post, telephone, e-mail, or interviews.

Any company that regards customer satisfaction will gain some of the benefits the following principal (Tjiptono, 2004) :

- (a) Increasingly positive company reputation in the eyes of society in general and customers in particular.
- (b) Could encourage the creation of customer loyalty.

- (c) Allows the creation of recommendation by word of mouth (word of mouth) that is profitable for the company so that more people will buy and use the products/services of the company.
- (d) Increase sales volume and profits.
- (e) The relationship between the company and its customers to be harmonious.

According to Tjiptono (2004) customer satisfaction measurement methods which can be performed by the method Directly Reported satisfaction, namely the measurement is done directly through the question, for example, provide alternative answers to the questions posed to consumers ranging from Very Dissatisfied, Dissatisfied, Neutral, Dissatisfied, Very Satisfied.

### **2.3 Service quality**

The quality of service is seen as one of the components that need to be realized by the company, as it has the leverage to bring in new customers. The quality of service is defined as the expected level of excellence and control over the level of excellence to meet the customer's (Fandy, 2008). Service according to Kotler (2005) is any activity or benefit that can be provided by any other party that essentially intangible and does not also result in an election. Meanwhile, according to Tjiptono (2004) is any act or acts that can be offered by one party to another that is essentially intangible (intangible physical) and not produces ownership of anything.

Referring to the notion of quality of service that the concept of quality service and responsiveness is a reality of services provided by the company. The quality of service should be started from the needs of customers and end on customer perception (Kotler, 2005). According to Ratnasari & Mastuti (2011), quality of service is how far the difference between reality and expectations of consumers for services received/obtained.

Before consumers purchase a service, consumers have expectations about the quality of service that is based on personal needs, previous experiences, word of mouth recommendation, and advertising service providers. After purchasing and using these services, consumers compare the quality expected with what is actually received (Lovelock & Wright, 2007). According to Arifin (2011) is a condition associated with a product or service people, processes, and environments that meet expectations.

From the above, it can be said that the services provided by the company are a business that is done in an effort to be able to give satisfaction to the consumers. In this case, the service includes the use of completeness, hospitality, events, accuracy and accountability in the event of damage to the product has been purchased. Service problem is very important for consumers, therefore it is necessary to get the attention of the earnest of the company. The services provided in connection with the sale and purchase of goods or services is the key to the success of a business in running a business.

According to Lupiyoadi, Rambat (2006) argued reliability (reliability) namely the company's ability to provide services corresponded to what was promised are accurate and reliable. Performance should be in accordance with customer expectations, which means the timeliness, the same service to all customers without error, sympathetic attitude, and with high accuracy. The fulfillment of the promise in the service will reflect the company's credibility. Attributes in these dimensions are:

- (1) Providing services as promised.

- (2) Accountability of handling consumer service problems.
- (3) Providing good service at the first impression to consumers, and do not differentiate from one another.
- (4) Provide timely service.
- (5) Provide information to consumers about when services promised will be realized.

## **2.4 The concept of service quality**

According to Lupiyoadi, Rambat (2006) that the quality of service has indicators consist of:

(1) Physical form (tangible) is composed of sub-indicators such as buildings and rooms, available parking, cleanliness, neatness and comfort of the room, the completeness of equipment, means of communication and employee performance

(2) Reliability is composed of sub-indicators provide services according to the promise, the accountability of handling consumer service issues, provide good service at the first impression to consumers, and do not distinguish them from one another, provide timely service, providing information to consumers about when services promised will be realized.

(3) Responsiveness is composed of sub-indicators responsive service and rapid, appropriate services to consumers and delivering clear information.

(4) Confidence (assurance) is composed of sub-indicators of knowledge of the product appropriately, politeness compensation of employees in providing services, skills in providing information, the ability to provide security and the ability to instill trust and confidence of customers to the company.

(5) Empathy composed of sub-indicators of ease of doing relationships, good communication, personal attention and understand the needs of customers.

## **2.5 Price**

According to Guntur (2010) price is the monetary unit or another measure (including goods or other services) that are exchanged in order to acquire ownership rights or users of goods or services. From the standpoint of the consumer, the price is often used as an indicator of value when the price is linked to the perceived benefits of an item or service. It can be concluded that at a certain price level if the perceived benefits of increased consumer then the value will increase as well (Tjiptono, 2004). Zeithaml & Bitner (2003) price is what we can from something that has been sacrificed to acquire products or services. Kotler & Armstrong (2006) argued that the price is the amount of money charged for a product or service. The bad quality product, the price is expensive, slow delivery of products that can make customers dissatisfied. This shows that price is one of the causes of customer dissatisfaction. Fandy (2008) defines the price of the two points of view, from a marketing standpoint, the price is the monetary units or other measures (including goods and services, etc.) are exchanged in order to acquire the right of ownership or use of any goods or services. Price is an important variable in the marketing, where prices can affect customers in the decision to buy a product, for various reasons (Ferdinand, 2000). Economic reasons will show that a low price or prices that are always competing are one important driver for improving marketing performance, but the

psychological reasons can show that the price it is an indicator that is designed as a sales instrument as well as a decisive instrument of competition.

A key aspect of this strategy is the understanding, management and cost reduction. Some or all of the cost savings will be passed on to customers in the form of lower prices.

## **2.6 Facilities**

Facilities are everything to enable consumers to businesses engaged in services, then all the existing facilities are the condition of the facilities, fittings, interior and exterior design. as well as the cleanliness of the facility, should be particularly closely associated with what is perceived or obtained consumers directly. Kotler & Keller (2006) defines facility is everything that is the physical equipment and services provided by the sellers to support consumer convenience.

According to (Tjiptono, 2004) facility is composed of indicators with the elements, namely:

- a. Considerations / planning specials. Aspects such as proportion, texture, color and others considered, combined and developed to provoke the intellectual and emotional response from the user or viewer.
- b. Space planning. This element covers the interior design and architecture, such as the placement of furniture and equipment in the room, circulation flow design, and others.
- c. Fixtures/furnishings. The furniture/furnishing serves as a tool that provides comfort, as long or as support infrastructure for the use of goods to customers.
- d. Lighting and color. Lighting in the mean is the color of the type of staining the room and lighting regulations according to the nature of activities undertaken in space as well as the desired atmosphere. Color can be used to improve efficiency, create the impression relax, as well as reduce the accident rate.
- e. The messages conveyed graphically. The important aspect and intertwined in this element is the visual appearance, placement, selection of physical form, choosing colors, lighting, and a selection of shapes appearance of emblems or used a particular purpose.

Supporting element. The existence of the main facility would not be complete without the other supporting facilities. Supporting elements such as a place of worship, restrooms, parking, a location and a drink, listen to music or watch television, internet large area which has always considered the level of safety.

Research conducted by Arifin (2011) This study aims to examine the trust, facilities, and quality of service to customer satisfaction. The research location is in Jepara Indah hotel. Samples are consumers who stay and are willing to be interviewed or fill out a questionnaire. The number of samples taken 48 respondents. Methods of data by multiple regression analysis. Before the data analysis done testing the quality of the data with validity and reliability. Results indicate if the data is valid questionnaire items and all the variables are reliable. The test results showed that the confidence of facilities and quality of service significantly influence customer satisfaction. The variables that influence the most powerful facilities.

Research conducted by Haryanto (2013) research on the influence of Quality of Service, facilities, and price to the satisfaction of the people, carried out in the area of Manado. Where in the income survey respondents then do the deployment of 349 questionnaires to people who met at the time of payment of tax/STNK both motor vehicles



was held at the office with Samsat Manado, on the corner of the shopping center as well as at points where SAMSAT roving operations, in order to get general description of the respondent then analyzed descriptions of respondents by sex, age, education, past and expenditure results showed that respondents from most types of jobs that are private employees amounted to 52.80%. As for the self-employed respondents with jobs at 32.60%, respondents who work as civil servants (PNS) amounted to 12.80% and the remaining 1.8% are students.

Research conducted by Utari (2014), this study aims to assess and analyze the influence of service quality, price, and pharmaceutical facilities for customer satisfaction pharmacies Yakersuda Bangkalan. The sampling technique accidental sampling by giving questionnaires to 100 customers who encountered during the study. The results further show that the quality of service, the price has a significant effect on customer satisfaction, while pharmaceutical facilities no significant effect on customer satisfaction. (Malik. et al., 2012) entitled "Impact Of Brand Image, Service Quality And Price On Customer Satisfaction In Pakistan Telecommunication Sector" took 165 samples of complete questionnaires received back to the level of 82.5% response. The results of this study are favorable and will help telecom service providers to establish their product and pricing policy so that they can maximize customer satisfaction and retain their customers to achieve a higher market share.

Research conducted by Faizah (2013) This study aims to determine the effect of price and service quality to customer satisfaction O-Mamamia Steak n Ice Cream Teak Semarang. The population in this study are customers O-Mamamia Restaurant Steak n Ice Cream Teak Semarang. Samples were taken 100 respondents and a sampling technique used was purposive sampling. The scale of measurement using a Likert scale. In the analysis of data using simple linear regression and multiple regression tests with SPSS 18.00. Based on the survey results revealed price variables have an influence on customer satisfaction variable, where the value of the  $t(3.456) > t \text{ table}(1.29025)$ . That is price positive and significant impact on customer satisfaction. The determination coefficient value of 0.109 or 10.9%. This means a 10.9% customer satisfaction variables can be explained by the price variable. Service quality variables have an effect on customer satisfaction, which amounted to  $8.451 > t\text{-count } t\text{-table of } 1.29025$  means that service quality and significant positive effect on customer satisfaction. The determination coefficient value of 0.422 or 42.2%.

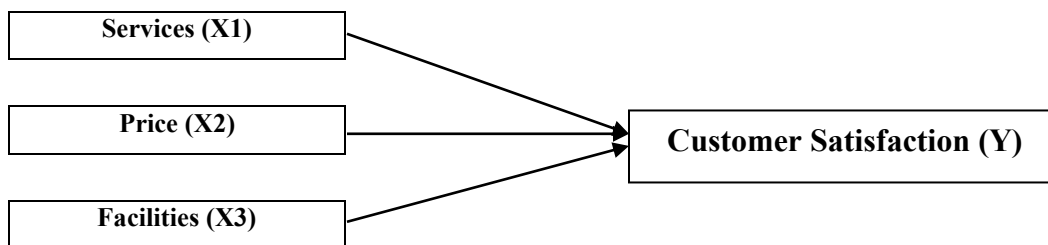
Research conducted (Manoppo, 2013) entitled "quality of care and services scrape influence on customer satisfaction with hotel Grand Puri Manado". Samples were 70 respondents. Results of research conducted to produce 1) quality of service simultaneously having a positive influence on the satisfaction of hotel guests Grand Castle, 2) service scrape simultaneously having a positive influence on the satisfaction of hotel guests Grand Castle. The equation of this study with previous research is the use of customer sample hotel, other equations service quality affects previous studies, previous research taking a sample of consumers Grand Puri Manado whereas this study took a sample of consumers Sharia Hotel Solo, other differences this study did not take variable service scrape as influence on satisfaction.

## **2.8 Research Framework**

(Ketchand, 1998) Quality covers consumers' assessment of the core services, provide services or the entire service organization. Quality is a general consideration relating to products in general and recognized that the

quality of service determines customer satisfaction. Based on the description of the theory that has been put forward as well as the existing problems, it is necessary to make a conceptual framework of the study. The purpose is to provide ease in assessing conditions carefully. The conceptual framework of this research in the buffer see in the picture below:

Picture 1  
ResearchFramework



Source: Haryanto (2013) . The *Quality of Service, Facilities and Price Effect on User Satisfaction Services at the Office of Samsat Manado*. Journals of EMBA Vol.1 No.3 September 2013, Page. 750-760.

Information:

Independent variable : *quality of service, price, facilities*

Dependent variable : *Customer Satisfaction*

## 2.9 Hypothesis

### (1) *Effect of Service Quality on Customer Satisfaction*

The quality of service is poor grain level good condition given the service providers in order to satisfy consumers, particular service companies are not something that is easily defined because it is so closely linked to the views of consumers. Kotler (2001) stating that the service is any activity or benefit granted by one party to another that is essentially intangible and does not result in the ownership of anything anyway. That, when the service provided, is able to meet or exceed the expectations or the expectations of consumers, the consumer will be satisfied. Based on the above understanding can be concluded that the quality of service is the hallmark characteristics or properties of a product or service that affect the ability to satisfy the needs of consumers.

Based on the above it can be formulated hypothesis is as follows:

H1: service quality significantly influences consumer satisfaction in Sharia Hotel Solo.

### (2) *Effect of Price on Customer Satisfaction*

Prices from the perspective of consumers, it is often used as an indicator of the value of the price if perceived benefits associated with goods or services. Value can be defined as the ratio between the perceived benefits of the price. With thus, can be concluded that at a certain price level, if the perceived benefits increase, then the value will increase as well. If the customer's perceived value is higher, then it will create maximum customer satisfaction (Tjiptono, 2004).

Based on the description above, it can be formulated hypotheses as follows:

H2: price perceptions significantly affect customer satisfaction Sharia Hotel Solo.

(3) *Influence on Consumer Satisfaction Facilities*

According to Tjiptono (2004) that facility is something very important in a service business, therefore the existing facility is the condition of the facility, complete interior, and exterior, design as well as the cleanliness of the facility, should be considered especially closely associated with what is perceived customers directly. Perception gained from customer interactions with service facilities affect the quality of these services in the eyes of the customer. Of income above can be deduced that the terms of the facility can be interpreted as a means or everything is intentionally provided before a service is offered to be used and to be enjoyed by customers in order to obtain satisfaction.

Based on the description above, it can be formulated hypotheses as follows:

H3: facilities significantly influence consumer satisfaction in Sharia Hotel Solo.

### 3 Research Methods

This type of research that will be used by the author is quantitative research. According to Sugiyono (2009), Quantitative research method can be interpreted as a method of research that is based on the philosophy of positivism, is used to examine the population or a particular sample.

The operational definition and Measurement of Variables are:

(1) *Service quality*

The quality of service becomes a necessity that must be done so that the company is able to survive and still won the trust of customers.

(2) *Price*

Price is the amount of money that has been agreed upon by potential buyers and sellers in exchange for goods or services within the normal business transaction (Tandjung, 2004). According to Ferdinand (2000), price perception is composed of indicators: Suitability of product prices with quality products., price comparison with the price of other products and similar, suitability of the product price by the benefits.

(3) *Facilities*

According to Tjiptono (2004) that facility is something very important in a service business, therefore the existing facility is the condition of the facility, complete interior, and exterior design, as well as the cleanliness of the facility, should be considered especially closely associated with what is perceived customers directly.

(4) *Customer Satisfaction*

Consumer satisfaction is the level of feeling that someone claimed the comparison of the performance of products (services) received and the expected (Lupiyoadi, Rambat, 2006).

The data used in this study are:

a. Primary data

Primary data were obtained directly from the object of research is obtained from answers by filling out the questionnaire. In this research, the answers obtained are responses to questionnaires from 100 consumers who know about Sharia Hotel Solo propagated by the authors on the influence of service quality, price, and customer satisfaction at the facilities of the Sharia Hotel Solo.

#### b. Secondary Data

Secondary data is data that is a source of research data obtained by researchers indirectly through an intermediary (obtained and recorded by the other party). Secondary data generally in the form of evidence, records or historical reports that have been compiled in a document published and unpublished by Sharia Hotel Solo.

In this study, researchers collected data by using primary data. Data obtained directly from the object of research obtained from respondents through questionnaires. In this research, the answers obtained are responses to questionnaires from 100 consumers Sharia Hotel Solo by the author of the analysis of the influence of service quality, price, and facilities to Sharia Consumer Satisfaction Hotel Solo. Questions in the questionnaire were made using a Likert scale (1-5), which has five levels of preferences will answer each having a score of 1-5, with details as follows: Strongly Disagree (STS) were given a score of 1; Disagree (TS) by a score of 2; Neutral (N) by a score of 3; Agree (S) by a score of 4; Strongly Agree (SS) by a score of 5.

Data sources are from *Questionnaires and interview*. The questionnaire is the method of data collection by a list of questions related to various problems examined or problem in a research. The interview is the collection of data required in the study, the authors conducted oral interviews with relevant parties in order to obtain the necessary information.

The sampling technique used was accidental sampling technique namely sampling technique based on the coincidence means that anyone who by chance met the criteria as a researcher with the visitor location research can be used as a sample in this study (Sugiyono, 2004). Distributing questionnaires conducted with the consumer at the time of a stopover in Sharia Hotel Solo to be able to get a sample of 100 respondents. Questionnaires will be distributed only to consumers who visit Sharia Hotel Solo. In the implementation of questionnaires when reaching the 100 questionnaires filled in full, then the distribution of the questionnaire will be discontinued. But in this study using a study with a target object on surrounding communities solo that ever came to the sharia hotel. The spread of the questionnaire is not necessarily done at the hotel with a view and deliver directly to the visitors who come to the sharia hotel. The assumptions used are communities around solo who already know about the sharia hotel then ever visit and stay in Sharia Hotel Solo.

The methods of data analysis used in this study are:

#### 1. Instruments Test

##### a) Validity Test

According to (Ghozali, 2011), validity test used to measure the validity of a questionnaire. A questionnaire considered valid if the questions on the questionnaire were able to reveal something to be measured by the questionnaire. The method will be used to test the validity namely Corrected Item-

Total Correlation using SPSS 17.00 for windows. Corrected Item-Total Correlation is used to test whether the item in question has a correlation with the total score of the items in a variable.

b) Reliability Test

According to (Ghozali, 2011), a reliability test is a tool used to measure the questionnaire which is an indicator of variables or constructs. A questionnaire said to be reliable or reliable if someone answers the statement is consistent or stable over time. Test equipment used is the method of Cronbach Alpha. This method is widely used because the formula used has no effect if the variance and covariance of its components are not the same, except that this method is particularly suitable for use in the form of a scale score (Gendro, 2011). The closer to 1.0, the higher the consistency of the answers to scores of grain - the questions or the more trustworthy. Reliability of more than 0.6 is acceptable.

2. Classical Assumption Test

a) Normality Test

Normality Test was conducted to determine the distribution of the data in the study models of normal or near-normal distribution. A good model is the model with data distribution is normal or near normal. To determine the normality of the data distribution, can use the Non-Parametric Test. The testing criteria are:

- 1) Value significance  $< 0.050$  means that the model does not qualify the normal distribution.
- 2) The value of the significance of  $> 0.050$  means that the model qualifies normal distribution.

b) Multicollinearity Test

Multicollinearity test used to determine whether there is a correlation between the independent variables if there is a correlation there exists multicollnearity problem. If the regression model containing symptoms occur multicollnearity means the correlation between independent variables. To determine whether there is multicollnearity between variables can be seen from the variance inflation factor (VIF) of each of the independent variables are related variables. Algifari in (Suliyanto, 2005), if the value (VIF) of not more than 5, then the model is not there multicollnearity, meaning there is no relationship between the independent variables (Suliyanto, 2005).

c) Heteroscedasticity Test

Heteroscedasticity Test used to test whether a regression model occurred inequalities residual variance of an observation to observation of others remain, then called homoscedasticity and if different variants called heteroscedasticity. To detect the symptoms heteroscedasticity, whether there is a pattern that occurs in the residual value on the model, the method can be used as a method Spearman rank (Suliyanto, 2005). If the probability is greater than the value of alpha (0.05) it is certain that the model does not contain elements heteroscedasticity, or arithmetic  $t \leq$  arithmetic table at alpha 0.05 (Suliyanto, 2005).

### 3. Multiple Linear Regression Analysis

Multiple linear regression analysis is used to determine how the dependent variable can be predicted by independent variables. Impact regression analysis can be used to decide whether the rise and fall of circumstances dependent variable are done by raising or lowering state independent variables. In other words, to improve the state of the dependent variable can be done by increasing the independent variable and vice versa.

In this study used multiple linear regression analysis to examine the effect service quality, price, and facilities. Econometrics models in this study are:

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

Which is:

Y = customer satisfaction

$\beta_0$  = constants

$\beta_{1,2,3}$  = The regression coefficient of each variable

$X_1$  = service quality

$X_2$  = price

$X_3$  = facility

e = Factors Bullies

### 4. Hypothesis Test

#### a) T-test

The purpose of the t-test was to determine the level of significance of influence between each dependent and independent variables.

#### b) F-Test

F-test was conducted in order to determine whether the independent variables simultaneously and significant effect on the dependent variable.

### 5. The coefficient of determination ( $R^2$ )

Analysis The coefficient of determination ( $R^2$ ) is used to determine the contribution of the independent variable on the dependent variable that is embodied in the form of a percentage. The quantity is called the coefficient of determination  $R^2$  and the scale used to measure the suitability or fitness of a regression line (Gujarati, 2006).  $R^2$  measuring portion or percentage of the total variation in Y explained by the regression model.  $R^2$  value of between 0 to 1. The higher the value of  $R^2$ , it indicates the greater influence of the independent variable on the dependent variable changes or improvements. If the value of  $R^2$  equal to 1, then the independent variable perfect effect on the dependent variable, but if it is equal to 0, means that the independent variable has no effect on the dependent variable.

## 3. Results and Discussion

Quantitative analysis is an analysis performed by embodying the number in which the respondents were originally shaped opinion then categorized using a number called a Likert scale with a score of 1-5. The results of

the analysis carried out by respondents to see the feasibility of the data that is used to represent the constant and the symptoms are nearby. The final results of the analysis are:

a) Validity Test Results

Results for the data used to measure the popularity of respondents valid or not. If invalid means not being able to answer the symptoms that occur in the vicinity. In this test, using the method of Corrected Item-Total Correlation which may be declared invalid if  $r$  arithmetic, larger than  $r$  table. The results obtained in this study are:

Table IV.6  
Table of Validity of Services ( $X_1$ )

Variable	Item	<i>Corrected Item-Total Correlation</i>	R table	Information
Service( $X_1$ )	P1	0,470	0,202	Valid
	P2	0,530	0,202	Valid
	P3	0,592	0,202	Valid
	P4	0,429	0,202	Valid
	P5	0,518	0,202	Valid

Source: Data Sample 2016

The results obtained in this analysis in Table IV.6 shows that the value Corrected item-total correlation on variable service bigger than  $r$  table then this result can be declared valid.

Table IV.7  
Table of Validity of Price ( $X_2$ )

Variable	Item	<i>Corrected Item-Total Correlation</i>	R table	Information
Price( $X_2$ )	H1	0,610	0,202	Valid
	H2	0,540	0,202	Valid
	H3	0,559	0,202	Valid
	H4	0,601	0,202	Valid
	P5	0,622	0,202	Valid

Source: Data Sample 2016

The results obtained in this analysis in Table IV.7 shows that the total value of the items Corrected Correlation at variable rates greater than  $r$  table then this result can be declared valid.

Table IV.8  
Table of Validity of Facilities ( $X_3$ )

Variable	Item	<i>Corrected Item-Total Correlation</i>	R table	Information
Facilities ( $X_3$ )	F1	0,500	0,202	Valid
	F2	0,399	0,202	Valid
	F3	0,602	0,202	Valid
	F4	0,563	0,202	Valid
	F5	0,498	0,202	Valid

Source: Data Sample 2016

The results obtained in this analysis in Table IV.8 shows that the total value of the items Corrected Correlation variable facilities bigger than  $r$  table then this result can be declared invalid.

Table IV.9  
Table Validity of Customer Satisfaction Y)

Variable	Item	<i>Corrected Item-Total Correlation</i>	R table	Information
Customer Satisfaction (Y)	KK1	0,581	0,202	Valid
	KK2	0,573	0,202	Valid
	KK3	0,607	0,202	Valid
	KK4	0,583	0,202	Valid
	KK5	0,556	0,202	Valid

Source: Data Sample 2016

The results obtained in this analysis in Table IV.9 shows that the value Corrected item-total correlation on variable customer satisfaction is greater than r table then this result can be declared valid.

#### b) Reliability Test Results

In this section, unlike the validity test is to measure the result of a consistent answer or not when used by other researchers. In this test using Cronbach's alpha method wherein said reliable when Cronbach's alpha values greater than 0.6. The results obtained in this study are:

Table IV. 10  
Table of Reliability Test of Services (X<sub>1</sub>)

Variable	<i>Cronbach's Alpha</i>	<i>N of item</i>
Service	0,775	5

Source: Data Sample 2016

The results obtained in this analysis, in Table IV.10 shows that the Cronbach's alpha value of 0.775 at variable service greater than 0.6 it can be stated reliable.

Table IV. 11  
Table of Reliability Test of Money (X<sub>2</sub>)

Variable	<i>Cronbach's Alpha</i>	<i>N of item</i>
Price	0,822	5

Source: Data Sample 2016

The results obtained in this analysis in Table IV.11 shows that the value of Cronbach's alpha 0.822 on Variable Price is greater than 0.6 it can be stated reliable.

Table IV. 12  
Table of Reliability of Facilities (X<sub>3</sub>)

Variable	<i>Cronbach's Alpha</i>	<i>N of item</i>
Facilities	0,779	5

Source: Data Sample 2016

The results obtained in this analysis in Table IV.12 shows that Cronbach's alpha value of 0.779 at the facility Variable greater than 0.6 it can be stated reliable.

Table IV. 13  
Table Uji Reliabilitas Kepuasan Konsumen (Y)

Variable	<i>Cronbach's Alpha</i>	<i>N of item</i>
Customer Satisfaction	0,793	5

Source: Data Sample 2016

The results obtained in this analysis in Table IV.13 shows that the value of Cronbach's alpha 0.793 on Variable customer satisfaction is greater than 0.6 it can be stated reliable.



#### 4.1 Classic Assumption Test

##### a) Normality Test

This test aims to determine the data used are normal distribution or not. The method used by the Kolmogorov-Smirnov and conditions to be met are *asymp.sig* value greater than 0.05, it can be declared a normal distribution of data. The results obtained in this analysis are:

Table IV.14  
Table Of Normality Test Result

<i>Asymp. Sig.</i>	Condition	Information
0,724	P > 0,05	Normal Distribution

Source: Data Sample 2016

The results obtained in this analysis in Table IV.14 shows that 0.724 *Asymp.Sig* value greater than 0.05, it can be expressed in a normal distribution.

##### b) Multicollinearity Test

This test is based on measurement of the independent variables are correlated or not with other independent variables. The method used is the VIF and Tolerance The results obtained are:

Table 4.15  
Table of Multicollinearity Test Result

Variable	Statistics Collinearity	
	<i>Tolerance</i>	VIF
Service	0,662	1,511
Price	0,663	1,508
Facilities	0,644	1,552

Source: Data Sample 2016

The results obtained in this analysis in Table IV.15 shows that the value of tolerance and VIF each independent variable used this study is smaller than 1 and greater than 1, it can be declared no symptoms multicollinearity.

##### c) Heteroscedasticity Test

This test is used to measure the variance of the data variation, whether it has the same error or not. If it has the same variation that may otherwise have no symptoms heteroscedasticity. In this study using methods *glejser* and *sig.* must be greater than 0.05. The results obtained in this study are:

Table.IV. 16  
Table of Heteroscedasticity Test Result

Variable	T arithmetic	T Sig.
Service	-0,291	0,771
Price	0,062	0,951
Facilities	0,468	0,641

Source: Data Sample 2016

The results obtained in this analysis in Table IV.16 shows that *sig.* each independent variable used is greater than 0.05, it can be declared not experience heteroscedasticity test.

##### d) Autocorrelation Test

Based on tests conducted autocorrelation test with SPSS 20 can be obtained the result is:

Table IV. 17  
Table Autocorrelation Test

Durbin-Watson Value	Condition	Information
2,002	1,5 – 2,5	Not Happen Autocorrelation

Source: Data Sample 2016

The results obtained in this analysis in Table IV.17 shows that the value of Durbin-Watson 2.002 lies between 1.5 to 2.5, it can be declared no symptoms autocorrelation.

#### 4.2 Analysis Data Results

##### a) Multiple Linear Regression Analysis

This results to gauge how much influence the independent variable on the dependent served in the econometric model. This result as not up to the results of testing the feasibility of data is performed. By using SPSS 20, it can be produced as follows:

Variable Coefficient	Beta Coefficient
Constant	2,432
Service	0,201
Price	0,432
Facilities	0,235

Source: Data Sample 2016

From the results shown in Table IV.18 illustrates the regression equation as follows:

From the results shown in Table IV.18 illustrates the regression equation as follows:

$$Y = 2,432 + 0,201 X_1 + 0,432 X_2 + 0,235 X_3 + e$$

Information :

Y = Customer Satisfaction

X1 = Service Quality

X2 = Price

X3 = Facilities

From equation derived from the analysis results can be interpreted in any Variable good at service, price and facilities have a positive effect mean that any increase in service, price and facilities will be offset by increased consumer satisfaction.

##### b) Results of Hypothesis Testing

###### 1) Results of T-test

Based on the analysis performed by t test using SPSS 20 software, the obtained result is:

Variable Coefficient	T arithmetic	T-sig.
Service	2,285	0,025
Price	5,494	0,000
Facilities	2,473	0,015

Source: Data Sample 2016

In Table IV. 19 showed that partially on each Variable service, price, and the facility has a significant positive effect on customer satisfaction. This is indicated by the value of t-sig. services

0,025 smaller than 0.05 and the value of t sig. price 0.000 0.05 and facilities have value t sig. 0.015 less than 0.05.

2) Results of F-test

Based on the analysis performed by t test using SPSS 20 software, the obtained result is:

Table IV.20  
Table of F-test Results

F arithmetic	F-Sig.	Information
37,331	0,000	Significant

Source: Data Sample 2016

In Table IV. 20 shows that simultaneously on Variable service, price, and the facility has a significant positive effect on customer satisfaction. This is indicated by the value of F-sig. services 0,000 smaller than 0.05.

3) The Coefficient of Determination (R2)

Based on the analysis performed by t test using SPSS 20 software, the obtained result is

Table IV.21  
Table of The Coefficient of Determination Test Results

R	R Square
0,741	0,549

Source: Data Sample 2016

The results in Table IV.21 shows that the R-square value of 0.549, it means Variable service, price, and facilities can explain consumer satisfaction amounted to 54.9 and the remaining 45.1% still other variables capable of influencing.

## 4.3 Discussion

### (1) Effect of Service Customer Satisfaction

Based on the analysis carried out it can be stated that the services and significant positive effect on customer satisfaction. This shows that the higher the service has given the higher consumer satisfaction. In the service sector in this study using Sharia object Hotel Solo, service is one of the key success factors in delivering customer satisfaction. Where the hotel does not provide good service then the consumer has not deemed these companies provide the best services and consumers will be disappointed that impact on the level of customer satisfaction will decrease.

Moreover, the concept of business, the consumer must be served like a king that all needs must be satisfied when it comes to the hotel. And the sharia hotel upholds their Islamic values which the consumer is considered in terms of their needs when it comes to business. The results of this study are supported by previous studies Faizah (2013), Manoppo (2013), Utari (2014), and Arifin (2011) which state that the quality of services and significant positive effect on customer satisfaction.

### (2) Effect of Price Customer Satisfaction

Based on the analysis in this study shows that the prices positive and significant impact on customer satisfaction. This shows that the higher prices have given the higher consumer satisfaction. Price

has a huge benefit to the consumer satisfaction level for the reasonable price then consumers will feel satisfied. Pricing does not match it will reduce customers satisfaction. In the case of this study is different because the studies used in hotel sharia engaged in services.

The results indicate that the service sector consumer services sector assume that the higher the price the higher the better hotels offer all forms of facilities, services, and others. This offer makes a service business should invest that much because of the price of all the facilities provided are usually expensive. Complete offerings provided Sharia Hotel Solo, the higher the price offered. This result is supported by previous studies haryanto (2013), Utari (2014), Malik (2012) which states positive and significant impact on customer satisfaction.

### **(3) Effect of Facility Customer Satisfaction**

Based on the results of this study indicate that the facility is the positive and significant impact on customer satisfaction. This result can be considered that the facility is an important factor in calculating the level of customer satisfaction Sharia Hotel Solo. Hotels are not equipped with adequate facilities to make consumers are tired of being long the hotel room. If it is so it is not likely the visitors decided checkout from the hotel faster than plan ed. Such conditions should be avoided as should the hotel management because it will result negatively on the progress of the progress that hotel. These results are consistent with studies Arifin (2011), and Haryanto (201) stating facilities positive and significant impact on customer satisfaction.

## **5 Conclusions and Recommendations**

The conclusion that can be obtained in this study are as follows:

1. The Quality of service has a positive and significant impact on consumer satisfaction Sharia Hotel Solo. Means that the higher quality of service, the higher the level of consumer satisfaction.
2. The price has a positive and significant impact on consumer satisfaction Sharia Hotel Solo. Means consumers assume that the price being offered the higher the more complete offerings provided Sharia Hotel Solo and the effect on customer satisfaction has also increased.
3. The facility has a positive and significant impact on consumer satisfaction Sharia Hotel Solo. The more complete the facilities provided Sharia Hotel Solo to the consumer then the consumer will be satisfied at the hotel.

Based on the results of the analysis can be given the following advice:

#### **1. For Management Companies**

- a. Management must improve the quality of service in order to be better because of the quality of service that will result in maximum customer satisfaction is maximal.
- b. The management must pay attention to its unrivaled facilities that can be used throughout the hotel visitor and not having problems getting full facilities it will be the consumers were satisfied with the facilities offered by the hotel.

- c. The management also considers the price because of the significant and positive impact that the higher the price, the hotel must offer all fittings were adequate as well.

## 2. Further Research

- a. Expected in conducting similar research by adding a new variable, or create new models to the analysis results are more varied.
- b. It is also desirable to add sample due to sample more and more related to the accuracy of the data.

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