The Role of Customer Satisfaction Mediates the Valuables of Service Quality and Location on Purchase Intention

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Abstract

This study aims to investigate the effect of customer satisfaction on the selective behavior of hotel guests among various choices so that it valuables the competitive advantage of hoteliers. This research was conducted using a quantitative method with a Likert scale through data collected from 120 hotel guests four stars in the capital city of Jakarta and processed using the SPSS application. Overall satisfaction is a priority in this study to achieve research objectives through service quality and location, which mediated by customers satisfaction were positively and significantly influenced purchase intention according to the results of this study. Hoteliers can use the study findings to consider competitive strategies in the HOLSERV advantage. Further research is needed so that service quality, location, and customer satisfaction can be used as tools in the marketing strategy of a hotel business.

I. Introduction

The first stage of the customer's decision process when they recognize the need to be met (Smith & Clark, 2005). The issue discussed in this study is related to hotel guests' behaviour, who are increasingly selective in choosing from various hotels based on location and service quality, which have become the primary alternatives in deciding before buying (Puciato, 2020). The competitive environment of the hotel business continues to improve, with the primary considerations being the increasingly selective behaviour of hotel guests related to efficiency and cost-effectiveness, ease of access, and the comfort of services and facilities (Bufquin et al., 2017; Ha & Jang, 2010; Jang & Namkung, 2009; Nunkoo et al., 2020; Omar et al., 2016; Ramadhani et al., 2021). Customer satisfaction is the difference between what a customer expected before buying a service and how they felt after experiencing it (Nunkoo et al., 2020).

Choosing a place to stay for guests is very important in the context of increasingly selective competition and guest buying intentions. Customer recognition is significant for hoteliers to optimize customer satisfaction in addition to facilities, such as a strategic location (Latinopoulos, 2020; Yang et al., 2018). This study focuses on customer satisfaction, mainly mediated by location and service quality, aiming to improve guest stay decisions (see also: Berezina et al., 2012; Bufquin et al., 2017; Konuk, 2019; Lee & Lin, 2005; Mohd Paiz et al., 2020; Namkung & Jang, 2007; Ramadhani et al., 2021). This study is critical because it relates to the behavior of hotel guests who are increasingly selective in following hotel industry trends and increasing service competition (Omar et al., 2016).

According to previous research, location positively and significantly impacts customer satisfaction. (Latinopoulos, 2020; Ren et al., 2016; Yang et al., 2018). The hotel's location has a significant, strong, and positive effect on stay decisions because it relates to the hotel guest's perspective. (Aksoy & Yetkin Ozbuk, 2017). Significant, substantial, and

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positive service quality relationships will support customer satisfaction. (Farooq et al., 2018). Customer satisfaction has a positive and significant effect on repurchase intentions (Ramadhani et al., 2021). Service quality affects customers satisfaction and purchase intention directly (Mohd Paiz et al., 2020). The previous research was shown the hotel guest's preferences (e.q.: Aksoy & Yetkin Ozbuk, 2017; Lupo & Bellomo, 2019; Omar et al., 2016; Pezenka & Weismayer, 2020; Sulek & Hensley, 2004), perspectives (e.q.: Amin et al., 2013; Mohd Paiz et al., 2020; Nunkoo et al., 2020; Rose & Thomsen, 2004) and experiences (e.q.: Aksoy & Yetkin Ozbuk, 2017; Bakar et al., 2020; Gustafsson et al., 2005; Ha & Jang, 2010; Meneguel et al., 2019; Mohd Paiz et al., 2020; Namkung & Jang, 2007; Nunkoo et al., 2020; Omar et al., 2016; Rose & Thomsen, 2004; Sulek & Hensley, 2004) of overall customer satisfaction..

II. Review of Literature

2.1 Service Quality in the Hotel Industry

Customers is dedicated to quality. SERVQUAL is the best model and has been widely used and in various modifications by researchers in various perspectives and preferences on customer expectations of the quality of service experienced. SERVQUAL dimension which are reliability (ability to perform the promised service dependably and accurately), responsiveness (willingness to help customers and provide prompt service), assurance (knowledge and courtesy of employees and their ability to inspire trust and confidence), empathy (caring, individualized attention the firm provides its customers) and tangibles (physical facilities, equipment, and appearance of personnel)(Parasuraman et al., 1988)**.** The development of service quality developed in the hotel industry – HOLSERV (Salazar et al., 2010) strengthens the critical contributors for hoteliers to hotel guests because it will directly affect guest behavior in deciding to stay and willingness to recommend.

2.2 Hotel Location

A strategic location to provide specific services is essential for a hospitality business (Bowie & Buttle, 2011) and significant competitive advantage (Luo & Yang, 2016). Not only is location important for business actors, but it is also essential for hotel guests as one of the decisions with economic considerations and ease of access to destination locations. Guests are more likely to be satisfied if a hotel is located near transportation, airports, offices, and business centres (Yang et al., 2018). A guest's desire for a hotel's location is directly related to their expectations and preferences when deciding where to stay (Aksoy & Yetkin Ozbuk, 2017)

2.3 Customer Satisfaction

Marketing is a process of planning and execution, starting from the conception stage, pricing, promotion, to the distribution of goods, ideas and services, to make exchanges that satisfy the individual and his institutions (Dianto in Asmuni *et al*, 2020). Customer satisfaction is top-rated in services marketing which is the central part of the strategy in facing competition and retaining customers. Customer satisfaction is not separate from the quality of service. According to (Oliver, 1980), customer satisfaction is both expectation and disconfirmation effect post-exposure product/service reactions. The purchase decision phase is when consumers take proper action following a purchase based on satisfaction or dissatisfaction (Smith & Clark, 2005). Dimensions of customer satisfaction (Amin et al.,

2013); satisfaction with reception, satisfaction with food and beverage, satisfaction with housekeeping, satisfaction with price, overall customer satisfaction.

2.4 Purchase Intension/Stay Decision

A consumer's intention to stay is a purchase intention (Goeltom et al., 2019). The intention to buy the services and facilities provided by hotel managers has a significant impact on the company's ability to compete. Businesses must be cautious in analyzing consumer behaviour (Smith & Clark, 2005) concerning the quality of service and facilities owned into more value that customers can obtain and making a thoughtful purchase choice. Service quality and customer satisfaction positively and significantly affect repurchase intentions (Ramadhani et al., 2021). When customers choose a hotel, they consider cognitive attributes and affective and sensory attributes (Kim & Perdue, 2013)

The concept of an academic framework is used to help researchers achieve research objectives by evaluating and measuring situations over a certain period. Through the concept of a theoretical framework, researchers collect, and test hypotheses with evidence from the data collected and help researchers interpret research topics and supporting arguments strengthened by the analysis results. Furthermore, the main focus of this study is to measure customer satisfaction when deciding to stay at a hotel by considering location and service. Theories can be constructive for researchers in understanding research topics and research problems. The primary purpose of this study is to examine and measure the critical factors of hotel location driving guests to consider and choose their stay decisions, as well as their impact on hotel guest satisfaction after enjoying services and facilities.

Based on prior literature described above the following research the research question formulated for the study;

H-1: is there a positive influence of hotel service quality on customer satisfaction?

H-2: is there a positive influence of location on customer satisfaction?

H-3: is there a positive influence of service quality on purchase intention?

H-4: is there a positive influence of location on customer purchase intention?

H-5: is there a customer satisfaction mediates the influence of service quality and location on purchase intention?

III. Research Method

The research method used is a quantitative model. Quantitative approaches can provide broad and valuable insights into behavioral patterns of reality obtained from respondents while preventing researchers from misinterpreting (Savela, 2018). The advantage of using this quantitative method is that researchers can detect situations and strengthen arguments that explain the research objectives. Furthermore, the quantitative model cannot provide an in-depth understanding of the variables examined (Savela, 2018). In overcoming the shortcomings of this research method, researchers sought to identify the number of visits and the purpose of visits to understand the purpose of the study. Functioning effectiveness and efficiency of hotel activities to increase the sustainability of customer satisfaction through service and the integration of location as the key to repurchase.

The research was conducted from May 1, 2022 – to June 30, 2022. The research was conducted to utilize a strategic location in the center of the business city to become one of the top choices for hotel guests. Respondents directly involved in this study were hotel guests who had stayed at the hotel at least once. These respondents are involved because

they already have experience in internal services and selection criteria before deciding to stay overnight. The customer was first deemed adequate for research purposes. The data collected is primary data in the form of a questionnaire that has been adapted to the research objectives.

The instruments used to collect data are dissemination to customers according to criteria online and partly by providing fill-in sheets. First-hand questionnaire instruments are considered highly valid research instruments. Advantages of using questionnaires to get more specific and relevant answers in the relationship between variables (Li et al., 2019). Primary data was obtained by distributing questionnaires to participants according to the criteria and designing a research questionnaire using a Likert scale to determine the effect between variables. In the data collection step, a request is sent to the hotel management to obtain a list of guests who stay at least one visit from Nov 2021 to April 2022. This data collection is done after distributing online questionnaires to hotel guests. Researchers allocated thirty days for data collection. The population of this study consisted of 120 hotel guests four stars, with a questionnaire research sample to test 20 hotel guests. Furthermore, set 100 respondents to continue data processing. The data is considered sufficient and can be accounted for researchers to be analyzed with the help of the SPSS Statistics application version 22.

The theoretical framework researchers also use a research framework and become a variable supported by indicators examining variables' influence
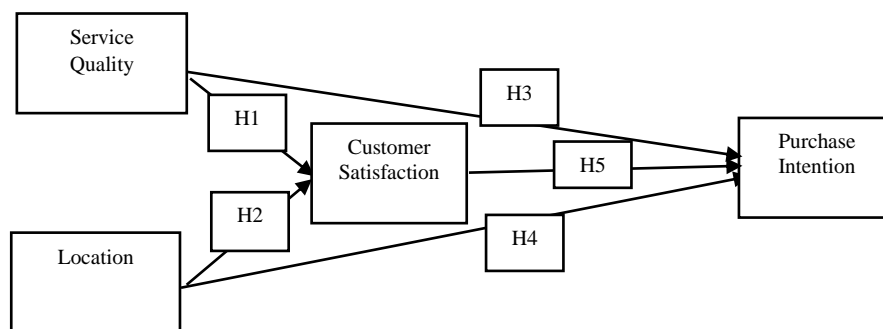

Figure 1. Conceptual Framework

Table 1. Contruction of Research Framework

Constructs	Dimensions
Location: (Latinopoulos, 2020) 1. Parking Yang et al., 2018 2. Accessibility to points of interest location 3. Transport convenience 4. Surrounding environmen	1. Accessibility to places of interest is effortless to reach from the hotel location. 2. Getting public transportation from or to the hotel is pretty simple and convenient. 3. The area around the hotel is quite comfortable and secure, and there are many eateries around. 4. Parking is available for guests and is comfortable and convenient.
Service Quality: (Parasuraman et al., 1988) 1. Realibility 2. Responsiveness 3. Empathy 4. Assurance 5. Tagibles	1. The hotel's staff service is prompt and helpful. 2. The hotel staff is professional in providing assistance and delivering the specific information I need. 3. The hotel staff was emphatic and humanistic in their treatment. 4. The hotel staff guarantees comfort and safety for all facilities. 5. The hotel's design and facilities are magnificent, comfortable, and relaxing

Customer Satisfaction: (Amin et al., 2013) 1.Satisfaction with reception 2.Satisfaction with food and beverage 3.Satisfaction with housekeeping 4.Satisfaction with price 5.Overall customer satisfaction	1.I am satisfied with the receptionist's assistance. 2.The food served is good. 3.The cleanliness and amenities of the room impressed 4.I am satisfied with the pricing for the services and facilities I enjoyed. 5.I highly recommend the hotel because it served the best experience I have ever enjoyed.
Purchase Intention: (Berezina et al., 2012) 1. Re-purchase Intention 2. Recommendation (Kim & Perdue, 2013) 3. Cognitive 4. Affective 5. Sensory	1.I want to make a reservation at this hotel again. 2.I would be willing to recommend this hotel to friends and relatives. 3. The hotel's location is strategic and the parking lot is large. 4.The receptionist is polite. 5.The facilities in the room are clean, aromatic, and well furnished.

The concept of a research framework is used to assist researchers in providing arguments based on the results of data analysis. The data were analyzed by the research framework, focusing on the impact of variables on location, service quality, customer satisfaction, and purchase decision. The steps of analysis are as follows:
1. Processing the data based on what was obtained
2. Analyzing the data after it has been processed
3. Assessing what the results indicate

IV. Results and Discussion

4.1 Results
a. Responden Profile

Table 2. Charasteristic of Respondents

Attributes	Dimension	Frequency	%
Gender	male	107	59,4%
	female	73	40,6%
Age	<20	5	2,8%
	21 - 30	77	42,8%
	31 - 40	69	38,3%
	> 40	29	16,1%
Profession	Private Employees	59	32,8%
	Self-Employeed	29	15,0%
	Student	36	20,0%
	Government Employees	40	22,2%
	Entrepreneur	18	10%
Duration of Stay	1 time	62	34,4%
	2-5 times	93	51,7%
	> 5 times	25	13,9%
Purpose of Visits	Seminar	55	30,6%
	Tour/Vacation	46	25,6%
	Business	9	5,0%
	Meeting	32	17,8%
	The others	38	21,1%

Source: processed questionarie

Table 1 shows that more male respondents (59.40%) than female respondents (40.60%). Based on age group, the majority of respondents (42.80%) were in the 21-30 age group; followed by those in the 31-40 age group (38.30%), in the above 40 age group (16,10%); and the least was in the <20 age group (2,80%). These data inform that the < 20 years old customers are students based on the types of profession. Based on the professions, private employees were 32.80%; self-employed was 15.00%; government employees 22,2% and 10% of the respondents are entrepreneurs were the least.

From the number of respondents' duration stay at the hotel, the data showed respondents dominated the number of stay decisions with the number of purchases intention of 2-5 times (51.70%), the following number was one time (34.40%), and lastly was >5 times (13.90%). This information shows that respondents have reasonable satisfaction. This data also informs that the purpose of staying in a hotel is a seminar (30.6%); tour/vacation (25.6%); meetings (17.8%), indicating that the strategic location of the hotel is very influential

b. Normality Test

In this study, there were 180 guests who were respondents. From the results of multiple linear regression models, the results of the normality test are presented in the table as follows:

Table 3. Normality Test of Substructure of Model 1 and Model 2

One-Sample Kolmogorov-Smirnov Test

			MODEL 1	MODEL 2
N			180	180
Normal Parameters[a,b]	Mean		.0000000	.0000000
	Std. Deviation		1.53292155	1.56959368
Most Extreme Differences	Absolute		.091	.062
	Positive		.048	.062
	Negative		-.091	-.061
Test Statistic			.091	.062
Asymp. Sig. (2-tailed)			.001[c]	.092[c]
Monte Carlo Sig. (2-tailed)	Sig.		.094[d]	.479[d]
	99% Confidence Interval	Lower Bound	.087	.466
		Upper Bound	.102	.492

Source: IBM SPSS Statistics 22

It was found using the Kolmogorov Smirnov test at a basic level of a > 0.05 with significance values of 0.094 and 0.479, and the data is then said to be normal.

c. Heteroskedasticity Test

A scatterplot graph between the predicted Z (ZPRED), which is a free variable (X=Y axis of the predicted result), and its residual value (SRESID), which is a bound variable (Y=Y axis of prediction), is used to analyze the heteroskedasticity assumption test of SPSS output results.
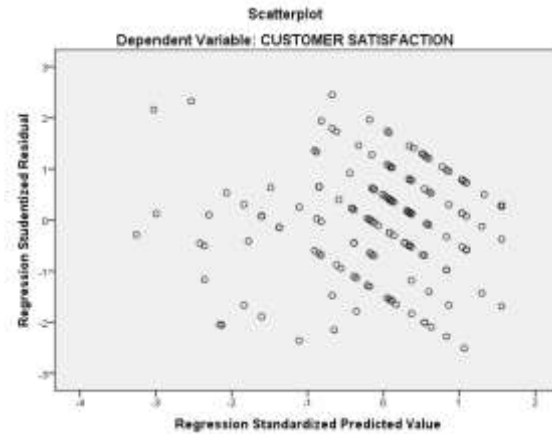
Figure 2. *Model Substructure Heteroskedasticity Test 1*
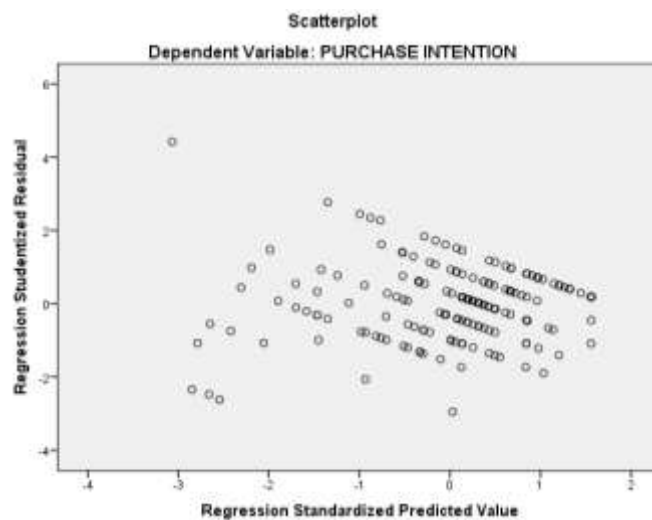

Figure 3. *Model Substructure Heteroskedasticity Test 2*

In figure 2 & 3 it is known that no clear pattern is formed (wavy, widened, then narrowed) in the scatterplot image, but rather the dots spread above and below the number 0 on the Y-axis. Then it can be concluded that there are no symptoms or are free of Heteroskedasticity; thus, the assumption of heteroskedasticity is met.

d. Multicholinearity Test

In this study, it will be determined whether there is mutual collation between the variables of service quality, location, and customer satisfaction in the following table:

Table 4. Model Substructure Multicollinearity Test 1

Model	Collinearity Statistics		Conclusion
	Tolerance	VIF	
Service Quality	0.791	1.265	Non Multicolliniery
Location	0.791	1.265	Non Multicolliniery

Source: IBM SPSS Statistics 22

Table 5. Model Substructure Multicholinearity Test 2

Model	Collinearity Statistics		Conclusion
	Tolerance	VIF	
Service Quality	0.675	1.481	Non Multicolliniery
Location	0.587	1.703	Non Multicolliniery
Customer Satisfaction	0.516	1.937	Non Multicolliniery

Source: IBM SPSS Statistics 22

It can be seen by using the commonly used test method, namely the *variance inflation factor* (VIF) and *tolerance* values in the regression model. If the VIF value < 10 and *the Tolerance* > 0.1, then it can be said that the regression model is free of multicollinearity. Thus, it can be concluded that there is no violation of the multicollinearity assumption or that there is no mutual colleration between free variables in this study.

e. Linearity Test

Table 6. Model 1 Substructure Linearity Test

Variabel	Sum of Squares	Df	Mean Square	F	Sig.
Service Quality	248.286	1	248.286	81.922	.000
Location	322.131	1	322.131	125.433	.000

Sumber: IBM SPSS Statistics 22

Table 7. Model 2 Substructure Linearity Test

Variabel	Sum of Squares	Df	Mean Square	F	Sig.
Service Quality	204.985	1	204.985	72.652	.000
Location	231.919	1	231.919	79.093	.000
Customer Satisfaction	298.124	1	298.124	104.011	.000

Sumber: IBM SPSS Statistics 22

It was found that all free variables have a linear relationship to bound variables such as stay decisions and customer satisfaction, with significant values of linearity test results < 0.05, both on the variables service quality, location, and customer satisfaction. If the significance (linearity) of the variables is < 0.05, the data is said to be linear.
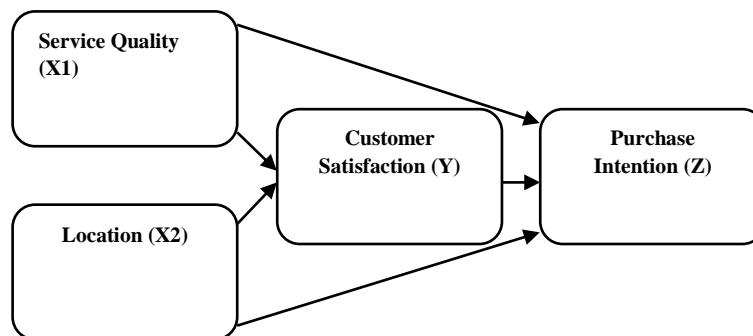
f. Path Coefficient

Figure 4. *Path Diagram*

Table 8. Test Model Summary Substructure 1

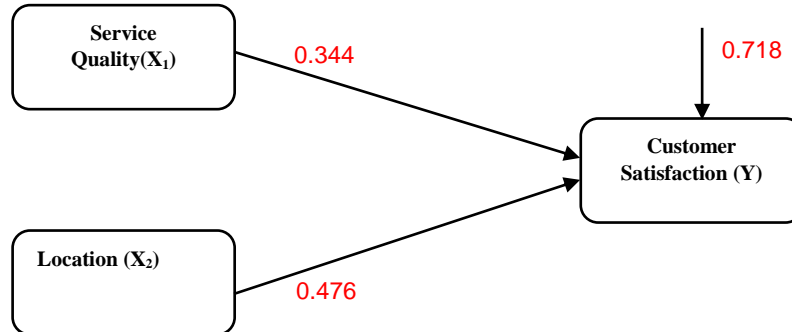|		Model Summary[b]		
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.696[a]	.484	.478	1.542

Source: IBM SPSS Statistics 22

It is found that the value of R Square is 0.484, this shows that the contribution of the influence of service quality and location on customer satisfaction is 48.4% and the remaining 51.6% is a contribution from other variables that are not included in this study, $e1 = \sqrt{(1 - R2)} = \sqrt{(1 - 0.484)} = 0.718$

Table 9. Substructure Regression Analysis Test 1

	Unstandardized Coefficients		Standardized Coefficients		
Model	B	Std. Error	Beta	T	Sig.
1 (Constant)	1.10	1.656		666	.506
Service Quality (X1)	.388	.070	.344	5.503	.000
Location (X2)	.344	.044	.476	7.833	.000

Source: IBM SPSS Statistics 22

It can be concluded that the significance values in the coefficients table of X_1 and X_2 are 0.000 and 0.000, respectively. So, it can be concluded that there is a significant influence of the service qualiy and location variables on customer satisfacton, because the value of its significance is 0.000 < 0.05.

Figure 5. *Model of Structure 1*

Table 10. Test Model Summary Substructure 2

		Model Summary[b]		
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.664[a]	.441	.431	1.538

Source: IBM SPSS Statistics 22

The result of the analysis found that the value of R Square is 0.441; this shows that the contribution of the influence of Service Quality (X1) and location (X2) to Purchase Intention (Z) mediated by Customer satisfaction (Y) is 55.9% and the remaining 58.3% is a contribution from other variables that are not included in this study, $e1 = \sqrt{(1 - R2)} = \sqrt{(1 - 0.441)} = 0.747$.

Table 11. Substructure Regression Analysis Test 2

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.616	1.703		2.124	.035
	Service quality (X1)	.247	.078	.217	1.577	.002
	Location (X2)	.162	.052	.228	3.201	.002
	Customer satisfaction (Y)	.336	.077	.342	5.097	.000

Source: IBM SPSS Statistics 22

It can be concluded that the significance values in the coefficients table of X_1 and X_2 to Z mediated Y are 0.002, 0.002, and 0.000, respectively, it can be concluded that only the quality of service, and location have a significant effect on purchase intention because the significancy value is smaller than 0.05.
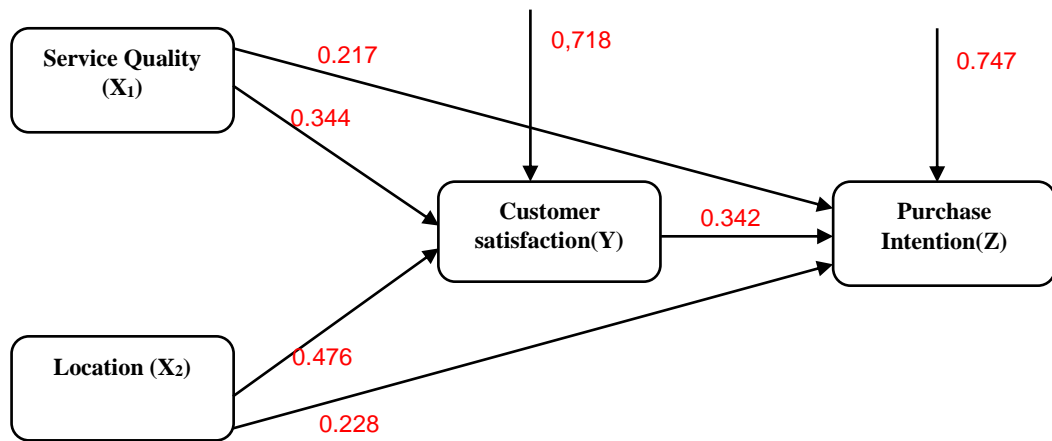

Figure 6. The Model of Structure 2

Found that the direct effect that the quality of service (X_1) gives to the purchase intention (Z) is 0.217. Meanwhile, the effect of thequality of service ($X_{1)}$ mediated by customer satisfaction (Y) on purchase intention (Z) is the multiplication of the beta value of service quality (X_1) on customer satisfaction (Y) with the value of beta customer satisfaction (Y) on purchase intention (Z), namely: 0.344 x 0.342 = 0.117. Then the total effect given by the quality of service (X_1) on purchase intention (Z) is a direct influence coupled with the indirect influenceof 0.217 + 0.117 = 0.334. Based on the calculation results above, it is known that the value of the direct influence is 0.217 and the indirect spirit is0.117 which means that the value ofthe indirect anchor is greater than the value of the direct influence. These results shown that indirectly the quality of service and location mediated by customer satisfaction has a significant impact on purchase intention.

g. Coefficient of Choleration and Determination

Table 12. Coefficient of Choleration and Coefficient of Determination (Subs. 1)

Variable	Coefisien Colleration (r)	Category	Coefisien Determination (R²)	Rtabel	Conclusion
Service Quality	.382	weak	14.592	0.138	Significant
Location	.507	strong	25.704	0.138	Significant

Source: IBM SPSS Statistics 22

Table 13. Coefficient of Choleration and Coefficient of Determination (Subs. 2)

Variable	Coefisien Colleration ®	Kategori	coefisien Determination (R²)	Rtabel	Conclusion
Service Quality	.232	Very weak	5.382	0.138	Significant
Location	.228	weak	1.185	0.138	Significant
Customer Satisfaction	.312	weak	9,734	0.138	Significant

Source: IBM SPSS Statistics 22

4.2 Discussion

The present study aims to give a valuable understanding of the effects of customer satisfaction in mediating the relationship between the service quality and location towards purchase intention at the hotel. The results indicate that there is a significant interrelationship between the constructs. Also, mediating test of satisfaction was positively and significant. These findings are consistent with previous research by (see also: Aksoy & Yetkin Ozbuk, 2017; Farooq et al., 2018; Latinopoulos, 2020; Mohd Paiz et al., 2020; Ramadhani et al., 2021; Ren et al., 2016; Yang et al., 2018).

This research shows that the effect of service quality, location on customer satisfaction and purchase intention is significant. These findings encourage hoteliers to be consistent and committed to exploring service indicators and managing as a strong hotel selling point for guest stay decisions. This satisfaction is also evidenced by the hotel's strategic location, which benefits guests in terms of ease of access to the intended location. The combination of service quality and strategic location that benefits is proven in the significant influence of customers in purchase intention and strengthened by the significant influence of customer satisfaction.

The results of the analysis strongly support the researcher's hypothesis and the results of the previous study.(see also: Lee & Lin, 2005; Mohd Paiz et al., 2020). Given the increasingly fierce competition over the emergence of hotels that mainly offer quality service, HOLSERV's continuous development is a must proven on the results of research service quality still needs attention (see also: Amin et al., 2013; Nunkoo et al., 2020; Salazar et al., 2010).

V. Conclusion

The research is still limited to the period of study. As a result, researchers recommend that additional research be conducted by good the analysis of customer behaviour, increasing the number of respondents, and including variables that have a direct effect, such as promotions, package deals, price and special discounts to group customers who will later be directed as loyal customers. Furthermore, hoteliers must be observant to pay attention to selective and changing customer behaviour so that the quality of service becomes very sensitive and has a significant and direct effect. Furthermore, another recommendation by the researcher for the subsequent research is an assessment of direct instruments related to HOLSERVs that can be developed through technology applications to benefit the company in implementing comprehensive customer satisfaction.

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