Research Article

The influence of Hotel Image on Satisfaction Customer at Penginapan Oyo

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How to Cite: Muhammad Jahid Lilhaq, Ahmad Nuh, & Achmad Tifazza Alfarizi. (2024). The influence of Hotel Image on Satisfaction Customer at Penginapan Oyo. *Interkoneksi: Journal of Computer Science and Digital Business*, 2(2), 166–176. Retrieved from https://interkoneksi.my.id/index.php/i/article/view/20

Abstract. This research aims to investigate the influence of the hotel image on satisfaction customer at penginapan oyo accommodation. This research uses a quantitative approach using a questionnaire distributed to visitors staying at various Oyo accommodations. The research sample consisted of 105 respondents selected randomly. Data analysis was carried out using a simple linear regression technique to test the relationship between hotel image variables and customer satisfaction. The research results show that hotel image has a significant influence on customer satisfaction at Oyo accommodation. Hotel image variables, such as cleanliness, service quality, available facilities, and comfort, positively contribute to customer satisfaction. These findings highlight the importance of hotel management paying attention to and improving their image in an effort to increase customer satisfaction. The practical implication of this research is that Oyo accommodation can strengthen their image through investing in aspects identified as important for customer satisfaction, thereby increasing their customer loyalty and satisfaction. This research provides a better understanding of the factors that influence customer satisfaction in the hospitality industry, particularly at Oyo Inns, and provides guidance for practitioners to improve the quality of their services and customer experience.

INTRODUCTION

The hospitality industry has become an integral part of the global tourism sector, with customers becoming increasingly aware of the quality of service and lodging experience they receive. In this context, hotel image has become a key element in attracting and retaining customers, as well as strengthening brand loyalty. This research aims to determine the influence of hotel image on customer satisfaction at Oyo Inn, a brand that has grown rapidly in the ever-growing accommodation industry.

As the hospitality market becomes increasingly competitive, it is important for Oyo Lodgings to understand how customers' perception of their brand image influences customer satisfaction levels. Hotel image covers various aspects, including service quality, price, facilities, location and brand reputation. Investigating the relationship between hotel image and customer satisfaction not only provides insight into customer preferences and expectations, but also provides a deeper understanding of how to improve the lodging experience and create greater brand loyalty.

This research will make a significant contribution to the hospitality management literature by providing a better understanding of the factors that influence customer satisfaction at Oyo Inns. By understanding the relationship between hotel image and customer satisfaction, Oyo Lodging management will be able to develop more effective strategies in improving service quality, strengthening brand image, and maintaining competitive market share in the rapidly growing accommodation industry

LITERATURE REVIEW
A.   Service quality

Service companies must ensure that the quality of services offered is above its competitors and greater than consumers imagine. Companies must also understand what consumers' needs and expectations are for the products or services offered. According to Lovelock-Wright, translated by (Tjiptono, 2011), "service quality is the level of product and service excellence that is expected from that level of excellence to fulfill consumer desires." Consumers will accept service if it meets expectations. According to (Tjiptono, 2011) explains that service quality is an effort to fulfill consumer needs for both products and services as well as accuracy of delivery to balance consumer expectations. Based on the definitions of the experts above, service quality is the fulfillment of consumer needs based on the level of excellence of products and services that meet expectations so that they can fulfill consumer desires.[1]

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[1] Bakhtiar Tijjang, "Kualitas Pelayanan Terhadap Kepuasan Pelanggan," *Amsir Management Journal* 1, no. 1 (2020): 46–58, https://doi.org/10.56341/amj.v1i1.202.

B.   Satisfaction customer

Customer satisfaction is the part related to customer value creation. Because creating customer satisfaction means providing benefits for the company, namely, including the relationship between the company and its customers becoming harmonious, providing a good basis or creating customer satisfaction and forming a word of mouth recommendation that is profitable for the company, so that customer interest arises in buying or using the company's services

Satisfaction is a consideration of a product or service that provides a pleasant level of fulfillment of user desires at lower or higher levels (Oliver, 1997).   This definition places the emphasis on consumers rather than customers because even though customers pay for products or services, they are unlikely to use or service them directly. Satisfaction with a product or service requires experience and use of a product/service for each individual.[2]

C.   Hotel Image

Image is an important element of a hotel, a brand act as the most influential element in services because of its natural uniqueness like perishability, inseparability, tangibility and heterogeneity (Dhillon, 2013). Saleem and Raja (2014) posited that brand image is a reflection of a brand held in consumer memory. They added that, in a simple word, brand image is basically what comes into consumers mind when a brand placed in front of the customer. In other word, it means that when the customers assessing a brand name, they spontaneously think the features of a brand. Mohajerani and Miremadi (2012) explained that image is the overall impression made in the minds of the public about something. They also stated that the image of service organization is diverse, and therefore, each customer has different types of expected impression, experiences and contacts with the organization, and that leads to a different image acceptance. Recent views of hotel operators stated that a solid brand image has the capacity to improve corporate esteem, financial performance, occupancy, average price, revenue and degree of profitability (Fung So, King, Sparks, & Wang, 2013).[3]

Brand Image Is the result of a collection of processes in which consumers compare the social status of the various attributes of a brand. The attributes in question include product, price, product quality and service quality.

The importance of hotel image as the key to attracting tourists or hotel guests, especially in today's increasingly competitive hotel business situation, means that

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[2] Suharno Pawirosumarto, "Pengaruh Kualitas Sistem, Kualitas Informasi Dan Kualitas Layanan Terhadap Kepuasan Pengguna Sistem E-Learning," *Jurnal Ilmiah Manajemen* 6, no. 3 (2016): 416–33.

[3] J. Lahap et al., "Brand Image towards Customer ' s Satisfaction : A Focus on the Malaysian Hotel Sector Brand Image towards Customer ' s Satisfaction : A Focus on the Malaysian Hotel Sector," *Irssm* 00, no. December (2016): 11–15.

efforts to build a hotel image can provide a competitive advantage because hotel guests will get a unique image of the hotel (Filayly & Ruliana, 2022)[4]

When hotel image and customer satisfaction with reception,housekeeping,food and beverage and price were tested. hotel image and satisfaction with housekeeping were the only significantfactors identified. This finding indicates that hotel image and customer satisfaction with the housekeeping are the most important factors considered on customer in their discussion to repurchase recommend and exhibit loyality[5]

D. Perceived Value

The perceived value influences consumers' decision on both hotel choice and booking intention, since the value was closely related to price and quality. It is well known that both price and quality could be salient factors for calculating individuals' perceived value before they make final decisions. Consistent with prior work, this study has also considered individuals' perceived value as one of the determinants that could affect their intention to book a hotel. This study further attempts to examine how both price and quality could influence individuals' perceived value in our context.[6]

Perceived value represents a customer's overall assessment of products, but different approaches have been presented to explain this value in detail. Sánchez-Fernández and Iniesta-Bonillo (2007) indicate that two different approaches are mainly used in the literature to measure perceived value. In the first approach, researchers consider customers who evaluate value within the unidimensional (overall) structure. Zeithaml (1988: 14) explains perceived value as being based on the perceptions of what is received and what is given. Kotler, Bowen, and Makens (2010) remarked on the benefits and cost of obtaining a product. Dodds and Monroe (1985) focused on the trade-off between perceived quality and sacrifice based on price. This approach is far from able to give clear specifications of the relevant benefits and sacrifices. On the other hand, several researchers have measured customer-perceived value within multiple structures (Holbrook, 1999, 2006; Özer, Başgöze, & Karahan, 2016; Sheth et al., 1991; Sweeney & Soutar, 2001; Woodruff, 1997). Gallarza et al. (2017) found construct validity for the multi-dimensional scale, based on Holbrook's value typology, and divided the dimension into intrinsic and extrinsic values. Related studies consider that perceived value differs from factors such as the product, customer features or purchasing situation. This approach gives the opportunity to better understand customer behaviour by measuring it from different dimensions, such as performance, financial, emotional, quality, etc. In addition, Sun (2014)

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[4] Fransiska Wuri Wulandari, Nur Azizah, and Delia Subrayanti, "Pengaruh Kegiatan Program Marketing Public Relations Terhadap Citra Perusahaan Di Hotel Novotel Bandung," *Journal of Finance and Business Digital* 1, no. 1 (2022): 1–12, https://doi.org/10.55927/jfbd.v1i1.1225.

[5] Ivan Ka Wai Lai, "Hotel Image and Reputation on Building Customer Loyalty : An Empirical Study in Macau," *Journal of Hospitality and Tourism Management* 38, no. 2019 (2019): 111–21.

[6] Seo Yeon Kim, Jong Uk Kim, and Sang Cheol Park, "The Effects of Perceived Value, Website Trust and Hotel Trust on Online Hotel Booking Intention," *Sustainability (Switzerland)* 9, no. 12 (2017): 1–14, https://doi.org/10.3390/su9122262.

indicated that perceived risk is a multi-dimensional construct and that previous studies have addressed risk in a narrow context. Sun's study instead examined risk from four dimensions (psychological, social, performance and financial) in relation to hotel services.[7]

E.   Behavior intentions

Behavioral intentions is difficult to define. In general, there are three distinctive approaches to measure loyalty:
   a.   behavioral measurements;
   b.   attitudinal measurement; and
   c.   composite measurements.

1.   The behavioral measurements consider consistent, repetitious purchase behavior as an indicator of loyalty.[8]

2.   Attitudinal measurements use attitudinal data to reflect the emotional and psychological attachment inherent in loyalty. The attitudinal measurements are concerned with the sense of loyalty, engagement and allegiance. There are instances when a customer holds a favorable attitude toward a hotel, but he/she does not stay at the hotel (Toh et al., 1993). A guest could hold a hotel in high regard, recommend the hotel to others, but feel the hotel was too expensive for him/her to use on a regular basis. The above approaches measure loyalty uni-dimensionally.[9]

3.   The third approach, composite measurements of loyalty, combine the first two dimensions and measure loyalty by customers' product preferences, propensity of brand-switching, frequency of purchase, recency of purchase and total amount of purchase (Pritchard and Howard, 1997; Hunter, 1998; Wong et al., 1999). The use of both attitude and behavior in a loyalty definition substantially increases the predictive power of loyalty (Pritchard and Howard, 1997).[10]

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[7] Tuğba Şen Küpeli and Leyla Özer, "Assessing Perceived Risk and Perceived Value in the Hotel Industry: An Integrated Approach," *Anatolia* 31, no. 1 (2020): 111–30, https://doi.org/10.1080/13032917.2020.1711785.

[8] R et al., "No 主観的健康感を中心とした在宅高齢者における 健康関連指標に関する共分散構造分析Title," *World Development* 1, no. 1 (2018): 1–15, http://www.fao.org/3/I8739EN/i8739en.pdf%0Ahttp://dx.doi.org/10.1016/j.adolescence.2017.01.003%0Ahttp://dx.doi.org/10.1016/j.childyouth.2011.10.007%0Ahttps://www.tandfonline.com/doi/full/10.1080/23288604.2016.1224023%0Ahttp://pjx.sagepub.com/lookup/doi/10.

[9] Jay Kandampully and Dwi Suhartanto, "Customer Loyalty in the Hotel Industry: The Role of Customer Satisfaction and Image," *International Journal of Contemporary Hospitality Management* 12, no. 6 (2000): 346–51, https://doi.org/10.1108/09596110010342559.

[10] Teddy Chandra and Rizaldi Putra, "Journal of Applied Business and Technology SERVICE QUALITY AND BRAND IMAGE ON CUSTOMER SATISFACTION AND CUSTOMER LOYALTY AT PESONNA HOTEL PEKANBARU," *Journal of Applied Business and Technology (JABT)* 2021, no. 2 (2021): 2722–5372, www.e-jabt.org.
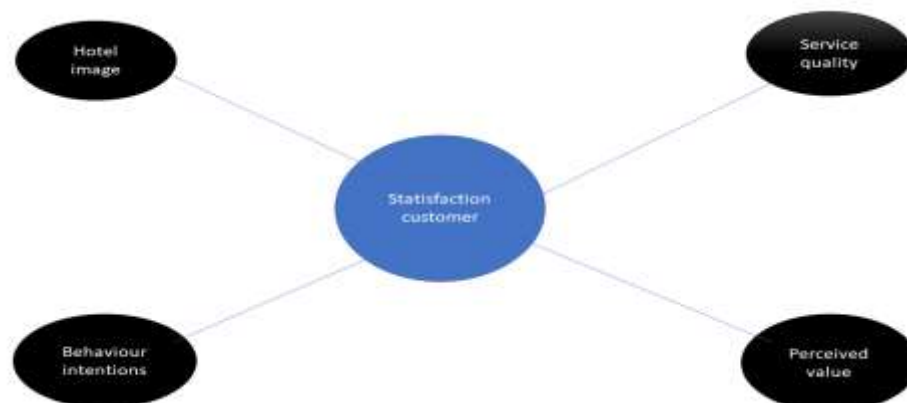
METHODOLOGY

The method we use is quantitative methodology where we use questionnaires as our research tool in making a journal about the influence of hotel image on customer satisfaction at Oyo Inn.

The quantitative methodology above is the basic framework for research into the influence of hotel image on customer satisfaction at OYO Inns. Researchers can adapt this methodology to their research needs and conditions.
Here are several important points that need to be considered in this research:

Selection of hotel image dimensions: The hotel image dimensions used in this research must be appropriate to the context of OYO Lodging. Researchers can conduct literature studies or pre-research to determine relevant hotel image dimensions.

Selection of research samples: Research samples must represent the research target population. Researchers can use appropriate sampling techniques, such as purposive sampling or random sampling.

Data analysis techniques: The data analysis techniques used must be appropriate to the type of data and research hypothesis. Researchers can consult with statisticians to choose analysis techniques

We use SPSS to process data in making our journal. He SPSS method and a well-designed questionnaire can help researchers collect and analyze valid and reliable data to test the effect of hotel image on customer satisfaction at OYO Inns.

Validity Test

It is known that the r-table value for the data is 34, so the value of df (n-2) = 100– 2= 98 with a 5% significance level of 0.1986, the value below this table comes from the SPSS results above. It is said to be valid if r-count > r-table.

Tabel 4.1
Validity Test

Question item	Rcount	Rtable	Explenation

SQ1	.763	0,1986	Valid
SQ2	.859	0,1986	Valid
SQ3	.855	0,1986	Valid
SQ4	.746	0,1986	Valid
HI1	.861	0,1986	Valid
HI2	.774	0,1986	Valid
HI3	.894	0,1986	Valid
HI4	.892	0,1986	Valid
LC1	.806	0,1986	Valid
LC2	.854	0,1986	Valid
LC3	.819	0,1986	Valid
LC4	.836	0,1986	Valid
PV1	.900	0,1986	Valid
PV2	.879	0,1986	Valid
PV3	.893	0,1986	Valid
PV4	.850	0,1986	Valid
BI1	.905	0,1986	Valid
BI2	.875	0,1986	Valid
BI3	.865	0,1986	Valid
BI4	.880	0,1986	Valid

Sumber: Data yang diolah SPSS, 2024

From table 4.1 above, it can be seen that the correlation of each item with the total score of each statement for all variable items all produce a value of Rcount > Rtable. Thus, all research variable statement items are valid.

Reability Test

For instrument reliability testing, the closer the performance coefficient is to 1.0, the better it is. In general, noise less than 0.6 is considered poor, noise in the range of 0.6 to 0.7 is acceptable, and more than 0.8 is good. The following is a table of Cronbach's alpha values for each instrument.

Tabel 4.2
Reability Test

Questions items	cronbach's alpha	Explanation
SQ1	0.861	Reliable
SQ2	0.798	Reliable
SQ3	0.812	Reliable
SQ4	0.847	Reliable
HI1	0.882	Reliable
HI2	0.921	Reliable
HI3	0.875	Reliable

HI4	0.887	Reliable
LC1	0.872	Reliable
LC2	0.887	Reliable
LC3	0.861	Reliable
LC4	0.865	Reliable
PV1	0.859	Reliable
PV2	0.883	Reliable
PV3	0.863	Reliable
PV4	0.887	Reliable
BI1	0.867	Reliable
BI2	0.877	Reliable
BI3	0.880	Reliable
BI4	0.873	Reliable

Sumber: Data yang diolah SPSS, 2022

Based on the reliability test results table, it shows that all variables have a fairly large alpha coefficient, namely above 0.60, so it can be said that all variables from the questionnaire are reliable. all statements in the questionnaire were measured as reliable because the Cronbach's Alpha value for each variable was > 0.60.

Multiple Regression Analysis
Tabel 4.3
Multiple Regression Analysis

Coefficients^a

Model		Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	-.277	1.147		-.242	.810
	X1	.620	.088	.622	7.046	.000
	X2	.388	.117	.348	3.303	.001
	X3	.064	.120	.051	.538	.592
	X4	-.081	.119	-.068	-.679	.499
a. Dependent Variable: y						

Equation results from Table 4.3
$Y = \alpha + b_1X_1 + b_2X_2 + b_3X_3 + b_4X_4 + e$
$Y = 1{,}374 + 0{,}321\ X_1 + 0{,}094\ X_2 + 0{,}503\ X_3 + e$
Keterangan:
Y   = Satisfaction customer
α   = Konstanta
X1   = Hotel image
X2   = Service quality

X3   = Behaviour intentions
X4   = Perceived value
e   = *Error term*

F Test (F-Test) Simultaneous Test
   The results of SPSS data processing in the F test are to see whether or not there is an influence of the independent variables together on the dependent variable and to test whether the model used is fixed or not.

Table 4.4
Simultaneous test

ANOVA[a]						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1183.763	4	295.941	160.518	.000[b]
	Residual	175.147	95	1.844		
	Total	1358.910	99			
a. Dependent Variable: y						
b. Predictors: (Constant), x4, x1, x3, X2						

   The results of data processing in table 4.4 above show a significant value of 0.000 (sig 0.000 < 0.05). This means that it shows that the regression equation obtained is reliable or the model used is constant. So there is a joint or simultaneous influence between variables X1, X2 and X3 on variable Y.

Coefficient of Determination Test (R2)
Table 4.5
Coefficient of determination

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.933[a]	.871	.866	1.35781
a. Predictors: (Constant), x4, x1, x3, X2				

   The coefficient of determination aims to see or measure how far the model's ability to explain the dependent variable. From the SPSS output display in table 4.5 above, the R Square value is 0.871. This shows that the contribution of variable X1, another factor outside the model, was not detected in this study.

So the results of the sig test from Table 4.3 are as follows :
Hypothesis Testing Results with t Test
   Making a decision to reject or accept a hypothesis with a total of 100 data and a significance level of 5% with the formula t table = $t(\alpha/2;n-k-1)$ = $t(0.05/2;100 -3 -1)$ =

(0.025; 96) so that the t-table value in data 96 was selected as 1.985 based on the following criteria.
Based on the comparison of the values of *thitung* and *ttabel* the basis for decision making is:
1) If *thitung* < , then Ho is accepted and Ha is rejected (there is no influence).
2) If *thitung* > , then Ho is rejected and Ha is accepted (there is an influence).

1. There is a significant positive influence between the hotel image variable (X1) on consumer satisfaction (Y), because t count > t table (7.046 > 1.985) and the significance value is 0.000 < 0,05. So there is an influence between variable X1 on Y or in other words H_o is rejected and H_a is accepted

2. There is significant positive influence between the service quality variable (X2) on customer satisfaction (Y),because the t-count > t-table (3303 > 1985) and the significance value is 0,001 < 0,05. So there is an influence between variable X2 on Y , or in other words H_o is rejected and H_a is accepted

3. Tidak there is no influence between the Behavior intentions variable (X3) on customer satisfaction (Y),because the t-count value is < t-table (0.538 < 1.985) and significance value is 0.592 > 0.05. So there is no influence between variable X3 and Y, or in other words H_o is accepted and H_a is rejected

4. There is no influence between the variable Perceived value (X4) on customer satisfaction (Y), because the t-value < t-table (0.679 < 1.985) and significance value is 0.499 > 0.05. So there is no influence between variable X4 and Y , or in other words H_o is accepted and H_a is rejected

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