



Qualitative Insights Into the Impact of Room Pricing and Facilities on Hotel Guest Satisfaction

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ABSTRACT

This study examines the subjective effects of room cost and hotel facilities on guest satisfaction. The research investigates how visitors perceive value for money and the impact of different facilities on their entire experience via the use of in-depth interviews, focus groups, observations, and case studies. The results indicate that the degree to which room cost matches the level of services and facilities offered is a key factor in determining visitor happiness. Guests who perceive equitable price in relation to the facilities provided are more inclined to express greater happiness. The inclusion of high-end facilities such as spa services and gourmet cuisine greatly enhances the overall experience for guests, while yet maintaining the importance of critical fundamental utilities. Maximizing visitor satisfaction is crucially dependent on the combination of price strategies with high-quality amenities. The survey further reveals a range of visitor preferences and emphasizes the significance of clear and open communication on price. Suggestions for hotel management entail implementing a well-rounded strategy for pricing and facility offers, utilizing findings from qualitative research to customize services, and remaining aware of rising trends such as sustainability and technology improvements. The research offers useful insights for formulating successful tactics to improve visitor happiness and cultivate long-term loyalty in the hotel business

INTRODUCTION

As a result of the hospitality industry's intrinsic focus on the consumer, the level of pleasure experienced by guests is a significant factor in determining overall success. When seen in this light, the cost of rooms and the amenities offered to customers appear as crucial factors that influence their whole experience. Even while a great number of studies have conducted quantitative research to investigate the relationship between these factors and the level of pleasure experienced by visitors, there is still a substantial lack of qualitative insights that go more deeply into the experiences and perceptions of guests (Domanski, 2020).

According to the hospitality business, the level of satisfaction experienced by guests is an essential parameter that serves as a vital indicator of the success and reputation of a hotel (Bharwani, 2019). It takes into account the entirety of a guest's experience, beginning with the booking procedure and continuing through their interactions with personnel as well as the quality of the facilities and services that are offered. It is common for high levels of visitor satisfaction to result in excellent evaluations, repeat business, and strong word-of-mouth referrals, all of which are extremely beneficial to the expansion and survival of a tourism establishment (Adhistyo et al., 2021). In addition to the perceived value for money, the cleanliness and comfort of the rooms, the availability of requested facilities, and the responsiveness and friendliness of the hotel staff, satisfaction is impacted by a number of other aspects as well. Hotels are able to identify and solve areas that require improvement when they prioritize the pleasure of their guests. This allows hotels to modify their services to better match the expectations of their guests. The proactive approach not only improves the overall experience of the visitors, but it also encourages loyalty, making it more likely that customers would choose to return to the hotel and suggest it to others, which ultimately leads to the hotel's long-term success (Mehta, 2023).

One of the most complicated and multi-faceted aspects of the hospitality sector is the price of rooms. Not only does it contain the actual cost of the lodging, but it also encompasses the value that the guest perceives they are getting for their money (Chica-Olmo, 2020). When it comes to the quality and variety of services they receive, guests frequently evaluate their level of satisfaction based on whether or not the amount they paid is in line with their expectations. To determine whether or not a guest is satisfied, it is essential to consider their impression of value for money (Fadly, 2019). The dynamics of room pricing can be subject to large fluctuations due to a variety of factors including the location of the hotel, the time of year, and the degree of competition in the market. During the peak season, for instance, a hotel that is situated in a prominent location may be able to charge higher costs; but, customers will anticipate that the amenities and services will be commensurate with the premium cost. Similarly, in markets where there are a lot of different hotel alternatives, competitive pricing methods are absolutely necessary. It is essential for hotel owners to have a solid understanding of how visitors feel about the cost of rooms and how they feel about the fairness of pricing (Gao, 2021). It gives them the ability to improve their pricing tactics so that they are more in line with the expectations of their guests.

The result of this is that the total satisfaction of the guests may be increased, which can result in return business and great evaluations. It is possible for hoteliers to develop more effective pricing strategies that promote customer happiness and loyalty if they investigate how customers perceived the prices of their rooms (Adiningtyas, 2024).

The amenities provided by hotels have a substantial impact on the experiences of visitors, encompassing fundamental aspects like cozy mattresses and hygienic restrooms, as well as extravagant offerings such as spa treatments, fine cuisine, and tailored concierge assistance (Baquero, 2023). The caliber, accessibility, and distinctiveness of these amenities greatly impact customers' impression of worth and contentment. Essential facilities establish the basis for a pleasant stay, fulfilling necessary requirements, while extravagant embellishments offer additional worth and generate unforgettable moments (Dafillin & Wijoyo, 2024). This approach goes beyond quantitative research, revealing the fundamental factors influencing guest choices and levels of satisfaction. For example, certain visitors may prefer a comprehensive fitness center in order to uphold their exercise regimens, whilst others may place importance on a serene lounge space for leisure. Cultural disparities also influence the determination of which amenities are considered significant. By utilizing qualitative research, hotels may customize their services to more effectively cater to the varied requirements and preferences of their visitors, hence improving satisfaction and cultivating loyalty (Huang, 2019). Having a comprehensive comprehension of this information allows hotel owners to allocate resources and advertise the amenities that are most important to their intended clientele, guaranteeing a more individualized and gratifying stay for guests. In the end, by strategically improving hotel amenities using qualitative insights, it is possible to achieve higher levels of visitor happiness, favorable ratings, and an increase in return business.

In the fiercely competitive hospitality sector, ensuring client pleasure is of utmost importance for a hotel's triumph. Although there have been many quantitative studies investigating the correlation between room price, facilities, and visitor happiness, there is still a notable lack of information regarding the qualitative components of this relationship. Quantitative data can offer general patterns and associations, but it sometimes lacks the level of detail necessary to properly grasp guests' individual experiences and perspectives. The absence of in-depth qualitative information is a difficulty for hotel managers and marketers who aim to improve their pricing strategies and upgrade their amenities in order to better cater to the expectations and requirements of their customers. Hotels may face difficulties in implementing successful modifications that actually resonate with their customers if they lack a comprehensive grasp of how visitors perceive and are impacted by room pricing and services.

Moreover, visitor satisfaction is intricately affected by a multitude of aspects, such as individual preferences, cultural disparities, and distinct personal experiences. Guests do not evaluate room price and facilities separately, but rather consider them in relation to the whole experience of their stay. A more thorough and in-depth analysis is required to reveal the intricate ways in which

these factors combine to influence visitor pleasure. This study aims to fill this important need by examining the qualitative aspects of how room price and facilities impact visitor happiness. The research seeks to offer practical insights that will assist hoteliers in developing more enjoyable and unforgettable experiences for their guests, eventually promoting increased loyalty and favorable recommendations.

This study aims to utilize qualitative research methodologies to get comprehensive and intricate insights into the experiences and views of hotel customers on room price and services. The research seeks to reveal the fundamental causes behind visitors' contentment or discontentment through extensive interviews and focus groups. This technique not only facilitates a thorough comprehension of guest preferences but also gives practical insights for hotels to enhance their service offerings and pricing strategies. This research ultimately adds to the wider discussion on improving visitor happiness in the highly competitive hospitality business.

LITERATURE REVIEW

Guest Satisfaction

The contentment of guests is an essential component of the hospitality sector, since it has a direct impact on the reputation of a hotel, the number of repeat customers it receives, and its overall performance (Aakash, 2022; Adhistryo et al., 2021; Alrawadieh, 2019). The term "guest satisfaction" refers to the extent to which the services provided by a hotel either met or exceeded the expectations of the guests (Alrawadieh & Law, 2019; Hussain, 2019; Kerdpitak, 2019). Numerous studies have highlighted the significance of visitor satisfaction, pointing out that it not only results in favorable evaluations and word-of-mouth recommendations, but it also helps to cultivate client loyalty (Pimic, 2023; Vo, 2022). There are a variety of factors that contribute to the pleasure of hotel guests, some of which include the quality of the rooms, the standards of service, the cleanliness of the areas, and the general atmosphere of the hotel. When hotels want to improve their service offerings and keep a competitive edge in the market, it is essential for them to have a solid understanding of the factors that contribute to the pleasure of their guests (Erвина et al., 2021; Herrera, 2022).

Room Pricing

When it comes to determining the impressions of customers and their overall pleasure, room cost is an extremely important factor (Vinod, 2019). According to research, the perceived value for money is a crucial factor in determining the level of pleasure experienced by visitors. Visitors evaluate whether the amount they paid is in line with the quality of the services and amenities they get (Chica-Olmo, 2020; Fadly, 2019). It was brought to the attention that the feelings of visitors regarding the fairness and appropriateness of accommodation price are directly connected to the degrees of pleasure they experience. The fluctuations of room price, which are impacted by factors such as location, seasonality, and market competitiveness, adds an additional layer of complexity to this connection (Vinod, 2019). Hotels that are able to properly balance their pricing strategies to represent the value that is being delivered

typically end up with better levels of customer satisfaction and loyalty from their guests (Octafian & Aswan, 2022).

Hotel Facilities

The quality and variety of amenities that hotels provide have a considerable influence on the level of happiness that tourists feel (Hutabarat, 2023). A core component of a pleasant guest experience is the provision of fundamental facilities, which include rooms that are clean and comfortable, internet connectivity that is dependable, and check-in and check-out procedures that are efficient (Subakti, 2020). Apart from these fundamental amenities, luxury amenities such as spas, gourmet meals, and customized services have the potential to dramatically improve the overall experience of the guest, hence delivering additional value and producing stays that are unforgettable (Tyas & Supriyanto, 2022). In order to shape the views that visitors have of the hotel and to influence the level of overall happiness that they experience, the distinctiveness and quality of these amenities are extremely important (Baek et al., 2020; Li & Ryan, 2020). According to research, the preferences of visitors for particular amenities might vary depending on their unique requirements, cultural backgrounds, and the reason for their stay (Lorenza & Octafian, 2024). This highlights the need of taking a customized approach to the provision of amenities.

METHODOLOGY

One of the most important qualitative methods for investigating the experiences and perspectives of visitors in greater detail is to conduct in-depth interviews. As part of this strategy, one-on-one interviews are conducted with hotel customers in order to collect in-depth information on their perspectives on the price of rooms and the amenities they offer. Researchers have the ability to offer open-ended questions during semi-structured interviews, which allow participants to disclose their own experiences and thoughts. This flexibility makes it possible to conduct a more in-depth investigation of individual viewpoints, which reveals subtle information on how visitors perceive the fairness of room pricing and the influence that different amenities have on their overall pleasure. The information that was gathered through these interviews is transcribed and then subjected to thematic analysis in order to find patterns and themes that appear repeatedly. The hotel management may gain significant insights that can be used to enhance their pricing strategies and facility offers by using this strategy, which gives extensive, contextual data that can discover underlying reasons for the pleasure or discontent of visitors (Creswell, 2023).

Obtaining collective insights on the level of satisfaction experienced by guests may be accomplished through the use of focus groups. The participants in this technique are a small group, and they engage in guided talks regarding their experiences with the pricing of hotel rooms and the services that are available. Focus groups are interactive in nature, which allows for the creation of group dynamics and collective viewpoints. The use of a structured discussion guide ensures that crucial subjects are addressed, but the nature of the focus group itself allows for interaction. Participants are able to build on one other's replies, which results in a more complete perspective of the preferences and concerns that are

shared by all participants. The use of this strategy helps to find both similar expectations and distinct experiences among visitors, offering information on both the consensus and divergent opinions that are held by those guests. The data collected from focus groups is then transcribed, documented, and examined for thematic patterns. This provides a more comprehensive knowledge of the ways in which different elements impact the level of pleasure experienced by guests. The individual insights gained from interviews are supplemented by this collective perspective, which contributes to the development of a comprehensive knowledge of the requirements of guests.

In order to give complementing qualitative data, observation and case studies are utilized. These methods concentrate on the behavior of guests in real time and specific hotel instances. The process of observation entails the systematic recording of visitors' interactions with hotel services and their reactions to room prices in a variety of situations, including check-in areas and dining facilities, among other places. The real behavior and involvement of visitors is captured by this approach, which provides a practical understanding of how guests utilize facilities and how they react to them. Case studies entail doing an in-depth investigation of a selection of hotels, with the purpose of studying the ways in which their pricing tactics and facilities influence the level of pleasure experienced by their guests. Researchers are able to uncover effective tactics and areas for development inside these hotels by conducting interviews, examining input from guests, and watching procedures within these establishments respectively. This information is further enriched by the examination of documents including guest feedback forms and internet reviews, which provides other viewpoints on the levels of satisfaction. The combination of these approaches offers a holistic perspective on the experiences of hotel guests and draws attention to those practices that are most effective in boosting satisfaction across a variety of hotel settings.

RESULT

Perceptions of Room Pricing

The qualitative research showed that there is a significant connection between the price of a room and the level of satisfaction experienced by guests, with the perception of receiving good value for the money being a significant determinant. Guests who perceived the payment to be transparent and proportionate to the level of services and amenities provided were more likely to report being satisfied with their stay. The tourists who felt that the price was too exorbitant or that it did not correspond to the amenities that they received, on the other hand, reported feeling less satisfied with their experience. Participants in the interviews and focus groups stressed the need of maintaining fairness in pricing; guests place a high value on receiving thorough information on the inclusions of their rate, such as additional services or facilities. It was shown that when guests considered that the accommodation rates were acceptable in respect to the quality and distinctiveness of the amenities that were given, they were more likely to provide favorable remarks and feel improved overall satisfaction. On the other hand, dissatisfaction was the consequence of any mismatches between the price and the actual quality of the experience. This highlights the

significance of hotels ensuring that their pricing strategies closely meet the expectations of their guests and the value that they think they are receiving.

Impact of Hotel Facilities

The study emphasized the crucial impact of hotel amenities in shaping guest contentment. The widely appreciated features of the facilities were their high quality, well-maintained condition, including comfortable mattresses, clean bathrooms, and effective Wi-Fi. In addition to these necessary elements, the inclusion of extravagant amenities like as spa treatments, fine dining options, and individual concierge services were greatly valued and frequently resulted in heightened levels of pleasure. Analysis of focus groups and observational data indicated that visitors who were provided with exclusive and well-maintained facilities reported having more remarkable and gratifying experiences. Nevertheless, guests exhibited a wide range of preferences for certain amenities. Some individuals emphasized fundamental comfort and ease, while others actively pursued extravagant, opulent experiences. This version emphasizes the need of comprehending visitor preferences and customizing facility offerings to accommodate a wide range of demands.

Integration of Pricing and Facilities

There has been a significant increase in the number of satisfied guests as a result of the combination of room price and facility quality. Hotels that were able to successfully mix cheap price with high-quality facilities were more successful in obtaining greater levels of customer satisfaction. The results of case studies and document analysis indicated that visitors placed a high value on hotels that delivered a compelling value proposition, which meant that the prices were commensurate with the quality and variety of amenities that were supplied. According to the findings of the research, establishments that were successful were those who were able to successfully connect their pricing strategies with the real visitor experience. This ensured that the perceived value was sufficient to justify the cost. This alignment resulted in favorable comments from guests and increased levels of satisfaction, whereas mismatches between price and the quality of the facility frequently led to unhappiness among customers. The research underscores the need of hotels adopting a balanced strategy, which includes incorporating both low price and outstanding services in order to improve the overall pleasure of their guests.

DISCUSSION

This study sheds light on the significant impact that hotel rates have on the level of pleasure experienced by guests. Our research indicates that the views of value for money that visitors have regarding their hotel stays are a significant factor in their overall happiness with their visits. Higher levels of satisfaction are reported by visitors when they believe that the prices they are charged are reasonable and in line with the quality of the services and amenities that are provided. This lends credence to Zeithaml's (1988) notion that the perceived value for money among customers is a crucial factor in determining their level of satisfaction. The qualitative data that was gathered through interviews and focus groups demonstrated that the perceptions of guests are substantially impacted by the degree of transparency in pricing and clarity regarding the inclusions that are

included in the hotel fee. It is more likely that customers will be happy with their stay and will refer the hotel to others if they believe that they are getting a good value for the amount of money that they have spent. The opposite of this is that discontent emerges when there is a mismatch between the expense of the amenities and the quality of the facilities. Consequently, this highlights the significance of hotels ensuring that their pricing strategies are closely matched with the expectations of their guests and the perceived value of the services and amenities they provide. This will result in an increase in overall satisfaction and will encourage loyalty.

It was discovered that the quality and variety of hotel facilities have a significant role in determining the experiences that guests have. According to prior research on the fundamental components of visitor happiness (Lockyer, 2005), it is vital to provide basic facilities such as clean rooms, comfy mattresses, and dependable Wi-Fi in order to guarantee a pleasant stay for guests. The findings of our study, on the other hand, indicate the enormous influence that luxury amenities have on the happiness of guests. Guests place a great value on high-end facilities such as spa treatments, gourmet meals, and customized concierge services, all of which add to an experience that is memorable and highly appreciated. It is consistent with the findings of Walls et al. (2011), which state that luxury amenities contribute to an increase in overall guest satisfaction. The research also revealed that there is a wide range of preferences among visitors, the findings of which indicate that while some guests place a higher priority on fundamental facilities, others look for luxury elements. This heterogeneity highlights the necessity for hotels to comprehend and respond to the numerous interests of their guests, so ensuring that their amenities fulfill the demands of a variety of customers in different market groups.

According to the findings of our research, it is essential to incorporate the quality and diversity of hotel services into the cost of hotel rooms. Hotels that are successful are those that are able to deliver a compelling value proposition, in which the cost appropriately reflects the quality of the facilities that are offered. This study lends credence to the idea put out by Homburg et al. (2006), which states that customer happiness may be improved by matching pricing strategies with the quality of the facility. When hotels are able to strike this equilibrium, they are more likely to obtain favorable feedback from their guests and to encourage loyalty. In the other direction, a disparity between the prices charged and the quality of the facilities can result in discontent among visitors, who may have the impression that they are not getting sufficient value for their money. According to the findings of the research, hotels ought to prioritize the development of a unified value proposition that is in equilibrium with the real experience that they provide to their guests. It is possible for them to improve overall happiness and establish stronger ties with their visitors if they choose this course of action.

The survey also found that there is a large difference in the preferences of hotel guests with regard to the facilities, which has an effect on the overall satisfaction guests experience. It is essential for hotels to have a flexible strategy in their facilities offerings, since this variety underscores the importance of adaptability. Although there are customers who place a higher value on basic comforts and conveniences, there are also guests who are lured to premium features and distinctive facilities. The findings of this study are in line with the findings of Ladhari's (2009) research on the significance of understanding the preferences of individual guests. It is possible for hotels to better satisfy the expectations of their varied audience if they provide services that cater to a wide variety of need and preferences. By using this strategy, not only is the level of happiness experienced by guests increased, but the hotel's attractiveness is also increased across a variety of market sectors. The process of adapting facilities to fit a wide range of visitor preferences calls for a strategic approach, which involves combining the findings of qualitative research into the design and promotion of amenities that are likely to appeal with certain audiences.

CONCLUSION AND RECOMMENDATION

Within the context of measuring customer satisfaction, this study sheds light on the significant relationship that exists between the price of rooms and the facilities that hotels offer. The statement adds that the evaluation of the cost-effectiveness and the grade of amenities by visitors is an essential component that plays a significant role in determining their overall enjoyment of the experience. In general, hotels that set their pricing in accordance with the actual quality and range of the facilities that they offer often have higher levels of customer satisfaction. In order for hotels to achieve their goal of increasing customer satisfaction, it is recommended that they implement a strategic approach that combines competitive pricing with facilities that are properly maintained and of a high quality. It is possible that the utilization of qualitative research might assist in better comprehending and catering to the diverse interests of visitors, which would ultimately result in superior facility products and pricing tactics. It is also possible to properly manage the expectations of visitors by providing information that is both transparent and truthful on the inclusions of the pricing of accommodations. It is necessary to do further research in order to investigate the impact that emerging trends, such as sustainability and technological advancements, have on the perceptions and levels of pleasure offered to visitors. In the hospitality sector, which is highly competitive, hotels have the potential to improve the pleasure of their guests and nurture long-term loyalty by maintaining awareness of these factors and making regular adjustments to their strategy.

FURTHER STUDY

The developing landscape of guest expectations in connection to room price and hotel services should be investigated in future study. This should be done with special attention paid to the influence of rising themes such as sustainability and technology improvements. A study that investigates the ways in which eco-friendly practices and smart hotel technology impact the perceptions of value and pleasure held by visitors would be extremely beneficial. In addition, research might investigate the ways in which varied cultural origins and tastes of different generations influence the relative relevance of price and amenities in determining overall happiness. The results of longitudinal studies may give a more in-depth understanding of the ways in which changes in guest preferences over time influence customer satisfaction and loyalty. In the future, studies that cover these areas will be able to provide more nuanced advice for hoteliers who are looking to adapt to shifting market conditions and improve the experiences they provide for their guests in an industry that is always evolving.

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