Analysis of the Effect of Service Quality on Customer Satisfaction at the Grand Mercure Malang Mirama Hotel

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Abstract. *Basic customer satisfaction is important for the sustainability and development of a business. Customer expectations can be met with needs and services provided that exceed expectations. The study aims to analyze the impact of service quality on customer satisfaction staying at the Grand Mercure Malang Mirama Hotel. The study applies a quantitative approach with an associative design. The study population includes all customers who have stayed at the Grand Mercure Malang Mirama Hotel. Sampling uses a non-probability method, namely accidental sampling. Sample size follows Roscoe formula, which is 100 respondents. Multiple linear regression analysis software with IBM SPSS version 25. The results of study indicate that tangibles, reliability, responsiveness have positive and significant influence on customer satisfaction, while assurance has a negative significant influence on customer satisfaction, and empathy has no significant influence on customer satisfaction. The results of the study simultaneously physical evidence (tangibles), reliability, responsiveness, assurance, and empathy contribute positively significantly to customer satisfaction. Reliability has strongest impact on customer satisfaction, so the practical impact for the management of the Grand Mercure Malang Mirama Hotel, always gives priority to improving reliability physical evidence and responsiveness of service for customer satisfaction, and maintains high standards of assurance, and empathy*

Keywords: *Service Quality, Customer Satisfaction, Grand Mercure Malang Mirama*

Introduction

The Customer satisfaction is a key foundation for business sustainability and growth. It is the degree to which customer needs and expectations are met or exceeded by a product or service, (Kotler, Philip; Armtrong, 2018). Satisfied customers tend to develop loyalty, become brand advocates, and actively recommend products or services to others. This satisfaction extends beyond basic functionality and also involves emotional aspects, such as positive experiences, ease of access, and responsiveness to issues. Customer satisfaction involves a

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deep understanding of their preferences and expectations. Careful market research and analysis of customer feedback are key to identifying areas for improvement (Hair & Ringle, 2022).

In today's digital era, modern customers expect a seamless and consistent experience across platforms, (Batra & Keller, 2016).

The impact of customer satisfaction extends far beyond a single transaction. Satisfied customers have a higher customer lifetime value, meaning they will continue to shop and contribute to the company's revenue in the long term (Shin et al., 2020). Therefore, measuring and continuously improving customer satisfaction is a crucial strategic investment for any business. Implementing a continuous feedback system, analyzing customer data, and being ready to adapt to changing customer needs are essential (M. Wang & Yang, 2010). With customer satisfaction at the core of business strategy, companies can build strong relationships, increase loyalty, and achieve sustainable growth in a competitive market.

The Grand Mercure Malang Mirama Hotel is a five-star hotel situated amidst the intense competition in the Malang hotel industry. It is part of the ACCOR network and a premium brand. ACCOR's first hotel in Malang. One of the city's five-star hotels, it faces high expectations from its guests. Based on the explanation above, customer satisfaction at the Grand Mercure Malang Mirama is determined not only by the luxurious physical facilities but also by the overall emotional experience offered (Kotler, Philip; Armtrong, 2018). A common phenomenon is when guests arrive with expectations of comfort, cleanliness, and premium service. If the receptionist greets them friendly, the check-in process is fast and efficient, and the room is clean and matches the description on the website, then the starting point for satisfaction has been achieved. Conversely, if there are long queues, the staff is unresponsive, or the room does not meet expectations, satisfaction levels will immediately plummet, even if the hotel's facilities generally appear magnificent.

In the digital era, Grand Mercure Malang Mirama must also ensure a consistent customer experience across multiple channels, from online bookings to in-person interactions at the hotel (Batra & Keller, 2016). A common occurrence is when guests see beautiful photos and positive reviews on online booking sites, which then become the basis for customer expectations. Customer satisfaction at Grand Mercure Malang Mirama has a long-term impact on guest loyalty and the hotel's reputation, ultimately affecting customer lifetime value (Shin et al., 2020). A frequently observed phenomenon is when highly satisfied guests not only return but also actively promote Grand Mercure to their friends and colleagues through positive reviews on Tripadvisor, Google Reviews, and Trust You. This is a highly effective and cost-effective form of word-of-mouth marketing. Conversely, a single negative experience shared widely on social media can damage a hotel's reputation in an instant, necessitating further efforts. It's a big step to improve it. Therefore, for Grand Mercure Malang Mirama, every guest interaction is an opportunity to build loyalty and ensure sustainable business growth.

A hotel's reliability, promising fast check-in and providing clean and ready rooms on time, is an indicator of reliability (Parasuraman, A Parsu; Zeithaml & Berry, 1988). (Irfan, 2022) defines reliability as a dimension of service quality related to a company's ability to deliver promised services quickly and accurately. Reliability indicators include the company's promptness in dealing with customers. In general, reliability is also seen as the ability of service companies to fulfill their promises regarding delivery, service provision, problem resolution, and pricing, as customers tend to do business with companies that keep their promises, in line with research by (Tedjokusumo & Murhadi, 2023). (C. Wang et al., 2023)also identified that reliability, along with assurance, responsiveness, and tangibles, had a significant effect on customer satisfaction. However, there is a different view from (Puspawigati, 2019) research. This study explicitly revealed that there is no significant relationship between reliability and customer satisfaction.

Hotels also provide assurances that include expertise (credentials, certifications, in-depth product knowledge), credibility (positive customer testimonials), and courtesy. (Irfan, 2022)added that good assurance means the company can provide a sense of security for consumers, maintain the confidentiality of customer data, and provide professional service, in line with research by (Bryanviko et al., 2025), (Njoki, 2022). However, this is different from the research results of (Walean & Mumek, 2025).

The hotel business is related to empathy, which is the individual attention and care that a company provides to its customers, such as understanding the specific needs of guests or listening patiently to complaints (Parasuraman, A Parsu; Zeithaml & Berry, 1988). (Singer & Lamm, 2009) define empathy as a response and the ability to feel what others feel, including cognitive (the thought process to understand emotions) and affective (the ability to feel emotions without attributing them to oneself) components. (Sudrajat et al., 2025) and (Onuonga, 2025) found that empathy has a positive and significant influence on customer satisfaction, not in line with (Jameel, 2025).

The explanation above makes the Grand Mercure Malang Mirama Hotel understand in depth how every aspect of service quality, starting from the luxury of facilities, consistency of service, speed of response, built trust, to personal attention, influences the satisfaction of its customers' stays, which is very crucial, therefore it is necessary to conduct research.

Methods

This study will use a quantitative approach with an associative design, which aims to analyze the relationship or influence between service quality and customer satisfaction at the Grand Mercure Malang Mirama Hotel. The quantitative approach was chosen because this research will collect numerical data and analyze it statistically to test the hypothesis. The research variables consist of independent variables (free variables), namely Service Quality, which is measured through five dimensions of the SERVQUAL model: Tangibles, Reliability, Responsiveness, Assurance, and Empathy. Meanwhile, the dependent variable is Customer Satisfaction with Stay. Each dimension of service quality and customer satisfaction will be measured using a series of indicators represented by statements in the questionnaire. Each statement will be measured using a 5-point Likert scale, ranging from "Strongly Disagree" to "Strongly Agree." The population of this study is all customers who have stayed at the Grand Mercure Malang Mirama Hotel. Sampling will be conducted using a non-probability technique, namely accidental sampling.

To determine the appropriate sample size, particularly in multiple linear regression analysis, general guidelines from Roscoe (1975) in (Sekaran, Uma and Bougie, 2016) can be used. Roscoe suggests a good sample size ranging from 30 to 500 respondents, and for multiple regression research, the minimum sample size should be 10 to 20 times the number of independent variables. Considering that this study has 5 independent variables (Physical Evidence, Reliability, Responsiveness, Assurance, and Empathy), the sample size used is 100 respondents. The researcher chose a range of 100 (5 x 20) respondents because of practical aspects such as respondent availability, time, and research resources.

The relationship between variables, indicators, and measurement items is explained operationally, as presented in the following table:

**Tabel 1. Operational Definition of Variables**

No.	Variable	Indicator	Item	
			Kode	Butir
1.	Physical Evidence (X1) (Parasuraman, A Parsu; Zeithaml & Berry, 1988)	Appearance of physical facilities (X1.1)	X1.1.1	Lobby and common areas
			X1.1.2	Interior and exterior design
		Equipment (X1.2)	X1.2.1	Equipment in the room
			X1.2.2	Hotel facilities
		Personnel appearance (X1.3)	X1.3.1	Neat and clean uniform
			X1.3.2	Physical appearance of hotel staff
		Communication materials (X1.4)	X1.4.1	Brochures, signs, and other information
			X1.4.2	Hotel website or app
2.	Reliability (X2) (Parasuraman, A Parsu; Zeithaml & Berry, 1988)	Performance consistency (X2.1)	X2.1.1	Service with consistent quality standards
			X2.1.2	Service never changes or decreases
			X2.1.3	Staff consistently demonstrate professionalism
		Punctuality of promises (X2.2)	X2.2.1	Delivers on advertised promises
			X2.2.2	Promised on-time service
			X2.2.3	Notify if there are any changes to the service
		Accuracy (X2.3)	X2.3.1	Information is always accurate and correct
			X2.3.2	The check-in and check-out process was correct without any errors.
			X2.3.3	Every problem is solved precisely
3.	Responsiveness (X3)	Willingness to help customers	X3.1.1	Looks enthusiastic and willing to help

No.	Variable	Indicator	Item	
			Kode	Butir
		(X3.1)	X3.1.2	Show sincere desire
	(Parasuraman, A Parsu; Zeithaml & Berry, 1988)	Fast/immediate service (X3.2)	X3.2.1	Providing fast and efficient service
			X3.2.2	Check-in and check-out were done quickly
		Readiness to respond (X3.3)	X3.3.1	Have staff who are always ready
			X3.3.2	Hotel staff are always promptly available to assist.
		Service flexibility (X3.4)	X3.4.1	Tailoring services to specific needs
			X3.4.2	Flexible and try to find the best solution
4.	Assurance (X4) (Parasuraman, A Parsu; Zeithaml & Berry, 1988)	Employee knowledge (X4.1)	X4.1.1	Have extensive knowledge
			X4.1.2	Able to answer all questions
			X4.1.3	Have the necessary skills
		Employee courtesy (X4.2)	X4.2.1	Be friendly and polite
			X4.2.2	Respect privacy and personal space
			X4.2.3	Treated with respect and attention
		Ability to grow trust (X4.3)	X4.3.1	Feel safe and comfortable during your stay
			X4.3.2	Personal information is kept confidential
			X4.3.3	Provides security guarantees
5.	Empathy (X5)	Individual/personal attention	X5.1.1	Providing genuine personal attention

No.	Variable	Indicator	Item	
			Kode	**Butir**
		(X5.1)	X5.1.2	Hotel staff recognizes as individuals
	(Parasuraman, A Parsu; Zeithaml & Berry, 1988)	Concern (X5.2)	X5.2.1	Demonstrate genuine concern
			X5.2.2	Caring for the best interests
		Understanding customer needs (X5.3)	X5.3.1	Understand specific needs
			X5.3.2	Try hard to find out what is needed
		Accessibility (X5.4)	X5.4.1	Easy to contact and get help
			X5.4.2	Always available and easy to ask and request
6.	Customer satisfaction (Y)	Overall Satisfaction (Y1.1)	Y1.1.1	Overall very satisfied
			Y1.1.2	Fulfill all expectation
			Y1.1.3	Satisfied with the decision
	(Kotler, n.d.)	Repurchase Intention (Y1.2)	Y1.2.1	Intend to stay again
			Y1.2.2	Become the main choice
			Y1.2.3	Place to stay subscription
		Willingness to Recommend (Y1.3)	Y1.3.1	Would recommend
			Y1.3.2	Will speak positively
			Y1.3.3	Proud to suggest

Source: (Parasuraman, A Parsu; Zeithaml & Berry, 1988), (Kotler, n.d.).

This study examines the influence of service quality on customer satisfaction with their stay. This analysis is very relevant because it involves several dimensions of service quality (independent variables) which are thought to influence customer satisfaction (dependent variable).
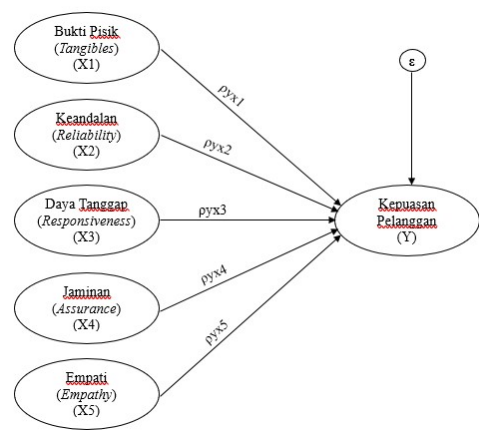
Picture 1: Multiple Linear Regression Model

Multiple linear regression analysis is estimated using the Ordinary Least Squares (OLS) method. SPSS statistical software will do all these calculations automatically. IBM SPSS Statistics Version 25

Result and Discussion

Respondent characteristics refer to the demographic, sociological, psychographic, or behavioral information of the individuals participating in a study, survey, or questionnaire. respondents based on gender There were 61 men, which is equivalent to 61%, the 31-40 age group is the largest category 36 %, Bachelor's degree (S1) education dominates with 46 respondents or 46%, Private sector employees dominate with 42 respondents or equivalent to 42%, and The majority of respondents (62 people or 62%) have a frequency of staying between 2 to 3 times. Results of instrument validity testing for all items of variables X1, X2, X3, X4, X5, and variable Y are below 0.05. This can be said that all items in the variables are valid. Classical assumption test, namely normality,

Tabel 2 Uji Normalitas Data dengan Kolmogorov-Smirnov

Tests of Normality						
	Kolmogorov-Smirnov^a			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
Unstandardized Residual	,079	100	,131	,985	100	,336

Source: Processed data (2025)

The results of the Kolmogorov-Smirnov test in the table show that the significance value (Sig.) for the Unstandardized Residual is 0.131. This is because 0.131 > 0.05. The multicollinearity test aims to test whether the regression model finds a correlation between independent (free) variables.

Tabel 3: Uji Multikolinearitas

with Tolerance dan Variance Inflation Factor (VIF)

Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	Bukti Fisik (Tangibles) (X1)	,448	2,231
	Keandalan (Reliability) (X2)	,428	2,335
	Daya Tanggap (Responsiveness) (X3)	,391	2,558
	Jaminan (Assurance) (X4)	,460	2,172
	Empati (Empathy) (X5)	,968	1,033

Source: Processed data (2025)

The results of the multicollinearity test show that all independent variables (Physical Evidence (X1), Reliability (X2), Responsiveness (X3), Assurance (X4), and Empathy (X5)) have a Tolerance value greater than 0.10 and a VIF value less than 10, it is concluded that there is no multicollinearity problem between the independent variables in this regression model it is concluded that there is no multicollinearity problem between the independent variables in this regression model. The heteroscedasticity test with Scatter Plot involves creating a graph between the predicted value of the dependent variable (ZPRED) and the residual value (SRESID).
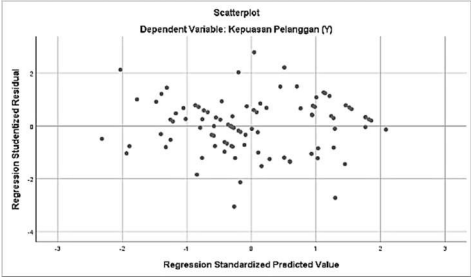
Picture 2: Uji Heteroskedastisitas

with Uji Grafik Scatter Plot

Source: Processed data (2025)

The distribution of points is random and does not form a particular pattern, indicating that the residual variance is constant (homoscedasticity), so that the heteroscedasticity assumption is met.

The results of the multiple linear regression analysis are presented in the table

Tabel 4: Hasil Analisis Regresi Linear Berganda

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3,738	3,434		1,089	,279
	Bukti Fisik (Tangibles) (X1)	,440	,098	,391	4,467	,000
	Keandalan (Reliability) (X2)	,397	,090	,396	4,420	,000
	Daya Tanggap (Responsiveness) (X3)	,198	,088	,211	2,245	,027
	Jaminan (Assurance) (X4)	-,068	,062	-,095	-1,098	,275
	Empati (Empathy) (X5)	,002	,065	,002	,030	,976
a. Dependent Variable: Kepuasan Pelanggan (Y)						

Source: Processed data (2025)

The following regression equation is obtained:

Y   =   3.738 + 0.440X1 + 0.397X2 + 0.198X3 - 0.068X4 + 0.002X5 + e

The constant (a) is known to be 3.738 indicating the value of the customer satisfaction variable if it is not influenced by the independent variables consisting of Physical Evidence (Tangibles) (X1), Reliability (X2), Responsiveness (X3), Assurance (X4), and Empathy (X5) or in other words if the independent variables consisting of Physical Evidence (Tangibles) (X1), Reliability (X2), Responsiveness (X3), Assurance (X4), and Empathy (X5) are assumed to be equal to zero, then the customer satisfaction variable has a value of 3.738.

Determination (R^2) tells us how much of the variation in one variable can be explained by another variable in the regression model.

Tabel 5: Analisis Korelasi (r) dan Determinasi (R^2)

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,822[a]	,676	,659	2,753

a. Predictors: (Constant), Empati (Empathy) (X5), Keandalan (Reliability) (X2), Jaminan (Assurance) (X4), Bukti Fisik (Tangibles) (X1), Daya Tanggap (Responsiveness) (X3)

b. Dependent Variable: Kepuasan Pelanggan (Y)

Source: Processed data (2025)

The R Square (R^2) value of 0.676 means that 67.6% of Customer Satisfaction (Y) of the Grand Mercure Hotel in Malang City is determined by the variables of Tangibles (X1), Reliability (X2), Responsiveness (X3), Assurance (X4), and Empathy (X5), while the remaining 32.4% is caused by other variables that were not studied, for example: price, accessibility and comfort, brand image and reputation, and so on.

Hypothesis testing results on table 6:

Tabel 6: Summary of Hypothesis Test Results

Simbol	Hypothesis Statement	Kriteria	Results
H1	Tangibles have a positive and significant impact on customer satisfaction while staying at the Grand Mercure Malang Mirama Hotel.	Nilai signifikansi < 0.05	Accepted
H2	Reliability has a positive and significant effect on customer satisfaction while staying at the Grand Mercure Malang Mirama Hotel.	Nilai signifikansi < 0.05	Accepted
H3	Responsiveness has a positive and significant effect on customer satisfaction while staying at the Grand Mercure Malang Mirama Hotel.	Nilai signifikansi < 0.05	Accepted
H4	Assurance has a positive and significant effect on customer satisfaction while staying at the Grand Mercure Malang Mirama Hotel.	Nilai signifikansi > 0.05	Rejected
H5	Empathy has a positive and significant influence on customer satisfaction while staying at the Grand Mercure Malang Mirama Hotel.	Nilai signifikansi > 0.05	Rejected
H6	Tangibles, reliability, responsiveness, assurance, and empathy	Nilai signifikansi	Accepted

Simbol	Hypothesis Statement	Kriteria	Results
	simultaneously have a positive and significant influence on customer satisfaction while staying at the Grand Mercure Malang Mirama Hotel.	ANOVA < 0.05	
H7	Reliability has the most dominant influence on customer satisfaction while staying at the Grand Mercure Malang Mirama Hotel.	Nilai Standardized Coefficients (Beta) paling besar	Accepted

Source: Processed data (2025)

This finding is consistent with previous research by (Supriyanto et al., 2025) and (Ananda & Sumantri, 2025), which also found that physical evidence has a significant impact on customer satisfaction. This confirms that the physical aspects and visual representation of hotel services play a crucial role in shaping guest perceptions and satisfaction. Respondents' perceptions of the overall reliability of Grand Mercure Malang Mirama Hotel services were good or positive. This indicates that customers perceive consistency and accuracy in the hotel's service delivery. Hotel Grand Mercure Malang Mirama's ability to consistently provide reliable and accurate service is a key pillar in achieving high levels of customer satisfaction. Responsiveness has a positive and significant effect on customer satisfaction (Sig. = 0.027; B = 0.198). This finding is in line with previous research by (Syela, Grace; Facrureza, 2024) and (Suhendra & Taryana, 2025). Customer satisfaction at the Grand Mercure Malang Mirama Hotel reflects the staff's responsiveness and willingness to provide immediate service or assistance. Hypothesis testing shows that assurance does not significantly influence customer satisfaction with a stay (Sig. = 0.275; B = -0.068). This finding differs from several previous studies, such as those by (Njoki, 2022) and (Bryanviko et al., 2025). This contradiction indicates that in the context of the Grand Mercure Malang Mirama Hotel, the "assurance" factor may not be the main driver of customer satisfaction, or its influence is overridden by other factors. The negative coefficient value (-0.068), although not significant, may indicate that there are certain aspects of the "guarantee" that are not in line with customer expectations, or that other factors have a much greater weight in their assessment of satisfaction. Empathy did not significantly influence customer satisfaction with their stay (Sig. = 0.976; B = 0.002). This finding differs from several previous studies, such as those conducted by (Sudrajat et al., 2025) and (Onuonga, 2025). Hotels may need to re-evaluate how empathy is manifested and whether there are ways to make it more prominent or relevant in the customer experience, or whether there are other factors that are more critical in driving overall customer satisfaction at the hotel. This significant simultaneous influence indicates that customer satisfaction at the Grand Mercure Malang Mirama Hotel is not only driven by one aspect of service quality, but by a combination of all the dimensions assessed. The results of the descriptive analysis, the Reliability variable (X2) has an average of 4.05, which is in the High category. This shows that customers have a positive perception of the reliability of the Grand Mercure Malang Mira Hotel service, which includes consistency of performance, accuracy of promises, and accuracy of the services provided.

Conclusion

1) The physical quality of a hotel, such as its facilities and cleanliness (physical evidence), has been shown to have a positive and significant impact on guest satisfaction, so continued investment in this area is very strategic.

2) The hotel's ability to consistently and accurately deliver promised services (reliability) is the most dominant driver of customer satisfaction, confirming that solid operations are a key foundation.

3) The staff's promptness and speed in responding to guest needs (responsiveness) significantly increases satisfaction, emphasizing the importance of training for rapid and efficient response.

4) Although aspects of assurance, such as staff knowledge and trustworthiness, are well-perceived, these dimensions do not significantly impact individual customer satisfaction; this may indicate that assurance has become an expected baseline, rather than a differentiator.

5) Perceptions of empathy toward customers were very high, but did not significantly correlate with individual satisfaction, suggesting a need to reevaluate how empathy can translate into a more measurable impact on the guest experience.

6) Customer satisfaction is shaped by the simultaneous combination of all service quality dimensions (tangibles, reliability, responsiveness, assurance, and empathy), underscoring the importance of a holistic and integrated approach to service quality management.

7) Among all service quality elements studied, reliability was the most influential factor in customer satisfaction, making it a critical area for management focus to maximize guest satisfaction.

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