The Influence of Service and Facilities on Guests' Interest at Padma Hotel Semarang

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Abstract. This study investigates the influence of service quality and facilities on guests' interest in Padma Hotel Semarang. Utilizing a quantitative approach, data were collected through surveys distributed to hotel guests. The analysis revealed that both service quality and facilities significantly impact guests' interest. Specifically, high-quality service and well-maintained facilities enhance guests' likelihood of choosing Padma Hotel Semarang over competitors. These findings provide valuable insights for hotel management aiming to attract and retain guests by emphasizing service excellence and facility improvements.

Keywords: Service Quality, Hotel Facilities, Guest Interest, Hospitality Management, Padma Hotel Semarang

1. INTRODUCTION

The hotel business is highly competitive, and its success often depends on good customer service, efficient management, an understanding of market trends, and the ability to adapt to changes in the hotel industry (Candra et. al, 2023). In the face of intense competition, Padma Hotel Semarang as a five-star hotel, shows impressive performance in the hospitality industry at Semarang. Notably established in the third quarter of the year 2022, Padma Hotel Semarang has successfully enticed and satisfied its guests, leading to consistently high occupancy rates. This achievement can be attributed to the hotel's extensive array of high-quality services and facilities, which have exceeded the guests' expectations.

Table 1: Occupancy Statistics of Padma Hotel Semarang

No.	Months	Year	
		2022	**2023**
1	January		8,120
2	February		7,344
3	March		8,643
4	April		6,868
5	May		7,577
6	June		10,088
7	July		10,704
8	August		10,003
9	September	3,207	10,195
10	October	5,520	8,852
11	November	6,845	9,952
12	December	10,495	11,679
	Total	**26,067**	**110,025**

Source: Padma Hotel Semarang, 2024

However, the researcher seeks to understand the services and facilities offered by Padma Hotel Semarang that significantly influence guest interest, especially compared to other star-rated hotels that offer similar services and facilities at competitive rates. With the frequent return of guests to Padma Hotel Semarang, despite becoming one of the most expensive hotels, there must be a positive influence the guests find in the service and facilities offered by the hotel.

There are two independent variables that the researcher lists to help in understanding the case study. The first variable is the quality of service which will include the overall relationship and guest service experience between the staff and the guests. The relationship between service quality and guest satisfaction, concludes that service quality plays a vital role in enhancing guest satisfaction (Ahmad Zikri, 2022).

Secondly, the quality and comprehensive facilities that are available at the hotel. By analysing these two independent variables, the researcher can measure whether the level of interest shown by guests is heavily affected or vice versa based on their experience while staying at Padma Hotel Semarang.

Padma Hotel Semarang places the employee aspects as a critical element in its service delivery.

Kloutsiniotis and Mihail (2018) stated, that in delivering service quality to guests, the workforce is the primary object that ensures guest loyalty and satisfaction through the provision of services in responsive and reliable ways that assure the guests of their value. Friendly, professional, educated, and well-trained staff not only provide efficient service but also a warm and welcoming atmosphere. Prioritising the quality of employees will foster a positive reputation and enhance the chances of gaining loyal, repeat guests.

Complementing its well-organised staff, the hotel uses the quality of facilities and services to achieve customer satisfaction since facilities directly influence satisfaction (Nurcahyo et al. 2017). Therefore, with a total of 225 rooms Padma Hotel Semarang has various types of rooms to provide comfort and luxury experience, as well as fulfil the needs of each guest, including those with special requirements. There are family rooms, connecting rooms, pool access rooms, rooms with balconies, suites, and rooms for persons with disabilities (Padma Hotel Semarang, 2024).

This research is anticipated to gather valuable insights for improving Padma Hotel Semarang's guest engagement strategies as the hotel can enhance its competitive marketing approaches to its potential and loyal guests. By gathering data and studying the quality of service and facilities provided by the hotel, the researcher can compare which variable has the greatest influence on guests' interest which will reinforce Padma Hotel Semarang's reputation for excellence.

2. LITERATURE REVIEW
2.1 Hotel Service
Hotel service is a fundamental aspect of the hospitality industry, encompassing various elements that contribute to the guest experience. According to Singh and Dev (2018), hotels provide essential accommodation and services that cater to the needs of tourists and visitors, making them vital in the tourism sector. Xu and Chan (2019) emphasize that the classification of hotels based on service levels significantly impacts guest perceptions of service quality and value. Excellent customer service, as noted by Wirtz and Lovelock (2020), is a key driver of customer loyalty and can offer a competitive advantage to hotels.

2.1.1 Factors Influencing Hotel Service Quality
There are several factors identified as the main determinants of hotel service quality:

1. Service Excellence
Ali, Amin, and Cobanoglu (2019) stated that hotels must continuously improve their service standards to meet and exceed guest expectations. Service excellence significantly impacts guest loyalty in the hospitality industry. High-quality service encourages repeat visits and positive word-of-mouth recommendations (Kim & Ok, 2018).

2. Cleanliness and Maintenance
Research by Chen and Peng (2018) shows that cleanliness standards significantly influence overall guest experience. Proactive maintenance, including regular inspections and prompt repairs, is essential to maintain the hotel's physical condition and minimize guest complaints (Jones and Siag, 2017; Barber and Scarcelli, 2020).

3. Customer Experience
The overall customer experience from reservation to checkout plays a vital role in service quality. Kim, Vogt, and Knutson (2021) suggest that creating unique and personalized experiences can enhance customer satisfaction and foster repeat visits. This includes both functional service aspects and emotional connections, making stays memorable and distinctive.

2.2 Hotel Facility
Hotel facilities are services and amenities provided to meet guests' needs and enhance their stay experience. According to Raza et al. (2018), these include basic services such as room cleanliness, safety, and comfort, as well as additional services for a more luxurious experience. Chan and Hsu (2018) state that good hotel facilities are a determining factor in hotel selection by guests, emphasizing the importance of location, price, and offered facilities.

2.2.1 Factors Influencing Facility
The factors that affect the quality of the hotel's facilities are the elements that determine the extent to which the facilities provided by the hotel meet the needs and expectations of guests.

1. Location
The location of the hotel significantly influences guest reviews. Hotels in strategic locations, close to main attractions or business centers, are more likely to receive positive feedback (Israeli, 2002; Li, Wang, and Law, 2021). A good location enhances accessibility and improves customer comfort during their stay.

2. Facilities and Amenities
Additional facilities such as fitness centers, swimming pools, and event venues influence guests' perception of the hotel's quality. Tsang and Qu (2000) and Huang, Goo, and Tseng (2018) highlight that these facilities are decisive in hotel selection, especially for guests seeking a complete and satisfying experience.

3. Technology
The use of modern technology in hotel facilities such as electronic key systems, mobile applications for room service, and sophisticated in-room entertainment also play an important role. Buhalis and Leung (2018) show that technology can increase guest satisfaction by providing more convenient and efficient facilities (Buhalis & Leung, 2018).

2.3 Guest Interest
Guest interest is an important concept in hospitality and tourism studies, referring to the interest or desire of guests to visit or use certain services. According to Kotler et al. (2017), guest interest can be understood as the level of attention and interest shown by consumers towards certain products or services before making a purchase decision. In the hospitality context, guest interest is often related to various factors such as hotel location, service quality, facilities offered, and price.

According to a study by Chen and Tsai (2007), the quality of experience felt by guests during their visit has a significant influence on their interest in returning in the future. This study also highlights the importance of feedback from guests as a tool to understand and improve the factors that influence their interests.

2.3.1 Factors Influencing Guest Interest
Factors that affect guest interest include service quality, price, location, reviews and reputation, facilities, and previous experience. A deep understanding of these factors can help managers of hotels and tourist destinations develop effective strategies for attracting and retaining guests.

1. Service
The quality of service is one of the main factors that influence the interest of guests to choose a hotel or tourist destination. Research by Parasuraman, Zeithaml, and Berry (1988) shows that service quality can be measured through dimensions such as tangibility, reliability, responsiveness,

assurance, and empathy. High-quality service can increase guest satisfaction and influence their decision to return or recommend the place to others (Parasuraman et al., 1988).

2. Facilities
Facilities provided by hotels or tourist destinations are also important in attracting guests. According to research by Kandampully and Suhartanto (2000), complete and quality facilities, such as swimming pools, fitness centres, and business facilities, can increase the attractiveness of a hotel (Kandampully & Suhartanto, 2000).

3. Price
Price also plays an important role in attracting guests. According to Kotler and Keller (2016), competitive prices that match the value received by guests can be the main attraction. An effective pricing strategy should consider the guest's perception of value as well as the cost incurred to obtain the service (Kotler & Keller, 2016).

4. Location
Location is another significant factor that affects the choice of guests. A strategic location, close to main attractions or business centres, is often more desirable. In a study by Chen and Tsai (2007), it was found that accessibility and ease of transportation greatly influence guests' interest in choosing a place to stay (Chen & Tsai, 2007).

5. Previous Experience
Previous experiences also influence guests' decisions to return to the same place. Oliver (1999) explained that previous positive experiences can increase guest loyalty through satisfaction and a positive perception of the service received (Oliver, 1999).

6. Reviews and Reputation
The reputation of a hotel or tourist destination, which is often influenced by reviews from previous guests, is also very influential. Sparks and Browning (2011) showed that online reviews can shape the perception of potential guests about the quality of services and facilities offered, thus influencing their decisions (Sparks & Browning, 2011).
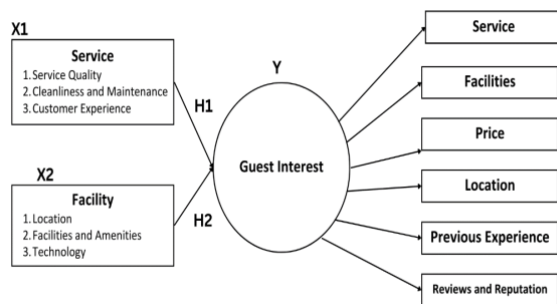
Figure 1: Research Model

The research model presented above highlights the factors linked to identifying the variable of guest interest. It comprises three variables: service and facility as independent variables, and guest interest as the dependent variable. Each variable is supported by specific indicators that aid the researcher in this study. The indicators for service include service quality, cleanliness and maintenance, and customer experience. The indicators for the facility include location, facilities and amenities, and technology. The indicators for the guests' interest encompass service, facilities, price, location, previous experience, and reviews and reputation.

Accordingly, the researcher formulates the hypothesis as follows:

H1: There is a significant positive relationship between service quality and guests' interest in Padma Hotel Semarang.

H2: There is a significant positive relationship between the quality of facilities and guests' interest in Padma Hotel Semarang.

3. METHODOLOGY

The research approach used in this research is quantitative. This approach is chosen because it is suitable for measuring relationships between variables and analysing data statistically so that it can provide objective and generalizable results. This approach combines descriptive and causal methods. A descriptive approach is used to understand the current status of services and facilities, while a causal approach investigates their impact on guest interests. The reason for choosing quantitative methods is that they effectively capture large amounts of data and identify patterns and correlations.

This research uses a survey method with a structured questionnaire as a data collection instrument. In this research, the target population is all guests who have stayed at the Padma Hotel Semarang. This population covers a wide range of guest demographics, including age, gender, nationality, and purpose of visit.

3.1 Sampling Size

The sample size in this study was determined using the Raosoft calculator. Raosoft is frequently used to determine sample size in quantitative research, as it provides fast and accurate calculations based on the following parameters:

- Margin of Error (5%): The acceptable level of error in research results.
- Confidence Level (90%): The probability that the sample results will match the population.
- Population Size (20,000 guests): Total number of subjects in the population.
- Population Proportion (50%): The proportion of respondents in a population who are estimated to have a certain characteristic.

Based on the Raosoft program with these calculations, the appropriate sample size for this research is 267.

3.2 Data Analysis Method

This research paper employs SPSS and AMOS for data analysis. Following the distribution of the questionnaire and the collection of raw data, the data is compiled into the respective applications. In SPSS, we conduct descriptive analysis and assess both reliability and validity. In AMOS, we generate graphical illustrations that include numerical values associated with each variable.

4. RESULT

4.1 Respondents' Demographic

In this study, the data collected on the nationality, purpose of staying, gender, and age of the respondents provide a clear picture of the character of the population being studied. The largest group, comprising 39.2% of respondents, falls within the 18-24 years age range. This is followed by the 25-34 years group at 22%, the 35-44 years group at 20.9%, the 45-54 years group at 13.8%, and the 55+ years group, which constitutes the smallest segment at 4.1%.

In terms of gender, the almost even distribution between male and female provides an inclusive picture of this population. Male slightly dominate

with 50.4%, while female comprise 49.6% of all respondents. This gender balance reflects that there is no significant gap between male and female.

In terms of nationality, the vast majority of respondents are Indonesian, with a percentage of 95.9%. Only 4.1% of respondents were foreigners, reflecting the presence of a small minority in this population. The data shows that respondents chose to stay at Padma Hotel Semarang for various reasons. Most respondents, namely 42.5%, stayed at the hotel for leisure purpose. In addition, 35.4% of respondents stayed at Padma Hotel Semarang for work purposes. Meanwhile, 22.0% of respondents stayed for events or conferences.
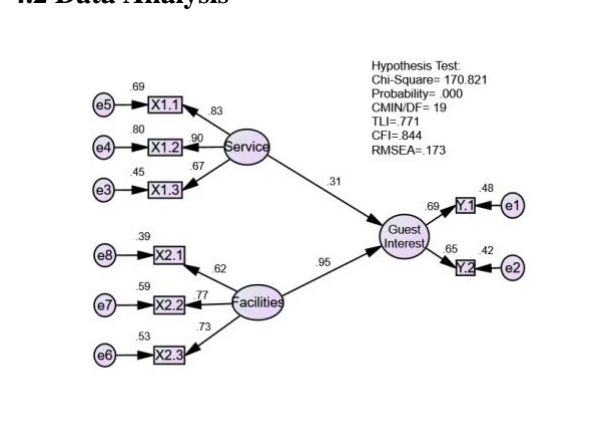
4.2 Data Analysis

Figure 2: Structural Equation Modelling

The structural equation model (SEM) presented investigates the impact of two latent variables, Service and Facility, on Guest Interest. Both latent variables are measured through several observed variables: Service is indicated by variables x1.1 to x1.3, and Facility is represented by variables x2.1 to x2.3. Guest Interest is calculated by two observed variables, y.1 and y.2.

The path coefficients in the model are crucial for understanding the relationships between the latent and observed variables. The numbers on the arrows connecting the latent variables (Service and Facility) to their observed variables are factor loadings, which show the strength of these relationships. For Service, explanatory power is 31% (very weak), with x1.2 being the strongest indicator (loading of 0.90) and x1.3 the weakest (loading of 0.67).

In contrast, the Facility explanatory power is 95% (strong), with x2.2 being the strongest indicator (loading of 0.77) and x2.1 the weakest (loading of

0.62). These loadings indicate that the Facility is generally better represented by its observed variables than the Service is on its own.

Guest Interest is measured by three variables with factor loadings of y.1 (0.69) and y.2 (0.65). Among these, y.1 is the strongest indicator, while y.2 is the weakest. The path coefficients from the latent variables to Guest Interest show that the Facility has a significantly stronger impact on guest interest (0.95) than Service (0.31).

			Estimate	S.E.	C.R.	P	Label
Guest_Interest	<---	Service	.380	.080	4.768	***	
Guest_Interest	<---	Facilities	1.038	.107	9.720	***	
Y.1	<---	Guest_Interest	1.000				
Y.2	<---	Guest_Interest	.876	.096	9.089	***	
X1.3	<---	Service	1.000				
X1.2	<---	Service	1.470	.129	11.430	***	
X1.1	<---	Service	1.609	.141	11.432	***	
X2.3	<---	Facilities	1.000				
X2.2	<---	Facilities	.757	.071	10.669	***	
X2.1	<---	Facilities	.785	.087	8.976	***	

Figure 3: AMOS PLS Regression

Service positively influences guest interest with an estimate of 0.380, a standard error of 0.080, and a highly significant p-value. This means better service leads to higher guest interest. Facilities have an even stronger positive effect on guest interest, with an estimate of 1.038, a standard error of 0.107, and a highly significant p-value. The indicators for guest interest are also significant. The path from guest interest to Y.1 is set as a reference with an estimate of 1.000. The path to Y.2 has an estimate of 0.876, a standard error of 0.096, and a highly significant p-value, showing Y.2 is a strong measure of guest interest.

For the service construct, X1.3 is the reference indicator with an estimate of 1.000. The paths to X1.2 and X1.1 have estimates of 1.470 and 1.609, respectively, both with high significance. These indicators are strong measures of the service construct. Regarding facilities, X2.3 is the reference indicator with an estimate of 1.000. The paths to X2.2 and X2.1 have estimates of 0.757 and 0.785, respectively, and are also highly significant. These indicators effectively measure the facilities construct.

Table 2: Model Fit Indices

Measurement Criteria	Schumacker & Lomax (2010); Wijaya (2009)	Ghozali (2004);	Cucos (2022)	AMOS Result	
CMIN/df (Normed Chi-Square)	CMIN/df ≤ 2 = better	CMIN/df ≤ 5 = better	≤ 3 = acceptable fit ≤ 5 = reasonable fit	0.19	Better
RMSEA (Root Mean Square Error of Approximation)	RMSEA ≤ 0.08 = better	RMSEA ≤ 5 =better	≤ 0.05 = reasonable fit	0.173	Better
TLI (Tucker- NFI (Normed Fit Index)	TLI value closer to 1 = better	TLI ≥ 0.09 is better	TLI value closer to 1 = perfect fit	0.771	Better
CFI (Comparative Fit Index)	CFI closer to 1 = better	CFI closer to 1 = better	1 = perfect fit ≥ 0.95 = excellent fit ≥ 0.90 = acceptable fit	0.844	Better

CMIN/df: 0.19, which is interpreted as "Better" according to the criteria from Cucos (2022).

RMSEA: 0.173, which is interpreted as "Better" according to Schumacker & Lomax (2010) and Wijaya (2009) criteria.

TLI: 0.771, which is interpreted as "Better" as it is closer to 1.

CFI: 0.844, which is interpreted as "Better" according to Schumacker & Lomax (2010) and Wijaya (2009) criteria.

Based on the above results and in relation to the hypothesis in this study, the hypothesis tests can be addressed as shown in Table 3.

Table 3: Model Fit Indices

Hypothesis	Measurement	Criteria Value		Results	Conclusion
H1	Service	P-Value < 0.05 Significant	***	Significant	Accepted
		Regression weight value indicates the influence	0.31	Weak	
H2	Facility	P-Value < 0.05 Significant	***	Significant	Accepted
		Regression weight value indicates the influence	0.95	Strong	

It shows a statistically significant relationship with guests' interest at Padma Hotel Semarang, evidenced by a P-value of less than 0.05. The regression weight of 0.31 suggests that while service does influence guests' interest positively, this influence is relatively weak to moderate. Nevertheless, the hypothesis is accepted, indicating a consistent trend that improving service quality could enhance guests' interest, albeit to a lesser extent compared to other factors.

It reveals a highly significant relationship with guests' interest, supported by a P-value also below

0.05. The substantial regression weight of 0.95 indicates a strong positive influence of facility quality on guests' interest. This finding underscores the critical importance of facilities in shaping guests' perceptions and preferences, suggesting that investments or improvements in facilities at Padma Hotel Semarang could lead to significant increases in guest interest and satisfaction.

5. CONCLUSION

The study reveals that both service and facility quality significantly influence guest interest at Padma Hotel Semarang, with facility quality having a more pronounced impact. This finding underscores the critical importance of the physical environment in shaping guests' overall perceptions and experiences. Guests are particularly drawn to the luxury facilities and amenities offered by the hotel, which play a crucial role in motivating them to engage with and experience what the hotel has to offer.

However, the study also indicates that the service provided by Padma Hotel Semarang does not hold as strong an influence on guest interest. This could suggest either a general lack of concern among guests regarding service quality or a need for improvement in staff training and the integration of assisting technology. To enhance guest satisfaction and interest, it is recommended that Padma Hotel Semarang invest in comprehensive training programs for their staff and advancements in service-related technologies.

Overall, while both aspects are important, the hotel should prioritize maintaining and enhancing their facilities to capitalize on their significant impact on guest interest, while concurrently seeking ways to improve service quality to offer a more balanced and complete guest experience.

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