



Conference Proceedings

12TH ASIA PACIFIC CHRIE (APacCHRIE) CONFERENCE 2014

 Breaking Barriers Shifting Gears 

21-24 May 2014

Sunway Resort Hotel & Spa and
Taylor's University Lakeside Campus, Malaysia



5TH ASIA PACIFIC CHRIE (APacCHRIE) YOUTH CONFERENCE 2014

“ Motivation-Action-Knowledge-
Achievement - No Boundaries ”

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12TH ASIA PACIFIC CHRIE (APacCHRIE) CONFERENCE 2014
Kuala Lumpur, MALAYSIA

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5th APacCHRIE Youth Conference 2014

"MAKAN – MAKAN"

Motivation – Action – Knowledge – Achievement – No Boundaries

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Sunway Resort Hotel & Spa (*Sunway Convention Centre*), Bandar Sunway, Selangor, Malaysia &
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Conference Proceedings

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Influence of service quality and the atmosphere towards loyalty through customer satisfaction in boutique hotel in East Java, Indonesia

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Abstract

The purpose of this study was to analyze the influence of service quality and atmosphere on customer loyalty through customer satisfaction to boutique hotels in East Java. The variables in this study are: 1) Exogenous variables are Service Quality (X1) and Atmosphere (X2). 2) Customer Satisfaction as an intervening variable (Y1). 3) Endogenous variable is Customer Loyalty (Y2).

The population of this study is that guests staying or stayed in the boutique hotel in East Java. The sample for this study of 100 people with characteristics such pick a boutique hotel in East Java on the basis of a personal decision, with an age range between 20-55 years old, already working and have a minimum of 5 million revenue range. Sampling technique in this study using a convenience - purposive sampling procedure to obtain a sample unit according to researchers who desire can easily be found (Sekaran, 2006). This study used Structural Equation Modeling (SEM) as a data analysis technique. SEM is a statistical tool used to resolve simultaneous multilevel models that cannot be solved by a linear regression equation.

The results of the research and discussion that is used in accordance with the hypothesis that the purpose of the analysis performed using Structural Equation Modeling (SEM) can be deduced all the hypotheses proposed in this study received. It means that the higher the service quality and atmosphere increases customer satisfaction on boutique hotel in East Java. So it can be said that the better services quality and atmosphere provided boutique hotel in East Java will increase consumer desire for a return stay at the boutique hotel and recommend to others.

Suggestions put forward as a result of this study is the manager of a boutique hotel should pay more attention to every detail that is used to create service quality and an atmosphere that matches the theme of the boutique hotel.

Keywords: Service quality, atmosphere, customer satisfaction, customer loyalty

1. Preface

1.1. Background

The 'boutique' style was invented in New York somewhere around 1984. This occurred when 2 businessmen, Ian Schrager and Steve Rubell, started the hotel "Morgans" on Madison Avenue, Manhattan. The idea of the boutique hotels were soon taken up in Europe (though there are still some people who argue that this concept was already present in the continent), and, ever since, the growth of boutique hotels has continued unhampered. The first boutique hotels in England was '42 The Calls', which was situated in Leeds, London. All around the world, the term 'boutique hotels' is used for hotels which come in various sizes and looks: small luxury hotels which have a more modern style and really good service; accommodation with unique looks; and hotels which call themselves 'lifestyle' hotels, which mainly emphasize on a type of elegance which doesn't seem too obvious. All of these are common in the sense that they are all small, generally with a capacity of less than a 100 rooms. Most of these don't have the feel of a boxy hotel, and all the rooms are individually crafted, which adds to the sense of uniqueness (<http://www.bizymoms.com>).

Customers can engage in positive behaviors toward the company/brand. Customer loyalty is a quality, characteristic or thing about the customer that can be measured. Customers can either possess high levels of loyalty or they can possess low levels of loyalty, whether it be an attitude or behavior (businessoverbroadway.com). Customer satisfaction has become a key performance indicator for the hotel business. Customer satisfaction refers to the extent to which customers are happy with the products and services provided by a business. Customer satisfaction levels can be measured using survey techniques and questionnaires. Gaining high levels of customer satisfaction is very important to a business because satisfied customers are most likely to be

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loyal and to make repeat orders and to use a wide range of services offered by a business (<http://businesscasestudies.co.uk>). One of the biggest contemporary challenges of management in service industries is providing and maintaining customer satisfaction.

Service quality and customer satisfaction have increasingly been identified as key factors in the battle for competitive differentiation and customer retention (Holjevac, et al., <https://bib.irb.hr>). According to Jysma (2012), it is stated that there are three main dimensions of customer satisfaction such as Price, Product quality and Service Quality. Furthermore, there are three sub dimensions of Service Quality: Interaction quality, Outcome quality, and Physical environment quality. Assuming that, these three sub dimensions construed with five other dimensions which are identified as SERVQUAL: responsiveness, assurance, tangibles, empathy as well as reliability (Zeithaml & Bitner 2003:85). From which, the physical surroundings, equipment, employees, and communication materials are considered as tangibles. Despite the fact, that physical environment is just one element from all these dimensions, it is necessary to analyze how important is it for the customer satisfaction (Parasurman, et al., 1988; Zeithaml & Bitner, 2003:95).

1.2. Problem statement

1. Does service quality influence on customer satisfaction to boutique hotel in East Java?
2. Does the atmosphere influence on consumer satisfaction to boutique hotel in East Java?
3. Does service quality influence on customer loyalty to boutique hotel in East Java?
4. Does the atmosphere influence on customer loyalty to boutique hotel in East Java?
5. Does customer satisfaction influence on consumer loyalty to boutique hotel in East Java?
6. Does service quality influence on customer loyalty through customer satisfaction to boutique hotels in East Java?
7. Does atmosphere influence on customer loyalty through customer satisfaction to boutique hotels in East Java?

1.3. Research purposes

The purpose of this study it was decided to analyze the effect of:

1. Service quality on customer satisfaction to boutique hotel in East Java.
2. Atmosphere on customer satisfaction to boutique hotel in East Java.
3. Service quality on consumer loyalty to boutique hotel in East Java.
4. Atmosphere on customer loyalty to boutique hotel in East Java.
5. Customer satisfaction on consumer loyalty to boutique hotel in East Java.
6. Service quality on customer loyalty through customer satisfaction to boutique hotel in East Java.
7. Atmosphere on customer loyalty through customer satisfaction to boutique hotel in East Java.

1.4. Research benefits

Academic benefits

The results of this study are expected to contribute to the development of the application of the theory of the service quality, physical environment, customer satisfaction, and customer loyalty in the boutique industry.

Practical benefits

The results of this study are expected to provide input to the strategic decisions of management boutique in obtaining, maintaining, and enhancing customer loyalty.

2. Literature study

2.1. Previous research

The previous studies is the reference of this research is the research that has been conducted by Jysma in 2012 in Helsinki. The aim of the research was to investigate if the physical environment plays an important role in hotel Haven's customers' satisfaction. According to research results, physical environment is an important element in the customers' satisfaction process and loyalty level in the luxury boutique hotel Haven. Such results could confirm the statements from the theoretical part.

From this research it could be clear, that in luxury boutique hotels customers expected perfect and unique atmosphere and service. According to the research, though people are becoming more sophisticated, still they really value all the special elements they get at the hotel. This essay has argued that physical surroundings could be the best instrument to attract customers, satisfy them according to their expectations as well as to get them for the constant loyalty. The results of this research support the idea that customers really care about the hotel's ambiance, equipment, design and the whole entourage.

2.2. Customer loyalty

Consumer loyalty is defined as a deep commitment to buy or enjoy a return of a product or service at a later date and influenced by the marketing efforts in order to capture the potential that exists (Oliver, 1997). With the commitment can be certain that consumers will choose to use the same product or service even offers a new will always come without can be prevented.

Anderson and Jacobsen (2000) defines customer loyalty as a result of an organization in creating an advantage for the consumer so that the consumer will continue to purchase the same and even increase the intensity of his purchase. They believe that when customers served well and experiencing the benefits then the consumer will not turn to other services, and even will increase the intensity of his purchase.

There are three dimensions of consumer loyalty by Jones and Taylor (2007) which consists of behavioral, attitudinal, and cognitive. Behavioral was defined as any action taken by one that can be used to measure loyalty. While lead to attitudinal and cognitive and psychological feelings of bonding someone.

2.3. Customer satisfaction

Consumer satisfaction is defined as the evaluation of an emotion (Hunt, 1991). The emotion is generated as consumer reactions after consumption process that compares the perception of an experience with the fact that he felt the service. Consumer satisfaction is dominant in the industry that offers the service (Bitner & Hubbert, 1994). Consumers should already have experience with a service and receive a quality of service to be able to measure the level of satisfaction.

Oliver (1997) say that customer satisfaction is difficult to measure objectively because it involves the emotions of the consumer and the consumer is directly related to the psychological. Consumer satisfaction is when consumers compare the expectation of a service to the fact that the service he received and felt.

Elements of customer satisfaction measurement Bitner & Hubbert (1994) measured on two elements of how she felt underserved individual (personal service) and the service as a whole (overall service). Personal service is very subjective as a guest ratings will be influenced satisfaction in itself. Size of satisfaction will be different for each person. Overall service more holistic view of consumers ranging from book to all services provided to the consumer is finished. This variable in this study was measured through three measurements are based on existing department in the hospitality industry, namely: front office, food and beverage, and housekeeping.

2.4. Physical environment

Kotler (1973) defines the atmosphere by taking the focus of how environmental conditions affect consumer habits. The overall condition of the environment is a combination of conditions that will be arrested by the human senses ranging from what is seen, smell, hear when a person is in a certain place.

Kotler (1973) argues that there are four aspects that are measured in an atmosphere that is the visual aspect (color, lighting, proximity and some other visual elements), aural (a certain type of music, the loudness level), tactile (cleanliness and neatness), and odor the smells as a complement to the environmental conditions where the service was provided.

2.5. Service quality

Parasuraman, et al., (1985, 1988) define service quality as a perception resulting from attitudes formed by customer's long term, overall evaluations of performance, and as the degree and direction of discrepancy between the consumer's perceptions and expectations, or the extent to which a service meets or exceeds customer satisfaction.

SERVQUAL concept is not a new concept in the measurement of service quality (Parasuraman, et al., 1985) but the concept is still widely used in the study because the elements are still relevant to the conditions of service in the industry today. The concept of SERVQUAL identified five variables to measure service quality there are: tangible, empathy, responsiveness, reliability, and assurance.

2.6. Influence between variables

Oliver (1993) states that the quality of service is seen as an initial step towards customer satisfaction. Hokanson (1995) found the staff friendly, knowledgeable, very helpful, punctual, fast becoming a determinant of customer satisfaction. Oh and Parks (1997) adds that the quality of service is affected by the performance of the staff who serve. Lee (1998) says that the perception of the consumer will be a service with the service received significant effect to the decision of the consumer to be loyal to the services. Fornell (1992) says that a loyal customer is not always satisfied consumers, but consumers who are satisfied with the services of a place to have a strong indication to become loyal customers.

Wakefield and Blodgett (1996) mentions that the consumer can obtain the satisfaction to stay in a place because the place gives a different atmosphere than commonly encountered. Gillespie (2011) says that the hotel uses every corner of his hotel to provide a satisfactory service customers. Hartesvelt (2008) says that the success of boutique hotels is influenced by how the hotel combines design and services to give satisfaction to the consumer. Atmosphere of a place greatly affect a person's decision to return to a place or not (Horeco, 2000). Environment is said to strongly influence customer loyalty (Reimer & Kuhn, 2005; Ryu & Jang, 2007).

Oh and Parks (1997) mentions that customer satisfaction over a buy-back service increases the intensity of the same service. While Fornell et al., (1996) stated that satisfaction with a service will increase the intensity of repurchase and willingness to share their experiences with others through word of mouth.

2.7. Conceptual framework



Fig. 1. Research model.

The conceptual framework illustrates what is examined in this study. This study analyzes how customer loyalty is influenced by the service quality and the atmosphere either directly or indirectly through customer satisfaction in the context of the hospitality industry, especially boutique hotels in East Java.

Hypothesis

Based on the theoretical basis and conceptual framework, hypotheses tested in this study are:

1. The better service quality would be positive and significant effect on customer satisfaction to boutique hotel in East Java.
2. The better atmosphere would be positive and significant effect on customer satisfaction to boutique hotel in East Java.
3. The better service quality would be positive and significant effect on customer loyalty to boutique hotel in East Java.
4. The better atmosphere would be positive and significant effect on customer satisfaction to boutique hotel in East Java.
5. The better customer satisfaction would be positive and significant effect on customer loyalty to boutique hotel in East Java.
6. The better service quality will be positive and significant effect on customer loyalty through customer satisfaction to boutique hotel in East Java.
7. The better atmosphere will be positive and significant effect on customer loyalty through customer satisfaction to boutique hotel in East Java.

3. Research methods

3.1. Research design

The design of this research is the study of causality. That is study analyzed the causality between the variables studied.

3.2. Identification of variables

Variables used in this study are:

Exogenous Variable (X1) : Service Quality
 (X2) : Atmosphere
 Intervening Variable (Y1) : Customer Satisfaction
 Endogenous Variable (Y2) : Customer Loyalty

3.3. Operational definition of variables

Service Quality (X1)

Service quality is a consumer perceptions of the quality of the company in providing services to consumers. According to Parasuraman, et al., (1985), this variable is measured by: tangible, empathy, responsiveness, reliability, and assurance.

Atmosphere (X2)

Atmosphere is a corporate environment that can influence consumer behavior. According to Kotler (1973) this variable is measured by visual aspect (color, lighting, proximity and some other visual elements), aural (a certain type of music, the loudness level), tactile (cleanliness and neatness), and odor the smells as a complement to the environmental conditions where the service was provided.

Customer Satisfaction (Y1)

Customer satisfaction is a consumer emotions with respect to the comparison of what is expected and obtained from the company. This variable was measured through three measurements are based on existing department in the hospitality industry (<http://www.bizymoms.com>) namely: front office, food and beverage, and housekeeping.

Customer Loyalty (Y2)

Customer loyalty is a consumer's commitment to establish long-term relationships with the company. There are three dimensions of consumer loyalty by Jones and Taylor (2007) which consists of behavioral, attitudinal, and cognitive.

3.4. Population and sample

Table 1. Boutique hotel, address, and city in East Java.

No	Boutique hotel	Address	City
1	Java Paragon Hotel & Residences	May Jend Sungkono, 101 – 103	Surabaya
2	Majapahit	Tunjungan, 65	Surabaya
3	TS Suites Surabaya	Hayam Wuruk, 6	Surabaya
4	Ortotel Hotel Surabaya	Dr. Soetomo, 79 – 81	Surabaya
5	Novotel Surabaya Hotel	Ngagel, 173 – 175	Surabaya
6	The Square	Siwalankerto, 146 – 148	Surabaya
7	High Point Serviced Apartment	Siwalankerto, 161 – 165	Surabaya
8	Hotel Tugu Malang	Tugu, 3	Malang
9	Harris Hotel & Conventions Malang	Jend. A. Yani Utara, C – 1	Malang
10	Cozy Guest House	TGP (Ringgit), 8	Malang

(Source: www.booking.com)

The sample size for this study of 100 people with characteristics such pick a boutique hotel in East Java on the basis of a personal decision, with an age range between 20-55 years old, already working and have a minimum of 5 million revenue range. Sampling technique in this study using a convenience - purposive sampling procedure to obtain a sample unit according to researchers who desire can easily be found (Sekaran, 2006).

3.5. Data analysis

This study used Structural Equation Modeling (SEM) as a data analysis technique. SEM is a statistical tool used to resolve simultaneous multilevel models that cannot be solved by a linear regression equation.

4. Findings

4.1. Identification of respondent

Table 2. Identification of respondent.

No	Characteristic	Number	Percentage (%)
1	Age between 20 – 55 years old	100	100
2	As a worker	100	100
3	Take home pay \geq 5 million	100	100

(Source: Data processed)

Based on this table it appears that all the respondents have predetermined characteristics of the respondents in the study. It means that, the data that has been obtained through the respondents can be followed up with the data as if it has been determined in this study.

4.2. Validity and reliability test

Table 3. Validity and reliability.

No	Variable	Measurement	P Value	Description	Critical Ratio	Description
1	Service quality	Tangible	0.76	Valid	0.87	Reliable
		Empathy	0.68	Valid		
		Responsiveness	0.65	Valid		
		Reliability	0.76	Valid		
		Assurance	0.75	Valid		
2	Atmosphere	Visual aspect	0.71	Valid	0.91	Reliable
		Aural	0.79	Valid		
		Tactile	0.84	Valid		
3	Customer Satisfaction	Smell	0.65	Valid	0.88	Reliable
		Front office	0.64	Valid		
		Food & beverage	0.65	Valid		
4	Customer Loyalty	Housekeeping	0.79	Valid	0.92	Reliable
		Behavioral	0.84	Valid		
		Attitudinal	0.81	Valid		
		Cognitive	0.77	Valid		

(Source: Data processed)

From the table it appears that all of measurement used in this study is valid and all the variables used in this study revealed reliable. So the process of data analysis in this study can proceed.

4.3. Structural equation

Structural equations in this study are presented as follows:

$$Y_1 = 0,64 X_1 + 0,73 X_2$$

$$Y_2 = 0,84 X_1 + 0,32 X_2 + 0,73 Y_1$$

Structural equation generated from this study demonstrate that the nature of the influence of the variable quality of service and the atmosphere is positive. Similarly, the nature of the influence of the atmosphere on the service quality and customer loyalty through customer satisfaction is positive. This means that the increase occurred in the exogenous variables will lead to an increased influence of intervening variables and endogenous variables.

4.4. Hypothesis test

Table 4. Hypothesis test.

No	Hypothesis	Coef	Prob	Description
1	Service Quality (X_1) \rightarrow Customer Satisfaction (Y_1)	0.64	0.000	Significant
2	Atmosphere (X_2) \rightarrow Customer Satisfaction (Y_1)	0.73	0.000	Significant
3	Service Quality (X_1) \rightarrow Customer Loyalty (Y_2)	0.84	0.002	Significant
4	Atmosphere (X_2) \rightarrow Customer Loyalty (Y_2)	0.32	0.034	Significant
5	Customer Satisfaction (Y_1) \rightarrow Customer Loyalty (Y_2)	0.73	0.007	Significant
6	Service Quality (X_1) \rightarrow Customer Satisfaction (Y_1) \rightarrow Customer Loyalty (Y_2)	0.43	0.000	Significant
7	Atmosphere (X_2) \rightarrow Customer Satisfaction (Y_1) \rightarrow Customer Loyalty (Y_2)	0.21	0.000	Significant

(Source: Data processed)

Based on this table it appears that:

1. Influence of service quality on customer satisfaction to boutique hotel in East Java is positive and significant.
2. Influence of atmosphere on customer satisfaction to boutique hotel in East Java is positive and significant.
3. Influence of service quality on customer loyalty to boutique hotel in East Java is positive and significant.
4. Influence of atmosphere on customer loyalty to boutique hotel in East Java is positive and significant.
5. Influence of customer satisfaction on customer loyalty to boutique hotel in East Java is positive and significant.
6. Influence of service quality on customer loyalty through customer satisfaction to boutique hotel in East Java is positive and significant.
7. Influence of atmosphere on customer loyalty through customer satisfaction to boutique hotel in East Java is positive and significant.

4.5. Discussion

The results of this study support the theory of servqual by Parasuraman, et al., (1985), namely Tangible, Empathy, Responsiveness, Reliability, and Assurance. Physical facilities, empathy, response, commitment, and ability to the hotel and the hotel staff to build customer trust directly influence customer satisfaction. As stated Oliver (1993) that the quality of service is an early stage towards customer satisfaction.

The results of this study also supports the theory of Kotler (1973) argues that there are four aspects that are Measured in an atmosphere that is the visual aspect (color, lighting, proximity and some other visual elements), aural (a certain type of music, the loudness level), tactile (cleanliness and neatness), and the odor smells as a complement to the environmental conditions where the service was provided. Lee (1998) says that the perception of the consumer will be a service with the service received significant effect to the decision of the consumer to be loyal to the services.

Consumer satisfaction is dominant in the industry that offers the service (Bitner & Hubbert, 1994). Consumers should already have experience with a service and receive a quality of service to be able to measure the level of satisfaction. The results of this

study demonstrate the significance of customer satisfaction to customer loyalty, either by repeating the same service or to recommend the hotel to others.

The results of this study also support the previous study that has been conducted by Jysma in 2012 in Helsinki. According to research results, physical environment is an important element in the customers' satisfaction process and loyalty level in the luxury boutique hotel Haven. Such results could confirm the statements from the theoretical part.

5. Conclusions and suggestions

5.1. Conclusions

From the research it can be said that the higher the quality of services provided to the customer satisfaction boutique in East Java will also increase. The atmosphere looks, which complement the boutique hotel in East Java that affect customer satisfaction must be considered in structuring and placement to improve customer satisfaction. The better the quality of services provided boutique hotel in East Java will increase consumer desire for a return stay at the boutique hotel and recommend to others. The higher levels of the atmosphere and quality of service boutique will increase the willingness of consumers to enjoy the same services at the boutique and tell it to others. The more consumers will feel the satisfaction of consumer loyalty itself to the boutique increases so consumers do not hesitate recommending to another party boutique.

5.2. Suggestions

The empirical suggestions proposed in this study is the boutique hotel industry should pay attention to the quality of service and atmosphere. Because through these two elements, based on the results of this study of customer satisfaction and customer loyalty even be owned by the boutique hotel industry.

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