

Evaluating the Role of Service Quality in Driving Guest Satisfaction: Empirical Evidence from Mami Hotel, Solok City

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Abstract

Service quality and consistency shape guest satisfaction, yet evidence concerning service quality dimensions in locally operated hotels in smaller Indonesian cities remains limited. This study examined the relationship between service quality and guest satisfaction at Mami Hotel in Solok City. A quantitative survey involved 30 respondents recruited through convenience sampling at check-out. Data were collected using a structured questionnaire assessing five service quality dimensions: tangibles, reliability, responsiveness, assurance, and empathy. Simple linear regression was conducted using SPSS 26. Service quality was positively and statistically significantly associated with guest satisfaction ($\beta = 0.742$, $p < .001$). The regression model explained 55.1% of the variance in satisfaction ($R^2 = 0.551$, $F = 34.400$, $p < .001$). These findings identify overall service quality as a relevant statistical predictor of satisfaction among the sampled guests. The study provides hotel-specific evidence on the service quality–satisfaction relationship and offers practical insights for management. Continuous training in service standards and attention to operational responsiveness are recommended as priorities for supporting consistent guest experiences and sustained satisfaction.

Keywords: Service Quality; Guest Satisfaction; Hotel Management; Hospitality Services; Service Responsiveness

INTRODUCTION

The hospitality industry occupies a foundational position within the tourism economy because accommodation services are intrinsically linked with mobility, business travel, regional economic activity, and destination competitiveness (Arici & Köseoglu, 2025; Moradi & Norouzi Seyed Hossini, 2026). Modern hotel enterprises operate in an environment where guests no longer evaluate accommodation solely as a sleeping facility, but rather as an integrated service experience shaped by employee responsiveness, service reliability, physical surroundings, and overall perceived value. As competitive pressures intensify across regional urban centers, understanding the factors that generate customer satisfaction has become a strategic priority for hotel operators. Kotler & Keller (2016) emphasize that service organizations must build long-term competitive advantage by understanding customer expectations and delivering service encounters that consistently match or exceed those expectations. Similarly, (Parasuraman et al. (1988) argue that perceived service performance serves as the primary evaluation filter through which consumers assess service quality and firm capability.

In hospitality settings, customer satisfaction is an essential prerequisite for organizational sustainability and commercial success (Josimović et al., 2025; Karim & Rabiul, 2024; Ndaguba & Van Zyl, 2026; Papademetriou et al., 2023). Satisfaction emerges when the post-consumption evaluation of a service encounter equals or surpasses pre-purchase expectations (Asgeirsson et al., 2024). Satisfied guests demonstrate higher repurchase intent, generate favorable word-of-mouth recommendations, exhibit lower price sensitivity, and contribute directly to firm profitability (Sriyanti & Nurhayati, 2024). Recent empirical research in service marketing underscores that service quality performance remains the most robust predictor of guest satisfaction, brand reputation, and customer retention across diverse hospitality sectors (Asgeirsson et al., 2024; Glaveli et al., 2023). Furthermore, Perdomo-Verdecia et al. (2024) demonstrate that customer satisfaction in hotels is driven by cohesive configurations of service attributes, where tangibles, staff empathy, and operational reliability function synergistically.

Despite extensive literature on hospitality management, empirical research examining service quality in locally operated budget hotels in smaller Indonesian municipalities remains comparatively sparse (Cheng et al., 2026; Ma et al., 2022; Permatasari et al., 2025). Mami Hotel, located on Jalan Kartini in Kampung Jawa, Solok City, represents a relevant empirical

context for evaluating service quality dynamics. Operating in the central area of Solok City, Mami Hotel caters to guests traveling for local administration, business mobility, and regional transit. However, secondary observations and customer feedback retrieved from online booking platforms such as Tiket.com (2025) indicated recurring guest concerns regarding staff responsiveness, service consistency, and facility cleanliness. These observations illustrate a critical operational challenge: while a local hotel may possess basic commercial functionality, variations in service delivery directly jeopardize guest satisfaction and retention.

Prior studies in regional hospitality contexts have highlighted the decisive impact of service dimensions on guest evaluations. Anisa (2021), examining hotel performance in Solok Selatan, identified staff responsiveness as a dominant component of guest satisfaction. Safitri et al. (2022) similarly confirmed that dimensions of service quality particularly reliability, assurance, and tangible presentation significantly dictate guest satisfaction levels in regional budget hotels. Additionally, Prasetyo & Alriani (2025) and Pardede (2025) underscored that technical service delivery directly influences customer perceived value and post-stay behavioral intentions.

While previous studies frequently incorporate multiple extraneous variables (such as location, price, or facility expansion) into complex multivariate models, there is a distinct theoretical and practical need to isolate and rigorously evaluate Service Quality as a singular primary determinant of guest satisfaction in small-city independent hotels. Complex regression models can obscure the direct operational contribution of frontline service dimensions. By focusing exclusively on Service Quality, this study provides a targeted empirical examination of how frontline operational performance drives customer evaluations at Mami Hotel in Solok City. The primary objective of this research is to analyze the magnitude and statistical significance of the effect of service quality on customer satisfaction. The findings are expected to contribute to hospitality management literature while offering actionable operational recommendations for local hotel management.

METHODS

This study adopted a quantitative research approach utilizing an explanatory survey design to examine the relationship between service quality (independent variable, X) and customer satisfaction (dependent variable, Y) at Mami Hotel, Solok City. Numerical measurement and statistical hypothesis testing were conducted to determine the magnitude

and empirical significance of the relationship, adhering to quantitative methodological guidelines outlined by (Sugiyono, 2019).

The research was conducted at Mami Hotel, situated on Jalan Kartini No. 314, Kampung Jawa, Solok City. The target population comprised hotel guests who had completed their stay and were in the process of checking out. Sampling was executed using an accidental sampling technique Yudha et al. (2024), yielding a final sample of 30 respondents ($N = 30$). Capturing responses at the exact point of check-out ensured that participants possessed immediate, comprehensive evaluations of their service experience across their entire stay.

Primary data were gathered via a structured questionnaire administered directly to respondents, complemented by field observation and semi-structured interviews with hotel management (Sahir, 2021). The questionnaire items were measured on a 5-point Likert scale ranging from 1 ('Strongly Disagree') to 5 ('Strongly Agree'). Service Quality (X) was conceptualized across five core dimensions established by Tjiptono and Chandra (2016): tangibles (X.1, X.2), reliability (X.3, X.4), responsiveness (X.5, X.6), assurance (X.7, X.8), and empathy (X.9). Customer Satisfaction (Y) was operationalized through six indicators reflecting overall satisfaction, expectations fulfillment, repurchase intent, and willingness to recommend (Y.1 to Y.6).

Prior to model estimation, the measurement instrument underwent rigorous validity and reliability testing. Item validity was assessed using Pearson's product-moment correlation coefficient against a critical r-table threshold ($r_{\text{table}} = 0.361$ for $N = 30$ at $\alpha = 0.05$). Internal consistency was verified using Cronbach's alpha, where values exceeding 0.70 indicated acceptable reliability (Waluya & Edison, 2023; Winarto & Sayoto, 2023). Inferential statistical analysis was performed using SPSS 26. Simple linear regression was estimated using the formula $Y = a + bX + e$, where Y represents customer satisfaction, X represents service quality, a is the constant, b is the regression coefficient, and e is the error term. Hypothesis testing was conducted via the t-test at $\alpha = 0.05$ (critical $t_{\text{table}} = 2.048$), while the explanatory power was determined using the coefficient of determination (R^2).

RESULTS

The results provide empirical evidence concerning the measurement quality of the research instrument and the relationship between service quality and customer satisfaction among guests of Mami Hotel in Solok City. The analysis was conducted using data obtained from 30 respondents and proceeded through three main stages: assessment of instrument validity and reliability, estimation of the simple linear regression model, and evaluation of the explanatory power and statistical significance of the model. The findings from each stage are presented below.

1. Instrument Validity and Reliability

The first stage of the analysis examined whether the questionnaire items adequately measured the constructs of service quality and customer satisfaction. Item validity was assessed using Pearson's product-moment correlation by comparing the calculated correlation coefficient (r -calculated) with the critical value of 0.361. The results of the validity assessment are presented in **Table 1**.

Table 1. Validity Test Results for Service Quality and Customer Satisfaction

Variable	Item	r-calculated	r-critical	Result
Service Quality (X)	X.1	0.733	0.361	Valid
	X.2	0.805	0.361	Valid
	X.3	0.770	0.361	Valid
	X.4	0.829	0.361	Valid
	X.5	0.764	0.361	Valid
	X.6	0.641	0.361	Valid
	X.7	0.706	0.361	Valid
	X.8	0.740	0.361	Valid
	X.9	0.733	0.361	Valid
Customer Satisfaction (Y)	Y.1	0.849	0.361	Valid
	Y.2	0.877	0.361	Valid
	Y.3	0.839	0.361	Valid
	Y.4	0.735	0.361	Valid
	Y.5	0.819	0.361	Valid
	Y.6	0.828	0.361	Valid

Source: Primary research data processed using SPSS 26, 2026.

As presented in **Table 1**, all nine items measuring Service Quality obtained correlation coefficients greater than the critical value of 0.361. The coefficients ranged from 0.641 for item X.6 to 0.829 for item X.4. Similarly, all six Customer Satisfaction items

exceeded the required critical value, with coefficients ranging from 0.735 for item Y.4 to 0.877 for item Y.2. These results indicate that all 15 questionnaire items met the validity criterion and could therefore be retained for the subsequent statistical analysis.

After establishing item validity, the internal consistency of the two measurement scales was evaluated using Cronbach's alpha. The results are reported in **Table 2**.

Table 2. Reliability Test Results for Research Variables

Variable	Cronbach's Alpha	Number of Items	Result
Service Quality (X)	0.901	9	Reliable
Customer Satisfaction (Y)	0.906	6	Reliable

Source: Primary research data processed using SPSS 26, 2026.

As shown in **Table 2**, the Cronbach's alpha coefficient for Service Quality was 0.901, while Customer Satisfaction obtained a coefficient of 0.906. Both coefficients were above the minimum reliability criterion of 0.70. The results therefore indicate a high level of internal consistency among the items used to measure both constructs. Taken together, the validity and reliability results demonstrate that the questionnaire provided an adequate measurement basis for examining the relationship between service quality and customer satisfaction in the subsequent analysis.

2. Effect of Service Quality on Customer Satisfaction

Following the measurement assessment, simple linear regression was employed to determine the direction and magnitude of the effect of Service Quality on Customer Satisfaction. In this model, Service Quality was specified as the independent variable (X), while Customer Satisfaction was treated as the dependent variable (Y). The regression coefficients are presented in **Table 3**.

Table 3. Simple Linear Regression Results for Service Quality and Customer Satisfaction

Predictor	B	Std. Error	Beta (β)	T	p-value
Constant	5.214	2.115	—	2.465	.020
Service Quality (X)	0.412	0.064	0.742	6.420	< .001

Dependent variable: Customer Satisfaction (Y).

Source: Primary research data processed using SPSS 26, 2026.

The results presented in **Table 3** show that Service Quality had a positive regression coefficient ($B = 0.412$), with a standard error of 0.064. The positive coefficient indicates that higher perceived service quality was associated with higher customer satisfaction. More specifically, an increase of one unit in the Service Quality score corresponded to an estimated

increase of 0.412 units in Customer Satisfaction, assuming the model conditions remained unchanged.

The standardized regression coefficient was $\beta = 0.742$, indicating a strong positive association between the two variables. The statistical test further showed that this relationship was significant ($t = 6.420, p < .001$). Thus, variations in guests' perceptions of the service they received were closely associated with variations in their reported level of satisfaction.

Based on the unstandardized coefficients in **Table 3**, the simple linear regression model can be expressed as follows:

$$Y = 5.214 + 0.412X \text{ (1)}$$

where Y represents Customer Satisfaction and X represents Service Quality. The constant of 5.214 represents the model intercept, whereas the coefficient of 0.412 represents the estimated change in Customer Satisfaction associated with a one-unit increase in Service Quality. The direction of the coefficient confirms that the relationship between the two variables is positive.

3. Explanatory Power and Significance of the Regression Model

The explanatory capacity of the regression model was subsequently examined using the coefficient of determination. The overall statistical significance of the model was also assessed using the F-test. The results are summarized in **Table 4**.

Table 4. Coefficient of Determination and Overall Model Significance

Model	R	R ²	Adjusted R ²	F-statistic	p-value
1	0.742	0.551	0.535	34.400	< .001

Predictor: Service Quality (X).

Dependent variable: Customer Satisfaction (Y).

Source: Primary research data processed using SPSS 26, 2026.

As reported in Table 4, the correlation coefficient was $R = 0.742$, indicating a strong positive relationship between Service Quality and Customer Satisfaction. The coefficient of determination was $R^2 = 0.551$, showing that Service Quality explained 55.1% of the observed variance in Customer Satisfaction among respondents at Mami Hotel. The adjusted R^2 value of 0.535 indicates that the model retained substantial explanatory power after adjustment for the sample and model specification.

The remaining 44.9% of the variance in Customer Satisfaction was not explained by Service Quality within the present model. This unexplained proportion indicates that customer satisfaction may also be associated with other factors that were not included in this study. Since those variables were not directly measured in the present analysis, their individual contributions cannot be determined from the current data.

The overall regression model was statistically significant, $F(1, 28) = 34.400, p < .001$. This result indicates that the model containing Service Quality provided a statistically meaningful explanation of variation in Customer Satisfaction.

4. Hypothesis Testing

The research hypothesis was evaluated using the t -test for the Service Quality regression coefficient. With a sample of 30 respondents and degrees of freedom of 28, the critical t value at the 5% significance level was 2.048. The analysis produced an observed t value of 6.420 with $p < .001$, as reported previously in Table 3.

The observed t value was substantially greater than the critical value ($6.420 > 2.048$), while the probability value was below the predetermined significance level ($p < .05$). Accordingly, the null hypothesis (H_0), which stated that Service Quality does not significantly affect Customer Satisfaction, was rejected. The alternative hypothesis (H_a) was therefore supported.

Taken together, the results demonstrate a clear empirical pattern: guests who reported better service quality also tended to report higher levels of satisfaction. Service Quality had a positive and statistically significant effect on Customer Satisfaction ($B = 0.412, \beta = 0.742, t = 6.420, p < .001$), while the regression model explained 55.1% of the variance in customer satisfaction ($R^2 = 0.551$). These findings provide the empirical basis for further interpretation of the role of service quality in shaping guest experiences at Mami Hotel in the Discussion section.

DISCUSSION

The empirical findings confirm that Service Quality serves as a major driver of customer satisfaction at Mami Hotel in Solok City. By demonstrating that service performance accounts for 55.1% of the variation in guest evaluations ($t = 6.420, p < .001$), the study validates core service marketing paradigms Kotler & Keller (2016); Parasuraman et

al. (1988) , which assert that customer satisfaction in experiential industries is heavily contingent upon frontline service delivery.

This outcome directly aligns with regional hospitality research in Indonesia. Anisa (2021) highlighted that staff responsiveness and empathy are critical determinants of satisfaction in Solok regional accommodations. Similarly, studies by Safitri et al. (2022) demonstrated that operational reliability, prompt assistance, and neat physical presentation foster guest trust and satisfaction. The current results also corroborate international evidence from Asgeirsson et al. (2024) and Perdomo-Verdecia et al. (2024), who observed that service quality dimensions consistently dictate guest post-stay evaluations across independent and regional hotel settings.

A critical insight emerges when evaluating these results against the initial operational problem observed at Mami Hotel. Guest reviews on online platforms (Tiket.com, 2025) previously highlighted guest dissatisfaction regarding staff responsiveness and room cleanliness. The strong regression coefficient ($B = 0.412$, $\beta = 0.742$) confirms that guests are highly sensitive to these specific service encounters. When hotel personnel respond quickly to check-in requests, maintain meticulous room cleanliness (tangibles), and demonstrate empathy during guest inquiries, satisfaction increases markedly. Conversely, deficiencies in frontline service delivery immediately degrade guest evaluations, irrespective of basic commercial room availability.

Theoretically, this study contributes empirical evidence to the hospitality management literature by demonstrating that service quality has substantial explanatory power in shaping customer satisfaction in small-city independent hotels, accounting for 55.1% of the variance in guest satisfaction. This finding indicates that service performance is not merely a supplementary attribute but represents an important component of customer evaluation in regional budget accommodation markets. From a practical and managerial perspective, the findings provide relevant implications for Mami Hotel management in improving customer satisfaction and encouraging positive post-stay evaluations. Management should strengthen operational performance across the key dimensions of service quality, particularly responsiveness, reliability, tangibles, empathy, and assurance. This can be achieved by establishing clear Standard Operating Procedures (SOPs) for front desk check-in and check-out processes, ensuring prompt responses to room service and maintenance requests, and implementing routine housekeeping inspection checklists to

maintain room cleanliness, fresh linen, and properly functioning facilities. Continuous hospitality and communication training should also be provided to employees to foster polite, proactive, responsive, and solution-oriented interactions with guests.

Despite these contributions, several limitations should be acknowledged. First, the study involved only 30 respondents from a single hotel, which limits the generalizability of the findings to other accommodation settings, particularly larger hotel chains, luxury properties, or hotels operating in metropolitan areas. Second, the cross-sectional survey design captured guest perceptions at a single point in time, specifically during check-out, and therefore does not account for possible changes in customer evaluations over time. Third, although service quality explained 55.1% of the variance in customer satisfaction, the remaining 44.9% may be associated with other factors not included in the present research model. Future studies are therefore encouraged to involve larger and more diverse samples, include multiple hotel properties, employ longitudinal research designs, and examine additional variables such as price fairness, room facilities, and perceived value to provide a more comprehensive understanding of the determinants of customer satisfaction in the hospitality.

CONCLUSION

This study concludes that Service Quality exerts a positive and statistically significant direct effect on Customer Satisfaction at Mami Hotel in Solok City ($t = 6.420$, $p < .001$, $\beta = 0.742$). Service performance accounts for 55.1% of the total variance in guest satisfaction ($R^2 = 0.551$, $F = 34.400$). The findings demonstrate that guest evaluations in regional budget hotels are heavily governed by frontline staff responsiveness, operational reliability, communication empathy, and physical clean atmosphere.

Hotel management should translate these empirical insights into operational strategies by institutionalizing rigorous service quality standards, conducting routine staff training, and prioritizing prompt resolution of guest concerns. Future hospitality research is encouraged to expand the scope to multiple hotel properties across West Sumatra and investigate complementary factors such as perceived room value and online reputation management.

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