

User Satisfaction Based on Quality Assurance Performance of Hotel @Hom Premiere Timoho Yogyakarta

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Abstract

The rapid development of tourism in Yogyakarta requires support from quality accommodation providers. Hotel @HOM Premiere Timoho Yogyakarta, a hotel under the Horison Hotels Group, demonstrates its commitment to implementing a standardized quality assurance system, which is part of operational risk management to maintain customer satisfaction. This study aims to analyze the effect of quality assurance on customer satisfaction. Quantitative methods were used to analyze the causal relationship between quality assurance variables and customer satisfaction. Data were collected from users of Hotel @HOM Premiere Timoho Yogyakarta using a purposive sampling technique. The data collection technique used triangulation techniques using questionnaires, observation, and documentation of hotel users who met the criteria for staying more than one night.. This criteria allows for data collection from users who have a richer experience and can provide more accurate assessments of various aspects of hotel service. Data analysis used a structural equation model with the Smart-PLS4 tool. The results found a significant positive effect of quality assurance on customer satisfaction. The improvement in the quality assurance performance of Hotel @HOM Premiere Timoho Yogyakarta leads to increased hotel users satisfaction.

Keywords: *Quality Assurance; Customer Satisfaction; Operational Risk Management; Hotel; Yogyakarta;*

INTRODUCTION

The Indonesian hotel industry has experienced rapid growth over the past few decades. This growth is influenced by various factors, such as the number of tourist visits, average length of stay, room occupancy rates, strategies implemented by hotel management, and the number of available hotels (Goeltoem, et al., 2020; Heni Rohaeni, N., & Marwa, 2021; Paulina, Lo & Sugiarto, 2021; Paulina, Lo, et al, 2023a; Paulina, Lo, et al, 2023b). Yogyakarta, as one of Indonesia's leading tourist destinations, has a unique appeal for visitors. Its cultural diversity, rich history, and natural beauty make it a magnet for both domestic and international tourists (Herawan, T., et al, 2023; Dinas Kebudayaan Kota Yogyakarta., 2024; Waruwu, Marniswati, & Aryaningtyas, A. T., 2024; A.Riyadi, 2025; Irene Indri Dewi Astuti, et al, 2025). The rapid development of tourism in Yogyakarta requires support from various aspects, including the availability of accommodation for tourists, which includes hotels (Dinas Kebudayaan Kota Yogyakarta., 2024; Lesmana, Henky & Sugiarto, 2021; Paulina, Lo & Sugiarto, 2021).

In the ever-growing tourism and hospitality industry, the quality of hotel service is a key factor in attracting and retaining hotel customers (Paulina, Lo & Sugiarto, 2021; Paulina, Lo, et al, 2023a; Paulina, Lo, et al, 2023b). Hotel @HOM Premiere Timoho Yogyakarta, as one of the hotels under the auspices of Horison Hotels Group, demonstrates its commitment to implementing a standardized quality assurance system to improve work effectiveness within the organization in order to increase customer satisfaction (Primasidi, A, 2020; Pitoi, A., Sari, D. P., & Rahmawati, N., 2021; Suharsaputra, A., 2021). Satisfaction is considered as one of the important concepts in marketing literature because it is a fundamental element for the continuity of business in general and hotels in particular (Bam & Kunwar, 2020; Hossain et al., 2024; Oliver, R.L, 1997; Uduwuara & Amandakoon, 2020). In the context of hotel risk management, poor service quality and declining customer satisfaction can trigger the emergence of risks. (Santi Palupi & Sugiarto, 2014; Zainal, A., 2021; Sugiarto, 2023a; Sugiarto, 2023b; Sugiarto, et al, 2024; Sugiarto & Nursiana, Adinoto, 2021).

Bong, Soeseno et al (2019) developed a tourism risk typology that groups tourism risks into

Operational Risk, Market Risk, External Risk, Regulatory Risk, Reputation Risk, Business Risk, and Financial Risk. To manage risks well, in addition to knowing the impact of each emerging risk, it is important to understand the correlation between one risk and another as stated in the Tourism risk event model (Sugiarto, 2023b). The implementation of quality assurance at Hotel @HOM Premiere Timoho Yogyakarta is directly related to the operational risk management performance of Hotel @HOM Premiere Timoho Yogyakarta. (Sugiarto & Herawan. T., 2022; Kiswanto, Amin, et al, 2023; Kiswanto, Amin, et al, 2024a; Kiswanto, Amin, et al, 2024b).

This study focuses on the influence of Quality Assurance on customer satisfaction at Hotel @HOM Premiere Timoho Yogyakarta based on indicators of Quality Assurance. The management of Hotel @HOM Premiere Timoho Yogyakarta has implemented a Quality Assurance program standardized by Horison Hotels Group which will normatively affect customer satisfaction (Yorke, M., 2020; Suharsaputra, A., 2021). However, so far there has been no empirical support to prove that in reality the implementation of the Quality Assurance program at Hotel @HOM Premiere Timoho Yogyakarta will significantly increase customer satisfaction, which in this case is a gap in the phenomenon of this study. Thus, this study will answer the gap in the phenomenon which will be the novelty of this study. Through this study, it is hoped that the management of @HOM Premiere Timoho Yogyakarta can identify areas that need to be improved and develop strategies to increase hotel user satisfaction. Thus, this study will not only provide benefits for the hotel @HOM Premiere Timoho Yogyakarta, but also for guests who stay, because they will get a better experience in the future.

RESEARCH METHOD

This study used quantitative research methods to explore the influence of Quality Assurance on guest satisfaction at Hotel @HOM Premiere Timoho Yogyakarta. In this study, 10 indicators were used for Quality Assurance and 9 indicators for Satisfaction. The study was conducted at Hotel @HOM Premiere Timoho Yogyakarta, taking into account the hotel's reputation for providing quality service, affordable prices, and satisfactory service, making it a popular choice among tourists. The study was conducted during February 2025, a period considered strategic due to the high number of guests staying after the holiday season. The population consisted of all guests who had stayed at Hotel @HOM Premiere Timoho Yogyakarta. The sample consisted of hotel guests who met the criteria for staying more than one night during the study period. The sample was selected using purposive sampling based on established criteria. Data collection was conducted through triangulation using questionnaires, observation, and documentation. Considering that the research variables are latent variables, hypothesis testing was conducted using a structural equation model with the Smart-PLS4 tool.

A. Research Results and Discussion

This study involved 129 respondents who were guests of Hotel @HOM Premiere Timoho Yogyakarta during the study period and met the established criteria. Respondent characteristics included gender, age, and visit frequency. Sixty percent of respondents were male and 40% were female. In terms of age, the majority (45%) were in the 25–35 age range, followed by those in the 36–45 age group (30%). In terms of visit frequency, 70% of respondents stated they had stayed more than once, indicating a tendency toward hotel loyalty. The Standardized Root Mean Square Residual (SRMR) is a measure of absolute fit. SRMR is a key indicator in assessing the level of model fit with the data. The SRMR value describes the average standardized difference between the observed covariance and the covariance predicted by the model. The smaller the SRMR value, the better the model fit. In general, an SRMR value below 0.08 indicates a good fit, while a value below 0.10 is still acceptable. Table 12 shows the SRMR value for the estimated model is 0.053, and the saturated model is 0.053, which in this case is smaller than the 0.08 limit and thus meets the requirements for the fit measure. In other words, the model can be said to fit. ULS is a measure of the difference between the predicted covariance matrix and the observed covariance matrix based on the unweighted least squares method. A smaller d_{ULS} value indicates a lower difference, thus the model is considered to be a better fit to the empirical data. In the results shown in Table 12, the d_{ULS} value for the estimated model is 0.102, the same as the saturated model of 0.102. This

condition indicates that the estimated model has a high fit to the data.

G (Geodesic Discrepancy) is another indicator that measures the distance or difference between the model's covariance matrix and the actual data, but is calculated using the geodesic method. Similar to d_{ULS} , a smaller value indicates a better fit. In Table 12, the d_G value for the estimated model is 0.186, while for the saturated model it is 0.186. This indicates that there is no significant difference between the actual data and the model's predictions, thus the obtained model can be considered fit. Chi-square is a classic measure of model fit, specifically the absolute fit, used to test whether there is a significant difference between empirical data and the data predicted by the model. A smaller Chi-square value indicates a better fit. However, this measure is highly sensitive to sample size. The larger the sample size, the more likely the Chi-square value is to be significant, even if the difference is small (Sugiarto & Kiswantoro, Amin, 2025). In this result, the Chi-square value for the estimated model is 125.119, the same as the Chi-square value for the saturated model, which is 125.119. This condition indicates that the estimated model fits the data and indicates a good fit. The Normed Fit Index (NFI) is included in the incremental fit measure, which is a comparative measure that compares the research model with the null model (a model with no relationship between variables). The NFI value ranges from 0 to 1, where an NFI value approaching 1 indicates a better model fit. In general, an NFI value ≥ 0.90 is considered a good fit, while a value of $0.80 \leq \text{NFI} < 0.90$ is a marginal fit, still considered acceptable. In the results of this study, the NFI of the saturated model was found to be 0.882, which means it is in the range of $0.80 \leq \text{NFI} < 0.90$ and can be classified as a marginal fit. The NFI Estimated model was obtained at 0.882, this condition indicates that the research model achieved an adequate level of fit.

Discussion

This study found that the Quality Assurance program at the @HOM Premiere Timoho Yogyakarta hotel, standardized by the Horison Hotels Group, significantly and positively impacts customer satisfaction. This finding aligns with the findings of Yorke, M (2020) and Suharsaputra, A (2021). Therefore, the significance of the Quality Assurance program on customer satisfaction at the @HOM Premiere Timoho Yogyakarta hotel is no longer merely normative but has been proven by empirical data. Based on the research findings, the management of @HOM Premiere Timoho Yogyakarta was able to identify indicators that significantly reflect the Quality Assurance program standardized by the Horison Hotels Group, which, in this case, are perceived by customers as more capable of reflecting the Quality Assurance program implemented by the hotel management. Of the 10 quality assurance indicators used, five reflected this. QA3 (cleanliness) had the highest loading, followed by QA5 (Comfort), QA2 (Functionality), QA4 (Care), and QA10 (Friendliness). Most importantly, hotel guests feel that the room facilities are always kept clean. This impression is very important because cleanliness is the basis of health and impacts other positive impressions. Hotel guests also feel that the hotel room provides a comfortable atmosphere. The findings of this study are in line with the findings of Sugiarto & Herawan, Tutut (2022), who found that recent tourists pay close attention to aspects of comfort in addition to security and safety. Hotel guests also found that all facilities in the room functioned well during their stay. In this case, the management succeeded in maintaining the functionality of all facilities in the room so that the facilities are not merely functioning as mere decoration but are truly able to function as expected. Guests also found the hotel staff very caring and paid special attention to details that made their stay experience better. The feeling of hotel guests being given special attention during their stay at the hotel meets the main demand of marketing that places the customer as king, thus making customers feel valued. Guests also felt the friendliness of the hotel staff made their stay experience better. A memorable hotel experience will encourage guests to provide positive testimonials, recommend their family, friends, and colleagues to stay at the hotel, and even encourage them to stay again at @HOM Premiere Timoho Yogyakarta when they return to Yogyakarta. The performance of five significant indicators, which reflect the @HOM Premiere Timoho Yogyakarta Quality Assurance program, standardized by Horison Hotels Group, was confirmed by field observations and feedback from guests who stayed at the hotel for more than one night. Therefore, management should maintain and improve the performance of these five indicators, even more so than the others, as they serve as pillars of the hotel's strength. Meanwhile, the performance of the other five eliminated indicators needs to be

further strengthened so that hotel guests can feel their impact during their stay, thus enhancing the strengths of @HOM Premiere Timoho Yogyakarta. Based on these research findings, hotel management can identify areas for improvement and develop strategies to enhance guest satisfaction. Thus, this research will no longer only provide a normative understanding for the hotel managers of @HOM Premiere Timoho Yogyakarta regarding the importance of improving quality assurance performance because the influence of the Quality Assurance program on hotel guest satisfaction has been proven with the support of empirical data in the field.

CONCLUSION

Overall, this study concludes that Quality Assurance is a very significant key factor in shaping and improving customer satisfaction at Hotel @HOM Premiere Timoho Yogyakarta. Focusing on comprehensive service quality standards, from cleanliness, Comfort, Functionality, Care, and Friendliness. Based on the information gathered from customer feedback from the documentation of the section responsible for collecting user satisfaction data, the following practical suggestions would be beneficial if followed up: improvement and maintenance of measurable cleanliness standards, data-based customer comfort improvement, efficient service speed improvement, diversification and improvement of facilities based on customer needs, continuous improvement of staff friendliness and care, and integrated and continuous monitoring and evaluation system.

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