THE INFLUENCE OF PRICES, FACILITIES, AND SERVICE QUALITY ON CUSTOMER SATISFACTION IN BOROBUDUR HOTEL JAKARTA

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Abstract - *This study aims to determine the effect of Price, Facilities, and Service Quality on Customer Satisfaction at Hotel Borobudur Jakarta.*

The population of this research is consumers who stay at Borobudur Hotel. The sampling method uses census techniques, with a total sample of 88 respondents. The strategy used in this study is an associative / quantitative research strategy measured by the calculation of the coefficient of determination (partial and simultaneous) and hypothesis testing with SPSS 22.0

The result showed tahat (1) *Price partially had a significant effect on customer satisfaction.* (2) *Facilities partially had not a significant effect on customer satisfaction,* (3) *Service Quality partially had a significant effect on customer satisfaction ,* (4) *Price, Facilities, Service Quality simultaneously have a significant effect on Customer Satisfaction*

Keywords: Price, Facilities, Service Quality, and Customer Satisfaction

Abstrak– Penelitian ini bertujuan untuk mengetahui pengaruh Harga, Fasilitas, Dan Kualitas pelayanan terhadap Kepuasan Konsumen Hotel Boroudur Jakarta.

Populasi penelitian ini adalah konsumen yang menginap di Hotel Borobudur Jakarta dengan menyebarkan kuesioner. Metode pengambilan sampel menggunakan teknik sensus, dengan jumlah sampel sebanyak 88 responden. Strategi yang digunakan dalam penelitian ini adalah straegi penelitian Asosiatif/ kuantitatif yang diukur dengan perhitungan Koefisien Determinasi (Parsial dan Simultan) serta pengujian Hipotesis dengan SPSS 22.00

Hasil penelitian menunjukkan bahwa, (1) Harga secara parsial berpengaruh signifikan terhadap Kepuasan konsumen, (2) Fasilitas secara parsial tidak berpengaruh sinifikan terhadap Kepuasan Konsumen, (3) Kualitas Pelayanan secara parsial berpengaruh terhadap Kepuasan Konsumen, (4) Harga, fasilitas, dan Kualitas Pelayanan secara simultan berpengaruh signifikan terhadap Kepuasan Konsumen

Kata kunci : Harga, Fasilitas, Kualitas Pelayanan dan Kepuasan Konsumen

I.   PRELIMINARY

In the current era of globalization, the business world has had a lot of intense competition, especially companies in the hotel services sector. Many new five star hotels have sprung up that have the latest facilities. In terms of competition, business people are doing a lot of better ways or strategies in order to meet consumer needs and provide products and quality services that provide more value to all consumers. sa business is to create a sense of satisfaction with consumer satisfaction (Reza Harjoyudanto Dharmawan

and Tatiana Kristianingsih, 2018: 481). Business in the hotel sector in particular is a fluctuating service industry, because the level of hotel occupancy is strongly influenced by two factors, namely external and internal factors. External factors are factors from outside the company which include social, economic and government policies. Meanwhile, what is meant by internal factors here are factors from within the hotel itself, namely what facilities are owned by the hotel and also the quality of its service. One of the services provided by the hotel is food, drink, transportation, and other services (Aryo Prasetyo and Imroatul Khasanah, 2015: 1).

Table 1.1 Guest data for staying at Hotel Borobudur Jakarta for the period January 2019 - December 2019

MONTH	YEAR	DATA VISITORS
January	2019	20,218
February	2019	21,137
March	2019	24,536
April	2019	18,649
May	2019	17,862
June	2019	21,165
July	2019	25,337
August	2019	22,943
September	2019	22,832
October	2019	21,630
November	2019	26,740
December	2019	23,581

Source: Hotel Borobudur Jakarta, 2019

This shows that Hotel Borobudur Jakarta has an increase and decrease in customers every month which is due to dissatisfaction from consumers as expected by consumers, such as the price is quite expensive but the facilities and service quality are poor which causes consumers not to feel satisfied. Consumers tend to choose hotels that have friendly prices and have good facilities and service quality so as to provide satisfaction to consumers.

Based on the description above, the researcher is interested in further researching about "the effect of price, facilities, and service quality on customer satisfaction at Hotel Borobudur Jakarta".

1.1. Formulation of the problem

Based on the background above, the problem formulations to be examined in this study are as follows:
1. Does price affect customer satisfaction at Hotel Borobudur Jakarta?
2. Does the facility affect customer satisfaction at Hotel Borobudur Jakarta?
3. Does service quality affect customer satisfaction at Hotel Borobudur Jakarta?
4. Do prices, facilities, service quality affect customer satisfaction at Hotel Borobudur Jakarta?

1.2. Research purposes

Based on the problem formulation previously described, the objectives of this study are:
1. To know the effect of price on customer satisfaction at Hotel Borobudur Jakarta.

2. To determine the effect of facilities on customer satisfaction at Hotel Borobudur Jakarta.
3. To determine the effect of service quality on customer satisfaction at Hotel Borobudur Jakarta.
4. To determine the effect of price, facilities, service quality on customer satisfaction at Hotel Borobudur Jakarta.

II.   LITERATURE REVIEW
2.1.   Definition of Marketing

The definition according to Sofjan Assauri (2014: 12) Marketing management is the analysis, planning, implementation and planning of Dalian programs designed to form, build, maintain profits from exchanges through target markets in order to achieve long-term corporate organizational goals. According to Stanton in Tambajong (2013: 12) marketing is a system of business activities designed to plan, determine prices, promote and distribute products that can distribute products that can satisfy desires in achieving a company goal. According to Buchory and Saladin (2010: 2) marketing is a social and managerial process that involves individuals or groups to fulfill their needs and desires through the creation, offer, exchange (value) of products with others.

2.2.   Price

According to Setyaningrum (2015: 7) Price is one of the main factors that influence choices in determining a product choice. Meanwhile, according to Sumarwan (2014: 372) Price is a product or service attribute that is most often used by most consumers to evaluate products. According to most Indonesian consumers who are still low-income, price is the main factor considered in choosing or buying products or services. According to Alma (2014: 169) Price is the value of an item expressed in money. And according to Fandi Tjiptono (2012: 152) says that price has two main roles, namely, the role of allocation of prices, namely the function of price in helping buyers decide how to obtain the highest benefits or utility that is expected based on their purchasing power.

2.3.   Price

Talking about price, where price plays an important role in marketing. The price that is too expensive cannot be reached by the target, which in the end will make sales stagnate. Conversely, prices that are too low will make it difficult for the company to cover costs or make a profit. Low prices are sometimes perceived as poor quality. For most marketers, price is an issue that requires careful and careful consideration. As with other elements of the marketing mix (product, distribution and promotion), if used appropriately, price can become a strategic weapon to compete effectively. Prices can be adjusted or changed dramatically depending on what is being achieved. However,

2.4.   Amenities

According to Sulastiyono and Kusuma (2015) facilities are the provision of physical equipment to make it easier for guests to carry out activities or activities. and according to Suharso and Retnoningsih (2014: 138) facilities are a means to facilitate the implementation of functions or facilities provided by the government or the private sector for customers. Meanwhile, according to Zakiah Darazat (2012: 230) facilities are anything that can facilitate efforts and smoothen work in order to achieve a goal. and according to Mansur (2011), facilities are various actions or results that a business or company offers to others, which are basically visible and do not become property rights.

2.5.   Service quality

With an explanation of some of the variables above, what will be obtained According to Sulastiyono and Kusuma (2015), service quality is a facility provider, which
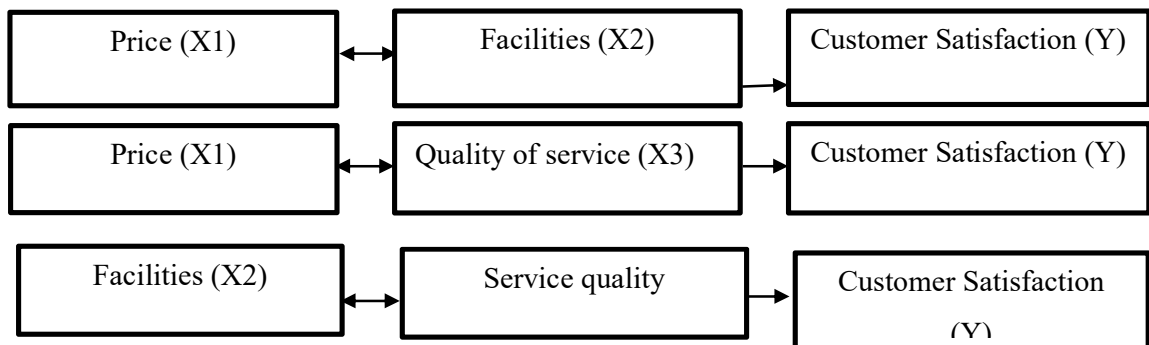
is the provision of physical equipment to make it easier for guests to carry out activities or activities. And according to Goets and Davis (2012), quality is a dynamic condition related to products, services, people, processes, and the environment that meet or exceed expectations. Meanwhile, according to Lupiyoadi (2013) quality is the overall characteristics and characteristics of a product or service in its ability to meet predetermined needs.

2.6.   Customer Satisfaction

According to Gurrathne (2014) satisfaction in hospitality, namely consumer satisfaction is expressed by the level of conformity between what is expected and what is experienced. Meanwhile, according to Alamsalam (2014) companies that are able to quickly understand customer satisfaction generate profits from companies that fail to understand and satisfy them. Meanwhile, according to WHDPUG (2014) consumer satisfaction is the result of customer perceptions of the same value as the transaction relationship, where the perception of service quality is compared to the expected value and the transaction or relationship. Meanwhile, according to Sumawan (2013) consumer satisfaction is the impact of a comparison between consumer expectations before purchase and what consumers actually get from the product purchased. Meanwhile, according to Assauri (2012) customer satisfaction is an indicator of the success of the company's business that measures how well the customer responds to the future of the company's business. Meanwhile, according to Kotler and Keller (2012) consumer satisfaction is a feeling of satisfaction or disappointment for someone resulting from the first comparison of products or results of expectations. And while Tjiptono (2010) customer satisfaction or dissatisfaction is a customer response to the evaluation of the perceived mismatch between previous expectations and the actual performance of the product that is felt after use. Meanwhile, according to Kotler and Keller (2012) consumer satisfaction is a feeling of satisfaction or disappointment for someone resulting from the first comparison of products or results of expectations. And while Tjiptono (2010) customer satisfaction or dissatisfaction is a customer response to the evaluation of the perceived mismatch between previous expectations and the actual performance of the product that is felt after use. Meanwhile, according to Kotler and Keller (2012) consumer satisfaction is a feeling of satisfaction or disappointment for someone resulting from the first comparison of products or results of expectations. And while Tjiptono (2010) customer satisfaction or dissatisfaction is a customer response to the evaluation of the perceived mismatch between previous expectations and the actual performance of the product that is felt after use.

2.7. The Relationship Between Research Variables
2.7.1. Research Variable Linkage Framework

Price (X1)	↔	Facilities (X2)	→	Customer Satisfaction (Y)
Price (X1)	↔	Quality of service (X3)	→	Customer Satisfaction (Y)
Facilities (X2)	↔	Service quality	→	Customer Satisfaction (Y)

2.7.2. The Effect of Price and Facilities on Customer Satisfaction

The relationship between price and facilities on consumer satisfaction if the benefits obtained after using the product are proportional to the price offered, the consumer will be satisfied. Meanwhile, it is one of the consumer's considerations in making choices. At almost the same price level, the more complete and various facilities provided by the hotel, then this will be one of the aspects that consumers pay attention to.

2.7.3. The Effect of Price and Service Quality on Customer Satisfaction

The relationship between price and service quality on customer satisfaction in marketing is generally directly related to the price of a product and service quality. If the price is set too expensive, not in accordance with the quality of service, consumers will tend to leave and look for services or other similar service providers that can provide satisfaction with customer satisfaction.

2.7.4. Effect of Facilities and Service Quality on Customer Satisfaction

The relationship between facilities and service quality on customer satisfaction is the final level of facility or service utilization. This is adjusted to targeted expectations. This customer satisfaction can be said to be an important point of a business by a service company where customers feel their expectations of all service quality and facilities can be fulfilled properly. If complete facilities have good service quality, guests who stay will feel their own satisfaction with the facilities and service quality.

2.7.5. The Effect of Price on Customer Satisfaction

According to Tjiptono (2014: 151) argues that at a certain price level, if the benefits felt by consumers increase, the value will also increase. On the other hand, at a certain price level, the value of an item decreases, the price also decreases in order to create consumer satisfaction. Diponegoro Journal Of Management Vol.4 No.3

2.7.6. Effect of Facilities on Customer Satisfaction

According to Tjiptono (2014: 161) argues that the mood and customer responses are significantly influenced by service facilities. Customer perception of a service can be influenced by the atmosphere formed by the exterior and interior of the service facility, from this theory it can be concluded that the facility has a significant effect on customer satisfaction. JAB Journal of Business Applications Vol.4 No.4

2.7.7. The Effect of Service Quality on Customer Satisfaction

According to Tjiptono (2016: 125), service quality is realized through fulfilling customer needs and desires and provision of delivery to balance customer expectations. If the resulting assessment is positive, then the quality of this service will have an impact on customer satisfaction. On the basis of this thought, it can be said that service quality has a positive influence on customer satisfaction. JAB Journal of Business Applications Vol.4 No.4

2.7.8. The Effect of Price, Facilities and Service Quality on Customer Satisfaction

Satisfaction is the final level of utilization of Prices, Facilities and Service Quality. This is adjusted to targeted expectations. Consumer satisfaction can be targeted by service companies, especially the hotel industry. This is the goal of a service company where customers feel their expectations of all prices, facilities, service quality can be met properly. JAB Journal of Business Applications Vol.4 No.4

2.8. Hypothesis Development

The hypothesis is a temporary answer that still has to be proven. Based on the previous framework, the following research hypothesis can be formulated:
 1. It is suspected that there is an effect of price on consumer satisfaction.

2. It is suspected that there is an effect of facilities on customer satisfaction.
3. It is suspected that there is an influence of Service Quality on Customer Satisfaction.
4. It is suspected that there is an effect of Price, Facilities, Service Quality on Customer Satisfaction.

2.5. Research Conceptual Framework
   Figure 2.1. Research Conceptual Framework
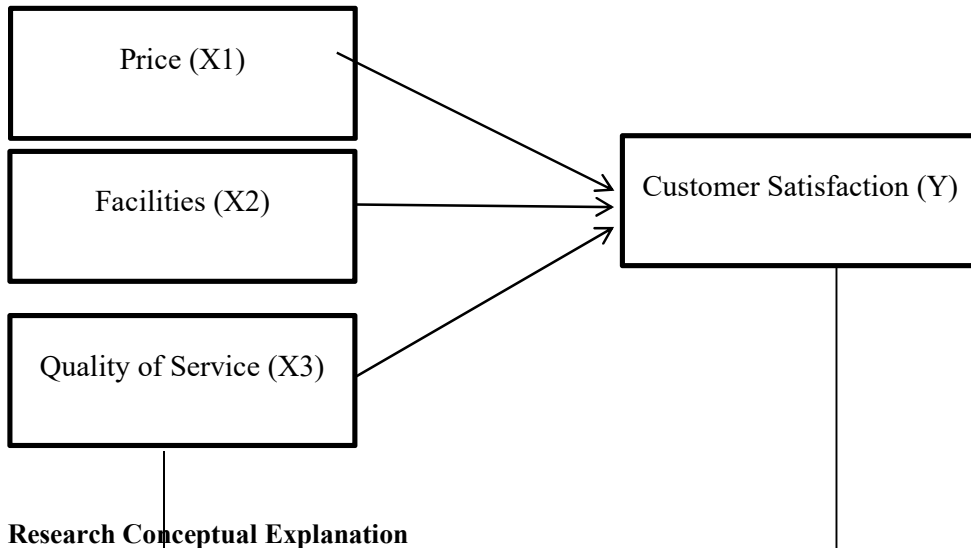
2.5.1 Research Conceptual Explanation
   Judging from the conceptual framework above, that the purpose of this study is to see whether price (X1) affects customer satisfaction (Y), whether the facility (X2) affects customer satisfaction, and whether service quality (X3) affects customer satisfaction and whether the price , facilities and service quality have an effect on customer satisfaction.

III.   RESEARCH METHOD
3.1. Research Strategy
   The strategy used is the associative strategy, namely the research strategy used to determine the effect of one or more independent variables on the variables related to this study aims to provide an explanation of how the effect of the independent variables, namely Price (X1), Facilities (X2), and Service Quality (X3) on Customer Satisfaction (Y) which is a related variable

3.2.   Population and Sample
   Population according to Sugiyono (2014: 55) is a generalization area consisting of objects or subjects that have certain quantities and characteristics that are determined by research to be studied and then draw conclusions. The population in this study were all guests or consumers, amounting to 740 customers.
. Determination of the number of samples in this study using the Slovin formula with an error rate of 10%, so that the level of reasonableness of errors in sampling can still be tolerated in this study. The Slovin formula used in determining the number of samples, namely:

$$n = \frac{N}{1 + Ne^2}$$ ....

Information :
   n = Sample Size
   N = Population Size

e = Error Rate (10%)

The sample calculation in the Slovin formula is as follows:

$$n = \frac{740}{1 + 740.(10\%)^2} = \frac{740}{8,4} = 88,09 \approx 88$$

3.3. Data Analysis Methods
3.3.1. Data Processing Methods
The data collected from the survey results will be grouped based on variables and types of respondents and tabulations. Data processing is done by calculation, using SPSS software (statistical product and service solution) version 22.0 so that the calculation results can be obtained quickly.

3.3.2. Data Presentation Methods
In this study, the data that has been collected will be presented in tabular form which is expected to facilitate research in analyzing and understanding the data, so that the data presented is more systematic.

3.3.3. Statistical Analysis of Data
Statistical analysis of data was carried out with the aim of calculating the data obtained in this study, namely the results of the survey through kueisoner which will be grouped based on variables and types of respondents, tabulating, preparing data for each variable studied and after that doing calculations to test the hypotheses that have been submitted. The method used in this research is to use correlation coefficient analysis and hypothesis testing partially and simultaneously.

1. Analysis of the coefficient of determination (R2)

The coefficient of determination (R^2) in essence, it measures how far the model's ability to explain the variation in the dependent variable. The coefficient of determination is between zero and one. The small value of R2 means that the ability of the independent variables to explain the variation in the dependent variable is very limited. A value close to one means that the independent variables provide almost all the information needed to predict the dependent variable.

The more the coefficient of determination approaches the number 0, the smaller the effect of the independent variables simultaneously on the dependent variable. Conversely, the more the determination coefficient approaches 1, the greater the influence between the dependent variables (Priyatno 2008: 79). To measure the influence of the independent variable (independent) on the dependent variable partially or multiple, the coefficient of determination (KD) will be used with the formula:

(1) Effect of partial determination X_1 Against Y (X2 and X3 Constant)

$KD_{1.23}$ = rY1.23 2 X 100% ……………………………………… (3.5)

(2) Effect of partial determination X2 on Y (X1 and X3 Constant)

$KD_{2.13}$ = rY2.13 2 X 100% ……………………………………… (3.6)

(3) Effect of partial determination X3 on Y (X1 and X2 Constant)

$KD_{3.1.2}$ = rY3.12 2 X 100% ……………………………………… (3.7)

(4) The effect of partial determination X1, X2, X3 on Y

$KD_{1.2.3}$ = rY1.2.3 2 X 100% ……………………………………… ... (3.8)

3.3.4. Hypothesis testing
Hypothesis testing is used to measure the significant effect of independent variables on related variables partially or simultaneously. Hypothesis testing in this study are:

1. Partial hypothesis testing.
   a. Effect of Price (X1) on Customer Satisfaction (Y)

   H0: ρy1.23　　= 0 There is no influence between price on customer satisfaction.

   Ha: ρy1.23 ≠ 0 There is an influence between price on customer satisfaction.

b. Effect of facilities (X2) on customer satisfaction (Y)

H0: $\rho y2.13$ = 0 There is no influence between facilities on customer satisfaction.

Ha: $\rho y2.13$ $\neq 0$ There is an influence between facilities on customer satisfaction.

c. Effect of service quality (X3) on customer satisfaction (Y)

H0: $\rho y3.12$ = 0 There is no influence between service quality on customer satisfaction.

Ha: $\rho y3.12$ $\neq 0$ There is an influence between service quality on customer satisfaction.

To make a conclusion, the value of the significance t is compared with the real level α (5% = 0.05 with the following criteria:

H0 is rejected, if significance t <α, and Ha is accepted

H0 is accepted, if significance t ≥ α, and Ha is rejected

2. Simultaneous hypothesis testing

d. The effect of X1, X2 AND X3 on Y

H0 : $\rho y123 = 0$ (there is no influence between price, facilities, and service quality on customer satisfaction

Ha : $\rho y2.13 \neq 0$ (there is an influence between price, facilities, and service quality on customer satisfaction)

H0 is rejected, if signifiance F <0.05 and Ha is accepted

H0 is accepted, if the significance F> 0.05, and Ha is rejected

If the results of hypothesis testing either partially or simultaneously conclude H_0 rejected, means that the value of KD can be used to explain certain independent variables of the related variables.

IV.   RESULTS AND DISCUSSION
4.1.   Description of Research Object

Hotel Borobudur Jakarta is surrounded by 9.3 hectares of land in the center of the capital, stands near the presidential palace and is one of the best hotels in Indonesia. Borobudur is a name taken from a prominent 9th century Buddhist temple in Central Java. The replica of the Borobudur temple is placed in the middle of the hotel garden for all visitors to see, Hotel Borobudur Jakarta is a pioneer in its field. (History of Borobudur, Wikipedia.org, 2017: 1)

The decision to close the main building was taken to speed up the renovation process of the hotel including installing new systems, and Hotel Borobudur Jakarta continues its historic journey with style, elegance and comfort that depicts a portrait of a legend. Meanwhile, new facilities and improved services complement the hotel under the ownership of PT. Jakarta International Hotels and Development. The warmth and hospitality of Hotel Borobudur Jakarta is the most important part to pamper every guest who visits and stays at Hotel Borobudur Jakarta

4.2.   Respondent Description

In the age description of the respondents, the data that has been obtained from the research that has been conducted on 88 respondents will be presented. Collecting data from research that is about the effect of price, facilities, and service quality on customer satisfaction Hotel Borobudur Jakarta. In this report, data on the profile of respondents will be presented consisting of gender, age, latest education, occupation and monthly income.

1. Respondents Based on Gender

Table 4.1. Profile of Respondents by Gender

No.	Gender	Number of people)	Percentage
1	Male	47	53
2	Women	41	47
	total	88	100

Source: Data processed (2020)

Based on table 4.1 above, it can be seen that of the 88 respondents who have been researched based on the respondent profile based on gender, it is obtained a percentage of 53% for male consumers and 47% for female consumers. It can be concluded that consumers who stay at Hotel Borobudur Jakarta are not dominated by either gender, because the percentage results based on gender have a similar level.

2. Respondents by Age Level

Table 4.2. Profile of Respondents by Age

No.	Age	Number of people)	Percentage
1	21-30 years	60	68
2	31- 40 years	21	24
3	≥ 41 years	7	8
	total	88	100

Source: Data processed (2020)

Based on Table 4.2 above, it can be seen that of the 88 respondents who have been studied based on the profile of respondents based on age characteristics, the percentage is 68% for ages 21-30 years, 24% for 31-40 years old.

8% for people over 41 years. It can be concluded that consumers who stay at Hotel Borobudur Jakarta are dominated by 21-30 years old.

3. Respondents by Type of Work

Table 4.3. Profile of Respondents by Type of Work

No.	Type of work	Number of people)	Percentage
1	Student / Student	21	24
2	Civil servants	7	8
3	Private employees	43	49
4	Entrepreneur	8	9
5	Other Work	9	10
	total	88	100

Source: Data processed (2020)

Based on table 4.3. Above it can be seen that of the 88 respondents who have been researched based on the respondent's profile based on the type of work, the percentage is 24% Students, 8% Civil Servants, 49% Private Employees, 9% Entrepreneur, 10% Other Jobs. It can be concluded that consumers who stay at Hotel Borobudur Jakarta are mostly in private employee jobs.

4. Respondents Based on Income Level

Table 4.4. Profile of Respondents Based on Income Level

No.	Income	Number of people)	Percentage
1	Rp. 1,000,000- Rp. 4,000,000	25	28

2	Rp. 5,000,000 - Rp. 8,000,000	43	49
3	More than Rp. 9,000,000	20	23
	total	88	100

Source: Data processed (2020)

Based on Table 4.4 above, it can be seen that of the 88 respondents who have been researched based on respondent profiles based on income characteristics, the percentage of 28% income is Rp. 1,000,000- Rp. 4,000,000, 49% income Rp. 8,000,000, 23% income more than Rp. 9,000,000. It can be concluded that consumers who stay at Hotel Borobudur Jakarta are dominated by the highest income of Rp. 5,000,000 - Rp. 8,000,000.

4.4.   Variable Operationalization Test Results
4.4.1.   Validity test

According to Sugiyono (2013) questionnaires and research instruments are said to be valid for research if they have a validity value (rcount) of 0.30 or more, so that the factor is a strong construct or has good construction validity and vice versa if the validity value is smaller than 0, 30 research instruments were said to be invalid.

Every statement of the instrument needs to be tested for the validity of each item, so that we can find out whether or not each statement in this study is valid. Testing using the SPSS version 22.0 program.

1. Price Variable Validity Test (X1)

    The following are the results of data processing for the Price instrument statement (X1) consisting of 4 statements, in table 4.6. as follows:

    Table 4.6. Validity of the instrument per item variable Price (X1)

No. Question	rhitung	critical	Decision
X1.1	0.801	0.30	Valid
X1.2	0.653	0.30	Valid
X1.3	0.632	0.30	Valid
X1.4	0.597	0.30	Valid

From the data obtained and shown in table 4.6 the results of the Price Satisfaction variable (X1) all statements have a value rhitung> 0.30, the data can be said to be valid and can be used in this study.

2. Facility Variable Validity Test (X2)

    The following are the results of data processing for the Facility instrument statement (X2) consisting of 6 statements, in table 4.7. as follows:

    4.7. Validity of the instrument per item variable Facility (X2)

No. Question	rhitung	Critical	Decision
X2.1	0.487	0.30	Valid
X2.2	0.446	0.30	Valid
X2.3	0.474	0.30	Valid
X2.4	0.364	0.30	Valid
X2.5	0.628	0.30	Valid
X2.6	0.570	0.30	Valid

From the data obtained and shown in table 4.7. the results of the Facility Satisfaction Variable (X2) all statements haverhitung> 0.30, the data can be said to be valid and can be used in this study.

3. Validity Test of Service Quality Variables
    The following are the results of data processing for the instrument statement (X3). Consists of 5 statements in table 4.8. as follows :

    Table 4.8. Instrument validity per item Service Quality Variable

Reliability Statistics	
Cronbach's Alpha	N of Items
, 609	4

No. Question	Rhitung	Critical	Decision
X3.1	0.430	0.30	Valid
X3.2	0.313	0.30	Valid
X3.3	0.488	0.30	Valid
X3.4	0.403	0.30	Valid
X3.5	0.488	0.30	Valid

From the data obtained and shown in table 4.8. the results of the service quality variable (X3) All statements have valuerhitung> 0.30, the data can be said to be valid and can be used in this study.

4. Validity Test of Consumer Satisfaction Variables (Y)
    The following are the results of data processing for the statement of the consumer satisfaction instrument (Y) consisting of 4 statements in table 4.9. as follows :

    Table 4.9. Instrument validity per buir Consumer satisfaction variable

No. Question	Rhitung	Critical	Decision
Y1.1	0.609	0.30	Valid
Y1.2	0.661	0.30	Valid
Y1.3	0.602	0.30	Valid
Y1.4	0.684	0.30	Valid

From the data obtained and shown in table 4.9. the results of the variable Customer Satisfaction (Y) all statements have valuerhitung> 0.30, the data can be said to be valid and can be used in this study.

1.4.2. Test Reliability

Reliability test was carried out using the Cronchbach Alpha (α) statistic, the next step was to test the reliability using the SPSS version 22.0 program. As for the summary of the reliability test results can be presented in this table.

Table 4.10. Reliability test results variable instrument Price (X1)

Source: Data processed (2020)

The table above shows that the data from the results of the questionnaire answers to 4 question items that represent the Price Variable (X1) are said to be reliable. This is evidenced by the Cronbach Alpha (α) value of 0.609 where the value exceeds 0.60.

Table 4.11. Reliability Test Results of Facility Variable Instruments (X2)

Reliability Statistics	
Cronbach's Alpha	N of Items
, 705	6

Source: Data processed (2020)

The table above shows that the data from the questionnaire answers to the 6 statement items that represent the Failure variable (X2) are said to be reliable. This is evidenced by the Cronbach Alpha value(α) of 0.705, where the value has exceeded 0.60.

Table 4.12. Test Results of Service Quality Variable Instruments (X3)

Reliability Statistics	
Cronbach's Alphaa	N of Items
, 879	5

Source: Data processed (2020)

The table above shows that the data from the questionnaire answers to 5 statement items that represent the Service Quality (X3) variable are said to be reliable. This is evidenced by the Crocnbach Alpha value of 0.879 where this value has exceeded 0.60.

Table 4.13. Test Results of Variable Instrument Customer Satisfaction (Y)

Reliability Statistics	
Cronbach's Alpha	N of Items
, 618	4

Source: Data processed (2020)

The table above questionnaire answers to 4 the customer satisfaction reliable. This is evidenced by of 0.618 where this value has exceeded 0.60. shows that the data from the statement items that represent variable (Y) are said to be the Cronbach Alpha (α) value

1.5. Statistical Analysis of Data
4.5.1. Analysis of the coefficient of determination
1.5.1.1 Partial Determination Coefficient
1. The coefficient of determination of partial X1 to Y (X2 and X3 is constant)

Correlations				
Control Variables			Price	Customer Satisfaction
Facilities & Service Quality	Price	Correlation	1,000	, 503
		Significance (2-tailed)		, 000
		Df	0	84

	Customer Satisfaction	Correlation	, 503	1,000
		Significance (2-tailed)	, 000	
		Df	84	0

Table 4.14 Partial Coefficient of Determination X1 (Price)

From the results of data processing with SPSS version 22.0, the partial correlation coefficient between X1 and Y is 0.503, thus the coefficient of determination of price on consumer satisfaction can be calculated as follows:

$$KD1.232 = ry1.232 \times 100\%$$
$$= 0.503^2 \times 100\%$$
$$= 25\%$$

The result of the partial determination coefficient of price on customer satisfaction is 25%. So it can be interpreted that the effect of Price on Customer Satisfaction is 25% and the remaining 75% is influenced by other variables.

2. Coefficient of Determination Partial X2 to Y (Constant X1 and X3)
    Table 4.15 Partial Determination Coefficient X1 (Price)

Correlations				
Control Variables			Amenities	Customer Satisfaction
Price & Quality of Service	Amenities	Correlation	1,000	-, 064
		Significance (2-tailed)		, 560
		Df	0	84
	Customer Satisfaction	Correlation	-, 064	1,000
		Significance (2-tailed)	, 560	
		Df	84	0

From the results of data processing with SPSS version 22.0, the partial correlation coefficient of X2 and Y is -0.064, thus the coefficient of determination of facilities on customer satisfaction can be calculated as follows:

$$KD2.132 = ry2.132 \times 100\%$$
$$= -0.064^2 \times 100\%$$
$$= 0.41\%$$

The result of the partial determination coefficient of the facility on customer satisfaction is 0.41%. So it can be interpreted that the effect of facilities on customer satisfaction is 0.41% and the remaining 99.59% is influenced by other variables.

3. The coefficient of determination of partial X3 to Y (X1 and X2 are constant)

Table 4.16 The coefficient of partial determination X1 of service quality

Correlations				
Control Variables			Service quality	Customer Satisfaction
Prices & Facilities	Service quality	Correlation	1,000	-, 281
		Significance (2-tailed)		, 009
		Df	0	84
	Customer Satisfaction	Correlation	-, 281	1,000
		Significance (2-tailed)	, 009	
		Df	84	0

From the results of data processing with SPSS version 22.0, the partial correlation coefficient between X3 and Y is -0.281, thus the coefficient of determination of service quality on customer satisfaction can be calculated as follows:

$$KD3.122 = ry3.122 \times 100\%$$
$$= -0{,}281^2 \times 100\%$$
$$= 8\%$$

The result of the partial determination coefficient of service quality on customer satisfaction is 8%. So it can be interpreted that the effect of service quality on consumer satisfaction is 8% and the remaining 92% is influenced by other variables.

4.5.1.2 Multiple (Simultaneous) Determination Coefficient
The coefficient of multiple determination aims to determine the amount of influence between the variables together (simultaneously). From the calculation, it is obtained paired data between variables X1, X2, X3 against Y.After processing the data using the SPSS version 22.0 program, the simultaneous coefficient of determination is obtained as follows:

Table 4.17. Price Multiple Determination Coefficient (X1), Facility, (X2), Service Quality (X3) on Customer Satisfaction (Y).

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate

1				
	.541a	, 293	, 267	1,182
a. Predictors: (Constant), Price, Facilities, Quality of Service				

Source: Data processed with SPSS version 22.0

Based on the table above, the value of Adjustes R Square is 0.267. This figure is used to see the magnitude of the effect of price, facilities, and service quality on research consumer satisfaction, by calculating, again the following formula:

$$KD1.2.3 = ry123$$
$$= 26.7\%$$

The results of the multiple coefficient of determination are 26.7%, thus this shows that customer satisfaction is influenced by price, facilities, and service quality by 26.7%, while the remaining 73.3% is influenced by other variables not included in the study. this.

1.5.2 Hypothesis testing
1.5.2.1 Partial Hypothesis Testing (t test)

Partial Hypothesis Testing (t test), which is to determine whether each independent variable consisting of X1, X2, X3, has a positive and significant effect on the dependent variable (Y), if carried out separately.

Table 4.18 Partial Hypothesis test results (t test)

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	15,070	3,091		4,875	, 000
Price	, 408	, 076	, 499	5,333	, 000
Amenities	-, 057	, 097	-, 054	-, 585	, 560
Service quality	-, 288	, 108	-, 247	-2,679	, 009
a. Dependent Variable: Customer Satisfaction					

Source: Data processed with SPSS version 22.0 (2020)

1. Partial Hypothesis Testing the Effect of Price (X1) on Consumer Satisfaction (Y)
   Based on the results of data processing with SPSS version 22.0. obtained a significant value in the variable price of 0.000<0.05. Therefore it can be concluded that partially there is a significant effect of price on customer satisfaction at Hotel Borobudur Jakarta.

2. Testing the partial hypothesis of the effect of facilities (X2) on customer satisfaction (Y)
   Based on the results of data processing with SPSS version 22.0, it is found that the insignificant value of the Facility variable is 0.560 which means 0.560> 0.05. Therefore it can be concluded that partially the facilities have no significant effect on customer satisfaction at Hotel Borobudur Jakarta.

3. Partial Hypothesis Testing the influence of Service Quality (X3) on customer satisfaction (Y)
   Based on the results of data processing with SPSS version 22.0, a significant value is obtained in the Service Quality variable of 0.009 <0.05. Hence it can be concluded that

partiallythere is a significant effect of service quality on customer satisfaction at Hotel Borobudur Jakarta.

1.5.2.2 Simultaneous Hypothesis Testing (F test)

Simultaneous Hypothesis Testing (F test), which is knowing whether each independent variable consisting of X1, X2, X3, has a positive and significant effect on the dependent variable (Y), if carried out jointly

Table 4:19 Simultaneous Hypothesis testing results (F test)

	ANOVAa				
Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	48,511	3	16,170	11,584	.000b
Residual	117,261	84	1,396		
Total	165,773	87			
a. Dependent Variable: Customer Satisfaction					
b. Predictors: (Constant), Price, Facilities, Quality of Service					

Source: Data processed with SPSS version 22.0 (2020)

From the results of calculations using SPSS version 22.0, simultaneous hypothesis testing, obtained a significant value of F on the price, facilities, and service quality on customer satisfaction of 0.000, meaning that the significant value is smaller than the real level (0.000 <0.05). So that Ho is rejected or Ha is accepted, then simultaneously there is a significant effect of price, facilities, service quality on customer satisfaction at Hotel Borobudur Jakarta. This means that the better the price, facilities, and service quality of Hotel Borobudur Jakarta, the customer satisfaction will increase.

4.6.   Research Findings

Based on the data obtained by distributing questionnaires to 88 respondents and the results of calculations using SPSS, as well as partial hypothesis testing, the researchers found that price (X1) and service quality (X3) had a significant effect on customer satisfaction (Y), while facilities (X2)) does not have a significant effect on customer satisfaction. While the results of the hypothesis simultaneously between price (X1), facilities (X2) and service quality (X3) have a significant positive effect on customer satisfaction (Y).

1. **Findings of Price Results (X1)**

The result of hypothesis one test states that price has a significant effect on customer satisfaction with a significant value of 0.000 smaller than 0.05. These findings indicate that the price has an influence on consumer satisfaction, meaning that the better the price given by Hotel Borobudur Jakarta to its customers, such as providing monthly promos, consumers will return to using the services of Hotel Borobudur Jakarta.

The results of this study are in line with research conducted by Melati (2019) states that price has a significant effect on customer satisfaction, the more it is in accordance with the price set by the company, the higher customer satisfaction is at the Nugraha Unahaa Hotel, Konawee Regency, Southeast Sulawesi.

2. **Findings of Facility Results (X2)**

The result of the hypothesis s test states that the facility has no significant effect on customer satisfaction with a significant value of 0.560 greater than 0.05. These findings indicate that facilities do not affect customer satisfaction, meaning that it can happen because they are supported by the price and good quality of service provided by Hotel Borobudur Jakarta, so that any facilities provided by Hotel Borobudur Jakarta have no effect on customer satisfaction.

The results of this study are in line with research conducted by Monica M. Suwandi, Lisbeth Manaeke and Rita N. Taroreh (2015) which states that facilities do not have a significant effect on customer satisfaction. In the future, it is better to pay more attention to Price, Facilities and Service Quality to increase customer satisfaction in Aston Hotel Manado.

3. Service Quality Findings

Hypothesis test results state that service quality has a significant effect on customer satisfaction with a significant value of 0.009 less than 0.05. These findings indicate that service quality has an influence on customer satisfaction, meaning that the better the quality of service provided by Hotel Borobudur Jakarta, such as providing fast service quality, consumers will return to using the services of Hotel Borobudur Jakarta.

The results of this study are in line with research conducted by Reza Harjoyudanto Dharmawan and Tatiana Kristianingsih (2018) which states that service quality has a significant effect on customer satisfaction, hereby indicating that good service quality and facilities are one of the reasons for customer satisfaction at Hotel Pelangi Malang.

V.   CONCLUSIONS AND SUGGESTIONS

5.1.   Conclusion

Based on the results of this research that has been done, this researcher draws conclusions from the price, facilities, service quality on customer satisfaction that:

1. Partially it is known that the price has a significant effect on consumer satisfaction, meaning that the better the price given by Hotel Borobudur Jakarta to its customers, such as providing monthly promos, consumers will return to using the services of Hotel Borobudur Jakarta.
2. It is partially known that facilities do not have a significant effect on customer satisfaction, meaning that it can happen because they are supported by the price and good quality of service provided by Hotel Borobudur Jakarta, so that any facilities provided by Hotel Borobudur Jakarta have no effect on customer satisfaction.
3. Partially it is known that Service Quality has a significant effect on consumer satisfaction, meaning that the better the quality of service provided by Hotel Borobudur Jakarta, such as providing fast service quality, consumers will return to using the services of Hotel Borobudur Jakarta.
4. Simultaneously it is known that price, facilities, and service quality have a significant effect on customer satisfaction, meaning that each variable is interrelated with one another and affects customer satisfaction. The affordable price of Hotel Borobudur with the support of good facilities and service quality of Hotel Borobudur Jakarta will have a significant effect on customer satisfaction.

5.2.   Suggestion

Based on the results of the research that has been done, therefore the researcher recommends suggestions that can be considered by Hotel Borobudur Jakarta in the future as follows:

1. In terms of price, Hotel Borobudur Jakarta should offer promotional promotions such as room rates, Spa member prices, buffet menu prices, meeting room prices.
2. In terms of facilities, Hotel Borobudur Jakarta should improve all facilities, especially those that often experience problems such as facilities in rooms that often experience damage in the restroom area, mostly parallel parking. Hotel Borobudur Jakarta should renew its facilities with facilities that are not damaged in the future.
3. In terms of service quality, it is recommended that Hotel Borobudur Jakarta provide Excellent Service to guests who visit Hotel Borobudur Jakarata, so that guests who visit feel appreciated and cared for.

4. In terms of consumer satisfaction, Hotel Borobudur Jakarta should continue to maintain the level of customer satisfaction by continuing to provide satisfying service and providing value and benefits that exceed consumer expectations.

5.3. Research Limitations and Further Research Development

This research has been carried out according to scientific procedures, but it still has many shortcomings and limitations. Among them there are still answers to the questionnaire that do not affect one variable according to the researchers' observations. Because the number of respondents is limited and the respondents are not careful about the questions that exist. Respondents' answers were taken by researchers using Google Forms to consumers at Hotel Borobudur Jakarta.

For further research that wants to carry out the same research, in order to determine the time period used. Number of respondents and statements in accordance with needs. So that the research results can be better and can be more accurate to the research.

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