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Analysis Of Service Quality and Customer Experience Towards Consumer Satisfaction at Oyo Hotels in Medan Baru District

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Abstract

This study aims to analyze service quality and customer experience in relation to consumer satisfaction at OYO Hotels in the Medan Baru District. Against the backdrop of increasing competition in the hospitality industry, this research focuses on two main variables: service quality and customer experience, with the expectation of providing insights into the factors that influence consumer satisfaction. The research method employed is quantitative with an associative approach. The study population consists of all visitors to OYO Hotels, with a sample of 265 respondents selected using accidental sampling techniques. Data were collected through questionnaires designed with a Likert scale to measure respondents' perceptions of service quality, customer experience, and consumer satisfaction. The analysis results indicate that service quality has a positive and significant effect on consumer satisfaction, with a t -value of $1.829 > t$ -table 1.969 and a significance value of $0.009 < 0.05$, where aspects such as reliability, responsiveness, and empathy greatly determine satisfaction levels. Furthermore, customer experience also has a positive and significant impact on satisfaction, with a t -value of $2.046 > t$ -table 1.969 and a significance value of $0.002 < 0.05$, with emotional and interactional dimensions contributing greatly to positive customer perceptions. Simultaneously, both variables have a positive and significant effect on consumer satisfaction. This study offers recommendations for OYO Hotel management to continuously enhance service quality and customer experience in order to achieve higher customer satisfaction, which in turn may lead to increased loyalty and competitiveness in the hospitality market.

Keywords: Service Quality; Customer Experience; Consumer Satisfaction

1. Introduction

The rapid development of the hospitality industry in Indonesia is in line with the increasing public demand for comfortable and affordable accommodation. Medan, as one of the major business and tourism centers in North Sumatra, attracts a large number of both domestic and international tourists. This has led to the emergence of various hotels and accommodations striving to meet the growing market demand. With the abundance of options available, competition among budget hotels such as OYO has become increasingly intense. Other hotels are competing by offering additional facilities and unique experiences to attract customers, posing a challenge for OYO Hotels in maintaining their appeal. In 2024, the global hotel industry experienced a remarkable recovery following the COVID-19 pandemic. This growth is projected to reach USD 1.063 billion by 2028, with a compound annual growth rate (CAGR) of 10.24% since 2022. In the Southeast Asian region, including Indonesia, there has been a significant increase in hotel occupancy rates, with more than 77% of hotels in the Asia-Pacific region anticipating higher occupancy in 2024. This growth is driven by rising demand for both business and leisure travel, as well as substantial investment in hospitality infrastructure throughout the region (Nuria Emilio, 2024)

However, with increasing competition in the hospitality sector, the main challenge for OYO Hotels is how to attract more customers and maintain their satisfaction. Two key factors play a crucial role in this: promotion and service quality. An effective promotional strategy not only informs consumers but also delivers strategic value and significant differentiation that sets OYO Hotels apart from competitors. According to Kotler and Keller, a good promotion should be able to persuade and convince consumers to choose the offered products or services (Yunita, 2023). This phenomenon highlights the strong relationship between customer experience and service quality with customer satisfaction. OYO Hotels in Medan Baru District need to evaluate the effectiveness of the services provided, ensure pricing transparency, enhance staff training to deliver better service, and conduct regular updates to facilities. By addressing these issues, OYO Hotels in Medan Baru can improve customer satisfaction, which in turn will contribute to its competitiveness in the hospitality industry.

Therefore, it is essential to analyze how service quality and customer experience influence customer satisfaction at OYO Hotels, particularly in the Medan Baru District. This study aims to identify the influence of service quality and customer experience on customer satisfaction and to provide strategic recommendations for OYO Hotel management to maintain their competitiveness in the increasingly competitive hospitality industry.

2. Literature Review

Service quality is a strategy to meet needs accompanied by consumer aspirations and conformity in its delivery so that it can align with customer expectations and satisfaction (Tjiptono & Indrasari, 2019). Service quality is also an overall assessment of the excellence of services provided by a company (Handaruwati, 2020). Meanwhile, service quality is considered fulfilled when the service provider delivers services consistent with customer expectations (Erinawati & Syafarudin, 2021).

Customer experience refers to the overall perception obtained by consumers regarding the products or services they receive, through which they can assess and differentiate the quality of service among hotels (Ailudin & Sari, 2019). In general, customer experience is a subjective response arising from direct or indirect communication between customers and companies, including but not limited to interactions in communication, service delivery, and consumption (Buttle & Maklan, 2019). Customer experience toward a particular service provides an overview of whether customers feel satisfied or dissatisfied with the service used. The better the customer experience, the higher the level of customer satisfaction (Hasfar et al., 2020).

Satisfaction is an individual's feeling of pleasure or disappointment that appears after evaluating the difference between the actual performance of a product and the expected results. If the performance is unsatisfactory, the customer's satisfaction level is low. However, if the performance meets the target, customers will feel satisfied. When performance exceeds expectations, customer satisfaction reaches an optimal or joyful level (Kotler & Keller, 2018). Customer satisfaction is thus the intensity of an individual's feelings after comparing the perceived performance or results with existing expectations (Kotler, 2019).

3. Research Method

Hypotheses play a crucial role in providing clear guidance in research. A research hypothesis is a provisional conclusion or a statement based on certain knowledge that still needs to be tested for its validity. Therefore, a hypothesis is a temporary assumption that will later be examined and proven through data analysis. Based on the previously stated problems, the hypotheses formulated in this study are as follows:

- H1 It is assumed that service quality has a positive effect on customers satisfaction at OYO Hotels in the Medan Baru subdistrict.
- H2 It is assumed that customer experience has a positive effect on customer satisfaction at OYO Hotels in the Medan Baru subdistrict.
- H3 It is assumed that service quality and customer experience together have a positive effect on customer satisfaction at OYO Hotels in the Medan Baru subdistrict.

Based on the explanation above, it can be concluded that a hypothesis is an assumption or reference that explicitly conveys facts and serves as a guideline in assessing customer satisfaction.

According to Sugiyono (2018), a sample is a part of the number and characteristics possessed by a population. When the population is large and it is not possible for the researcher to study all of its members—due to limitations in funds, manpower, and time a sample can be taken from the population. The results obtained from studying the sample can then be generalized to the population, provided that the sample is truly representative.

Based on the Slovin formula calculation, the number of respondents in this study is determined to be 265. This number meets the criteria for an appropriate sample size in research. The respondents are guests who have stayed at OYO Hotels in the Medan Baru subdistrict, are at least 18 years old, and have used the service either online or directly.

4. Result and Discussion

The first characteristic is based on the gender of the respondents which is divided into male and female. Based on the processed data, the gender of the respondents in this study can be seen in Table 1.

Table 1. Gender of Respondents

No	Gender	Amount	Presentase
1	Man	142	53.6%
2	Woman	123	46.4%
Amount		265	100%

The results of the gender distribution show that male respondents are more dominant than female respondents, which is 53.6%. This shows that OYO Hotel service users in Medan Baru District are quite balanced between men and women.

4.1. Reliability Test Result

Table 2. Cronbach's Alpha Value

Cronbach's Alpha	Explanation	N of Items
.820	Reliabel	3

Based on Table 2, the cronbach alpha value is 0.820. This value is greater than r-table which is 0.361. This figure shows that all questionnaires are proven reliable for use in research.

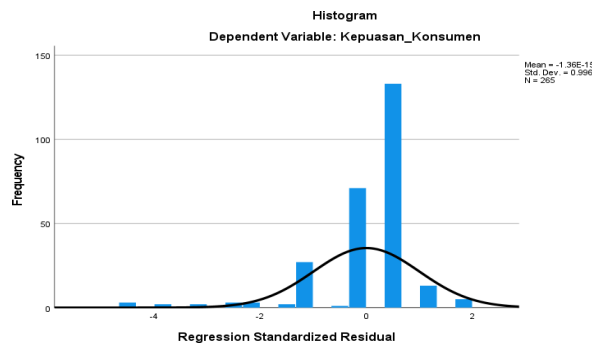


Figure 1. Histogram Chart of Kepuasan Konsumen

Based on Figure 1, it shows that the distribution of points is around the diagonal line, so that the data results are normally distributed and there is no deviation. The Normal P-P Plot of regression standardized residual image is the result of the analysis of service quality and customer experience on consumer satisfaction at the OYO hotel in Medan Baru district.

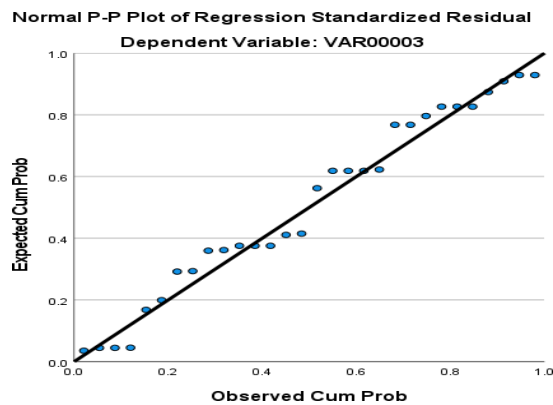


Figure 2. Chart of Plot of Regression

Based on the image above, it can be concluded that the data used shows normal. Analysis of the curve shows that the points are spread around the diagonal line. and the distribution follows the direction of the diagonal line so it can be concluded that the data is normal.

Table 3. Kolmogorov-Smirnov Test Result

One-Sample Kolmogorov-Smirnov Test			
			Unstandardized Residual
N			265
Normal Parameters ^{ab}	Mean	15.0000	
	Std. Deviation	1.59161	
Most Extreme Differences	Absolute	.255	
	Positive	.231	
	Negative	-.255	
Test Statistic			.255
Asymp. Sig. (2-tailed) ^c			.105
Monte Carlo Sig. (2-tailed) ^d	Sig.	.120	
	99% Confidence Interval	Lower Bound	.112
		Upper Bound	1.050
a. Test distribution is Normal.			
b. Calculated from data.			
c. Lilliefors Significance Correction.			

Based on the data in table 3, it can be seen that the data is normally distributed because the Kolmogorov-Smirnov value of the Y variable is 0.255 with a significance value of 1.105, where this figure is above the significance level of 0.5 or 5% or the asymp.sig value (2-tailed) > 0.05 (1.105).

4.2. ANOVA

Table 4. ANOVA Result

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	3814.488	2	1907.244	747.18	.005 ^b
Residual	668.772	262	2.553		
Total	4483.260	264			

The results of the linearity test in the table above can be seen that all variables have a significance value smaller than 0.05 (sig < 0.05), this indicates that all research variables are linear. This shows that the quality of service and customer experience have a linear pattern on consumer satisfaction at the OYO hotel in Medan Baru district.

4.3. Multicollinearity Test Result

Table 5. Multicollinearity Test Result

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant) Kualitas	2,063	2,276		,906	,367		
1 pelayanan	,069	,052	,104	,947	,000	,235	4,249
Pengalaman pelanggan	,747	,097	,955	8,717	,000	,235	4,249

From Table it can be seen that the analysis results show that the VIF value for the independent variable below 5 is 4.249 and the tolerance value below 1 is 0.235, which means that there is no multicollinearity so that the model is reliable as a basis for analysis.

In the scatterplot graph, the points are seen to be spread randomly and do not form a clear pattern, and are spread both above and below the number 0 on the Y axis. This means that there is no heteroscedasticity in the regression model, so the regression model is suitable for use in predicting consumer satisfaction.

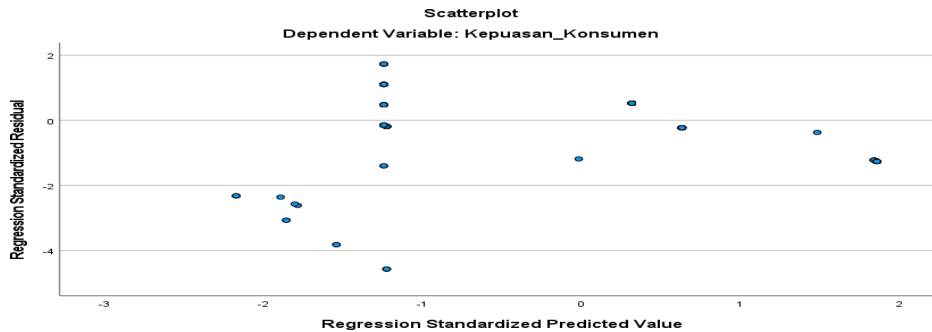


Figure 3. Scatterplot Graph of Kepuasan Konsumen

4.4. Results of the Determination Coefficient Test (R2)

Based on the calculation of the coefficient of determination, it can be seen that the Adjusted R Square value obtained is 0.850, this figure indicates that it is 85%. Consumer satisfaction (dependent variable) can be explained by the variables of service quality and customer experience. The remaining 15% is influenced by other factors not explained in this study.

Table 6. Result of R2

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.922 ^a	.851	.850	1.59768
a. Predictors: (Constant), Pengalaman Pelanggan, Kualitas Pelayanan				
b. Dependent Variable: Kepuasan_Konsumen				

Analysis of Service Quality on Customer Satisfaction. The research results show that the Service Quality variable (X1) has a positive and significant effect on Customer Satisfaction (Y) at OYO Hotels in the Medan Baru subdistrict. This is proven by the partial test (t-test), which shows a t-count of 1.829 > t-table of 1.969 and a significance value of 0.009 < 0.05, indicating that the higher the service quality provided by OYO Hotels—particularly in terms of physical evidence, reliability, and responsiveness—the higher the level of customer satisfaction. Customers feel more satisfied when the service provided not only meets expectations but also ensures comfort, punctuality, and a quick response to their needs. This finding is consistent with the research conducted by Suryani and Pratiwi (2021), which concluded that service quality dimensions such as reliability, responsiveness, and empathy have a significant effect on hotel guest satisfaction. This supports the results of this study, where similar dimensions at OYO Hotels have a tangible impact on customer satisfaction.

Analysis of Customer Experience on Customer Satisfaction. The research results show that the Customer Experience variable (X2) has a positive and significant effect on Customer Satisfaction (Y) at OYO Hotels in the Medan Baru subdistrict. This is proven by the partial test (t-test), which shows a t-count of 2.046 > t-table of 1.969 and a significance value of 0.002 < 0.05, indicating that the higher the customer experience, the higher the satisfaction. The five aspects of customer experience—sense, feel, think, act, and relate—directly affect satisfaction. The better the emotional experience, interaction, and positive impressions during their stay at OYO, the more likely customers are to feel satisfied and make repeat purchases. This finding is in line with the study by Nugroho (2020), which discussed the influence of customer experience on hotel customer satisfaction and also showed that positive experiences—especially in emotional and social aspects—are correlated with customer satisfaction and loyalty. This aligns with the results of this study, where dimensions such as feel, act, and relate contribute significantly to customer satisfaction.

5. Conclusion

Based on the results of data analysis, hypothesis testing, and discussions conducted on service quality and customer experience toward customer satisfaction at OYO Hotels in the Medan Baru subdistrict, the following conclusions can be drawn. This study indicates that service quality (X1) has a positive and significant effect on customer satisfaction (Y). This means that the better the service provided by OYO Hotels—covering aspects such as physical evidence, reliability, responsiveness, assurance, empathy,

and comfort—the higher the level of customer satisfaction. This suggests that fast, responsive, polite, consistent service, accompanied by clean and comfortable facilities, plays a critical role in determining consumer satisfaction. Customers feel valued when served wholeheartedly and professionally, thereby creating a pleasant stay experience. These findings reinforce the theory by Parasuraman, Zeithaml, and Berry, and align with previous studies asserting that service quality is one of the key factors in shaping customer perception and satisfaction with service offerings.

The customer experience variable (X^2) is also proven to have a positive and significant effect on customer satisfaction. The five dimensions of customer experience sense, feel, think, act, and relate—comprehensively contribute to how customers evaluate their experiences when using OYO Hotel services. When customers feel comfortable with the hotel atmosphere, gain positive emotional experiences, receive services that align with their lifestyle, and feel socially and psychologically connected to the brand, strong and deep satisfaction is likely to emerge. This is in line with Schmitt's theory, which states that customer experience is not merely a function of service but also involves affective and perceptual elements that are individually felt by the customer. This finding also supports previous research showing that customer experience plays a major role in creating loyalty and a positive brand perception.

Simultaneously, both independent variables service quality and customer experience—significantly affect customer satisfaction. This implies that when both of these factors are delivered optimally and consistently by OYO Hotels, customer satisfaction increases substantially. This satisfaction not only reflects the hotel's success in meeting customer expectations but also indicates its ability to build long-term relationships with consumers, ultimately enhancing loyalty and positive word-of-mouth. Thus, the findings of this study affirm that in digital applications like OYO, success is not solely determined by pricing or location but also by the quality of interaction and emotional experience directly felt by customers.

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