

The Effect of Service Quality, Facilities and Promotions on Guest Satisfaction at the Front Office of the Artotel Suites Mangkuluhur Hotel Department Jakarta

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Abstract

Received: 07 July 2025
Revised: 16 July 2025
Accepted: 23 July 2025

This research aims to determine various factors that influence guest satisfaction at the front office department of the Hotel Artotel Suites Mangkuluhur Jakarta. The factors studied include service quality, facilities and promotions. This research involved a sample of 100 respondents, who were guests of the Artotel Suites Mangkuluhur Jakarta Hotel. The research method used is a quantitative method with data collection through questionnaires and analysis using appropriate statistical techniques, namely SPSS version 25. The research results show that the service quality variable has a positive and significant influence on guest satisfaction, the facility variable also has a positive and significant influence on guest satisfaction and the promotion variable has a positive and significant influence on guest satisfaction. Likewise, in tests carried out jointly, the variables of service quality, facilities and promotions had a positive and significant influence on guest satisfaction at the Artotel Suites Mangkuluhur Jakarta Hotel.

Keywords: *Service Quality, Facilities, Promotion and Guest Satisfaction*

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How to Cite: Pahlevi, M., Kusumaningrum, A., & Pradini, G. (2025). The Effect of Service Quality, Facilities and Promotions on Guest Satisfaction at the Front Office of the Artotel Suites Mangkuluhur Hotel Department Jakarta. *International Journal of Education, Information Technology, and Others*, 8(3.B), 308-315. Retrieved from <https://jurnal.peneliti.net/index.php/IJEIT/article/view/12810>

INTRODUCTION

In the current economic situation in Indonesia, which is experiencing a crisis, the tourism sector is able to show good enough development to be used as an alternative in improving the state of the economy. The tourism industry must be continued and improved in its development by expanding and utilizing existing resources, the potential of tourism to become an economic activity that can be expected to increase business and encourage regional development.

Hotel is a business engaged in services where hotels provide accommodation services for guests. The existence of this business is very important considering the development of the tourism business and this of course increases the importance of an inn. This increase has a great impact on the progress of the hotel business world, where be able to compete well. The progress of the world of tourism has made the increase in accommodation business greatly increase. Hotel Artotel Suites Mangkuluhur Jakarta is one of the hotels located in South Jakarta. Hotel Artotel Suites Mangkuluhur Jakarta which is located at Jalan Gatot Subroto Kav. 2-3 Karet Semanggi, Setiabudi, South Jakarta DKI Jakarta, is one of the five-star hotels located in the city of South Jakarta. Hotel Artotel Suites Mangkuluhur Jakarta has 311 rooms, and has other facilities such as a restaurant, bar, ballroom, swimming pool, and gym center.

The Front Office Department is a department that is responsible for the sale of hotel rooms in a systematic way through reservations to the delivery of rooms to hotel guests and provides information services to guests during their stay or stay at the hotel (Negara, 2020). Hotel Artotel Suites Mangkuluhur Jakarta is expected to be able to provide attractive and professional service quality, such as front office department employees are expected to provide friendly service to guests who stay and always try to be responsive in serving guests who stay at Hotel Artotel Suites Mangkuluhur Jakarta.

According to Kotler (2019), defining service quality is a form of consumer assessment of the level of service received with the expected level of service. At this time, there are quite a lot of businesses engaged in hospitality services, so the Artotel Suites Mangkuluhur Jakarta Hotel must be able to maintain the satisfaction of guests who use its services and in providing services prioritize comfort, friendliness and security for their guests so that guests feel satisfied and can minimize competition with other hotels with good service can create guest satisfaction and loyalty.

According to Tjiptono (2019: 23), facilities are physical resources that must exist before a service is offered to guests. Adequate facilities and good service quality will affect guests' satisfaction in using the services provided by Hotel Artotel Suites Mangkuluhur Jakarta. If guests are dissatisfied with the quality of service, service facilities and promotions provided, the guest will leave the hotel and will not return to use the hotel's services.

According to Laksana (2019: 129), promotion is a communication from sellers and buyers that comes from the right information that aims to change the attitude and behavior of buyers, who previously did not know to become acquaintances so that they become buyers and continue to follow the product. With promotions, the company aims to be able to persuade guests to make purchases of marketed products. The main purpose of the promotion is to inform, attract the attention of guests and subsequently influence the purchase.

every business must At Hotel Artotel Suites Mangkuluhur Jakarta, it seems that there are still shortcomings in terms of providing good service to guests, especially in terms of service quality at Hotel Artotel Suites Mangkuluhur Jakarta such as there are service complaints submitted by guests indirectly through several Online Travel Agents. Realizing that there are several factors that make the service to guests less than optimal, the author is interested in conducting a research entitled "The Influence of Service Quality, Facilities, and Promotions on Guest Satisfaction at the Front Office Department of Hotel Artotel Suites Mangkuluhur Jakarta".

Service quality is the level of service related to meeting guests' expectations and needs. This means that a service can be defined as quality if it meets most of the guests' expectations. According to Goesth and Davis (2019), defining service quality is a dynamic condition related to products, services, people, processes, and environments that are able to meet and or exceed consumer expectations. Meanwhile, according to Usmara in (Pattaray et al. 2021: 11). Service quality is an attitude that results from comparing consumer expectations for service quality with company performance as perceived by consumers.

According to Kotler (2019: 45) Facilities are physical resources that exist before services can be provided to consumers. Examples of facilities include facility

conditions, completeness, interior and exterior design, and cleanliness levels, especially those that are closely related to what is desired, experienced, or received directly by the community. Meanwhile, according to Sulastiyono in the journal (Bakhtiar et al. 2018). Facilities are the provision of physical equipment to provide convenience to guests in carrying out their activities, so that the needs of guests can be met during their stay at the hotel.

Promotion is an effort to inform or offer products or services with the aim of attracting potential consumers to buy or consume them. With the promotion, manufacturers or distributors expect an increase in sales figures. In addition, the purpose of promotion is to increase customer awareness of a product or brand, thereby creating brand loyalty. According to Tjiptono in the journal (Garaika and Feriyan, 2018) Promotion is a form of marketing communication, meaning a marketing activity that seeks to disseminate information, influence or remind the target market of the company and its products to be willing to accept, buy and be loyal to the products offered by the company in question.

METHOD

The researcher chose to use a quantitative method with a data collection technique in the form of a questionnaire, which involves respondents in answering a series of questions prepared by the researcher. The data of the 100 respondents collected will be analyzed using statistical software such as the IBM SPSS version 25 application. In this study, the focus of the research object is on satisfaction guests are influenced by the variables of service quality, facilities and promotions at the Front Office of the Artotel Suites Mangkuluhur Hotel Department. The research subjects involved all guests who had stayed at the Artotel Suites Mangkuluhur Hotel. Participation in this study is voluntary, where guests voluntarily volunteer as research subjects and fill out questionnaires that have been provided for data analysis purposes.

RESULTS AND DISCUSSION

Hotel Artotel Suites Mangkuluhur Jakarta is one of several hotels built in the 1990s, located on Jalan Gatot Subroto, South Jakarta, next to Plaza Semanggi. The hotel, which is now operated by the Artotel Group, has 351 rooms, a decrease of 6 from when it was first established (initially 357), currently still under the operation of the Intercontinental Hotel Group as Crowne Plaza and Holiday Inn Crowne Plaza. Artotel Suites Mangkuluhur Jakarta was designed by the architectural team of Wong & Ouyang (who at the same time designed the Westin Surabaya – now J.W. Marriott Surabaya) together with Wiratman & Associates, with a total of 19 floors and 2 basements and an area of 26 thousand square meters. On the same occasion, Wiratman & Associates also designed the structure of the building. Architecturally, Wiratman told *Konstruksi* magazine that the architectural design carried out is "postmodernism", consisting of box modules with windows, and a podium that gives the impression of safe dating, taken from the concept of the Bendari temple. The general manager of Crowne Plaza in 1995 actually called Crowne Plaza Jakarta "in the style of early 20th century art deco", a claim that is not accurate because Crowne Plaza Jakarta is more like a modern hotel that is not prominent and plain than a postmodern hotel. Behind the plain exterior of Artotel Mangkuluhur, this

hotel has an elegant and modern interior. The construction was carried out by Total Bangun Persada starting in March 1992, until the construction was completed in 1995. The Holiday Inn Crowne Plaza hotel opened to the public on September 20, 1995 (by holding a convoy of vintage cars) and was inaugurated on October 1, 1995 through a time capsule planting ceremony. It is not known when the "Holiday Inn" frills were removed from this hotel, while the replacement of the Crowne Plaza brand to Artotel owned by a local businessman was carried out around 2021, and it was only in June 2022 that the switch was reported through the mass media (DestinAsian). The facilities provided at Artotel Suites Mangkuluhur Jakarta (Agoda/Booking), which adopts elegant characteristics, have just opened an Indonesian Veranda restaurant that has existed since the Crowne Plaza era plus the "viral" restaurant Lounge in the Sky, a gym and swimming pool to a ballroom with a capacity of 1000 people and 11 meeting rooms.

Testing the Validity of Research Data

The results of the data test showed that all statements in this study had a correlation value (Pearson correlation) greater than 0.1986. Thus, it can be concluded that the question items used to measure the variables of service quality, facilities and promotions at the *Front Office of* the Artotel Suites Mangkuluhur Hotel Department are valid. Therefore, these items can be used in regression testing.

Reliability Test

Table 1. Reliability Test Results

Aspects	Number of Items	Cronbach Alpha	Standard Grades	Decision
Quality Service	10	0,847	0,6	Reliable
Facilities	4	0,685	0,6	Reliable
Promotion	6	0,774	0,6	Reliable
Satisfaction Guest	10	0,856	0,6	Reliable

Source: SPSS 25, processed in 2024

Based on the analysis of the table, it can be concluded that the variables of service quality, facilities and promotions at the *Front Office of* the Hotel Department Artotel Suites Mangkuluhur have a Cronbach's Alpha (α) value that exceeds 0.60. This shows that the variables contained in the questionnaire show a good level of reliability. Therefore, it can be considered that the questionnaire is reliable and provides consistent results in measuring the relevant aspects.

Normality Test

From the results of the normality test using the Kolmogorov-Smirnov method, a significance value of 0.058 was obtained, which was greater than the limit value of α (0.05). Based on these results, it can be concluded that the regression method in this study meets the assumption of normality, since the greater significance value indicates that the data is normally distributed.

Multicollinearity Test

The results of the multicollinearity test obtained a tolerance value of 0.224 (quality of service), 0.330 (facilities) and 0.327 (promotion) where if the tolerance value is

greater than > 0.10 , there are no symptoms of multicollinearity in this regression model. Therefore, the variables used in this study can be considered not highly correlated with each other and can be used together in regression analysis.

Heteroscedasticity Test

The Glejser test for heteroscedasticity aims to evaluate whether there is an inequality of variance from residual between observations in a regression model. The basic principle of this heteroscedasticity test is that if the significance value (sig) is greater than 0.05, then it can be concluded that heteroscedasticity does not occur. In this context, the results of the significance test showed a value of 0.157 for the service quality variable, 0.800 for the facility variable and 0.184 for the promotion variable. Thus, since the significance value is greater than 0.05, the conclusion is that there is no indication of heteroscedasticity in the regression model for the two variables.

Based on a constant value of 3.183 while the value of quality of services, facilities and promotions (regression coefficient) is 0.417, 0.525, 0.498 so that the regression equation can be written as follows:

$$\begin{aligned}
 Y &= a + bX_1 + bX_2 + bX_3 + e \\
 Y &= 3.183 + 0.417 + 0.525 + 0.498 + e
 \end{aligned}$$

From the description above, it can be said as follows:

1. From the equation above, it can be said that if the cash has a positive value of 3,183 which means that if the quality of services, facilities, and promotions has a value of 0 (zero) or constant, then the value of the variable Y is 3,183
2. The regression coefficient in the service quality variable has a value of 0.417 which can be said to be positive which means that the relationship between Service Quality and Guest Satisfaction who visit Hotel Artotel Suites Mangkuluhur Jakarta feel satisfied staying at Hotel Artotel Suites Mangkuluhur Jakarta
3. The regression coefficient on the facility variable has a value of 0.525 which can be said to be positive which means that the influence of Facilities on Guest Satisfaction can be felt if guests can feel the facilities provided by Hotel Artotel Suites Mangkuluhur Jakarta to grow and create positive value in guests so that guest satisfaction is achieved after visiting Hotel Artotel Suites Mangkuluhur Jakarta
4. The regression coefficient in the promotion variable has a value of 0.498 which can be considered a positive value which means that Promotion to Guest Satisfaction who visit Hotel Artotel Suites Mangkuluhur Jakarta will be interested in staying again with the promotions at Hotel Artotel Suites Mangkuluhur Jakarta

Determination Test Results

Table 2. Determination Coefficient Test Results (R2)

Model Summaryb

Type	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,890a	,791	,785	1,888
a.Predictors: (Constant), Promotions, Facilities, Quality of Service				
b.Dependent Variable: Guest Satisfaction				

Source: SPSS 25, processed in 2024

It can be seen in the table above that the R² value has 0.791 or 79.1% which can be interpreted that the independent variable (Quality of Service, Facilities, and Promotion) in this study has the capacity to influence the bound variable (Guest Satisfaction) of 79.1%. In other words, the remaining 20.9% is influenced by other variables or error values that are not present in the linear regression model.

Hypothesis Test Results

Table 3. Hypothesis Research Test Results (T Test)

Coefficient						
Type		nstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3,183	2,100		1,516	,133
	Quality of Service	,417	,101	,406	4,118	,000
	Facilities	,525	,186	,229	2,824	,000
	Promotion	,498	,126	,322	3,955	,000
a. Dependent Variable: Guest Satisfaction						

Source: SPSS 25, processed in 2024

$$Table = t(\alpha 0.05/2 : n-k-1) = (0.025 : 100- 3-1) = (0.025 : 96) = 1.984$$

- Therefore, based on the t-test table above, the variable of Service Quality to Guest Satisfaction of Hotel Artotel Suites Mangkuluhur Jakarta is known to have a sign value of $0.000 < 0.05$ and a calculated t-value of $4,118 > t$ of the table of 1,984, so it can be concluded that H1 is accepted which means that there is an effect between the variables of service quality on guest satisfaction.
- So based on the test table t, the variable Facilities to Guest Satisfaction of Hotel Artotel Suites Mangkuluhur Jakarta is known to have a sign value of $0.000 < 0.05$ and a calculated t-value of $2,824 > t$ of the table of 1,984, so it can be concluded that H2 is accepted which means that there is an effect between the variables of facilities on guest satisfaction.
- So based on the t-test table above, the variable Promotion on Guest Satisfaction at Hotel Artotel Suites Mangkuluhur Jakarta is known to have a sign value of

$0.000 < 0.05$ and a calculated t-value of $3,995 > t$ of the table of 1,984, so it can be concluded that H3 is accepted which means that there is an effect between the promotional variables on guest satisfaction.

F Test Results (ANOVA)

Table 4. Anova Test Results (F Test)

NEW ERA						
Type		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	1297,829	3	432,610	121,359	,000b
	Residual	342,211	96	3,565		
	Total	1640,040	99			
a. Dependent Variable: Guest Satisfaction						
b. Predictors: (Constant), Promotions, Facilities, Service Quality						

Source: SPSS 25, processed in 2024

To find out the value of the Ftable, it can be done in the following way: $f(k; n-k) = f(3; 100-3) = f(3; 97) = 2.70$ It is known in the table above that the value of F is greater than the value of F of the table and the significance value is less than 0.05, in short the value of F is calculated as $121.359 > F$ of the table is 2.70 and the value of the sign is $0.000 < 0.05$, then it can be concluded that H0 is rejected Hypothesis 3 is accepted which means that there is an influence of the variables of Service Quality (X1), Facilities (X2), and Promotion (X3) on Guest Satisfaction (Y) at Hotel Artotel Suites Mangkuluhur Jakarta together.

CONCLUSION

Based on the research on the results of the influence of service quality, facilities, and promotions on guest satisfaction, it can be concluded including:

1. From the results of the research that has been described, it is found that the service quality variable (X1) has a positive and significant influence on guest satisfaction (Y) at Hotel Artotel Suites Mangkuluhur Jakarta.
2. From the results of the research that has been described, the facility variable (X2) has a positive and significant influence on guest satisfaction (Y) at Hotel Artotel Suites Mangkuluhur Jakarta.
3. From the results of the research that has been described, the promotion variable (X3) has a positive and significant influence on guest satisfaction (Y) at Hotel Artotel Suites Mangkuluhur Jakarta.
4. Based on the results of the research that has been described, the variables of service quality (X1), facilities (X2) and promotion (X3) have a positive influence simultaneously and significantly affect guest satisfaction (Y) at Hotel Artotel Suites Mangkuluhur Jakarta
5. From the results of this study, it can be concluded that the facility variable has the most influential and dominant factor on guest satisfaction at Hotel Artotel Suites Mangkuluhur Jakarta. By having a value of 0.525 in the multiple linear regression test, it can be said to have a positive value which means that the influence of facilities on guest satisfaction can be felt if guests can feel the

facilities provided by Hotel Artotel Suites Mangkuluhur Jakarta to grow and create positive value in guests so that guest satisfaction is achieved after visiting Hotel Artotel Suites Mangkuluhur Jakarta.

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