The Influence Of Service Quality, Brand Trust And Customer Perceived Value On Costumer Satisfaction Study Of Amaris Hotel Customer In Indonesia

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Abstract

The hotel business can grow rapidly quantitatively by capturing the market in the tourism sector which continues to grow very rapidly. A hotel company will be able to compete and win market share if the hotel is able to provide good quality products and services. This study investigates the correlation between service quality, brand trust, customer perceived value, and their collective influence on customer satisfaction, focusing study of Amaris Hotel Indonesia. Drawing upon a comprehensive review of literature and employing a quantitative research approach, data were collected from a sample of hotel customers through structured surveys. Utilizing advanced statistical techniques such as regression analysis, the study examines the influence of service quality, brand trust, customer perceived value on customer satisfaction. Target included Amaris Hotel Indonesia customers. A total of 272 valid questionnaires were collected and verified with PASW Statistics 18. The conditions were: Service quality positive and significant impact on customer satisfaction. Brand trust has a positive and significant impact on customer satisfaction. Customer perceived value positive and significant impact on customer satisfaction. This indicates that customers who perceive higher service quality, exhibit greater trust in the hotel brand, and perceive greater value are more likely to be satisfied with their hotel experience. Additionally, this study reveals distinct interactions and moderation effects among these variables, highlighting the complex dynamics underlying customer satisfaction in the hospitality industry. These insights contribute to both theoretical understanding and practical implications for hotel managers seeking to enhance customer satisfaction in a highly competitive market environment.

Keywords: service quality; brand trust; customer perceived value; customer satisfaction; amaris hotel.

1. **Introduction**

Indonesia, as a country that is a world tourist destination, of course continues to intensify the development of tourism facilities, especially in the amenities department. Establishing good relations with the private sector and then inviting all parties to invest in Indonesia in the field of amenities, especially hotels, is a strategic step for the government.

Hotels in Indonesia are generally known as two types, namely budget hotels and star hotels. Each hotel will then design its property well to create a comfortable and attractive atmosphere so that guests feel at home while enjoying hotel services, so that the hotels can continue to run their business sustainably. in a stable and sustainable manner, as has happened in Indonesia, the hotel business has experienced quite a significant increase since 2012 even after the Covid-19 outbreak which hit Indonesia in recent years. According to the Indonesian Central Statistics Agency, the number of star hotels in 2022 will be 3763 units. This number increased by 6.87% compared to 2021 which was 3521 units. (Mustajab, 2022).

2. **Literature**

• Service Quality

Rusydi (2017: 39) states that service quality is the company's ability to provide services with the best quality compared to its competitors.

• Brand Trust

Chaudhuri and Holbrook (2001) define brand trust as "the willingness of the average consumer to rely on the ability of the brand to perform its stated function". Brand trust arises after consumers' evaluation of companies' offerings.

• Customer Perceived Value

Zeithaml (1988) defined that customer perceived value is the consumer's overall evaluation of a product based on perceptions of what is received and what is given.

• Customer Satisfaction

According to Kotler (2007: 177), customer satisfaction is the feeling of pleasure or disappointment of someone who emerged after comparing the performance (result) of the product that emerged after comparing the expected performance (or outcome).

3. **Research Methodology**

This chapter discusses the methodology used to examine study of "The Influence of Room Service Quality, Brand Trust and Customer Perceived Value on Customer Satisfaction, study of Amaris Hotel Customer in Indonesia". Therefore, this chapter contains a discussion of research process, research framework and hypothesis, research

objects, instruments, data collection, questionnaire design, construct meisurements and analytical methods.

3.1. Research Process

After understanding the relevant background and current situation of this research, this research first determines the research topic, collects and discusses relevant literature, and develops a theoretical framework and research hypothesis based on the literature discussion. Prepare a research questionnaire. After the pre-test questionnaires are collected, inappropriate items are deleted and modified, and then revised, publishing and recovering the questionnaire, statistical analysis and data processing based on test results, and analysis of research results and discussions, and finally putting forward conclusions and suggestions.

3.2. Analytical Methods

The information is coded into The Statistical Package for Social Science (SPSS) by PASW Statistics 18. The initial step of information examination illustrative measurements to clarify The Influence of Service Quality, Brand Trust and Customer Peceived Value on Customer Satisfaction are valid. A recurrence and rate information examination were led in this segment.

Figure 1. Research Framework
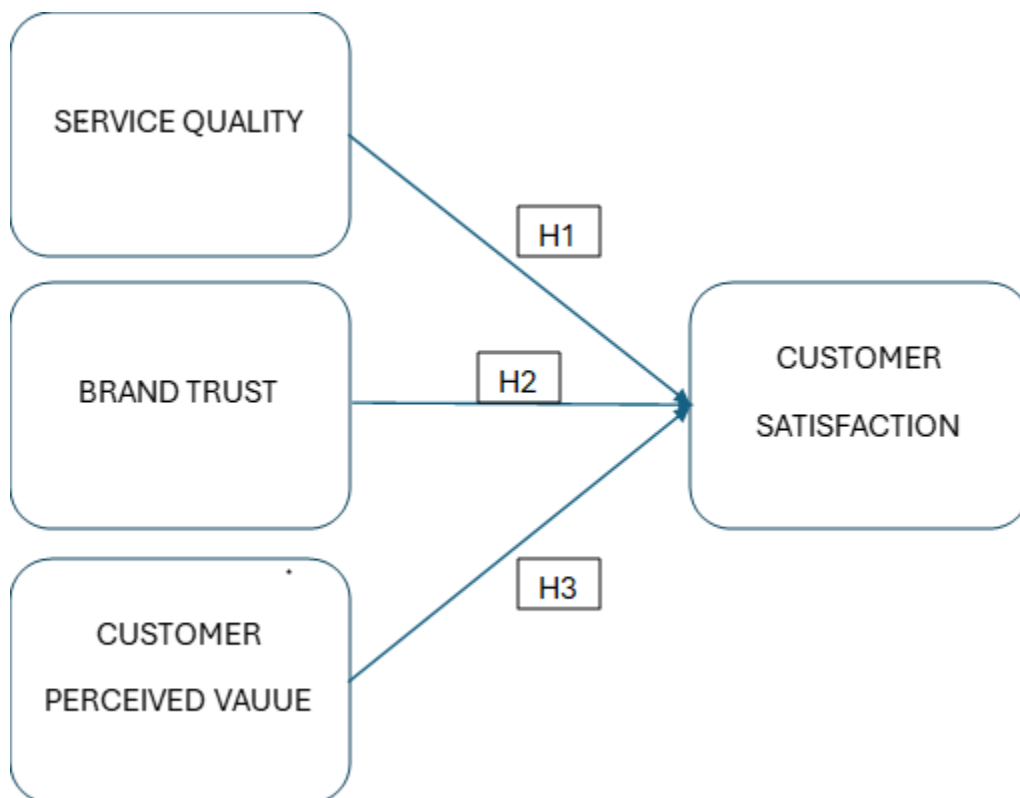
Results

4.1. Validity Analysis

In this study, after the questionnaires were distributed, there were a total of 272 valid questionnaires overall. This study was conducted using formal questionnaires. Exploratory Factor Analysis (EFA) tests the construct validity of each scale. Each scale was analyzed using principal component analysis (PCA) and maximum variation. According to Kaiser (1974), a KMO value greater than .70 indicates that it is suitable for exploratory factors. Factor analysis was carried out, and items with factor loadings less than .5 were deleted according to Wu Minglong's (2007) standard.

4.1.1. Service Quality

Table 4.1.4. Validity of Service Quality overall ≥ .7

Question	Factor				
	Tangibility	Responsiveness	Reliability	Assurance	Empathy
SQ1. Modern and good quality of hotel facilities	.846				
SQ2. Cleanliness and comfortable of the hotel room	.847				
SQ3. Neat and professional appearance of hotel staff	.846				

SQ4. Notify at the right time when service will be provided to customers		.839			
SQ5. Quick response to customer requests		.844			
SQ6. There are always staff available to serve		.850			
SQ7. Accurate Information about price and services			.859		
SQ8. Timely housekeeping service			.868		
SQ9. Friendliness of staff				.841	
SQ10. Make customer feel secured with the clear or transparent transactions				.836	

SQ11. Very comfortable and clean matress, pillow, bed sheets, and covers					.865
SQ12. The facilities in the room (television, air conditioner, lighting, refrigerator, toilet) are good and function well					.859
Explained Variation (%)	72.247	4.735	4.451	3.435	2.789
Cumulative Explained Variation (%)	87.657				

4.1.2 Brand Trust

Table 4.1.2. Brand Trust overall ≥ .7

Question	Brand Trust
BT1. I believe in Amaris Hotel will provide good services	.877
BT2. Amaris Hotel is very reliable for accommodation	.876
BT3. Amaris Hotel is honest and transparent to customers	.852
BT4. I feel safe when I am staying at Amaris Hotel	.894
Explained Variation (%)	76.519
Cumulative Explained Variation (%)	76.519

4.1.3. Customer Perceived Value

Table 4.1.3. Validity of Customer Perceived Value overall ≥ .7

Question	Factor				
	Quality	Emotional Response	Monetary Price	Behavioural Price	Reputation
CPV1. I am confident that I am getting quality features for staying at Amaris Hotel	.858				
CPV2. feel I have gained valuable experience after staying at the Amaris Hotel	.877				

Item					
CPV3. Stay at Amaris Hotel makes me feel happy		.837			
CPV4. I am very grateful to have stayed at the Amaris Hotel		867			
CPV5. If I compare this hotel features, it is good value for the money that I will spend for accommodation			.878		
CPV6. Booking at this Amaris Hotel will be a worthwhile purchase as it will help me stay at a reasonable price			.859		
CPV7. Easy ordering				.845	
CPV8. Price information is very clear				.872	
CPV9. I view the Amaris Hotel as a hotel with a good reputation because of its consistency in providing good service					.887
CPV10. Amaris Hotel's reputation is no less competitive than other star hotels					.877

Explained Variation (%)	74.952	4.639	3.949	3.738	3.421
Cumulative Explained Variation (%)	90.699				

4.1.4. Customer Satisfaction

Table 4.1.4. Validity of Customer Satisfaction overall ≥ .7

Question	Customer Satisfaction
CS1. Overall, I am happy with my Amaris Hotel stay experiences	.875
CS2. Stay at Amaris Hotel meets my expectations	.913
CS3. I think I did the right thing when I chose Amaris Hotel as my accommodation	.864
Explained Variation (%)	78.220
Cumulative Explained Variation (%)	78.220

4.2. Reliability Analysis

This study tested the internal consistency of each scale and overall through Cronbach's alpha coefficient. Wu Ming Long (2009) argues that for a scale or questionnaire with a good reliability coefficient, the higher the coefficient, the greater the internal inconsistency. The higher the value, the better the reliability coefficient of the total scale is above .80. If it is between .70 and .80, it is still considered reliable. Acceptable range; if it is a subscale, the reliability coefficient must be above 0.70, if it is above 0.60 to .70, still acceptable for use.

The results in table 4.2 show that the test results for each variable are more than 0.7 and can be declared reliable.

Table 4.2. Reliability Analysis

Scale Name	Factor	Cronbach Alpha	Total Scale Alpha Value
Service Quality	Tangible	.859	.965
	Responsiveness	.855	
	Reliability	.850	
	Assurance	.809	
	Empathy	.819	
Brand Trust	-	.898	.898
Customer Perceived Value	Quality	.819	.963
	Emotional Response	.808	
	Monetary Price	.852	
	Behavioral Price	.823	
	Reputation	.831	
Customer Satisfaction	-	.859	.859

4.3. Regression Analysis

Table 4-3-1 Summary table of regression analysis of R Square

Model Summary					
Model		R	R Square	Adjusted R Square	Std. Error of the Estimate
dimension	1	.940[a]	.884	.880	.315

Based on R Square using SPSS, the result obtained is (.880), which means that Service Quality, Brand Trust and Customer Perceived Value influence the Customer Satisfaction of the Amaris Hotel Customer Indonesia by 88%.

Table 4-3-2 Summary table of regression analysis variables significancy

ANOVA[b]					
Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	196.347	10	19.635	197.557	.000[a]
Residual	25.741	259	.099		
Total	222.089	269			
a. Predictors: (Constant), CPV_Reputation, SQ_Assurance, SQ_Reliability, CPV_Behavioral_Price, CPV_Monetary_Price, CPV_Emotional_Response, CPV_Quality, SQ_Tangibility, SQ_Responsiveness, Brand_Trust					
b. Dependent Variable: Customer_Satisfaction					

The analysis F calculated (263.067) with significance (.000) ≤ .05 can be interpreted as having a significant influence from Service Quality, Brand Trust and Customer Perceived Value on Customer Satisfaction

5. Conclusion, Implication, Limitation

In this study, we investigated how service quality, brand trust, and customer perceived value collectively influence customer satisfaction. Our findings provide significant insights into both theory and practice in marketing.

From a practical standpoint, our findings suggest that businesses should invest in enhancing service quality, building and maintaining trust through transparent and consistent interactions, and continuously innovating to deliver superior value. These strategies not only improve customer satisfaction but also contribute to long-term profitability and sustainable growth.

This study may have limited its sample size to a specific number of customers, which may not be representative of the entire population of Amaris Hotel customers in Indonesia. This may lead to biased results and a limited generalizability of the findings.

6. References

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