

ANALYSIS SERVICE QUALITY TOWARDS CUSTOMER SATISFACTION

Jessica Andre ^{#1}, Alex P Karo-Karo ^{*2}, Erix ^{#3}, Stevannie Citra ^{#4} Soecipto Wijaya ^{#5}

^{#1,2,3,4,5} Institut Bisnis Informatika dan Bisnis Medan

jessica.andre@itnb.ac.id

Abstract The objectives of this research are as follows: To know the service quality towards customer satisfaction in Front Office department. To know the relationship service quality Front Office department. Quality provides an impetus to customers to establish strong ties with the company. In the long term bond these relationships allow companies to understand carefully the customer's expectations and requirements. Thus, companies can increase customer satisfaction. Quality of service and customer satisfaction closely related company. The higher the level of satisfaction results produce higher customer satisfaction, which helps high prices and a reduction in spending.

The purpose of this study was to determine the effect of service quality on customer satisfaction at the Grand Aston City Hall Medan. The author uses the technique sample of 100 people and the research method used is descriptive analysis method, correlation coefficient, determinant coefficient, simple linear regression

Results from this study is there the effect of service quality on customer satisfaction at the Grand Aston City Hall Medan. From the correlation test, there is a positive relationship between service quality and customer satisfaction at the Grand Aston City Hall Medan. Variable Y (Customer Satisfaction) is affected by the variable X (Quality of Service) of 29.4% and the remaining 70.6% is influenced by other factors. Linear regression formula is $Y = 21.919 + 0,448X$. It can be concluded that the higher the variable X (Quality of Service), the higher the variable Y (Satisfaction Customer Satisfaction). If there is no quality of service, the customer satisfaction will be at 21.919. If an increase in the quality of services in one unit, then customer satisfaction will be increased in 0.448. Most respondents agree with the quality of service at the Grand Aston City Hall Medan. In addition, most of the respondents agree with customer satisfaction at the Grand Aston City Hall Medan.

Keywords — service quality, customer satisfaction

I. INTRODUCTION

When we hear the word "Hospitality Industry" often we identical by the Hotel and restaurant. Actually, the word "Hospitality" has a broader meaning than just a Hotel and Restaurant. Hospitality is one of the industry's largest and fastest growing in the world. In the world of hospitality industry desperately needed a name "Service", service is a science that is very fun to learn and do. Service is the science of making other people happy and smile will never forget you. In hospitality industry, consumers expects to obtain service or service providers maximum of services by providing services that satisfy their expectations or even exceeding their expectations. Therefore, it is essential to the management of hospitality to always improve the quality of service to consumers.

Service quality is necessary especially in the hospitality industry, remembering that consumers have expectations that must be fulfilled and satisfied. Consumers often expect to get maximal service from the service providers and wish to be treated professionally and as a unique individual. Guests or customers also looking for the friendly and good communication skill by Service from employees staff hotel. The guest not only come stay overnight, drinks and foods that attract people, but also the knowledgeable and friendly Service from employees staff hotel. The staff of the hotel employees are required to know an excellent service to the customer.

This research seeks to give a further idea about service quality which can be developed and done by service providers with the hope of fulfilling consumer expectations and finally to satisfy all consumers, both internal and external to the company. In the company is very common problems, such as: Facing customer who complained because the room not yet available for late check -out , customer complaining and do not want to paid damaged goods made in the room , customer who complained at the front desk belonging because reservation cancel booking, customer did not admit to smoke in the room non- smoking room and did not want to charge . Many researchers have examined the effect of service quality on customer satisfaction resulting in a significant effect (Juliana et al., 2020; Pramezwarly et al., 2021; Juliana et al., 2021; Juliana et al., 2019; Juliana et al., 2020; Juliana, 2019; Pramezwarly et al., 2021; Pramono et al., 2021; Stella et al., 2021) service quality on customer loyalty resulting in a significant effect (Juliana et al. , 2020), service recovery on customer satisfaction

(Juliana et al., 2021). Study Harnjo et al. (2021) stated that many ways are done to increase the quality of service and food in hotel to get customer's satisfaction.

Based on the background of study, the main problem concerned would be How is the quality of service in the Front Office department towards on customer satisfaction at Grand Aston City Hall Medan? How strong service quality influence customer satisfaction at Grand Aston City Hall Medan? Customer satisfaction relied on customer expectation and customer perception towards 5 service quality dimensions of front office staff. This department is very important to the service quality customer satisfaction at Grand Aston City Hall Hotel Medan.

The objectives of this research are as follows: To know the service quality towards customer satisfaction in Front Office department. To know the relationship service quality Front Office department.

II. LITERATURE REVIEW

Quality services focused on addressing the needs and desires of customers and accuracy of delivery to keep pace with customer expectations. Customer expectations can be of three types. First, will the expectation, that the level of performance that is predictable or expected consumer would receive, based on all the information he knows. This type is the level of expectation is most often meant by consumers, when assessing the quality of a particular service. Secondly, should the expectation, that the level of performance that is considered acceptable to consumers is appropriate. Usually the demands of what it would have received much greater than what is expected to be received. Third, the ideal expectation, ie optimum or best level of performance expected to be acceptable to consumers (Budi, 2013). Service is any action that can be offered by one party to another, which is essentially intangible (intangible physical) and produces no ownership of anything. Production services may be associated with physical product or not. Quality is a dynamic condition associated with products, services, people, processes and environments that meet or exceed expectations (Yamit, 2013). Service quality Tjiptono (2014) a level of excellence (excellence) expected and control of excellence to meet customer desires.

Based on the above opinion can be concluded that the quality of service is a dynamic condition related to products, services that can be offered by one party to the other intangible. Quality is not only emphasizes the aspect of the final result, ie products and services but also to the human quality, process quality and environmental quality.

The concept of quality of these services is a revolution as a whole, permanently in changing people's thinking in running or pursue its efforts with regard to the process of dynamic, ongoing, continuously meet the expectations, wants and needs. Hopes, desires and needs must be united in order to avoid a gap.

According Tjiptono (2014) identified five gap (the gap) the quality of service required in service, all five of these gaps are:

1. The gap between consumer expectations and perception management.
2. The gap between the perception of the customer management and service quality specifications.
3. The gap between service quality specifications and delivery services.
4. The gap between service delivery and external communications.
5. The gap between the expected services and services expected

According to David Gavin in (Yamit, 2013).identified five quality perspective approach that can be used by business practitioners, namely:

1. Transcendental Approach.
Quality in this approach is something that can be felt, but it is difficult to define and operationalized and measured. Perspective is usually measured in the artwork.
2. Product-based Approach.
Quality in this approach is a characteristic or attribute that can be measured.
3. User-based Approach.
Quality in this approach is based on the notion that quality depends on the beholder, and most products ensuring one's preferences or suited to the taste (fitness for used) is a product of the highest quality.
4. Manufacturing based Approach.
Quality in this approach is supply-based or from the standpoint of a manufacturer that define quality as that in accordance with its terms (conformance quality) and procedures.
5. Value-based Approach
Quality in this approach is to consider the quality in terms of value and price.

While the perception of service quality by the Tjiptono (2014) consists of two, namely: technical quality, functional quality

The description above gives a strong understanding that in growing their concept of quality service to the customer, then the company to grow and provide strength to the importance of the quality of services

provided. Indeed, the quality of service is the quality of interaction, the quality of the physical environment and the quality of the results received by customers in order to meet the level of satisfaction.

In the definition of quality, both conventional and strategic, it is said that basically refers to the quality of basic understanding of the following: quality consists of a number of features of services, either directly or privilege attractive feature that meets the needs of customers and thus provide satisfaction on the use of the service, quality consists of everything that is free from flaws or damage.

Based on the basic understanding about the quality of the above, it appears that the quality is always focused on customer service (customer service focused quality). Thus the services are designed in such a way as well as the services are provided to meet customer desires. Because quality refers to everything that determine customer satisfaction, a new services produced when the quality is said according to customer wishes, put to good use, as well as service (produced) in a way that is good and right

To realize the hopes, desires and needs of consumers at least five factors or elements of the dominant determinants of service quality by Zeithaml in (Yamit, 2013) there are five dimensions as follows: tangible, reliability, responsiveness, assurance, empathy

Parties who want the service requires a sense of concern for any maintenance service, with feeling and understanding the needs of the demands of fast service, understand the various forms of changes in services which led to the laments of services should be avoided, so that the service is running in accordance with the desired activity by service providers and who need the service. Empathy means working in an organization to be very important in providing an appropriate service quality performance demonstrated by an employee. The empathy had a core that is able to understand people who are served by attentive, serious, sympathetic, understanding, and their involvement in various problems faced by people who are served.

The essence of the form of services assured basically relying on service satisfaction shown by each employee, organizational commitment that shows the provision of good services, and the behavior of employees in providing services, so that the impact of any service activity is believed by people who receiving the service, would be well served in accordance with the forms of service which can be believed to be in accordance with certainty of service.

Satisfaction according Tjiptono (2014) is derived from the Latin "Satis" which means pretty good, adequate and "Facio" which means to do or make. In a simple satisfaction may be interpreted as an effort to fulfill something or make something adequate.

According to Kotler (2012) Satisfaction is a person's feelings of pleasure or disappointment that result from comparing a product's perceived performance or outcome to expectations. If the performance falls short of expectations, the outcome is dissatisfied. If it matches expectations, the customer is satisfied or delighted.

Customer satisfaction according to (Yamit, 2013) is the result (outcome) are perceived on the use of products and services, equal or exceed the desired hope. The core concept is the object of measurement of customer satisfaction include: Overall customer satisfaction, The dimensions of customer satisfaction, Confirmation of hope (confirmation of expectation, Intention to buy back (repurchase intention), Willingness to recommend (willingness to recommend), Customer dissatisfaction

To be able to satisfy the needs of customers, the company can make some stage (Yamit, 2013): Knowing the needs and desires of customers, Know the process of decision making in buying products, Building a corporate image, Build awareness of the importance of customer satisfaction

Implementation of a service, both to internal and external customers, providers and caregivers should always strive to refer to the primary goal of customer satisfaction services (consumer satisfaction) or customer satisfaction (customer satisfaction).

The standard measure of quality is determined by the manufacturer of the goods or services is not necessarily equal to the size of the quality standards specified by the customer. For example, if in providing the same service to different customers, the level of satisfaction felt by each customer will be different. In this case, of course, the customer statements will vary, depending on the flavor are concerned.

As a party that serves only will know the level of satisfaction of each customer of the statement concerned customers. In this case, of course, is subjective, and we will never know for sure whether the statement of the customer is genuine or just a preamble.

Increased customer satisfaction can be understood from the customer's expectations of a device called a window customer (customer window) introduced by ARBOR Inc. in a market research and TQM are designing some simple core grids that represent the core of the Customer window. Customers window divides the characteristics of services into four quadrants, namely: Customers want these characteristics, but he did not get it, Customers want these characteristics, and he got it., Customers do not want these characteristics, but he got it. , Customers do not want these characteristics, and he did not get it.

Quality gives an impetus to the customer to establish a strong ties with the company. In the long term bond these relationships allow companies to understand thoroughly hope customer as well as their needs. Thus, companies can increase customer satisfaction.

According to Kotler (2012) Product and service quality, customer satisfaction, and company profitability are intimately connected. Higher levels of quality result in higher levels of customer satisfaction, which support higher prices and often lower cost.

According to Zeithaml & Bitner cited again by Tjiptono (2014) there are four main factors that often cause the onset of problems in the field of communication services. Therefore, he recommends four key strategies of marketing communications services, one of which is to improve customer education. The shape of the customer education needed include: preparing customers for the service, confirming the performance with standards and expectations, clarify expectations after sales, and educate customers to avoid peak demand periods.

Through this education is expected to be able to understand the customer service provided and avoid possible disappointment later that the soaring expectations of customers who have a negative impact.

Tjiptono (2014) on Parasuraman and Hoffman & Bateson that many academics and researchers agree that customer satisfaction is a measure specific to each transaction, situations and interactions that are short term, while the quality of service is an attitude that is formed on the overall evaluation the performance of the company in the long term.

According to Hoffman and Bateson were cited by Tjiptono (2014) the rationale for the relationship between customer satisfaction and quality of services, namely:

1. If the consumer does not have previous experience with a company, then the perception of the quality of services of these companies will be based on expect
2. Interaction (service encounter) next to the company will enter the consumer cause disconfirmation process and revise their perceptions of service quality.
3. Each additional interaction with a company that will strengthen or instead to change consumers' perceptions of service quality.
4. Perceptions of the quality of services has been revised to modify consumers to buy the company in the future.

Based on the literature review, the hypothesis that service quality has a significant effect on customer satisfaction can be described

H1 : service quality has a significant effect on customer satisfaction

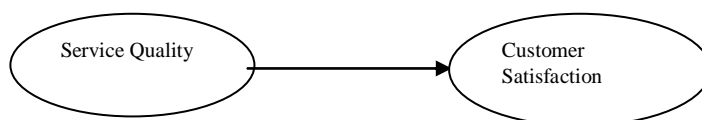


Figure 1 Conceptual Framework

III. METHOD

Methods Quantitative according Sugiyono (2014), 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, data collection using research instruments, analysis of quantitative data / statistics, with the aim to test the hypothesis that has been set, According to Sanusi (2011,p.13), "a descriptive study design is the design of research compiled in order to systematically describing the picture of the scientific information derived from the subject or object of research". Descriptive study focuses on a systematic explanation of the facts obtained during research conducted. The study design of causality according to Sanusi (2011) is the research design prepared to examine the possibility of a causal relationship between the variables. So here are the independent variables (variables that affect) and dependent (influenced). According Sugiyono (2014) Population is the generalization region consisting of the object / subject that has certain qualities and characteristics defined by the researchers to learn and then drawn conclusions. The population is the object or subject that are in areas meet certain requirements related to research problems. The population in this study was the visitors Grand Aston City Hall Medan set of researchers since the month of January up to April 2016 amounted to 11.700 persons.

According Sugiyono (2014) The sample is part of the number and characteristics possessed by this population. When large populations, and researchers may not learn all that there is in the population, for example, because of limited funds, manpower and time, then the researcher can use the sample drawn from that population. For that, a sample taken from the population should be rigorously representative (represents) (Sugiyono, 2014)

To determine the number of samples, it is necessary to use the formula Slovin in (Noor, 2011) , From calculations using the formula above Slovin, the obtained sample for this study of 100 respondents.

Operational variables in a study is the understanding of the theoretical explanation of the variables, which can be observed and measured by determining the indicators required to achieve certain goals. The study

consists of one independent variable that Quality of Service (X) and the dependent variable is the Customer Satisfaction (Y).

According to Sugiyono (2014) Variable research is an attribute or the nature or value of a person, object or activity which may have certain variations defined by the researchers to learn and then drawn conclusions. Various kinds of variables in the study according to Sugiyono (2014) can be explained as follows:

1. Independent Variable: This variable is often referred to as the stimulus variables, predictor, antecedent and predictors. In the Indonesian language is often referred to as the independent variable is a variable that affects or is the cause of the change or the emergence of the dependent variable (dependent). The independent variables in this study is the quality of service
2. Dependent Variable: often referred to as the output variable, criteria, consequently. In the Indonesian language is often called the dependent variable. The dependent variable is the variable that is affected or which become due, because of the independent variables. The dependent variable in this research is customer satisfaction. In this study, a Likert scale with numbers directed choice with the lowest and highest minimum 1 maximum of 5 with answer options 5= strongly agree, and 1 strongly disagree.

Data collection techniques are the ways that can be used by researchers to collect data (Arikunto (2013,p.100). Data collection techniques in this study is how to survey and study of literature.

Table 1 Operational Variable Service Quality

Variable	Indicator	Questions
Sevice Quality (X) (Zeithaml in Zulian Yamit, 2013, p.10)	Tangible	Grand Aston Hotel rooms are clean and comfortable
		Employees Grand Aston Hotel is attractive
	Reliability	Services in accordance with the promised
		Services are accurate and timely
	Responsiveness	Responsive service and ready to respond
		The employees are always willing to help consumers
	Assurance	The friendliness and courtesy of employees in serving customers
		The ability to generate trust and sense of security of consumers
	Emphaty	Ease of doing communication links
		The level of employee awareness to consumers

Table 2 Operational Variable Customer Satisfaction

Variable	Indicator	Questions
Customer Satisfaction (Y) (Kotler and Keller, 2012, p.128)	A highly satisfied customer stays loyal Generally longer (Stay tuned)	Faithful or loyal to the Hotel Aston
		To re-utilize the Hotel Aston
	Buys as company introduces more new and upgraded products (Buying products offered)	The desire to use products other services offered aston
	Buys as company introduces more new and upgraded products (Buying products offered)	The desire to repeat a good experience
		The desire to use products other services offered aston
	Talks favorably to others about the company and its products (Recommend product)	Recommend the Grand Aston Hotel to other consumers
		Say good things about the hotel service product aston
	Pay less attention to competing brands and is less sensitive to price (willing to pay more).	Do not pay attention to brand competitors
		Do not pay attention to the rates offered
	Offer products or service ideas to company (Giving feedback)	Provide input ideas other products or services to the hotel Aston
		Delivering input for improvements to the Aston Hotel

In this study, researchers used a software support IBM SPSS Statistics (Version 25) for measuring each item statement with method correlation Pearson. Significance testing is done by using the criteria of r table at the 0.05 significance level to test the two sides. With the testing criteria when r count $>$ r table with significance level of 0.05 the instrument is valid, otherwise if r count $<$ r table the instrument is not valid (Suharsimi Arikunto, 2011,p.213). Reliability is an index that shows the extent to which a measurement is reliable or unreliable (Juliansyah Noor, 2012,p.131) reliability if the wearer can be said to have a high confidence level.

Normality test is performed to determine whether the regression model has a normal distribution, a good model has a normal distribution / approach. Normality test is done by statistical analysis, namely by looking at the non-parametric statistical test of Kolmogorov-Smirnov (K-S). K-S test is done by making a hypothesis. Pearson correlation technique is used to measure the closeness and prove the hypothesis of a relationship between the independent variable (X) and the dependent variable (Y). Coefficient determination test aims to see how adaptable the independent variables explain the dependent variable. The coefficient of determination is between zero to one. This means, if $R^2 = 0$, show that the influence of the independent variables on the dependent variable. If the R^2 value near zero indicates the narrower the influence of the independent variable on the dependent variable variation. Conversely, if the value of R^2 approaching one indicates the greater influence of the independent variable on the dependent variable variation.

IV.RESULT AND DISCUSSION

The results of this study presents data on customer profiles Medan Grand Aston City Hall Hotel & Serviced Residences which has been willing to become respondents. Respondents in this study of 100 people with 20 numbers questionnaire to each of the variables X and Y number 10 number of questions

The respondent's characteristics will be classified as follows:

Here is a characteristics of respondents by gender.

Table 3
Total Respondent Based on Gender

Numb	Gender	Frequency	Percentage
1	Female	54	54%
2	Male	46	46%
	Total	100	100%

According to the table above, it can be seen that there are as many as 54 (54%) and 46 female respondents (46%) male respondents. This suggests that female respondents more numerous than male respondents in this study.

Here is an overview of respondents by age grouping.

Table 4
Total Respondent Based on Age

Numb	Age	Frequency	Percentage
1	<25 years	5	5%
2	26-35 years	13	13%
3	36-45 years	52	52%
4	>45 years	30	30%
	Total	100	100%

According to the table above, it can be seen that the respondents were aged <25 years and 5 people or 5%, age 26-35 years 13 people or 13%, of respondents aged 36-45 years 52 or 52% and respondents aged > 45 years as many as 30 people or 30%. This shows that the majority of respondents aged 36-45 years old in this study.

Table 5
Total Respondent Based by frequency of visits.

Numb	Frequency of visits	Frequency	Percentage
1	1 time	31	31%
2	2-3 times	25	25%
3	4 times	14	14%
4	≥ 5 times	30	30%
	Total	100	100%

According to the table above, it can be seen that respondents who visit and stay at the Aston there are as many as 31 (31%) for the first time, 25 (25%) of respondents 2-3 times visited, 14 (14%) of respondents already

4 times visited and 30 (30%) of respondents have been 5 times or more. This shows that the majority of respondents are consumers first time visit.

Table 6
Aston Hotel rooms are clean and comfortable

Numb	Respondent's Answer	Frequency	Percentage
1	Strongly Disagree	8	8%
2	Disagree	36	36%
3	Neutral	30	30%
4	Agree	19	19%
5	Strongly Agree	7	7%
	Total	100	100%

Based on table above, the result shows that 8 respondent or 8% of total respondents give strongly disagree answer, 36 respondents or 36% of total respondents give disagree answer, 30 respondents or 30% of total respondents give neutral answer, 19 respondents or 19% of total respondents give agree answer, and 7 respondent or 7% of total respondents give strongly agree answer. The majority of respondents neutral with the Aston hotel rooms are clean and comfortable

Table 7
Employees Grand Aston Hotel attractive

Numb	Respondent's Answer	Frequency	Percentage
1	Strongly Disagree	-	-
2	Disagree	1	1%
3	Neutral	29	29%
4	Agree	57	57%
5	Strongly Agree	13	13%
	Total	100	100%

Based on table above, the result shows that no respondent or 0% of total respondents give strongly disagree answer, 1 respondents or 1% of total respondents give disagree answer, 29 respondents or 29% of total respondents give neutral answer, 57 respondents or 57% of total respondents give agree answer, and 13 respondent or 13% of total respondents give strongly agree answer. The majority of respondents agree with the employees Grand Aston Hotel attractive

Table 8
Services in accordance with the promised

Numb	Respondent's Answer	Frequency	Percentage
1	Strongly Disagree	1	1
2	Disagree	6	6
3	Neutral	43	43
4	Agree	43	43
5	Strongly Agree	7	7
	Total	100	100%

Based on table above, the result shows that 1 respondent or 1% of total respondents give strongly disagree answer, 6 respondents or 6% of total respondents give disagree answer, 43 respondents or 43% of total respondents give neutral and agree answer, and 7 respondent or 7% of total respondents give strongly agree answer. The majority of respondents agree and neutral with the services in accordance with the promised.

Table 9
Services are accurate and timely

Numb	Respondent's Answer	Frequency	Percentage
1	Strongly Disagree	-	-
2	Disagree	6	6%
3	Neutral	34	34%
4	Agree	45	45%
5	Strongly Agree	15	15%
	Total	100	100%

Based on table above, the result shows that no respondent or 0% of total respondents give strongly disagree answer, 6 respondents or 36% of total respondents give disagree answer, 34 respondents or 34% of total respondents give neutral answer, 45 respondents or 45% of total respondents give agree answer, and 15 respondent or 15% of total respondents give strongly agree answer. The majority of respondents agree with the services are accurate and timely

Table 10
Responsive service and ready to respond

Numb	Respondent's Answer	Frequency	Percentage
1	Strongly Disagree	3	3%
2	Disagree	10	10%
3	Neutral	38	38%
4	Agree	38	38%
5	Strongly Agree	11	11%

	Total	100	100%
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Based on table above, the result shows that 3 respondent or 3% of total respondents give strongly disagree answer, 10 respondents or 10% of total respondents give disagree answer, 38 respondents or 38% of total respondents give neutral and agree answer, 11 respondents or 11% give strongly agree. The majority of respondents agree with the responsive service and ready to respond.

Table 11
The employees are always willing to help consumers

Numb	Respondent's Answer	Frequency	Percentage
1	Strongly Disagree	7	7%
2	Disagree	17	17%
3	Neutral	41	41%
4	Agree	32	32%
5	Strongly Agree	3	3%
	Total	100	100%

Based on table above, the result shows that 7 respondent or 7% of total respondents give strongly disagree answer, 17 respondents or 17% of total respondents give disagree answer, 41 respondents or 41% of total respondents give neutral answer, 32 respondents or 32% of total respondents give agree answer, 3 respondents or 3% give strongly agree. The majority of respondents neutral with the employees are always willing to help consumers.

Table 12
The friendliness and courtesy of employees in serving customers

Numb	Respondent's Answer	Frequency	Percentage
1	Strongly Disagree	-	-
2	Disagree	5	5%
3	Neutral	36	36%
4	Agree	46	46%
5	Strongly Agree	13	13%
	Total	100	100%

Based on table above, the result shows that no respondent or 0% of total respondents give strongly disagree answer, 5 respondents or 5% of total respondents give disagree answer, 36 respondents or 36% of total respondents give neutral answer, 46 respondents or 46% of total respondents give agree answer, and 13 respondents or 13% give strongly agree. The majority of respondents agree with the friendliness and courtesy of employees in serving customers.

Validity test is using to test whether the data is valid or not in order for the results to be accurately applied or interpreted.

Table 13
Validity for variable X (Service Quality)

Questions Number	Score	Validity
1	0,406	Average validity
2	0,638	High validity
3	0,709	High validity
4	0,743	High validity
5	0,669	High validity
6	0,647	High validity
7	0,640	High validity
8	0,790	High validity
9	0,733	High validity
10	0,626	High validity

Table 14.
Validity for variable Y (Customer Satisfaction)

Questions Number	Score	Validity
1	0,497	Average validity
2	0,574	Average validity
3	0,408	Average validity
4	0,416	Average validity
5	0,512	Average validity
6	0,567	Average validity
7	0,697	High validity
8	0,642	High validity
9	0,608	High validity
10	0,577	Average validity

From the calculation above, the result of validity is in high and very high validity. It is mean that the data is an acceptable data validity

Reliability refers to how consistently a test measures a characteristic. To test the reliability of the questionnaire, the writer has done a calculation using SPSS in order to know whether the questionnaires are reliable or not.

Table 15
Reliability Test of Service Quality

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.846	.857	10

Table 16
Reliability Test of Customer Satisfaction

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.720	.731	10

From the calculation above, the result of reliability is in high reliability. It is mean that the data is an acceptable data reliability.

Normality test is used to determine whether data collected are normal distribution that is obtained from normal population.

Table 17
Normality Test

One-Sample Kolmogorov-Smirnov Test			
		Service Quality	Customer Satisfaction
N		100	100
Normal Parameters ^a	Mean	34.97	37.58
	Std. Deviation	5.456	4.504
Most Extreme Differences	Absolute	.059	.083
	Positive	.059	.073
	Negative	-.045	-.083
Test Statistic		.059	.083
Asymp. Sig. (2-tailed)		.200	.087
a. Test distribution is Normal.			

This method will determine the relationship of the Variable X (Service Quality) and Variable Y (Customer Satisfaction).

Table 18
Correlation Test

Correlations			
		Service Quality	Customer Satisfaction
Service Quality	Pearson Correlation	1	.542**
	Sig. (2-tailed)		.000
	N	100	100
Customer Satisfaction	Pearson Correlation	.542**	1
	Sig. (2-tailed)	.000	
	N	100	100
**. Correlation is significant at the 0.01 level (2-tailed).			

From the result above, the researcher can take conclusion that the variable X (Service Quality) has a relationship to variable Y (Customer Satisfaction) since the value of r has shown a positive value. The correlation coefficient (r) value is 0.542, this mean that variable X has a moderate positive relationship with variable Y.

Determination is tested in order to find out how far the value of variable X can influence the value of variable Y, the calculation is shown as follow.

Table 19
Determination Test

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.542 ^a	.294	.287	3.803
a. Predictors: (Constant), Service Quality				
b. Dependent Variable: Customer Satisfaction				

The determination coefficient resulting from the calculation above is 29.4%. It indicates that variable Y (Customer Satisfaction) is influenced by the variable X (Service Quality) is as much 29.4% and the rest 70.6% is influenced by the other factor

To describe and evaluate the relationship between the dependent variable and independent variable by how much the independent variable will affect the dependent variable; writer will test the data by using linear regression analysis method.

Table 20
Linear Regression Analysis

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	21.919	2.479		8.841	.000
	Service Quality	.448	.070	.542	6.393	.000
a. Dependent Variable: Customer Satisfaction						

Linear regression formula from table above is:

$$Y = 21.919 + 0.448 X$$

Based on the calculation above, it concluded that the higher the variable X (Service Quality), the higher the variable Y (Customer Satisfaction). If there is no Service Quality, then the customer satisfaction in the hotel will be in 21.919. If there is increasing of service quality in 1 unit, then customer satisfaction in the hotel will increase in 0.448.

Because zcount (5.39) > ztable (1.96), so Ha is accepted and Ho is rejected. Therefore, the result shows that there is influence of service quality toward customer satisfaction at Grand Aston Medan

After the calculation and test of hypothesis above, the result and analysis of this research can be described as follows: Most respondents agree with the quality of service to customers in the Grand Aston Hotel. In addition, most respondents are agreed on the level of customer satisfaction at the Grand Aston Hotel. In test of data quality, the validity value of the service quality and customer satisfaction questionnaire is in average and high validity. The reliability value of the service quality and customer satisfaction questionnaire is in high reliability. It can be stated that all questionnaire can be used for this research because it is valid and reliable as instrument in this research. From normality test, it can be known that the data obtained in this research from service quality and customer satisfaction questionnaire is in normal distribution. In test of hypothesis, there is strong positive relationship between service quality and customer satisfaction at Grand Aston Hotel based on correlation test. Based on determination test, 29.4% of Variable Y (customer satisfaction) can be explained by Variable X (service quality) and 70.6% can be explained by other factors. From linear regression analysis, it can be obtained linear regression equation in $Y = 21.919 + 0.448 X$. From z test, it can be known that there is influence of service quality toward customer satisfaction at Grand Aston Hotel because zcount > ztable. in line with research (Harnjo et al., 2021; Juliana et al., 2020; Pramezwary et al., 2021; Juliana et al., 2021; Juliana et al., 2019; Juliana et al., 2020; Juliana, 2019; Pramezwary et al., 2021; Pramono et al., 2021; Stella et al., 2021)

V. CONCLUSION

Most respondents in this study were satisfied with the services provided by Grand Aston City Hall Hotel Medan. This conclusion is based on the assertion that most of the respondents stated that they are satisfied with the customer service provided by the Grand Aston City Hall Hotel Medan.

In a test of the quality of the data, the validity of service quality and customer satisfaction questionnaire was average and high validity. The reliability value of service quality and customer satisfaction questionnaire in high reliability. It can be stated that all questionnaires can be used for this study because as a valid and reliable instrument in this study. Of normality test, it can be seen that the data obtained in this study of quality of service and customer satisfaction questionnaires in the normal distribution.

Based on hypothesis testing in this study can be concluded that the quality of service and customers' satisfaction Grand Aston City Hall Hotel Medan has a positive and significant relationship. This means that the quality of customer service provided Grand Aston City Hall Medan effect on customer satisfaction Grand Aston City Hall Medan.

The writer will give some recommendations as follow: Through the results of this are expected to Grand Aston Hotel employees can maintain the behavior and attitude of friendly and courteous that had been given to the consumer as well as employees of Grand Aston interesting as the majority of customers choose the answers agree with attitude and a friendly and attractive employee. Grand Aston hotel rooms were clean and comfortable can be improved because cleanliness and comfort can determine customer satisfaction as the majority of the answers quite there on the indicator rooms were clean and comfortable. In this study uses only one independent variable (independent), making it less able to explain what factors that influence customer satisfaction (dependent) completely. Therefore, for further research, it is advisable to add other variables.

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