



The Impact of Service Quality, Facilities, and Room Cleanliness Toward Customer Satisfaction in Banyan Tree Resort Bintan

Andrea Michael Oei¹, Angel Violeta Prationo², Christopher Lionggodinata³,
Felix Pangsawira⁴, Natasya Valentina⁵, Viona Rosalina⁶

Universitas Pelita Harapan

Corresponding Author: Andrea Michael Oei andre@gmail.com

ARTICLE INFO

Keywords: Customer Satisfaction, Service Quality, Facilities

Received : 5 December

Revised : 18 December

Accepted: 18 January

©2021 Oei, Prationo, Lionggodinata, Pangsawira, Valentine, Rosalina: This is an open-access article distributed under the terms of the [Creative Commons Attribution 4.0 International](https://creativecommons.org/licenses/by/4.0/)



ABSTRACT

This study examines the critical determinants of customer satisfaction in the context of Banyan Tree Resort Bintan, a luxury resort destination. Drawing on a mixed-method approach combining quantitative surveys and qualitative interviews with guests, our research sheds light on the pivotal role of service quality, facilities, and room cleanliness in shaping overall guest satisfaction. Preliminary findings underscore that superior service quality, encompassing attributes such as responsiveness, reliability, assurance, empathy, and tangible aspects, significantly influences guest satisfaction levels. Furthermore, the quality and cleanliness of guest rooms, emerged as key factors closely linked to guest contentment. These insights provide valuable guidance for resort management in their pursuit of enhancing guest experiences and fostering customer loyalty, ultimately reinforcing the resort's position in the competitive hospitality industry.

INTRODUCTION

Background of Research

Nowadays, the hospitality industry is the most searched thing for people, people are more likely to spend their time in a good resort, hotel, or restaurant, and searching for more destinations to spend their vacations.

Banyan Tree Bintan is a luxurious and peaceful resort that offers Balinese-style villas with private spas, pools, and free Wi-Fi. It also has a world-class spa and an outdoor pool. The resort has a variety of dining options, including Treetops Restaurant which serves Indonesian cuisine in a natural setting, Saffron Restaurant which offers Thai and Southeast Asian specialties with Asian-themed cocktails, and The Cove, which serves Mediterranean cuisine in a modern atmosphere. Guests can also enjoy in-villa and beachfront dining.

In order to get the best service quality, a resort must have the best service quality, this can include the standard operational procedure, room accommodations, and the response of the staff to the defect caused by people. Nowadays since covid 19, service quality in the hospitality industry is not really good because of the staff getting laid out from their job in order to maintain the resorts. That's why, at this time, after the recovery from covid 19, many new staff are working in the facility.

The facility of Banyan Tree Bintan is recovering from the impact of covid 19, which can cause a lack of service quality in each of the facilities provided, also Banyan Tree Bintan is recovering some lost destinations such as the one tree hill, dinner by the pool, dinner on the rock, and many more, they are making these services inside the hotel room such as in-villa BBQ, villa dining, blue moon, and romantic dinner.

Room cleanliness can be one of the problems after the customer has their dining destination, the room is dirty with food waste, this will affect the next guest that is staying in that room, that's why the housekeeping is going in to clean the room and ask the F&B services to clear up the dirty cutleries. The housekeeping will ensure that the room is really clean and comfortable for the next guest.

Customers of Banyan Tree Bintan mostly come for their romantic time, they want to spend time with their loved ones. Banyan Tree Bintan also provides amenities for the guest for their special occasions, the guest mostly hopes to have the best stay in Banyan Tree Bintan for their special occasions.

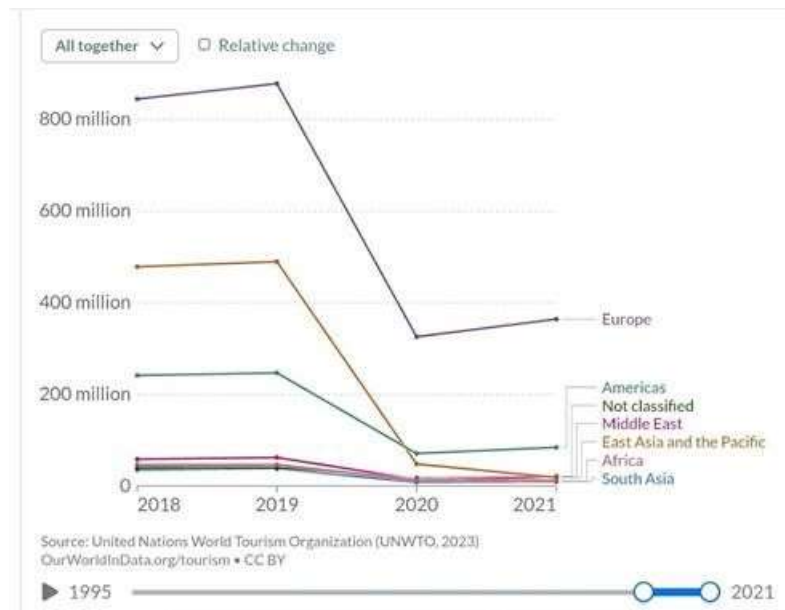


Figure 1. International Tourist Arrival by Region of Origin
 Source: Bastian Herre, Veronika Samborska, and Max Roser (2017)

From the data above, we can see that tourist arrival in South East Asia is dropping really low during the covid 19 and began to rise slowly in 2021, this is a sign that the hospitality industry is recovering slowly.

Problem Limitation

For this research will be conducted in Banyan Tree Bintan with the target population of the customers that stay at Banyan Tree Bintan facility including Cassia.

X1: Service Quality = Standard Operational Procedure, Room Accommodation, Response of Defect

X2: Facility = Quality of the Destination, Type of Destination X3: Room cleanliness = Housekeeping Services, Comfort

Y: Customer Satisfaction = Guest Comment, Guest Recommendation

Problem Formulation

The problematic formulation is:

1. Does Service Quality have an impact on Customer Satisfaction?
2. Do Facilities have an Impact on Customer Satisfaction?
3. Does Room cleanliness have an impact on Customer Satisfaction?
4. Does Service Quality, Facilities, and Room Cleanliness have an impact on Customer Satisfaction?

Objective of the Research

The objective of our Research project is:

1. To examine whether Service Quality has an impact on Customer Satisfaction.
2. To examine whether Facilities have an impact on Customer Satisfaction.

1. To examine whether Room Cleanliness has an impact on Customer Satisfaction.

Benefit of the Research

The benefit of this research is as follows:

Theoretical Benefit

The benefit of this research is to understand the impact of Banyan Tree Bintan to their customers and how satisfied the customers are with the services, and facility, how good is the services and facilities in the Banyan Tree Bintan and what factors make the customers want to share their experience and make them want to revisit Banyan Tree Bintan. This will make us understand the reason why Banyan Tree Bintan is a place of choice and understand the customer needs.

Practical Benefit

This research can guide the company to understand more about their services, the needs of the customers, and how enjoyable their facilities are. With this data, the company may be able to put out some outcomes based on this research.

LITERATURE REVIEW

Theoretical Background

To ensure the reader understands some keywords used in this project.

Hospitality Industry

The term “hospitality industry” refers to a wide range of companies and services related to a wide range of companies and services related to customer satisfaction and leisure. The hotels, event organizing, cruise line, transportation, theme parks and other sectors of the tourism business are included in this large group of service sector fields. Instead of focusing on basics and essentials, the hospitality business aims to give clients a pleasant experience by emphasizing concepts of enjoyment, luxury, pleasure, and experiences. There are four segments of the hospitality industry: travel and tourism, food and beverages, travel and tourism, lodging, and recreation

Hotel Business

Hotel Business is a type of lodging that utilizes a building’s entirety or a portion of it to provide services, food and drink, and other commercially organized services for the public in order to make a profit. The hotel business focuses on providing accommodations for guests, which is a subset of the servicesector. It is a controlled structure or establishment that offers visitors a nightly or occasionally charged place to stay. The hotel sector encompasses hotels as well as numerous other types of lodging for overnight stays, such as motels, guest houses, hostels, and inns.

Service Quality

Service quality refers to the level of excellence that customers expect and the degree of control over that level of excellence to meet their desires. If the service received or perceived is as expected or exceeds customer expectations, then the quality of service is perceived as good, ideal, and satisfactory. Conversely, if the service received is lower than expected, then the quality of the service is perceived as bad. This definition was provided by Tjiptono (2004).

Facilities

A company's facilities are supporting facilities used to improve customer satisfaction; the better the facilities offered to consumers, the higher the customer satisfaction. According to Kotler (2011), one of the efforts done by corporate management is directly tied to customer satisfaction by giving the greatest facilities available to retain clients. Facilities and infrastructure are vital in an endeavor to boost satisfaction by offering convenience, satisfying the demands, and comfort of service users. According to Srijani (2017), facilities have a major impact on customer happiness. According to Yowanti, Febri et al., (2014), service quality, price, and amenities all have a substantial impact on customer satisfaction. According to (Suwandi et al., 2015), brand image, price, service quality, and facilities are all important factors.

Room Cleanliness

According to Rumesko (2002) Housekeeping Department also means the part that is in charge and responsible for maintaining cleanliness, tidiness, beauty, and comfort in all areas of the hotel, both outside the building and inside the building, including guest rooms, rooms that are rented by guests, restaurant, office, and toilet. Hotel room cleanliness operational standards are guidelines and procedures established by hotel management to ensure that hotel rooms are always clean, comfortable and comply with specific quality standards. The purpose of this standard is to provide a positive stay experience for guests and ensure the cleanliness and comfort of the lodging environment.

Customer Satisfaction

Customer Satisfaction is also based on customer knowledge, specifically the knowledge from the customer (Aghamirian, 2015) "The knowledge from the customer is about products, suppliers and markets". From this statement, customer satisfaction is the comfort of a customer based on the products and services provided by the company.

Previous Research

Table 1. Previous Research

Title, Author, Year	Variables	Research Method and Sample	Result
1. "AN INVESTIGATION OF SERVICE QUALITY AND CUSTOMER SATISFACTION AMONGHOTELS IN LANGKAWI" written by Lee Kwee Fah and Shamini Kandasamy	X1 = Service Quality X2 = Tangibility X3 = Reliability and Assurance X4 = Responsiveness and Empathy Y = Customer Satisfaction	Descriptive and quantitative and qualitative research method. 300 samples of Hotel guests in Pulau Langkawi and 40 pilots who ever stayed in Langkawi's hotel.	Service quality such as reliability and assurance, responsiveness and empathy, and tangibility have an effect on customer satisfaction.
2. "THE INFLUENCE OF FACILITY AND SERVICE QUALITY TOWARD CUSTOMER SATISFACTION AND ITS IMPACT ON CUSTOMER LOYALTY IN BOROBUDUR HOTEL IN JAKARTA" written by Rianto Nurcahyo, Annisa Fitriyani, and Irma Nur Hudda	X1 = Facility X2 = Service Quality X3 = Customer Satisfaction Y = Customer Loyalty	Descriptive and quantitative research method. 360 samples of customers	facility and service quality have a significant impact toward the customer satisfaction and therefore the customer became loyal
3. "SERVICE QUALITY AND ITS IMPACT ON CUSTOMER SATISFACTION" written by Travis Wu	X1= Service quality Y= customer Satisfaction	Quantitative and qualitative research	Service quality have a significant impact on customer satisfaction

Based on the 3 journals that the writer gather, we can see they have the X1, X2, and X3 similar with the writer research that is X1 service quality X2 facility X3 room cleanliness and Y which is customer satisfaction.

Hypothesis Development

There is four hypotheses coming up such as

H1: Service Quality will positively influence the customer satisfaction of Banyan Tree Bintan. H2: Facilities will positively influence the customer satisfaction of Banyan Tree Bintan.

H3: Room Cleanliness will positively impact customer satisfaction of Banyan Tree Bintan.

H4: Service Quality, Facilities, and Room Cleanliness will simultaneously impact the customer satisfaction of Banyan Tree Bintan.

Research Model

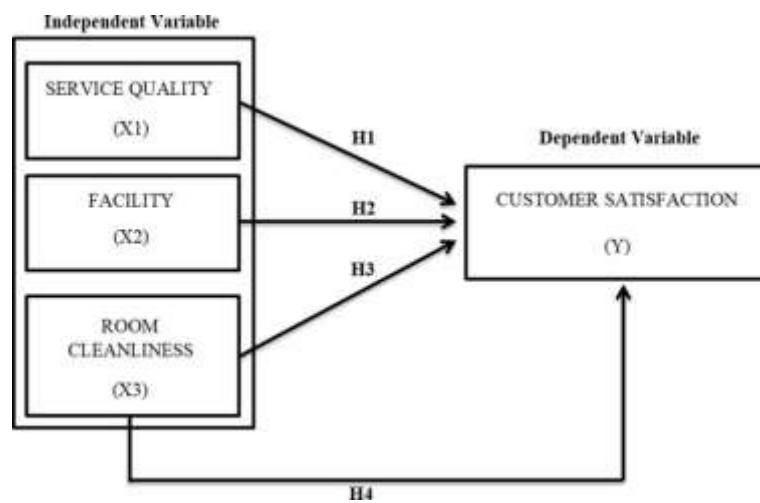


Figure 2. Research Model
Source: Prepared by Writer (2021)

Framework of Thinking

Background of Study

Banyan Tree Bintan is known as a luxurious and peaceful resort that offers Balinese-style villas with private spas, pools, and free Wi-Fi. Service quality, facilities and room cleanliness will create an impact on customer satisfaction in staying at Banyan Tree Bintan. Therefore, Banyan Tree Bintan should have a more thorough understanding of these factors in order to determine which of them would have the greatest impact and be applicable to their customers in Bintan, as well as whether all of the independent variables will have an impact on customer satisfaction when they are combined simultaneously.

Research Problem

1. Does Service Quality have an impact on Customer Satisfaction?
2. Do Facilities have an Impact on Customer Satisfaction?
3. Does Room cleanliness have an impact on Customer Satisfaction?
4. Does Service Quality, Facilities, and Room Cleanliness have an impact on Customer Satisfaction?

Theoretical Framework

1. According to Tjiptono (2004) The quality of the service is perceived as bad if the service received is lower than expected.
2. A company's facilities are supporting facilities used to improve customer satisfaction; the better the facilities offered to consumers, the higher the customer satisfaction. One of the efforts done by corporate management is directly tied to customer satisfaction by giving the greatest facilities available to retain clients (Kotler, 2011).
3. Housekeeping Department also means the part that is in charge and responsible for maintaining cleanliness, tidiness, beauty, and comfort in all areas of the hotel, both outside the building and inside the building, including guest rooms, rooms that are rented by guests, restaurant, office, and toilet (Rumesko, 2002).
4. Customer Satisfaction is also based on customer knowledge, specifically the knowledge from the customer, "The knowledge from the customer is about products, suppliers and markets". From this statement, customer satisfaction is the comfort of a customer based on the products and services provided by the company (Aghamirian, 2015).

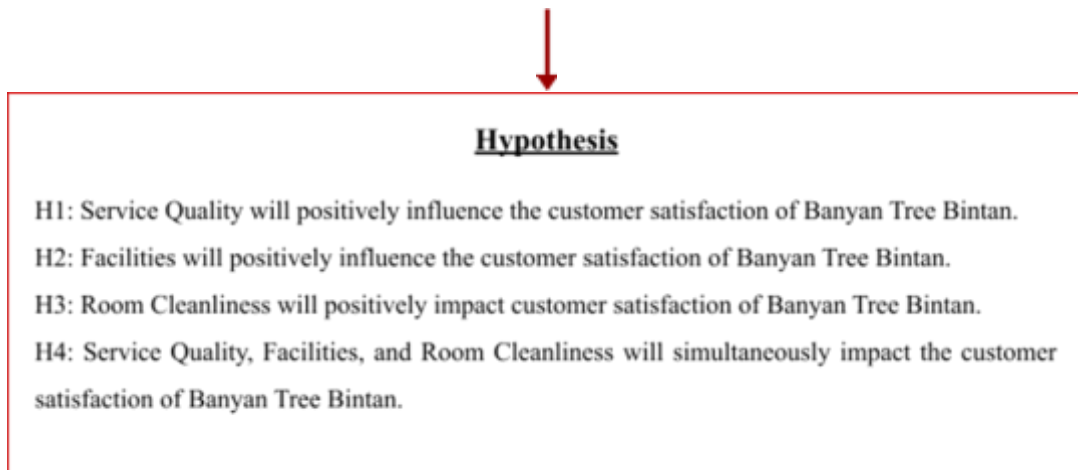


Figure 3. Framework of
Thinking Source: Prepared by
Writer (2021)

METHODOLOGY

In this paper of research, the writer will use quantitative research methods, where we will establish the connection between the independent and dependent variables, which are the main problems that would require analysis of each variable. Therefore, variables X in this research include: Service Quality (X1), Facilities (X2), and Room Cleanliness (X3) whether they will impact variable Y, that is, customer satisfaction of Banyan Tree Resort Bintan.

RESULT AND DISCUSSION

General view of Banyan Tree

The general view of Banyan Tree Bintan is that it is a luxurious and peaceful resort that offers Balinese-style villas with private spa pools and free Wi-Fi, steps from a private beachfront. It also has a world-class spa and an outdoor pool. The resort has a variety of dining options, including Treetops Restaurant which serves Indonesian cuisine in a natural setting, Saffron Restaurant that offers Thai and Southeast Asian specialties with Asian-themed cocktails, and The Cove, which serves Mediterranean cuisine in a modern and up-tempo atmosphere. Guests can also enjoy in-villa and beachfront dining.

The resort has received many positive reviews from guests who praised its bespoke service, beautiful location, spacious and comfortable villas, and delicious food. Some of the drawbacks mentioned by some guests were the high prices, the old and worn-out facilities, the inconsistent service quality, and the lack of activities.

History of Banyan Tree

Banyan Tree was found by Ho Kwon Ping and Claire Chiang in 1994, it all started ten years ago when both of the founders having a holiday in Bang Tao Bay, the western coast of Phuket in the Andaman Sea, where they came across a plot of land that they purchased and thought could be a great place to build a resort but the land turns out to be an abandoned tin mine and was very polluted so they started a restoration program, planting 7,000 trees and returning nativeflora.

Banyan Tree Bintan was opened in 1995 by Ho Kwon Ping, Banyan Tree Bintan provides a heaven to heal the mind, body, and soul in breathtaking locations where they can rediscover the romance to seek the real and unforgettable experiences through nature. Banyan Tree Bintan also provides their customers with a good experience such as Spa massage, welcome drinks, storytelling, sundown ritual, dining destinations, and many more experiences.

Under Banyan Tree Bintan there are other brands that are also established by Banyan Tree, which are Laguna Golf, Cassia, and Angsana. As for Angsana, it is currently closed because of Covid-19, but Angsana is still under renovation, and under Banyan Tree Bintan, Angsana will have a change of brand into Dhawa. Although Banyan Tree Bintan has been hit quite hard by the covid-19, the customers of Banyan Tree Bintan still want to spend their vacations here, and that's why we want to research what factor that makes the customers want to experience more of Banyan Tree Bintan, ever since the covid-19 strikes, and why Banyan Tree still being the main choice of customers.

Research Result

Descriptive statistic

For this research, we use the descriptive statistic, the descriptive statistic can help us gain the data we need for the qualitative research where we will compile the same data as a group of 1-5

Strongly agree- 5

Agree - 4

Neutral - 3

Disagree - 2 Strongly disagree - 1

Respondent Characteristic

Table 2. Respondent Characteristic

Gender	Total	Percentage
Male	61	48.41%
Female	61	48.41%
Not say	4	3.18%

From the table above, we can know that our respondent is 61 male with 48.41% and 61 female with 48.41% of the populations and 4 people don't want to say their gender with 3.18% of the population.

Age Characteristic

Table 3. Age Characteristic

Age Group	Number	Percentage
18-20 y.o	9	7.14%
21-30 y.o	10	7.94%
31-40 y.o	63	50%
41-50 y.o	37	29.37%
Above 51	7	5.56%

From this data, we can see our average respondent age is 31-40 y.o for 50% which we can summarize they already earn for themselves and they need vacation, or marriage anniversary etc. and 18-20 y.o with 9 response which is 7.14 percentage from all respondent, 21-30 y.o with 10 response which is 7.94% if the response, 41-50 y.o with 37 response which is 29.37% of the response and above 51 with 7 response which is 5.56% of the response.

Respondent Education Background Characteristic

Table 4. Respondent Education Background Characteristic

Degree	Number	Percentage
Elementary school (SD)	2	1.59%
Junior high school (SMP)	4	3.17%
Senior high school (SMA)	8	6.35%
Bachelor (Sarjana)	112	88.89%

From this data, we can get that the respondent education background is most likely to be the bachelor degree. From this data, we can summarize that elementary school respondents with 2 responses are about 1.59% of the respondent, junior high school with 4 responses are 3.17% of the respondent, senior high school with 8 responses are 6.35% of the respondent, and the bachelor with 112 responses are 88.89% of the respondent.

Table 5. Respondent Occupation Characteristic

Occupation	Number	Percentage
Student	7	5.56%
Employee	78	61.90%
Unemployed	11	8.73%
Freelancer	2	1.59%
Entrepreneur	28	22.22%

From the data above, we can know that the average number of people that visit the Banyan Tree are employees with 78 response are 61.90% of the respondent and student with 7 response are 5.56% of the respondent, unemployed with 11 response are 8.73% of the respondent, freelancer with 2 response are 1.59% of the respondent, and entrepreneur with 28 response are 22.22% of the respondent.

Income Range Characteristic

Table 6. Income Range Characteristic

Income Range	Number	Percentage
0-2 million	42	33.33%
4-8 million	42	33.33%
7 above	42	33.33%

From this table we can analyze that people with income are balanced with 0-2 million with 42 respondents are 33% of the population sample, 4-8 million with 42 respondent are 33% of the respondent, and the 7 above of the respondent with 42 population and with 33% of the populations, this is a balanced response

Respondent Occupation Characteristic

Table 7. Respondent Occupation Characteristic

Ever Stayed or not	Number	Percentage
yes	111	88.10%
no	15	11.90%

From the data above, shows that there were 111 guests who had stayed with a percentage of 88.10% that is valid as a data source, and there are 15 guests who have never stayed with the presentation of 11.90% which are not valid for the data source.

Table 8. Respondent Occupation Characteristic

Item No	Strongly Agree (5)		Agree (4)		Neutral (3)		Disagree (2)		Strongly Disagree (1)		Total F
	F	%	F	%	F	%	F	%	F	%	
SQ1	111	100%	0	0%	0	0%	0	0%	0	0%	111
SQ2	95	85.59%	16	14.41%	0	0%	0	0%	0	0%	111
SQ3	88	72.28%	23	20.72%	0	0%	0	0%	0	0%	111
F1	111	100%	0	0%	0	0%	0	0%	0	0%	111
F2	71	63.96%	40	36.04%	0	0%	0	0%	0	0%	111
RC1	111	100%	0	0%	0	0%	0	0%	0	0%	111
RC2	78	70.27%	33	29.73%	0	0%	0	0%	0	0%	111
CS1	82	73.87%	29	26.13%	0	0%	0	0%	0	0%	111
CS2	84	75.68%	27	24.32%	0	0%	0	0%	0	0%	111

The question for Variable X1 service quality are:

SQ1. The staff is using the standard operating procedure properly
 SQ2. The staff responded through defect inside the room

SQ3. The room accommodated by Banyan Tree Bintan is likable
 The question for variable X2 Facility is:

F1. The quality of the destination provided is lovely
 F2. The type of destination is enough for customers

The question for variable X3 Room Cleanliness are:

RC1. The housekeeping services are fast, honest, and careful
 RC2. The room are comfortable enough to stay

The question for Y customer satisfaction are:

CS1. I would like to leave a review when I leave Banyan Tree Bintan
 CS2. I would like to recommend Banyan Tree Bintan to other people

From the data above, the response for X1 is positive with an average of 5 (Strongly agree) we can see that the service quality of banyan tree bintan is really good, and for the data X2 facility is positive with about every respondent are saying the quality is good but some say there are not enough destination in the Banyan Tree Bintan, and for variable X3 room cleanliness is good with mostly response 5 (strongly agree) but some say the room is not comfortable to stay, and lastly for variable Y about the customer satisfaction is we can see some guess will likely leave a review at Banyan Tree Bintan and some will recommend BanyanTree Resort Bintan to other people.

Table 9. Respondent Occupation Characteristic

Indicator	Question	Mean	Median	Mode	Variance	Standard Deviation
SOP	SQ1	5	5	5	0	0
Defect Response	SQ2	4.85	5	5	0.12	0.35
Room Accommodation	SQ3	4.79	5	5	0.16	0.40
Quality of Destination	F1	5	5	5	0	0
Type of Destination	F2	4.63	5	5	0.23	0.48
Housekeeping Services	RC1	5	5	5	0	0
Comfort	RC2	4.70	5	5	0.20	0.45
Guest Comment	CS1	4.73	5	5	0.19	0.43
Guest Recommendation	CS2	4.75	5	5	0.18	0.42

The table above shows the result of descriptive statistic of the 111 response that are eligible from 126 respondents. The table includes results for mean, median mode, variance and standard deviation for each question. Questions 1 to3 is about Service Quality (X1). The mean value is from 4.79 to 5. This mean that the majority of the answers 4 or 5, The median is 5, this means the most chosen number is 5, therefore it is the mode. Questions 4 and 5 would be about Facility (X2). The range of the mean answers are from 4.63 to 5, which shows that most people answered the answer 5, and the median and mode 5 as well. Questions 6 and 7 would be about Room Cleanliness (X3), and it has a mean with the range from 4.70 to 5 which means that the room is comfortable enough, and mostly chosen 4 or 5, Finally, the questions 8 and 9 is about the dependent variable thatis customer satisfaction (Y). and it has a mean with the range from 4.73 to 4.75 which means that the customer is satisfied enough, and mostly chosen 4 or 5. As for the standard deviation from the descriptive statistic the highest value, is 0, which means that it people are mostly satisfied with the services, facility, and room cleanliness this can happen because Banyan Tree Bintan is maintaining every aspect and tying their best to keep customers happy.

Weighting Analysis

The range for this analysis would be 0.8 based on $(5-1)/5$

Table 10. Weighting Analysis

Average range value	Category
1 - 1.80	Strongly disagree
1.81- 2.60	Disagree
2.60 - 3.40	Neutral
3.41 - 4.20	Agree
4.21 - 5	Strongly agree

Table 11. Weighting analysis for Service quality (X1)

question	mean	category
SQ1	5	Good
SQ2	4.85	Good
SQ3	4.79	Good

From this analysis we can see that the service quality of banyan tree is on the good category.

Table 12. Weighting analysis for Facility (X2)

question	mean	category
F1	5	Good
F2	4.63	Good

From this analysis, the facility in Banyan Tree Bintan is considered Good

Table 13. Weighting analysis for Room Cleanliness (X3)

question	mean	category
RC1	5	Good
RC2	4.70	Good

From this research, the room cleanliness in Banyan Tree Bintan is in good

Table 14. Category Weighting for Customer Satisfaction (Y)

question	mean	category
CS1	4.73	Good
CS2	4.75	Good

From this research we can see that the customer are satisfied from the service, room cleanliness, and type of facilities on Banyan Tree Bintan and mostly on the good category.

Validity Instrument Testing Validity Test Result

In order to test the validity of the answer that handed to the banyantree customers, we would like to test the validity through SPSS and this is the result that we get.

Table 15. Validity Instrument Testing Validity Test Result

questions	rcount	rtable	validity
SQ1	0.000	0.1763	invalid
SQ2	0.286	0.1763	Valid
SQ3	0.021	0.1763	invalid
F1	0.000	0.1763	invalid
F2	0.072	0.1763	invalid
RC1	0.000	0.1763	invalid
RC2	0.095	0.1763	invalid
CS1	0.204	0.1763	Valid
CS2	0.055	0.1763	invalid

With the reliability test, the research is being performed under the identical situation, the amount to which the results can be replicated, and by judging by its invalidity of the data, most of the customer answer is not based on their thought or lazy answer and only some of them are valid through the test and mostly invalid.

Reliability test

From the result obtain in the SPSS we can say that from the question provided, it gives out 0.179 Cronbach alpha

Reliability Statistics	
Cronbach's Alpha	N of Items
.179	9

Figure 4. Reliability Test

Result of Data Quality Testing

Normality Test

For the normality test we will conduct in SPSS to see whether the distribution is normal or not.

Table 16. Normality Test

	Kolmogorov-Smirnov ^a			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
I would like to leave a review when i leave banyantree bintan	.462	111	<.001	.548	111	<.001
I would like to recommend banyantree bintan to other people	.471	111	<.001	.532	111	<.001
The staff are using the standard operating procedure properly	.	111	.	.	111	.
The staff response through defect inside the room	.514	111	<.001	.418	111	<.001
The room accommodate by Banyan Tree Bintan is likeable	.487	111	<.001	.497	111	<.001
The quality of the destination provided are lovely	.	111	.	.	111	.
The type of destination are enough for customers	.412	111	<.001	.607	111	<.001
The housekeeping services are fast, honest, and careful	.	111	.	.	111	.
The room are comfortable enough to stay	.444	111	<.001	.574	111	<.001

a. Lilliefors Significance Correction

For the normality test we can see that the data is abnormally distributed
Linearity test

For the linearity test we will conduct it inside SPSS Service quality:

Table 17. Linearity Test

		ANOVA Table ^{a,b}					
			Sum of Squares	df	Mean Square	F	Sig.
I would like to leave a review when i leave banyantree bintan * The staff response through defect inside the room	Between Groups (Combined)		.242	1	.242	1.245	.267
	Within Groups		21.182	109	.194		
	Total		21.423	110			
I would like to recommend banyantree bintan to other people * The staff response through defect inside the room	Between Groups (Combined)		.325	1	.325	1.759	.187
	Within Groups		20.108	109	.184		
	Total		20.432	110			

a. With fewer than three groups, linearity measures for I would like to leave a review when i leave banyantree bintan * The staff response through defect inside the room cannot be computed.

b. With fewer than three groups, linearity measures for I would like to recommend banyantree bintan to other people * The staff response through defect inside the room cannot be computed.

Table 18. Linearity Test

		ANOVA Table ^{a,b}					
			Sum of Squares	df	Mean Square	F	Sig.
I would like to leave a review when i leave banyantree bintan * The room accommodate by Banyan Tree Bintan is likeable	Between Groups (Combined)		.491	1	.491	2.555	.113
	Within Groups		20.933	109	.192		
	Total		21.423	110			
I would like to recommend banyantree bintan to other people * The room accommodate by Banyan Tree Bintan is likeable	Between Groups (Combined)		.019	1	.019	.104	.748
	Within Groups		20.413	109	.187		
	Total		20.432	110			

a. With fewer than three groups, linearity measures for I would like to leave a review when i leave banyantree bintan * The room accommodate by Banyan Tree Bintan is likeable cannot be computed.

b. With fewer than three groups, linearity measures for I would like to recommend banyantree bintan to other people * The room accommodate by Banyan Tree Bintan is likeable cannot be computed.

Table 19. Linearity Test

ANOVA Table^{a,b}

		Sum of Squares	df	Mean Square	F	Sig.
I would like to leave a review when i leave banyantree bintan * The type of destination are enough for customers	Between Groups (Combined)	.082	1	.082	.420	.518
	Within Groups	21.341	109	.196		
	Total	21.423	110			
I would like to recommend banyantree bintan to other people * The type of destination are enough for customers	Between Groups (Combined)	.117	1	.117	.627	.430
	Within Groups	20.315	109	.186		
	Total	20.432	110			

a. With fewer than three groups, linearity measures for I would like to leave a review when i leave banyantree bintan * The type of destination are enough for customers cannot be computed.

b. With fewer than three groups, linearity measures for I would like to recommend banyantree bintan to other people * The type of destination are enough for customers cannot be computed.

Table 20. Room Cleanliness

ANOVA Table^{a,b}

		Sum of Squares	df	Mean Square	F	Sig.
I would like to leave a review when i leave banyantree bintan * The room are comfortable enough to stay	Between Groups (Combined)	.827	1	.827	4.375	.039
	Within Groups	20.597	109	.189		
	Total	21.423	110			
I would like to recommend banyantree bintan to other people * The room are comfortable enough to stay	Between Groups (Combined)	.041	1	.041	.218	.641
	Within Groups	20.392	109	.187		
	Total	20.432	110			

a. With fewer than three groups, linearity measures for I would like to leave a review when i leave banyantree bintan * The room are comfortable enough to stay cannot be computed.

b. With fewer than three groups, linearity measures for I would like to recommend banyantree bintan to other people * The room are comfortable enough to stay cannot be computed.

Each represents the linearity test of variable X1, X2 and X3 towards the dependent variable Y. Since the threshold is 0.05 of which significant value for linearity should be less than it, all three the independent variables.

Multicolinary Test

Table 21. Multicolinary Test

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	4.567	.918		4.975	<.001	2.747	6.387
	The staff response through defect inside the room	.174	.121	.142	1.432	.155	-.067	.414
	The room accommodate by Banyan Tree Bintan is likeable	-.059	.104	-.055	-.562	.575	-.265	.148
	The room are comfortable enough to stay	.007	.093	.008	.076	.939	-.177	.191
	The type of destination are enough for customers	-.086	.087	-.098	-1.007	.316	-.261	.085

a. Dependent Variable: I would like to recommend banyantree bintan to other people

A multicollinearity test attempts to evaluate how the independent variable may correlate with the dependent variable

Multiple Linear Regression

Table 22. Multiple Linear Regression

		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
Model		B	Std. Error	Beta		
1	(Constant)	4.567	.918		4.975	<.001
	The staff response through defect inside the room	.174	.121	.142	1.432	.155
	The room accommodate by Banyan Tree Bintan is likeable	-.059	.104	-.055	-.562	.575
	The room are comfortable enough to stay	.007	.093	.008	.076	.939
	The type of destination are enough for customers	-.088	.087	-.098	-1.007	.316

a. Dependent Variable: I would like to recommend banyantree bintan to other people

This tests for multiple linear regression. It examines how they are related to the dependent variable. The information that will be obtained from the independent variable may be utilized to generate an accurate on the amount of influence they have on the dependent variable.

Hypothesis Testing

Coefficient of Determination

Table 23. Coefficient of Determination

Model Summary									
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	Change Statistics			
						F Change	df1	df2	Sig. F Change
1	.166 ^a	.027	-.009	.433	.027	.747	4	106	.562

a. Predictors: (Constant), The type of destination are enough for customers, The room are comfortable enough to stay, The room accommodate by Banyan Tree Bintan is likeable, The staff response through defect inside the room

The coefficient of determination is a statistic that measures how much of the variation in one variable can be accounted for by the variation in another variable when predicting the result of an event.

F Test

Table 24. F Test

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	.560	4	.140	.747	.562 ^b
	Residual	19.872	106	.187		
	Total	20.432	110			

a. Dependent Variable: I would like to recommend banyantree bintan to other people

b. Predictors: (Constant), The type of destination are enough for customers, The room are comfortable enough to stay, The room accommodate by Banyan Tree Bintan is likeable, The staff response through defect inside the room

P Value

Table 25. P Value

		Coefficients ^a					95.0% Confidence Interval for B	
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Lower Bound	Upper Bound
		B	Std. Error	Beta				
1	(Constant)	4.567	.918		4.975	<.001	2.747	6.387
	The staff response through defect inside the room	.174	.121	.142	1.432	.155	-.067	.414
	The room accommodate by Banyan Tree Bintan is likeable	-.059	.104	-.055	-.562	.575	-.265	.148
	The room are comfortable enough to stay	.007	.093	.008	.076	.939	-.177	.191
	The type of destination are enough for customers	-.088	.087	-.098	-1.007	.316	-.261	.085

a. Dependent Variable: I would like to recommend banyan tree bintan to other people

T Test

Table 26. T Test

		Coefficients ^a					95.0% Confidence Interval for B	
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Lower Bound	Upper Bound
		B	Std. Error	Beta				
1	(Constant)	4.567	.918		4.975	<.001	2.747	6.387
	The staff response through defect inside the room	.174	.121	.142	1.432	.155	-.067	.414
	The room accommodate by Banyan Tree Bintan is likeable	-.059	.104	-.055	-.562	.575	-.265	.148
	The room are comfortable enough to stay	.007	.093	.008	.076	.939	-.177	.191
	The type of destination are enough for customers	-.088	.087	-.098	-1.007	.316	-.261	.085

a. Dependent Variable: I would like to recommend banyan tree bintan to other people

CONCLUSION AND RECOMMENDATION

Conclusion

In conclusion, from the data above we can see that the reason customers keep coming to Banyan Tree is because of the service quality and the destination they provide. We can see people come to the Banyan Tree Bintan because they want to experience a romantic dinner on the beach or their villa. Because the customer is satisfied, the customer tells other people about the Banyan Tree Bintan and they try to experience it.

The type of room that the customer really loves is the ocean view villa which is located near the ocean, the price also a bit high due to its popularity. The customers are also satisfied with the spa service, because of this, Banyan Tree Bintan spas have been known really well through Bintan island and people outside Banyan Tree Bintan come just to have a spa there.

Overall, because of the great service that Banyan Tree Bintan give to their customers, they know how to enjoy their holiday to the fullest and this is make Banyan Tree Bintan famous, also banyan tree is a place for people to have a special romantic time with their loved one, this is because Banyan Tree Bintan was originally made to serve romantic time together.

This research still has limitations, so it is necessary to conduct research related to the topic of The Influence of Brand Image, Social Media Advertisement, and Word of Mouth Toward Customer Attraction in order to perfect this research and add insight for readers.

REFERENCES

- Aghamirian, B., Dorr, B., & Aghamirian, B. (2015). Customer knowledge management application in gaining organization's competitive advantage in electronic commerce. *Journal of Theoretical and Applied Electronic Commerce Research*, 10(1), 63-78. doi:10.4067/S0718-18762015000100006
- Alaine T. (2021, June 2). What is the Hotel Industry? (with pictures). WiseTour. Retrieved July 18, 2021, from <https://www.wisetour.com/what-is-the-hotel-industry.htm>
- Banyan Tree Group. (2021). Banyan Tree Our Brand Story. Banyan Tree. Retrieved July 20, 2021, from <https://www.banyantree.com/our-brand-story>
- Cuemath. (n.d.). Expert Maths Tutoring in the UK - Boost Your Scores with Cuemath. Cuemath. Retrieved July 20, 2021, from <https://www.cuemath.com/data/hypothesis-testing/>
- Duy, V. N. K. (2021, March 23). Service Quality And Its Impact On Customer Satisfaction. <file:///C:/Users/User/Downloads/Dissertation-TravisVUNguyenKhanhDuy.pdf>
- Fah, L. K., & Kandasamy, S. (2011). AN INVESTIGATION OF SERVICE QUALITY AND CUSTOMER SATISFACTION AMONG HOTELS IN LANGKAWI. <https://citeseerx.ist.psu.edu/document?repid=rep1&type=pdf&doi=6318f66dbfd9ca3a8c7ad885a48314c2b816e631>
- Haggrave, M. (2021, May 11). Standard Deviation Formula and Uses vs. Variance. Investopedia. Retrieved July 20, 2021, from <https://www.investopedia.com/terms/s/standarddeviation.asp>
<https://jurnal.akparda.ac.id/index.php/nusantara/article/view/336>
- Josie, Crestella (2021) The influence of product diversity, product design, and store atmosphere on buying decision of coffee at Me& Coffee Works - Kalingga Branch, Medan. Bachelor thesis, Universitas Pelita Harapan. From: <http://repository.uph.edu/54345/>
- Li, T. (2021, April 29). Multiple Linear Regression (MLR) Definition, Formula, and Example. Investopedia. Retrieved July 20, 2021, from <https://www.investopedia.com/terms/m/mlr.asp>
- Logan, M. (2021, March 21). Descriptive Statistics: Definition, Overview, Types, Example. Investopedia. Retrieved July 20, 2021, from https://www.investopedia.com/terms/d/descriptive_statistics.asp
- Middleton, F. (2019, July 3). Reliability vs. Validity in Research | Difference, Types and Examples. Scribbr. Retrieved July 20, 2021, from <https://www.scribbr.com/methodology/reliability-vs-validity/>

- Oei, Pratino, Lionggodinata, Pangawira, Valentine, Rosalina*
Muhammad, S. (2018, June 25). (PDF) METHODS OF DATA COLLECTION. ResearchGate. Retrieved July 18, 2021, from https://www.researchgate.net/publication/325846997_METHODS_OF_DATA_COLLECTION
- Nawing, A. Y., & Widyarto, E. A. (2022, September 2). PENERAPAN STANDARD OPERATIONAL PROCEDURE OLEH ROOM ATTENDANT DALAM MENJAGA HYGIENE DAN SANITASI KAMAR DI HOTEL INDAH PALACE YOGYAKARTA DI MASA PANDEMI COVID-19, Vol.5No.2.
- Nevil, S. (2021, April 13). Coefficient of Determination: How to Calculate It and Interpret the Result. Investopedia. Retrieved July 20, 2021, from <https://www.investopedia.com/terms/c/coefficient-of-determination.asp>
- Niowski, A. et al. (2020) Integrating probability and nonprobability samples for survey <https://academic.oup.com/jssam/article/8/1/120/5716393> (Accessed: 18 July 2021)
- Nurchayo, R., Fitriyani, A., & Hudda, I. N. (2017). The Influence of Facility and Service Quality towards Customer Satisfaction and Its Impact on Customer Loyalty in Borobudur Hotel in Jakarta. <https://media.neliti.com/media/publications/167995-EN-the-influence-of-facility-and-service-quality.pdf>
- Siswanto, Windy Amanda (2021) The influence of customer loyalty through procedural justice, interactional justice, distributive justice, customer effort, and quality of service solutions by mediating customer satisfaction at PT. Dutaraya Sejati Medan. Bachelor thesis, Universitas Pelita Harapan. From: <http://repository.uph.edu/54488/>
- Susepti, Amalia, et al. (2017, September) "Pengaruh Kualitas Pelayanan terhadap Kepuasan dan Loyalitas Tamu Hotel (Studi Tentang Persepsi Tamu Hotel Mahkota Plengkung Kabupaten Banyuwangi)." Jurnal Administrasi Bisnis S1 Universitas Brawijaya, vol. 50, no. 5, Sep. 2017, pp. 27-36. From: Pengaruh Kualitas Pelayanan terhadap Kepuasan dan Loyalitas Tamu Hotel (Studi Tentang Persepsi Tamu Hotel Mahkota Plengkung Kabupaten Banyuwangi) - Neliti
- Wallstreetmojo Team. (n.d.). T-Test - Meaning, Types, Examples, Formula, Calculation. WallStreetMojo. Retrieved July 20, 2021, from <https://www.wallstreetmojo.com/t-test/>