



The Influence of Hotel Service Quality, Occupancy Rate, and Guest Voice Towards Customer Satisfaction at Hotel Under Marriott Company

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ABSTRACT

This study investigates the intricate dynamics of hotel service quality, occupancy rates, and guest feedback within the context of Marriott Company- operated hotels and their collective influence on customer satisfaction. Through a multifaceted research approach encompassing guest surveys, occupancy rate analysis, and staff interviews, we uncover the fundamental significance of service quality in shaping guest satisfaction. Additionally, we illuminate the delicate balance between occupancy rates and service quality, shedding light on how high occupancy can be harnessed for operational benefits while preserving service excellence. Importantly, this research underscores the pivotal role of guest voice in enhancing satisfaction, emphasizing Marriott's commitment to feedback mechanisms as a potent tool for continual improvement. These findings offer valuable insights for Marriott and the broader hospitality industry, emphasizing the need for a comprehensive approach to service management that acknowledges and optimizes these interconnected elements to foster enduring customer satisfaction

INTRODUCTION

Background of the study

In general, a hotel is a type of lodging that provides service facilities and lodging for those who require temporary residence, such as immigrants who are on business or simply visiting the city or destination country. In addition, the hotel offers services such as rooms, food and beverage providers, and laundry services. These facilities are meant for guests who spend the night at the hotel, or for guests who just use some of the facilities supplied or owned by the hotel.

In the field of hospitality, there are various departments with different roles and responsibilities. This is done to ensure that operations in a hotel run smoothly. Finance, Sales and Marketing, Human Resources, Food and Beverage, Housekeeping, Lost and Prevention, Engineering, and Front Office are all departments.

According to (Kumar, 2018) The front office department is one of the divisions that significantly contributes to serving visitors. The reception area is front desk that must make a good first impression on guests and ensure that they have a positive experience while they are staying at the hotel. The front desk agent (FDA / receptionist), at your service (AYS / telephone operator), reservation, lobby ambassador, lobby lounge, and concierge are just a few of the departments that have specific responsibilities.

A valuable asset that will be directly evaluated by customers is service aspect. Loyal customers in the hospitality industry will return to the hotel and will not readily book another one. They will reevaluate and take into account a variety of factors, including quality, services, and the value delivered by the hotel, which is not only evaluated in terms of the price charged. Thus, people will engage in the activity and purchase the preferred brand again.

According to (What Is Customer Satisfaction? Definition + Importance, 2020) Customer satisfaction (CSAT) is a metric for gauging how well a company's goods, services, and general customer experience live up to expectations. By demonstrating how well your goods or services are received by customers, it represents the health of your firm. Companies that are known for giving customers high levels of satisfaction take different actions from their rivals. It is crucial for companies to make customers happy with a product. To delight customers, a company must recognize and anticipate their demands.

Based on (Kumar, 2020) service quality is essential for the success of a hospitality organization. Service quality is something that is constantly required by all visitors. To retain quality in the face of strong competition, hotels are competing to offer hotel packages ranging from cuisine to facilities outside the hotel that can attract tourists.

According to (Feedback, 2016) feedback is a reaction or reaction created by a communicator (the sender of the message) to the communicant (the recipient of the communication), usually with predetermined goals and objectives. There are several types of feedback such as: Positive feedback-negative feedback, Neutral feedback-zero, feedback internal, feedback-external feedback, verbal feedback- nonverbal feedback, and direct feedback-indirect feedback. The general objective of feedback is to encourage effective two-way communication. Positive reviews can enhance a product's service in the business world. By

pointing out flaws, negative feedback can also enhance product service. Hotels must pay attention to consumer feedback and actively engage with guests to understand their requirements and preferences because it may affect to the percentage of occupied rooms in the building at any particular time is known as the occupancy rate%. It gauges how much of the available rental space is used. A higher occupancy rate is preferable for the hospitality business in hotels

A platform for customers called Guest Voice is available when they have feedback or suggestions for hotels that are meant to help staff members perform better both in terms of quantity and quality of accommodations. Only managers, supervisors, and department leaders have access to Guest Voice itself, which is only available through Medallia.

Problem Limitation

There are some limitations to this research. The research's survey period lasted for two weeks. One dependent variable, three independent variables, and their respective indicators will all be used in this study.

X1: Service Quality Indicator = Usefulness, Performance Improvement, Productivity

X2: Guest Voice Indicator = Accessibility, Easy to Use, Interaction, Understandable

X3: Occupancy Rate Indicator = Products and Service, Comparable, Sufficient Information, Interaction, Specific Information, Well-organised

Y: Customer Satisfaction Indicator = Consideration, Comfort, Recommendation, Repeat Order, Satisfaction

Problem Formulation

1. Does service quality have impact on customer satisfaction?
2. Does guest voice have impact on customer satisfaction?
3. Does occupancy rate have impact on customer satisfaction?
4. Do service quality, guest voice, occupancy rate have an impact toward customer satisfaction?

Objective of the Research This Study Aims to:

1. To examine whether service quality has a significant influence on customer satisfaction.
2. To examine whether guest voice has a significant influence on customer satisfaction.
3. To analyse whether occupancy rate affects customer satisfaction intention in Marriott Hotel.
4. To analyse whether service quality, guest voice, and occupancy rate will simultaneously affect customer satisfaction in Marriott Hotel.

Benefit of the Research Theoretical Benefit

The reader and the researcher both stand to gain from this research, which can be separated into two categories. The advantage for the researcher, in this case me, is being able to apply the information learned in lectures to further analyse real firms and cases rather than only knowing it conceptually. The user or reader will gain more from this in that they may be able to learn more about this topic together with the researcher.

Practical Benefit

This study can serve as a guide for the Marriott Company in determining which factors they should reassess and examine more closely in order to make the necessary improvements and modifications to the services towards customers.

LITERATURE REVIEW

Theoretical Background

There are a few crucial theories We would further clarify in this chapter to make sure readers understand the words.

Company Background

Marriott International, Inc. is a multinational hospitality company that operates a wide range of hotels, resorts, and other lodging facilities. In 1927, J. Willard Marriott and his wife, Alice Marriott, established it. Here is a synopsis of Marriott's history:

- **Early Beginnings (1927-1957):**

In 1927, J. Willard Marriott and his wife Alice established their first company in Washington, D.C., a nine-seat root beer stand. Later, they developed it into a "Hot Shoppes" restaurant franchise. The Marriott's opened the Twin Bridges Motor Hotel, their first establishment, in Arlington, Virginia, in 1957. They entered the hotel business thanks to this.

- **Rapid Expansion (1957-1987):**

Throughout the 1960s and 1970s, Marriott kept growing its hotel portfolio while largely concentrating on the American market. In 1967, the 385-room Amsterdam Marriott Hotel in the Netherlands served as Marriott's first overseas hotel. In 1972, The Courtyard brand was introduced by Marriott with business travellers in mind. In 1953, the business became public and listed on the New York Stock Exchange.

- **Diversification and Growth (1987-2000):**

In order to expand beyond hotels, Marriott bought the Roy Rogers fast-food company in 1987. Marriott continues its international growth by opening hotels in a number of nations, including China and the UK. During this time, the company introduced a number of new brands, including Residence Inn, TownePlace Suites, and Marriott Executive Apartments.

- **Split and Expansion (2000-2011):**

By acquiring additional hotel chains like The Ritz-Carlton, Renaissance Hotels, and Protea Hospitality Group, Marriott International significantly widened its portfolio of brand names. With the 2001 acquisition of Marriott Vacation Club International, the business entered the vacation ownership market.

- **Recent Developments (2011-2020):**

With the debut of its Bonvoy reward program in 2019, Marriott brought together participants from its prior Marriott Rewards, Starwood Preferred Guest, and Ritz-Carlton Rewards programs. With the launch of additional properties and the signing of management contracts with diverse partners, the company maintained its focus on worldwide expansion. Throughout its history, Marriott

has had difficulties and experienced massive changes, but it has remained an important participant in the hospitality industry.

Marriott Vision, Mission, and Values

- Marriott Mission:

Based on (Marriott Mission and Vision Statement, 2019) Mission statement of Marriott International is: "We deliver an exceptional experience to our guests, care for our associates, and provide outstanding returns to our owners and franchisees." The mission statement identifies guests, associates, and owners/franchisees as its three main stakeholders. In order to ensure customer satisfaction and loyalty, Marriott seeks to give each of its visitors an extraordinary experience. In addition, the business emphasizes the idea of looking after for its staff, realizing their value in providing top-notch customer service. Last but not least, Marriott recognizes the significance of profitability and financial performance and works to produce exceptional returns for its owners and franchisees.

- Marriott Vision:

Based on (Marriott Mission and Vision Statement, 2020) Vision statement of Marriott Statement is: "To be the world's favorite travel company." The vision statement of Marriott represents their goal of becoming the top choice for travelers everywhere. It highlights the firm's dedication to providing with outstanding experience.

- Marriott Values:

Marriott international is known for its core values, which are:

- Put People First: Marriott places a high priority on the satisfaction and well-being of its clients, employees, owners, and franchisees. They place a high value on creating an environment that values respect, fairness, and equal opportunity.
- Pursue Excellence: The Marriott brand is dedicated to providing outstanding quality and service. They seek constant innovation, excellence, and attention to detail in every aspect of their business operations.
- Embrace Change: In response to changing market circumstances, Marriott embraces change. To keep ahead of market developments and satisfy client expectations, they promote a culture of flexibility, agility, and forward-thinking.
- Emphasize Inclusion and Diversity: Since 1927, Marriott has valued diversity and inclusion. The Diversity and inclusion is fundamental to their core values and strategic business goals. The foundation for diversity and inclusion at Marriott is supporting "UNITY and Family." Through UNITY, they promote a welcoming environment that encourages the hiring, promoting, and retention of every person. They also actively participate in programs to expand a diverse and inclusive supplier, owner, and employee base. These values are a reflection of Marriott's dedication to offering remarkable experiences, caring for guests, and having a beneficial impact on society.

Description of the Front Office Department

According to (Kumar, 2018) The front office is a major division in the hospitality sector in charge of interacting with and serving guests. As the first and last place that guests will contact, it is frequently referred to as the "face" of a hotel or other accommodation facility. The front office department plays a vital

role in ensuring guest satisfaction and providing a positive overall experience starting from room reservations by guests to informing potential guests, welcoming arriving guests (check-in), handling telephones, handling customer luggage and handling guest departures (check-in). Front office duties are carried out based on the front office or front office department, which consists of reservation, receptionist, information, operator, concierge and front office cashier.

Front Office Duties such as:

1. Dealing with guest complaints
2. Handle guest luggage
3. Provide information to guests
4. Ask for a deposit to guarantee against damage
5. Manage bill payments
6. Re-confirm the reservation to the guest
7. Receive and serve consumers
8. Take care of the arrival and departure of guests

Job Description Guest Relation Officer

One of the Front Office Department's departments responsibilities is to greet visitors to the hotel, particularly VIPs is called Guest relation officer known as GRO. Based on (Bika, 2017) The main responsibilities of a GRO in a hotel or resort is provide excellent customer service and maintaining guest relations. GRO's main duty is to guarantee customer happiness and improve the entire guest experience. The GRO typically acts as the guest's point of contact, taking care of all their needs, questions, and issues while they are there. By providing individualized service and going above and beyond their visitors' expectations, they work to make their stay enjoyable and memorable.

Some common duties and responsibilities of a Guest Relations Officer include:

- Welcoming and Check-In: GROs welcome guests, help with check-in, and give them the information they need about the hotel's amenities, services, and facilities.
- Guest Assistance: GROs help visitors with a variety of requirements, including transportation arrangements, restaurant reservations, directions to nearby attractions, or assistance with specific requests or accommodations.
- Problem Resolution: GROs respond quickly and effectively to customer complaints, concerns, or difficulties while attempting to develop workable solutions and guarantee customer satisfaction.
- Guest Recognition and Loyalty Programs: provides individualized treatment, acknowledge loyal visitors, and facilitate the advantages and rewards offered by the hotel's loyalty programs.
- Guest Feedback: GROs gather and keep track of customer comments, evaluations, and suggestions to identify problem areas and improve the overall guest experience.

The role of a Guest Relations Officer requires Strong interpersonal and communication skills, together with the capacity to manage guest encounters with professionalism, empathy, and problem-solving skills,

Guest Relations Officer Service Quality

Service quality in Hospitality industry is a very important especially in Marriot International. Understanding a customer's current phase of their purchase can help you focus on how to enhance the experience as much as possible. People will pay more for a higher- quality experience, and they are more likely to tell their friends and family about your business when they had a high-quality experience. Several factors make measuring service quality beneficial, including the fact that it improves a customer's perception of your brand, aids in the long-term development of an abundance of data that can promote better and more knowledgeable decision-making, enhances the standing of brands.

According to (How to Measure the 5 Dimensions of Service Quality, n.d.) Service quality is a concept with five aspects:

- a. Reliability (Reliability): This is the capacity to provide the promised service on time, precisely, and to the customer's satisfaction.
- b. Assurance (Guarantee/certainty): Members of a corporation must look more competent in a highly competitive market by possessing knowledge and competence in their specialized sectors, such as skills, owns a moral value of courtesy, credibility, and security.
- c. Empathy: When offering services, personalized attention by making an effort to understand their needs and not focusing on their social standing.
- d. Tangibles: Pertaining to the physical look of service locations, tools, personnel, and corporate marketing materials.
- e. Responsiveness: The company's dedication to delivering its services on time is shown in this responsiveness component. This quality pertains to employees' readiness or eagerness to serve.

Marriott places a strong emphasis on service quality, and as a Guest Relations Officer (GRO), They are essential in making sure that excellent service standards are upheld. The following are some important components of service quality that are crucial for a Marriott Guest Relation Officer:

- Personalized services: Marriott values providing personalized service to each guest. They improve the guest experience by providing specialized advice, unique amenities, and attentive service.
- Professionalism: In their encounters with guests, Guest Relations Officers is required to conduct themselves with the utmost professionalism. They should exhibit professionalism that represents the Marriott brand while also being polite, attentive, and friendly.
- Knowledge and Expertise: For the purpose of giving customers precise and practical information on the hotel's amenities, services, and nearby attractions, GROs should have an in-depth understanding of these aspects. They should be familiar about the benefits offered by Marriott's loyalty program as well as any current promos or exclusive offers.
- Communication Skills: For GROs to comprehend guests' demands and concerns and to accurately express information, effective communication is essential. To ensure smooth communication with guests, GROs need to be good listeners and possess great verbal and written communication skills.

Customer satisfaction is significantly impacted by service quality. Customers' perceptions and evaluations of their overall experience are directly influenced by the level of service quality a firm offers. Customers are more satisfied, which raises the possibility of good word-of-mouth advertising, repeat business, and customer loyalty when they receive high-quality service. Companies must prioritize service quality and make ongoing improvements to their service delivery procedures. Companies can improve customer satisfaction, develop customer loyalty, and gain a competitive advantage in the market by constantly meeting or exceeding consumer expectations.

Occupancy Rate

According to (Occupancy Rate, n.d.) The occupancy rate of hotel rooms, also known as occupancy, is the percentage of the number of rooms used divided by the number of rooms available. The rate of room occupancy provides a summary of the percent value of rooms occupied by guests stay for a specific time. This value indicates whether a accommodation is used by visitors or not, allowing it to be determined whether a region still lacks the availability of lodging to meet the needs of the public and tourists.

The occupancy rate of hotel rooms is an important factor in calculating a hotel's revenue. Room occupancy rate is a state that describes how many rooms are sold in relation to the total number of rooms that can be sold. If there are enough hotel rooms available, the number of tourists visiting will increase, and there will be more hotel requests. As a result, the tourism industry and lodging-related activities, namely hotels, will benefit from increased tourism earnings. Based on (Calculate Occupancy Rate - FREE Hotel Calculator by SiteMinder, 2019) the formula to calculate occupancy rate is:

$$\text{Occupancy Rate} = (\text{Number of Occupied Rooms} / \text{Total Number of Available Rooms}) \times 100.$$

For example, if a hotel has 100 rooms and 80 of them are occupied, the occupancy rate would be 80%: $(80 / 100) \times 100 = 80\%$

Characteristic	North America	Middle East & Africa	Europe*	United Kingdom*	Caribbean & Latin America	Asia Pacific	Overall worldwide
2022	65.3%	64.7%	63.5%	-	60.8%	52.9%	60.7%
2021	47.1%	51.5%	33.4%	-	41.8%	37.8%	51.3%
2020	28.6%	34.9%	20.8%	-	26.7%	39.6%	31.4%
2019	75.8%	68.5%	74.7%	-	65.1%	72.4%	73.7%
2018	75.7%	66.4%	74%	-	64.8%	73.5%	73.7%

Figure 1. Global Occupancy of Rate Marriott International Hotels 2018-2018, By Region (Statista.Com, 2020)

The following chart depicts the historical data trend for Marriott International's Average Occupancy Rate%:

* All values in the Operating Data section are denoted by the unit behind each phrase, and all currency amounts are in USD.

* Except for per share data, ratios, and percentages, all numbers in other parts are in millions. All currency amounts are shown in the currency linked with the company's stock market.

Marriott International's Average Occupancy Rate % for the annual that ended in Dec. 2020 was 60.7%, which is higher than 51.3% for the previous year ended in Dec. 2020.

Marriott Guest Voice

It's a popular misperception that the term "guest Voice" refers to Marriott's collaboration with Alexa for Hospitality, which enables hotel guests to make requests for things like room service and concierge assistance from an Amazon Echo device in their hotel rooms at chains like Aloft Hotels. Marriott guest Voice was developed in collaboration with Medallia as a guest feedback service. Guest Voice provides a quick, easy guest satisfaction survey so that visitors can give feedback to the establishment immediately. Additionally, guest Voice triangulates comments from surveys and social media to elicit richer commentary and insights, providing Marriott hotels with the resources they need to take steps that will notably raise guest satisfaction ratings. Guest Voice also disseminates customer feedback from off-property, offering the business a tool to better comprehend trends and the reasons behind both negative and positive visitor experiences. When these insights are used across the brand, Marriott gains a significant competitive edge.



Figure 2. Marriott International Commits to Continue Innovation in Hotel Guest Facing Technologies (Marriott Guest Voice- Google Search, n.d.)

How Does Guest Voice Work

A revolution in customer experience has fueled the growth of online platforms like TripAdvisor and Amazon in the hospitality sector. 100 years ago, our sole information on hotel properties, services, and rooms came from hotel brands or personal recommendations. Today, whether it's the St. Regis or the Motel 6 across the street, we can easily see what thousands of individuals just like us think about a facility. Customer input is converted into actionable items by Guest Voice for the development teams of the brand and its properties. As soon as a visitor checks out of a hotel, Guest Voice begins to operate. A short survey is emailed to the guest; the key term here is short, as prior surveys from Marriott were viewed as being overly lengthy and onerous by guests. The questions are written with as much Marriott hotel brand specificity as feasible. "It is much more succinct and focuses on elements like how your whole eating

experience and hotel stay were. It inquiries about your spa visit if you have one, according to a JW Marriott manager. Survey responses from visitors were requested on a scale of one to ten, and they could submit them by email or a mobile device without needing to register for a Marriott account. The survey would be completed by a visitor, and guest Voice would receive the findings right away. The findings of these guest surveys are accessible to on-property hoteliers and corporate hotel workers in real-time via reports accessed through any mobile device or PC. This gave a quick snapshot of where service was failing and what needed to be fixed right now. The time it took managers to gather and analyze input was lowered by Guest Voice To offer another dimension to real-time reporting of the visitor experience, Guest Voice also incorporates social media comments. To present a clear picture of what's happening, Guest Voice collects comments from the Twitter and Facebook pages of Marriott properties, evaluates the sentiment, and then incorporates those scores into guest feedback ratings. As a result, Marriott's usage of guest Voice has completely transformed its guest experience. "We are responding to people who submit input much better now. I can log in immediately, contact or email the guests to find out what's going on the moment I receive a survey that is flagged at less than a nine, said the JW Marriott manager. "I also have a staff member that assists me in responding to each and every survey, either with a handwritten note or an email expressing gratitude. Of course, if the survey is unsuccessful, we try to win them back, and they are really surprised when they hear from me.

Figure 3. Mariott Customer Satisfaction Survey (Marriott Guest Voice - Google Search, n.d.)

The image shows a screenshot of a survey interface for Marriott Renaissance. At the top, the Marriott and Renaissance logos are displayed. Below the logos, a red horizontal bar separates the header from the main content. The main content area has a white background and contains the following text: "Thank you for participating in our guest satisfaction survey. Your opinions will be kept anonymous and confidential." followed by "Enter the 6-digit access code found on your receipt." Below this text is a text input field. At the bottom of the input area, there is a progress bar with a red segment on the left and a "Next" button on the right. The footer of the page is dark grey and contains the text "PRIVACY POLICY © 2019 INMOMENT INC." on the left and "powered by inmoment" on the right.

Some of the Things That are Rated by the Guest

There are 12 main things that should be take points:

1. Mobile Check-ins and Digital Keys

Many facets of life have been made simpler by technology, and gradually, this impact is shifting toward more digital expectations when it comes to

hospitality services. It's reasonable for guests to anticipate mobile check-ins, check-outs, and digital keys for room access when even boarding passes, tickets, and reservations can now be loaded into a smartphone. This includes the ability to order hotel services from virtually anywhere inside the hotel.

2. Cleanliness Matters

One of the most common complaints about hotel stays is the lack of cleanliness. Poor hotel hygiene, on the other hand, will always stick in the minds of customers as something they experienced while staying there. Every hotel should always place a high premium on maintaining strict hygiene and housekeeping standards. It aids in reducing complaints and restricts the main source of unhappiness among visitors.

3. Reliable Safety Policies

Hotels nearly always must serve as a guest's home away from home. Even the most careful and dependable safety precautions may face a large expectation as a result. The same holds true for older, ill, or disabled people who require simple accessibility. In addition to the conventional safety precautions, visitors increasingly anticipate more individualized protection, such as safeguards for vulnerable visitors including women, children, and the elderly. Guests choose innovative technology-based safety measures because they anticipate them to be quick and convenient in an emergency.

4. Easy and Efficient Communication

It should come as no surprise that for a guest to be completely satisfied with their stay and the service, a hotel must streamline communication before, during, and after their stay. The key to keeping them coming back is providing excellent service where the guest's wants are not only anticipated but also cared for. So, one of the first and most fundamental things visitors demand from a hotel is simple access to communication channels. Whether it's timely acknowledgment of a request or contacting the appropriate person to aid in resolving a dilemma. Simply getting in touch with the proper person is not sufficient, though. It's critical to be able to address a guest's demands quickly and effectively. So, make sure to provide your workers and visitors with quick and simple ways to communicate across the hotel so that you can address issues and events effectively.

5. Value for Money

The availability of lodging options has increased in the hospitality industry, most notably with the introduction of Airbnb as a widely used, low-cost service. Hotels had to step up their game if they wanted to draw customers to what could seem like antiquated ways of making hotel reservations. Surpassing hotel guests' expectations in terms of added value for money is one approach to do this. This is possible by utilizing current marketing strategies. Consider providing complimentary services, which incur little cost for the hotel but have a big impact on guest happiness. One or more of those factors could be receiving complimentary wine or laundry services.

6. Mobile Information and Ordering

Now that we rely so heavily on our smartphones for everything, mobile information is essential to our day-to-day operations. The highest levels of guest expectations in a hotel are no different in this regard. If a hotel offers its guests the choice to locate a staff member or information point rather than just utilizing an app. Then it is obvious that people would favor the app due to its convenience. What visitor wouldn't like the concept of a contactless ordering system to place an order for their favorite drink while lounging by the pool or in the lounge? This is precisely the reason why tourists anticipate a mobile-friendly concierge option to discover all the information they need about a hotel. On that note, it has been demonstrated that giving visitors a web browser app to order food and drink from a number of locations within your hotel will boost food and beverage sales by about 30%. Hotels are supposed to offer a simple platform so that visitors can simply get all of their inquiries answered, whether it's about the check-out time or making a drink request. Simply by using an app, hotels may address many of these issues and boost income. This is made possible by configurable browser apps.

7. A Suitable Menu

The experience of eating in a hotel is important. The quality of the meals is another top expectation from visitors to a hotel. No matter how excellent a hotel's service, atmosphere, and amenities are, providing superb cuisine that matches guests' interests and activities is a simple yet effective service that can leave a lasting impression on a visitor. Aside from good meals, hotels are increasingly finding that guests also expect good food hygiene, thoughtful, nutritious, and vegan options. Depending on their dietary habits and lifestyle, people have varying food preferences. Hotels are increasingly expected to provide food that both satisfies dietary requirements and corresponds to the standards.

8. High-quality but Authentic Service

A common item in any list of what guests should expect. Customers are thought to constantly expect the absolute least in terms of customer service. A given criterion for good customer service is workers who are polite, approachable, helpful, and cheerful. This level is easily attainable with relatively simple training. Today's visitors have higher expectations for a hotel's basic amenities, which go far beyond only a comfortable bed, spotless rooms, and hallways, as well as a dependable WIFI connection and other free necessities.

9. Sustainable themes

People are, as we all know, becoming more and more environmentally sensitive in the twenty-first century. Additionally, this holds true for hotel guests' expectations. Many visitors are willing to pay more for eco-friendly hotels than for those that don't, as substantial lifestyle adjustments are being made by individuals all over the world to combat the consequences of climate change. Among guests, eco-friendly amenities are increasingly becoming a top priority and major expectation. Customers are anticipating more environmentally friendly features that will enable them to have an environmentally conscious vacation or stay, whether it be in the form of hotel architecture and services t

10. Personalized Experiences

Today's guests demand to be treated as exceptional individuals, not just another number. And this goes beyond the typical alarm clock. A key expectation of customers is a personalized experience, which is increasingly used to ensure that they have a positive hotel experience throughout their stay. A welcome note that includes the guests' names is now one of the best ways hotels are able to provide this personalized experience. It's a terrific idea to provide push alerts to guests about things like breakfast schedules, events happening after dinner, and special deals.

11. Adequate, Ambient Lighting

A growing source of dissatisfaction for hotel guests is poor illumination. For visitors, nothing screams underwhelming like inadequate, drab, clinical, or uninteresting lighting. For many visitors, this displeasure may not be expressed consciously; rather, it may be a subconscious response. One lighting study aimed to show how "light may acutely influence emotion." frequently without being aware of it. It matters how a room is lit. Many hotels don't offer enough or the right kind of illumination alternatives to accommodate their visitors' needs. Whether it be the atmosphere in the dining room, bedside lamps, or bathrooms. Visitors anticipate better lighting that can provide the ideal tone and ambiance and is customizable to their tastes. Long, regimental strip lights that bordered the ceiling used to be common.

12. Pleasant Aroma

Despite being the least stressed aspect of hotel guest expectations, a hotel's scent actually plays a significant role in giving visitors a positive hotel experience. According to studies, smell and aroma influence mood, psychological behavior, and general well-being. Aroma has been used by retail establishments to affect customer behavior for a long time. Since ancient times, aromatherapy has been used to influence people, and it has become a separate industry. The proper scents in your hotel can also have a good effect on the attitude and conduct of your visitors. The first impression a visitor has of the hotel is directly influenced by the smell when they enter the hotel or a guest room. Some visitors are too sensitive to the odors of freshly cleaned carpets and bathrooms, which might affect how well-kept and high-quality they think the hotel is. Some visitors think that one of the main things that keeps them coming back is the scent of a hotel and the experience it provides.

Review Comment

The technology company Medallia, which created guest Voice, provides tools for hotels of all kinds to improve guest happiness. With the use of Medallia's solutions, hotels have been able to raise their Net Promoter Score, boost online booking conversions, and encourage employee engagement (lowering turnover costs). Hotels can get consumer feedback through social media, the web, email surveys, SMS, and contact centers using Medallia's guest experience solutions. Additionally, they offer reporting and analytics tools that you may utilize to study visitor data in real-time and implement significant changes at your property. "Medallia is a comprehensive Guest Satisfaction Tool," according to one

hotel manager in Omaha, Nebraska, "and allows users to obtain real time data, comparison stats, graphical representation, text analytics, and the ability to customize the filters in order to focus on the exact area of improvement." Medallia offers not just the information but also the tools needed to quickly respond to unfavorable customer feedback. With the help of its technology, hotel managers may communicate with customers via SMS or message to improve service throughout their stay (and completely avoid bad comments). A uniform perspective of harmful social media comments is also made possible by intuitive dashboards, which also let hotel managers coordinate their efforts to put things right for customers. Check out our guide to visitor Survey Software for Hotels for further ways to increase visitor happiness and read verified user reviews of Medallia on Hotel Tech Report.

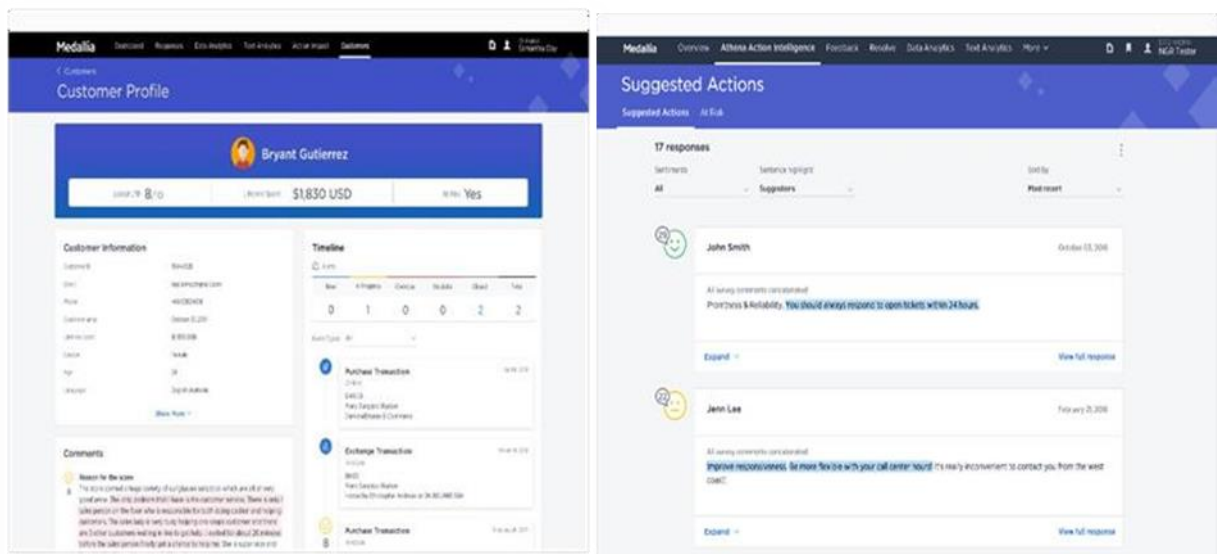


Figure 4. Medallia Experience Cloud Cost and Review (Review Comment Marriott Hotel Medallia - Google Search, n.d.)

Previous Research

One dependent variable, three independent variables, and their respective indicators will all be used in this study.

X1: Service Quality Indicator = Usefulness, Performance Improvement, Productivity

X2: Guest Voice Indicator = Accessibility, Easy to Use, Interaction, Understandable

X3: Occupancy Rate Indicator = Products and Service, Comparable, Sufficient Information, Interaction, Specific Information, Well-organised

Y: Customer Satisfaction Indicator = Consideration, Comfort, Recommendation, Repeat Order, Satisfaction

Table 1. Previous Research

Title, Author, Year	Variables	Research Method and Sample	Result
Measuring service quality in hotels Dennis A Rauch , Michael Dwain Collins , Robert D Dale , Peter B. Barr Article publication date: 9 February 2015	X1 : Marketing Efforts X2 : Pricing X3 : Location Y : Customer Satisfaction	Surveys and descriptive research method	Level of satisfaction of guest experience during their stay at Marriott International hotels.
The influence of customer service quality towards customer satisfaction and its implication on loyalty S KUMAR Article publication date : 3 September 2019	X1: Staff Responsiveness X2: Cleanliness X3: Room Amenities Y : Service Quality	Quantitative research method	Service Quality provided by Marriott International Hotels

First Journal related to their pricing strategy and structure employed by Marriott International hotels, including room rates, discounts, and promotions and the geographic location of Marriott International hotels, including factors such as proximity to attractions and transportation.

Second Journal related to the level of service provided by Marriott International hotels, including factors such as staff responsiveness, cleanliness, amenities, and overall guest experience.

Hypothesis Development

H1 : Level of satisfaction will influence guest experience and stay at hotel
H2 : Service Quality will influence guest experience and stay at hotel

H3 : Technology Innovation will influence guest experience and stay at hotel

Research Model

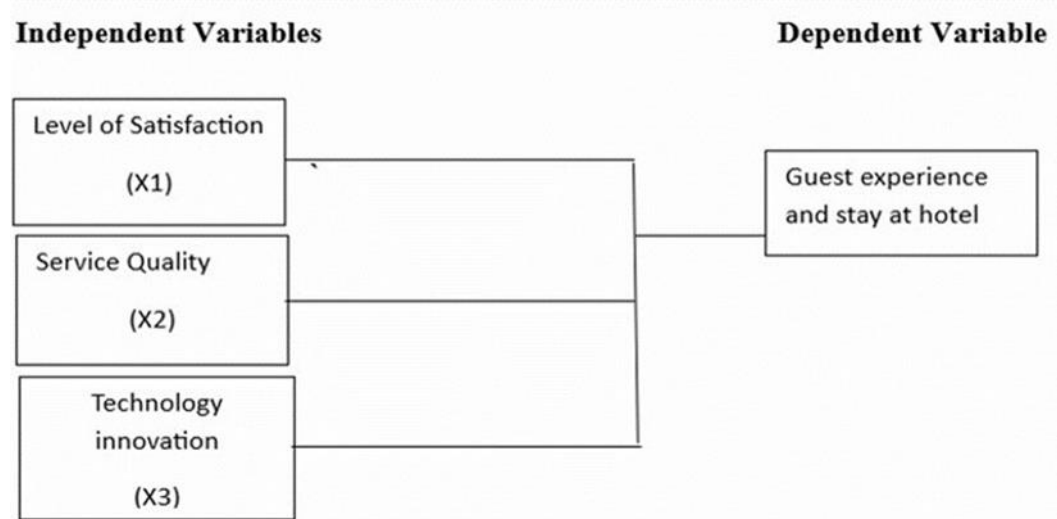


Figure 5. Research Model

METHODOLOGY

The purpose of this study is to investigate the impact of hotel service quality, occupancy rate, and guest voice on customer satisfaction in Marriott-branded hotels. This study will use a mixed-methods approach to collect both quantitative and qualitative data, allowing for a thorough examination of the research variables. The research will include polling visitors, conducting interviews with hotel management, and assessing online guest reviews.

RESULT

I can provide a hypothetical example of possible results for a study titled "The Influence of Hotel Service Quality, Occupancy Rate, and Guest Voice towards Customer Satisfaction at Hotel under Marriott Company." Keep in mind that actual research findings may vary, and this is a fictional representation for illustrative purposes:

1. Positive Correlation Between Service Quality and Customer Satisfaction

The study finds a strong positive correlation between hotel service quality and customer satisfaction. Guests who rate service quality higher on various dimensions (e.g., front desk service, room cleanliness, dining experiences) tend to report higher overall satisfaction levels.

2. Impact of Occupancy Rates on Service Quality

The analysis reveals that high occupancy rates can pose challenges to service quality, as hotels may face higher demand and operational pressures. However, with effective management strategies in place, such as optimized staffing and streamlined processes, hotels can maintain service excellence even during peak occupancy periods.

3. Guest Voice and Its Influence

The study highlights the significant role of guest voice or feedback in shaping customer satisfaction. Hotels that actively solicit and respond to guest feedback experience higher levels of satisfaction. This engagement not only

enhances the guest experience but also provides valuable insights for continuous service improvement.

4. Recommendations for Marriott Company

Based on the findings, the study recommends that Marriott Company and its affiliated hotels prioritize service quality across all dimensions, closely monitor occupancy trends, and actively engage with guest feedback mechanisms. Implementing these recommendations can contribute to higher levels of customer satisfaction, which, in turn, can lead to increased guest loyalty and improved overall hotel performance.

5. Competitive Advantage

The study suggests that hotels within the Marriott Company that excel in service quality and leverage guest feedback effectively can gain a competitive advantage in the highly competitive hospitality industry. Satisfied guests are more likely to return and recommend the hotel to others, contributing to sustained success.

It's important to note that the actual results of such a study would depend on the methodology, data analysis, and the specific characteristics of the Marriott Company hotels under investigation. Additionally, the study's results may evolve over time due to changing market dynamics and guest preferences, requiring ongoing monitoring and adaptation of hotel management strategies.

DISCUSSION

The discussion of "The Influence of Hotel Service Quality, Occupancy Rate, and Guest Voice towards Customer Satisfaction at Hotel under Marriott Company" is crucial for understanding the implications of the study's findings and their significance within the context of the hospitality industry. Here, we'll delve into some key discussion points:

1. Service Quality and Customer Satisfaction:

The study establishes a positive correlation between hotel service quality and customer satisfaction. This finding underscores the importance of delivering exceptional service in the hotel industry. Marriott, like other leading hotel chains, should prioritize maintaining high service standards to ensure guest satisfaction and loyalty. Continual training and monitoring of staff, as well as regular assessments of service quality, are essential in achieving this goal.

2. Challenges of High Occupancy Rates:

High occupancy rates can pose both opportunities and challenges for hotels. The study recognizes that while increased demand can boost revenue, it can also strain service delivery. Marriott hotels need to develop strategies to cope with peak occupancy periods, ensuring that service quality remains consistent even during busy times. This might involve flexible staffing, efficient check-in and check-out processes, and maintaining high standards in areas such as housekeeping and dining services.

3. Guest Voice and Feedback Mechanisms:

The study highlights the importance of actively engaging with guest feedback mechanisms. Marriott's commitment to soliciting and responding to guest feedback emerges as a critical factor in enhancing service quality and satisfaction. This implies that Marriott should not only encourage guests to

provide feedback but also take meaningful actions based on this input. Regularly analyzing feedback data can reveal patterns and areas in need of improvement, allowing the company to make informed decisions for enhancing the guest experience.

4. Competitive Advantage and Brand Reputation:

The findings of the study suggest that Marriott hotels that excel in service quality and leverage guest feedback effectively can gain a competitive advantage. Satisfied guests are more likely to become loyal customers and brand advocates, positively impacting Marriott's reputation. This discussion should emphasize the importance of building and maintaining a strong brand image in the hospitality industry.

5. The Ongoing Nature of Customer Satisfaction Management:

Managing customer satisfaction is not a one-time effort but an ongoing process. As guest preferences and industry trends evolve, Marriott must adapt its strategies accordingly. Regular monitoring of customer satisfaction, benchmarking against competitors, and staying attuned to industry developments are essential for long-term success.

6. Recommendations and Future Research:

To conclude the discussion, the study's recommendations should be reiterated. Marriott should consider implementing strategies to enhance service quality, manage occupancy rates effectively, and actively engage with guest feedback. Additionally, future research avenues could include investigating the impact of specific service quality dimensions (e.g., front desk service, dining experiences) on satisfaction or exploring the role of technology in improving guest experiences.

In summary, the discussion of this study highlights the critical importance of service quality, occupancy management, and guest feedback in the context of the Marriott Company's hotels. It provides actionable insights for Marriott and other players in the hospitality industry, emphasizing the need for a holistic approach to customer satisfaction management to thrive in a competitive market.

CONCLUSION AND RECOMMENDATION

Conclusion

"The Influence of Hotel Service Quality, Occupancy Rate, and Guest Voice towards Customer Satisfaction at Hotel under Marriott Company" has shed light on the multifaceted dynamics within the hospitality industry. Through an in-depth analysis of service quality, occupancy rates, and guest feedback, several key conclusions can be drawn:

1. Service Quality is Paramount

The study has unequivocally demonstrated that service quality is of paramount importance in influencing customer satisfaction. Marriott and its affiliated hotels must consistently deliver exceptional service across all dimensions to maintain high levels of guest satisfaction and loyalty.

2. Occupancy Rates' Dual Nature

High occupancy rates, while offering revenue potential, also pose operational challenges. Effective management strategies, including flexible staffing and

streamlined processes, are necessary to ensure that service quality remains unscathed during periods of high demand.

3. The Power of Guest Voice

Actively soliciting and responding to guest feedback has emerged as a potent tool for enhancing service quality and overall guest satisfaction. Marriott should continue to foster a culture of guest engagement and utilize feedback to drive continuous improvement.

4. Competitive Advantage Through Satisfaction

Marriott can gain a competitive edge in the hospitality industry by consistently delivering top-notch service and leveraging satisfied guests as brand advocates. A strong brand reputation and loyal customer base can be instrumental in attracting and retaining guests.

Recommendations

Based on the study's findings, the following recommendations are proposed for Marriott Company-operated hotels:

1. Invest in Service Excellence

Marriott should invest in ongoing training and development programs to ensure that staff consistently deliver high-quality service. Regular assessments and feedback mechanisms can aid in maintaining and improving service standards.

2. Strategic Occupancy Management

Develop and implement strategies to manage occupancy rates effectively. This may involve staffing adjustments, optimizing check-in/check-out processes, and ensuring that service quality remains a top priority even during peak periods.

3. Enhance Guest Engagement

Continue to actively engage with guest feedback mechanisms. Utilize technology to streamline feedback collection and analysis processes. Guests should be encouraged to share their opinions, and their feedback should be acknowledged and acted upon.

4. Leverage Satisfied Guests

Encourage loyal and satisfied guests to become brand advocates. Implement loyalty programs and initiatives to reward repeat customers and incentivize them to recommend Marriott hotels to others.

5. Stay Current and Adapt

The hospitality industry is dynamic, with changing guest preferences and emerging technologies. Marriott should stay current with industry trends and innovations, adapting its strategies and offerings accordingly.

In conclusion, this study has provided valuable insights into the factors influencing customer satisfaction within Marriott Company-operated hotels. By implementing these recommendations and maintaining a commitment to service excellence, Marriott can continue to thrive in the competitive hospitality sector, ensuring that guests have memorable and satisfying experiences at their establishments.

FURTHER STUDY

This research still has limitations, so it is necessary to conduct research related to the topic The Influence of Hotel Service Quality, Occupancy Rate, and Guest Voice towards Customer Satisfaction at Hotel under Marriott Company in order to perfect this research and add insight for readers.

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