



## The Impact of Services Quality, Word of Mouths, Facility, Price Towards Customers Satisfaction for Hotel JW Marriott Medan

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### ABSTRACT

This study investigates the correlation between service quality, word of mouth referrals, facility attributes, pricing, and their collective influence on customer satisfaction at JW Marriott Medan hotel. Through a comprehensive analysis of these factors, the research aims to unveil their relative contributions to overall customer contentment. By discerning the key drivers of satisfaction, this study offers valuable insights to JW Marriott Medan's management for refining their strategies, potentially fostering elevated customer satisfaction, positive reviews, and a competitive edge in the hotel industry

## INTRODUCTION

The business hotel is one of the promising businesses in Indonesia, the business has an important economic development in Indonesia especially in Medan. In tourism research, guest satisfaction has long been an important issue. This makes sense given that a traveler's accommodation experience is a significant and fundamental component of their overall trip experience (cf. Kau & Lim, 2005). In recent years many things have happened, Customer satisfaction is a business concept that emphasizes providing customers with value, anticipating and managing their expectations, and proving that you can meet their demands. Customer happiness and service quality are essential for any business to succeed (Gronoos, 1990; Parasuraman et al., 1988). Providing and maintaining customer satisfaction is currently one of the largest issues facing managers in the hotel sector. In the tourism sector, the needs of customers for excellent quality goods and services have become more and more obvious to professionals (Lam & Zhang, 1999; Yen & Su, 2004).

One of the luxury hotels located in city Medan well known as JW Marriott situated in the heart of the city, offering convenient access to various business, shopping, and entertainment districts located at Jalan Putri Hijau No. 10. For accommodation this hotel features well-appointed spacious guest rooms and suites designed with modern amenities and elegant furnishings, comfortable beds, mini bars, work desk, flat screen tv and, luxurious bathrooms. For the dining JW Marriott serving international cuisine like prime steak house, jade Chinese restaurant with Cantonese and Szechuan dishes, Marriott café with Asian type foods. JW Marriott Medan is equipped with versatile event spaces that can accommodate both intimate gatherings and large scale events. There are 4 factors that affect customer satisfaction namely: Service quality, price, word of mouth, facility seen from the results of analysis through hotel guest comments.

Service quality is an effort that focuses on meeting needs, requirements, and timeliness to meet customer expectations.

According to Kasmir (2017) that service quality is the action or action of a person or organization aimed at providing satisfaction to customers or employees, satisfaction can certainly be created if customer expectations are met. According to Abubakar (2018) service quality is the company's ability to provide the best quality service compared to its competitors. Quality of service is also one component of marketing that is difficult for competitors to imitate. According to Tjiptono (2018), service quality can be interpreted as a benchmark for how well the level of service provided is able to match customer expectations. The quality of service offered by JW Marriott to visitors is to provide the best service with hospitality and availability of staff in assisting guests if needed, free Wi-Fi is also available for visitors or guests while in the JW Marriott hotel.

Other things to note beside service quality is facility, facility according to Daradjat (2012) all things that can facilitate efforts and expedite work in achieving a certain goal, this opinion emphasizes the existence of goals to be achieved by utilizing facilities. According to Subroto (2012) everything that can provide convenience and facilitate the implementation of a business that can be in the form of objects or money, this opinion makes it clear that security can be

in the form of money or goods that can be utilized. According to Suyanto (2012) facilities are everything that can facilitate and facilitate the implementation of a business, these facilities can be in the form of objects or money.

From this explanation Hotel JW Marriott Medan meet standards, among them have complete facilities such as indoor and outdoor area café, restaurants with a variety of menus and atmospheres, gym, spacious swimming pool, lobby lounge with non or smoking area, bar, convention hall for various events, full AC so that the guests feel comfortable when visiting JW Marriott Hotel.



Figure 1. JW Marriott Medan Restaurants and Lobby Lounge  
Source: [www.google.com](http://www.google.com)

Price according to Tjiptono (2018) pricing offers a quick and direct way to communicate with buyers. The price of money offered to buyers can be used as a basis for comparing prices attached to a product. Value can be defined as the relation between perceived benefits to prices. According to Tjiptono (2018) The price offered can be one way to attack competitors or to clarify the company is positioning against competitors directly and strengthen the positioning of a brand to be perceived as a high-quality product or to win competition with other products. Furthermore, according to Sudayono (2016) that price is an exchange rate that can be equated with money or goods for the benefits obtained from a good or service for a person or group at a certain time and place. The price offered by JW Marriott Medan to guests is a price that is appropriate to the quality of service or goods received during their stay at JW Marriott Medan Hotel.

Other things to note beside price is word to mouth, word of mouth is a effort of marketing so our goods or services talked about by a lot of people for the uniqueness and quality. According to Keller (2019) word of mouth is oral, written electronic communication related to excellence or experience of buying or using products or services. According to Utami (2017) word of mouth is a promotional strategy that is considered effective to influence the market, because those who disseminate information themselves are consumers who have previously purchased a product voluntarily. According to Fawzi(2019) word of mouth marketing is a conversation designed online have multiple effect, non-

hierarchy, horizontal and mutational. Based on the information above, JW Marriott Medan gets many recommendations through customers social media, positive reviews about them that we can found in various travel websites, the guests that recommend JW Marriott Medan to their families or friend, etc.

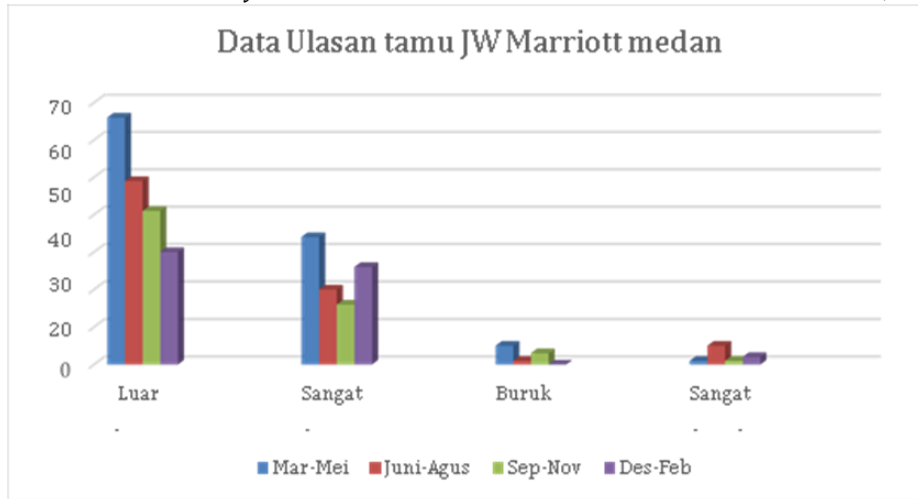


Figure 2. Guest Review Data JW Marrott Medan  
Source: Review from TripAdvisor

### Problem limitation

The scope of this study has several restrictions. As this study is based on the opinions of JW Marriott Hotel customers in Medan, it will, in accordance with their perceptions, only include those customers. In this texted study, 4 independent variable is occurred and 1 dependent variable.

X1 : Quality of services X2 : The Price,

X3 : Facility

X4 : Word of mouths

Y : Customers satisfaction

Problem formulation

1. Is Quality of service, facility, price, word to mouth any impact to satisfaction of customers ?

2. Is the price did any impact to satisfaction of customers ?

### Objective of the Research

This research aims to examine what's the reason for customers' satisfaction with this hotel brand, to analyze if it was only because the quality of services, price, word of mouths, facility, example the staff's friendly that the reason customers love to stay in this hotel during their holiday or business trip, other customers review or because of the price that make customer become loyal to this brand hotel.

### Benefit of the Research

The benefit of this research can be divided into 2, for the researcher and the reader, because by doing this researches the researcher can gain more knowledge of analyze not only in theoretically but practically and other information of the case study they doing research, for reader it can be good

information for them when they read this research article it can be their reference when they want to start business or write thesis.

## **LITERATURE REVIEW**

### **Theoretical Background**

To ensure the terms are understood by the readers, there are further theories I would explain in this chapter.

#### **Hotel and Hospitality**

Hotel is a building that has the symbol of an accommodation company or business entity that provides lodging services, provides foods and beverages, and other facilities as a reflection destination for customers, during their stay customers may use the facilities provided by the hotel. According to Sulastiyono (2001) The hotel is a company that managed by the owner by providing food, drinks, bedroom, and other facilities to customers and can pay an amount according to the services used.

According to (Sulastiyono) A hotel is a profitable business that provide a place to stay, foods, other facilities. According to (Richard Sihite) hotel is a commercially managed accommodation, provided for everyone to get services, lodging, food and beverages.

Influencing factors: JW Marriott hotel was 5-star hotel which is in the centre of Medan that near plaza, entertainment area, supermarket, office is the most reason guest chooses to stay in this hotel, and is quite popular with various guests, because it has facilities and services that match its brand. Hotels have some indicator, and it is: Average daily rate (ADR) average rate per- occupied room, examine the average amount revenue collected daily for all your rooms, how to calculate is  $ADR = \text{Room revenue} / \text{numbers of room occupied}$ . Revenue peravailable room ( RevPAR) to measure average revenue for a certain period or create price metric how much revenue is generated per-room, how to calculate is  $RevPAR = \text{average daily rate} * \text{total revenue from night} / \text{total number of rooms available}$ .

Occupancy rate to track the result of daily, weekly, monthly, annually to identify number of empty and booked rooms, how to calculate is occupancy rate =  $\text{total number occupied rooms} / \text{total number of available rooms} * 100$ .

#### **Hospitality**

Hospitality is the relationship between guest and host, or the act being hospitable, this act is focusing on service industry and customer experience in business like hotel, restaurant, airline, etc. The purpose is to get profit by give good experience of service or goods of our product to customers.

According to Nouwen hospitality from word of "hospes" that mean guest, hospitality means attitude as a good host often interpreted as the hospitality of people who like to entertain, get along and create relaxed atmosphere. According to (John M. Echols & Hassan Shadily) Hospitality is likeness/ willingness to accept guest. According to (S. Pendit) Hospitality having the meaning of politeness, familiarity mutual respect with associated with the tourism industry, hospitality is the soul of tourism, without hospitality our products or services have no selling value.

## **Marketing Mix**

Marketing mix is a definition of concept in marketing that consist of 4 element or basis to achieve business goal. And in the opinion of Sumarni and Soeprihanto (2010:274), the definition of marketing mix is a combination of variables or activities which are the core of the marketing system, namely: product, price, promotion, and place.

According to (Buchari Alma 2005:205) marketing mix's strategies to combine marketing activities to create satisfactory results.

According to Gugup Kismono (2001: 308), marketing mix is a combination of variables or activities that are the core of marketing consisting of product strategy, price, promotion, and place.

**Price:** The cost to buy a product. The price depends on the customer's perceived value of the product, and it can dramatically change your marketing strategy. Lower prices make products accessible to more customers, while higher prices appeal to customers seeking exclusivity.

**Product:** Service or goods that marketers must consider the product life cycle to address any challenge that may arise once it is in the hand of customers. Example: If another hotel gives customers satisfactory service to their customer, then hotel JW Marriott must consider how to compete with them.

**Place:** Location for customers to buy our goods or services, place also refers to the point of sale. In every industry, attracting consumers attention and making it easy to buy are the main goals of a good distribution or place strategy.

**Promotion:** Every single activity carried out to make products or service known to customers. Promotion can be from advertising, direct marketing sales and promotion, tv ads, internet promotion, billboards.

## **Word of Mouth**

Word of mouth is a marketing method that introduce our product or services by making our customers talking our products or service to their friends or family, this is important method because satisfy customers will give us a chance to get new customers for our brand or business. According (Kotler and Keller, 2012) a communication that give recommendation for individual or groups about product or services with purpose as information, according to Hasan (2010) word of mouth is praise, recommendation and customers comment about their experience of our serve and goods that affect their decision to choose our product. According to Sitorus (2017) word of mouth is promotion strategy that is effective to affect market, because information dissemination is from customers that already buying our product voluntarily. Indicator of word of mouth:

1. Got information from friends or family about product,
2. Growth motivation, customers got motivated to do buying because other people motivation,
3. Got recommendations, from customers that buy our products.

**Influencing factors:** JW Marriott also actively engaged in marketing to promote their products and services for everyone to know, promotions can come from emails sent to guests who have stayed at their hotel by giving them discounts, in online articles written by news website agent who come to check

their hotel information, photos or videos, organize some events, décor their lobby with beautiful astonishing decorations.

### **Facility**

According to Tjiptono (2014) facilities are physical resources that must exist before a service is offered to consumers. Facilities are important in the service business, therefore existing facilities, namely the condition of facilities, interior and exterior design and cleanliness must be considered, especially those that are closely related to what consumers feel directly. Perceptions obtained from customer interaction with service facilities affect the quality of these services in the eyes of consumers. According to Tjiptono (2014) there are six facility indicators, namely spatial considerations / planning, room planning, equipment / furniture, lighting and color layout, messages conveyed graphically, and supporting elements.

According to Kotler (2009) facility is everything that deliberately provided by service providers for use to customers with the aim providing maximum satisfaction. Facility indicator according to Hartanto is:

1. Have Physical form
2. Worn and Used Effectively in Normal Activities
3. has a Period of Usefulness
4. Future Benefits

Influencing factors: As 5-star international hotel at Medan, this hotel fit for businessman or family that have a business trip or vacation because this hotel so famous for the luxury and completeness of facilities that pamper guests, for example it has large room with size you can choose between 45m<sup>2</sup> to 200m<sup>2</sup>, executive lounge for executive VIP and suites guests, swimming pool, gym, health club SPA, Marriott café, Chinese restaurant, steak restaurant, gourmet where they sell their best breads or cakes.

### **Price**

Price is the amount of money charged for a product or service or the amount of value exchanged by consumers for the benefits provided. Own or use the product/service according to Kotler and Armstrong (2013) states that in the price variable there are several elements of the main price activity includes price lists, price discounts, price competitiveness and perceived prices. (Philip Kotler, 2012) price is the amount of money that customers must pay for the product to be purchased. (Fandy Tjiptono, 2016) price is the marketing element that brings income to the company.

Indicator of Price According to Armstrong (2018, p.78): Price affordability, price suitability with product quality, price suitability with benefits, price according to ability or competitiveness. Influencing factors for 5-star hotel the price of staying and enjoying the services or goods does see high but this is because it is worth the things that will be enjoyed by guests, because the service and goods they get are the best things that make guests willing to pay.

### **Service Quality**

According to Rusydi (2017), service quality is the company's ability to provide the best quality service compared to its competitors. Usmara (2008) stated that service quality is an attitude from the results of comparing the expectations of customer service quality with company performance felt by

consumers. The definition of service according to Kotler (2009) is an action, service, or performance offered to others and does not have any form and does not cause ownership. Service quality have 5 indicators according to Brittany (2019) are tangibility, reliability, responsiveness, assurance, and empathy.

- a. Tangibility is the appearance of facilities, equipment, personnel, and communication materials.
  - b. Reliability is the ability to perform the promised service dependably and accurately.
  - c. Responsiveness is the ability willingness to help customers and provide prompt service.
  - d. Assurance is the knowledge and courtesy of employees to convey trust and confidence.
  - e. Empathy is caring, individualized attention the firm provides to customers.
- Influencing factors: JW Marriott associates always make sure they give good service to their guests so guests can give good review at travel or holiday ticket website to get known by another person that might choose this hotel.

### **Customers Satisfaction**

According to Tjiptono (2017) several factors that influence customers satisfaction include the following:

- a. Tangibles: can be in the form of physical evidence of facilities, equipment used, representation of products or services.
- b. Reliability: the ability to perform promised product or service accurately and reliably
- c. Responsiveness: Ability to help customers by providing products or services response quickly.
- d. Empathy: Condition to care, give personal attention to customers.

According to Tjiptono (2012:301) customers satisfaction is a situation shown by customers when realize their desires are as expected and well fulfilled. According (Kotler & Armstrong, 2018) customers satisfaction is a key drive that connect companies with customers in the long run. The indicator of customer satisfaction is 4 and it is:

- a. Overall satisfaction measure by using perception of quality and product satisfaction as a guide we can measure customer satisfaction better, example question: Hoe satisfied are you with JW Marriott hotel Medan.
- b. Customer loyalty reflects to likelihood of repurchasing our goods or services. Or likelihood to recommend our brand to their friends, for example question: Would you recommend our hotel to your family and friends.
- c. A series attribute satisfaction measure, customer satisfaction that is influence by the perceived quality of product and service and moderated by expectations of the product or service. For example, questions: How satisfied are you with our hotel foods, service and room.
- d. Intent to repurchase measurement, customer satisfaction can influence other experience actions like communicating to others through word of mouth and social networks. question for example Do you intend to return at our hotel for next visit.

Influencing factors: Customer satisfaction in JW Marriott mostly they satisfy during their stay, because this hotel has good services, completeness facilities, foods and beverages, good review from customers that ever stay at their hotel, clean and cosy rooms, the price fit with their reputation.

### Hypothesis

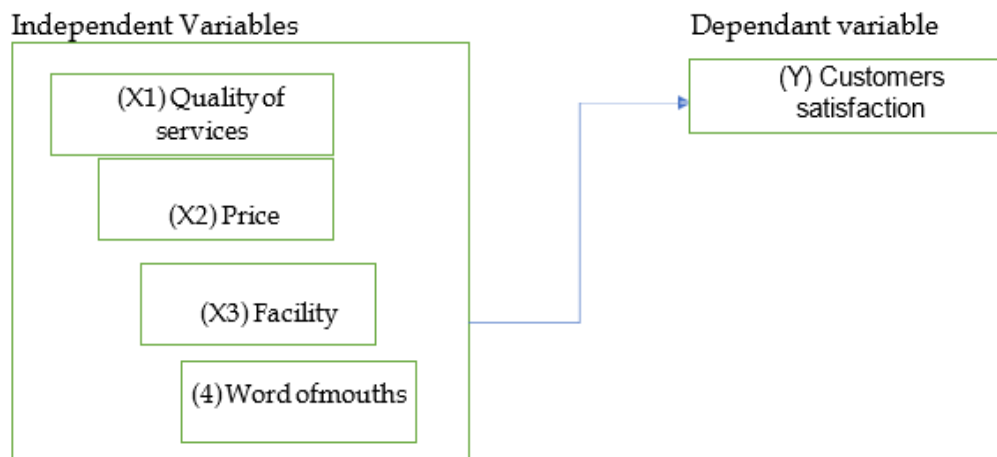


Figure 3. Independent Variabeles and Dependant Variable

H1: Quality of services effect on customers satisfaction  
H2: Price effect on customers satisfaction

H3: Facility effect on customers satisfaction

H4: Word of mouths effect on customers satisfaction

## METHODOLOGY

### Research Design

According to Silaen (2018) research design is design regarding the overall process required in planning and conducting research. So, research design is a design plan about how to collect data and process data to achieve research objectives, the most common research design that we know is quantitative and qualitative research.

Quantitative is research involved in gathering data that is numerical to make hypothesis and analyze by using SPSS software. And qualitative is research involved in gathering non numerical data such as texts or video. For my research method it is using quantitative method because it's related with numerical information and statistical analysis, and population in this research is customers in hotel JW Marriott Medan, the non-probability sample technique is used because the number of populations studied is unlimited and, in this study, I took a sample of 100 respondents.

### Variable Definition and Measurement

The operational variables used are independent variables that I as researcher can control to observe the effect on dependent variable, it's called independent because it is value not influenced by other variables. And dependent variables that measured to determine the output of the effect of independent variable and called dependent because it's value can be dependent or influenced by independent variable. And in this research the independent

variables are quality service, facilities, price, word of mouth. While customers satisfaction is a dependent variable.

**Data Collection Method**

The methods used in the research collecting data is distribute online questionnaires to people nearby from smartphones, instrument that was used in this survey method is with likert scale:

- 1 = Strongly disagree
- 2 = Disagree
- 3 = Neutral
- 4 = Agree
- 5 = Strongly agree

**Population and Sample**

Population refers to the entire group of individuals or objects that possess certain characteristics and are of interest to the researcher, it represents the larger target group to which the researcher wants to generalize the findings of the study. According to Satishprakash (2019) population is a collection of all units that is part of the same variable characteristic.

Sample refers to individuals, objects, or events that were selected from a larger population for the purpose of conducting a study. The sample is a representative portion of the population that allows researchers to make inferences about the entire population based on the data collected from the sample. According to Siyoto (2015) A sample is a small portion of population that constitutes the quality and features of a population.

**Data Analysis Method**

1. Mean is the result of average value, and the formula is below:

$\sum X$  = Sum of total value

N = Total amount of samples

$$\text{Mean} = \frac{\sum X}{n}$$

2. Median is the result of data between the upper and lower halves of the data.

N = Number of the samples

$$\text{Median} = \frac{n+1}{2}$$

3. Mode refers to the value that occurs the most frequently in the entire data, no mode if there is no reoccurring of a value.

4. Variance is the dispersion between numbers in a data collection refers to variance.

$$\text{Formula: } S^2 = \frac{\sum (X - \bar{X})^2}{n - 1}$$

S<sup>2</sup> = Variance

X = Value of one observation

$\bar{X}$  = Mean

### Classical Assumption Test

The classic assumption test is to guarantee the data acquired for the research is reliable, unbiased, and consistent. Normality, linearity, multicollinearity and heteroskedasticity are part of the classic assumption test.

1. Normality test is used to check the data collected from a normally distributed population; SPSS software will be required for data analysis. According to Ghozali (2016) normality test is carried out to test whether in a regression model, an independent variable and dependent variable have a normal or abnormal distribution. If not normally distributed, the results of statistical test will decrease. Using Kolmogorov Smirnov is one sample test, namely provided that if the significance value is above 5% or 0.05, then the data does not have a normal distribution.

2. Multicollinearity test According to Ghozali (2016) aims to find out whether the regression model found a correlation between independent or dependent variables. The effect of multicollinearity is to cause high variables in the sample, this means a large standard error so when coefficient is tested the tcount will be small from the t-table. This shows that there is no linear relationship between the independent variable affected and the dependent variable.

3. The Heteroscedasticity test aims to test whether in a regression model there is variance discomfort from residuals in one observation to another. If the variants are different, it is called heteroscedasticity. There is variable namely SRESID with residual error and ZPRED if there is no error pattern, according to Ghozali (2016) for a good research model is one where there is no heteroscedasticity.

4. According to Ghozali (2018) Linearity test is aims to see whether the specifications of the model used are correct or not,

Uji Linearity aims to determine whether 2 variables have a linear relationship or not significantly, this test is used as a prerequisite in correlation analysis or linear regression. Testing on SPSS using a linearity test with a significant 0.05 with the provision, if Sig deviation from linearity  $> 0.05$  then there is a relationship between dependent variable and independent variable and if deviation from linearity  $< 0.05$  then there is no linear relationship between dependent variable and independent variable.

Table of Questions:

Table 1. Uji Linearity

NO	Variables	Indicators	Questions
1.	Service Quality	Tangibility	JW Marriott Medan services quality can be seen for real
		Reliability	JW Marriott Medan staff's so reliable and dependable.
		Responsiveness	JW Marriott Medan willingness to help and provide service for customers in need.
		Assurance	JW Marriott Medan give assurance to their customers during their stay.
		Empathy	JW Marriott Medan is caring and give attention to their customers
2.	Word of Mouth	Information from friends or family	I know JW Marriott from Friends or Family
		Motivation	I got motivated to recommend this brand to others
		Positive review and recommendation	I know JW Marriott Medan from positive reviews and recommendation from online reviews, website, internet, articles, etc.
3	Price	Affordability	JW Marriott Medan services and products affordable
		Suitability	JW Marriott Medan prices suits with their products and services
		Benefits	JW Marriott Medan Price suits with the benefits
		Ability to competitiveness	JW Marriott Medan Price can compete with their competitors
4	Facility	Have physical form	JW Marriott Medan lobby lounge, ex lounge, rooms is cozy and clean

	Worn and used effectively	JW Marriott Medan have useful facilities for guests like restaurant, gym, SPA, pool, conference hall
	Period of usefulness	JW Marriott Medan Services and goods is useful to you
	Repurchasing	I will use JW Marriott Medan services again in the future
	Intend to recommend	I would recommend JW Marriott Medan to family or friends
	Perceived quality	I feel satisfied with JW Marriott Medan goods and services

**RESULT**

In this research the population’s people in Medan who have visited the or stayed, this study has 19 indicators so the samples that must be obtained are  $19 \times 5 = 95$  respondents.

**Characteristics of Respondents by Gender**

The test results of each respondent based on gender are described in table below:

Table 2. The Test Results DF Each Respondent Based on Gender

Gender	Quantity	Percent
Wanita	45	50%
Pria	41	46%
Prefer not to say	4	4%
Total	90	100%



Figure 4.Quantity  
 Source: Data Processed in 2019

Reviewing the results of the table, the number of male respondents was 41 people with a percentage of 46%. For women there are 45 with a percentage of 50%. And prefer not to say there are 4 with a percentage of 4%. This proves that JW Marriott customers the same is more dominated by men and women.

**Characteristics of Respondents by Age**

The test results of each respondent based on gender are described in table below:

Table 3. the Test Results of Each Respondent Based on Gender

Age	Quantity	Percent
17 - 20 years old	30	33%
20 - 30 years old	27	30%
30 - 40 years old	16	18%
Above 50 years old	17	19%
Total	90	100%

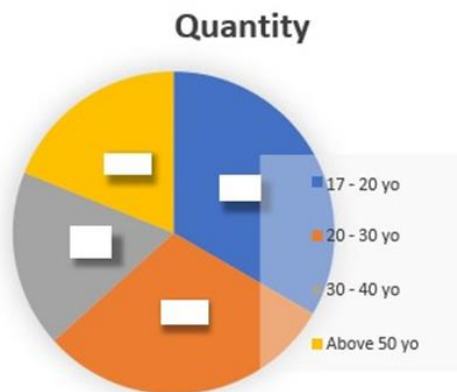


Figure 5. Quantity

Source : Data Processed in 2019

**Respondent's Responses**

Reviewing the results of the table, the number of 17 – 20 years old respondents is 30 with a percentage of 33%. The number of 20 – 30 years old respondents is 27 with a percentage of 30%. The number of 30 – 40 years old respondents is 16 with a percentage of 18%, and number of above 50 years old respondents is 17 with a percentage of 19%. It can be concluded that almost all respondents have varying ages.

For each statement measured using a scale likert with a scale between 1 the lowest to the 5 the highest, for the calculation in this table what is presented is the average respondent's response to the variable in this study namely the analysis of the impact of service quality. Word of mouth, price, facility on customer satisfaction at JW Marriott Medan.

**Characteristics of Respondents by Income**

The test results of each respondent based on income are described in table below:

Table 4. Characteristics of Respondents by Income

Income	Quantity	Percent
0 - 2 jt	52	58%
4 - 7 jt	20	22%
7 jt - above	18	20%
Total	90	100%

Reviewing the result of the table the people with income from 0 – 2 million is 52 persons with a percentage of 58%, people with income from 4 – 7 million is 20 persons with a percentage of 22%, people with income 7 million or above is 18 persons with percentage 20%.

Service quality

Table 5. Research Result of Service Quality

Information	Strongly disagree to Strongly agree				
	0	1	4	34	50
JW Marriott Medan have satisfaction services that can be seen.	0	1	4	34	50
JW Marriott Medan services so reliable and dependable.	1	3	8	35	42
JW Marriott Medan willingness to help and provide services for customers in need.	1	1	5	35	47
JW Marriott Medan give assurance to their customers during their stay.	2	1	12	33	40
JW Marriott Medan is caring and give attention to their customers	1	2	5	35	46

From the table above, most respondents are in the values strongly agree (5) and agree (4) so the conclusions are that almost all respondents agree that JW Marriott Medan has good service quality.

Word of Mouth

Table 6. Research Result Word of Mouth

Information	Strongly disagree to Strongly agree			
	2	2	11	38
I know JW Marriott Medan from friends or family.	2	2	11	38
I got motivated to recommend this brand to others.	2	4	12	33
I know JW Marriott Medan from positive reviews and recommendation from online reviews, website, internet articles, etc.	3	6	9	32

From the table above, most respondents are in the values strongly agree (5) and agree (4) so the conclusions are that almost all respondents know JW Marriott brand from friends, family, recommendation, and internets. Price

Table 7. Research Result of Price

Information	Strongly disagree to Strongly agree				
	4	10	17	29	29
JW Marriott Medan services and products affordable.	4	10	17	29	29
JW Marriott Medan price suits with their products and services.	3	3	12	37	34
JW Marriott Medan price suits with the benefits.	1	7	10	31	40
JW Marriott Medan price can compete with their competitors.	1	5	9	34	40

From the table above, most respondents are in the values strongly agree (5) and agree (4) so the conclusions are that almost all respondents think that the price for JW Marriott goods and services, benefits suited their prices. Also, JW Marriott price can compete with their competitors.

**Facility**

Table 8. Research Result Facility

Information	Strongly disagree to Strongly agree				
	0	0	9	30	50
JW Marriott Medan lobby lounge, ex lounge, rooms are cozy and clean.	0	0	9	30	50
JW Marriott Medan have useful facilities for guests like restaurant, gym, spa, pool, conference room.	1	0	3	31	53
JW Marriott services and goods are useful to you.	0	1	7	40	40

From the table above, most respondents are in the values strongly agree (5) and agree (4) so the conclusions are that almost all respondents strongly agree that JW Marriott Medan facility is cozy, clean, and useful.

### Customer Satisfaction

Table 9. Research Result Customer Satisfaction

Information	Strongly disagree to Strongly agree				
	2	2	14	40	31
I will use JW Marriott Medan services again in the future.	2	2	14	40	31
I would recommend JW Marriott Medan to family or friends	3	1	10	38	36
I feel satisfied with JW Marriott Medan goods and services.	1	1	6	36	44

From the table above, most respondents are in the values strongly agree (5) and agree (4) so the conclusions are that almost all respondents strongly agree and agree that they will use and recommend JW Marriott Medan to friends and family also satisfied with their goods and services.

### DISCUSSION

Discussion of research as described in chapter 3 to conduct testing using the SPSS program for statistical data analysis. To conduct the study, 90 respondents were carried out to fill out a questionnaire with score range of 5 to 18 questions that had 4 independent and 1 dependent variables.

#### Descriptive statistical test

Descriptive analysis tests are used to find the mean, maximum, minimum, standard deviation and range from the data obtained. Can be seen from table below:

Table 10. Descriptive Analysis Tests

Variable	N	Minimum	Maximum	Mean	Std. deviation
Service Quality	90	56	100	87.01124	11.61943
Word of Mouth	90	40	100	82.69663	14.79555
Price	90	40	100	81.01124	15.0034
Facility	90	46.66667	100	88.31461	11.64634
Customer satisfaction	90	40	100	83.5206	15.07858

Score at table obtained through the calculation of the questionnaire through the Likert scale, N is the sample from our data, minimum is the lowest score, maximum is the highest score, standard deviation is the calculation of standard deviation, mean is the average value of the maximum and minimum.

Service Quality (X1) has 90 sample that is known has range score 5, for minimum score it's 56, maximum is 100, mean or average is 87.01124 and the standard deviation is 11.61943. Word of Mouth (X2) have 90 sample that is known

has range score 5, for minimum score it's 40, maximum is 100, mean or average is 82.69663 and the standard deviation is 14.79555. Price (X3) has 90 sample that is known has range score 5, for minimum score it's 40, maximum is 100, mean or average is 81.01124 and the standard deviation is 15.0034. Facility (X4) have 90 sample that is known has range score 5, for minimum score it's 46.66667, maximum is 100, mean or average is 88.31461 and the standard deviation is 11.64634. Customer Satisfaction (Y) have 90 sample that is known has range score 5, for minimum score it's 40, maximum is 100, mean or average is 83.5206 and the standard deviation is 15.07858.

**Validity test**

This test purpose is to evaluate the quality of the research, by telling how accurate or valid the data we obtained from our questionnaires, to start this test questionnaires will be given to 90 respondents of which have visited JW Marriott Medan and try their services and goods. With 90 respondents, the degree of freedom for this test is 88 with significant level 0,05 or 5% and according to r table, the value would be 0.2072. The result of the validity test for each variable is being recorded on below tables:

**Service Quality**

Table 11. Service Quality

Questions	R count	R table	Validity
SQ1	1	0.2072	Valid
SQ2	0.512	0.2072	Valid
SQ3	0.347	0.2072	Valid
SQ4	0.440	0.2072	Valid
SQ5	0.385	0.2072	Valid

Prepared by writer (2019)

**Word of mouth**

Table 12. Word of Mouth

Questions	R count	R table	Validity
WoM1	1	0.2072	Valid
WoM2	0.275	0.2072	Valid
WoM3	0.331	0.2072	Valid

Prepared by writer (2019)

**Price**

Table 13. Price

Questions	R count	R table	Validity
Price1	1	0.2072	Valid
Price2	0.437	0.2072	Valid
Price3	0.499	0.2072	Valid
Price4	0.218	0.2072	Valid

Prepared by writer (2019)

**Facility**

Table 14. Facility

Questions	R count	R table	Validity
Facility1	1	0.2072	Valid
Facility2	0.442	0.2072	Valid
Facility3	0.467	0.2072	Valid

Prepared by writer (2019)

**Customer Satisfaction**

Table 15. Customer Satisfaction

Questions	R count	R table	Validity
CS1	1	0.2072	Valid
CS2	0.577	0.2072	Valid
CS3	0.659	0.2072	Valid

Prepared by writer (2019)

From the tables above, it shows that all questions have passed the validity test, the higher the R-count than R-table means the validity is high, if its lower than 0.2072 then the question must be removed or change with the other one. So, we can move to the next step.

**Reliability Test**

Another test after validity is the reliability test to measure how consistency they can be in the reliability test it can be considered pass if value of Cronbach's alpha test greater than 0.6

**Reliability Test of Service Quality (X1)**

Table 16. Reliability Test of Service Quality (X1)

Cronbach's Alpha	N of Items
.762	5

Source: Data Processing Results (SPSS. 2019)

The table shows that variable X1 the service quality is reliable with value 0.762 higher than 0.6 on Cronbach's alpha so it's consistent. Reliability test of Word of Mouth (X2)

Table 17. Reliability Test of Word of Mouth (X2)

**Reliability Statistics**

Cronbach's Alpha	N of Items
.632	3

Source: Data Processing Results (SPSS. 2019)

The table shows that variable X2 the word of mouth is reliable with value 0.632 higher than 0.6 on Cronbach's alpha so it's consistent.

**Reliability test of Price (X3)**

Table 18. Reliability Test of Price (X3) Reliability Statistics

Cronbach's Alpha	N of Items
.725	4

Source: Data Processing Results (SPSS. 2019)

The table shows that variable X3 the price is reliable with value 0.725 higher than 0.6 on Cronbach's alpha so it's consistent.

**Reliability test of Facility (X4)**

Table 19. Reliability Test of Facility (X4) Reliability Statistics

Cronbach's Alpha	N of Items
.663	3

Source: Data Processing Results (SPSS. 2019)

The table shows that variable X4 the facility is reliable with value 0.663 higher than 0.6 on Cronbach's alpha so it's consistent.

**Reliability test of Customer Satisfaction (Y)**

Table 20. Reliability Test of Customer Satisfaction (Y) Reliability Statistics

Cronbach's Alpha	N of Items
.768	3

Source: Data processing results (SPSS. 2019)

The table shows that variable Y the customer satisfaction is reliable with value 0.768 higher than 0.6 on Cronbach's alpha so it's consistent. The data in sig Kolmogorov-Smirnov is to determine normality by using SPSS Statistics software, the significance level was chosen is 0.05 if the value was larger than 0.05, data can be determined as normally distributed but if less than 0.05 the data is distributed abnormally. The results are shown on below table.

**One-Sample Kolmogorov-Smirnov Test**

Table 21. One-Sample Kolmogorov-Smirnov Test Unstandardized Residual

N		88
Normal Parameters <sup>a,b</sup>	Mean	.0000000
	Std. Deviation	1.29700033
Most Extreme Differences	Absolute	.162
	Positive	.114
	Negative	-.162
Test Statistic		.162
Asymp. Sig. (2-tailed)		.000 <sup>c</sup>

Source: Data Processing Results (SPSS, 2019)

- a. Test distribution is Normal
- b. Calculated from data
- c. Lilliefors Significance Correction

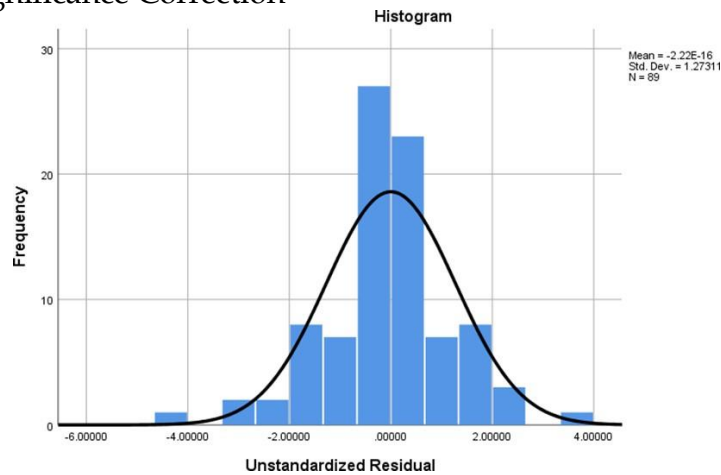


Figure 4. Unstandardized Residual

Source: Data Processing Results (SPSS, 2019)

Based on the above histogram the data has passed the normality test because it's already formed a high curve in the middle of the graph, it means that the data was distributed normally.

**Coefficient of Determination Test**

Table 22. Coefficient of Determination Test

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.827 <sup>a</sup>	.683	.668	1.303

a. Predictors: (Constant), X3, X1, X0, X2

b. Dependent Variable: Y

Source: Data Processing Results (SPSS, 2019)

As it seen on the model summary table, the R Square is 0.683 which means that it is indicating 68.3% of the factors that influence customers satisfaction would be service quality, word of mouth, price, facility. The remaining percentage is 31.7% that's the another external factors that're not explained.

**Linearity Test Linearity Test for Service Quality (X1)**

Table 23. Linearity Test for Service Quality (X1)

**ANOVA Table**

Y *	Between Groups	(Combined)	Sum of Squares	df	Mean Square	F	Sig.
X0	Linearity	(Combined)	231.663	11	21.060	7.421	.000
		Linearity	199.217	1	199.217	70.199	.000
		Deviation from Linearity	32.446	10	3.245	1.143	.342
	Within Groups		218.517	77	2.838		
	Total		450.180	88			

Source: Data Processing Results (SPSS, 2019)

**Linearity Test for Price (X3)**

Table 24. Linearity Test for Price (X3)

Y *	Between Groups	(Combined)	Sum of Squares	df	Mean Square	F	Sig.
X1	Linearity	(Combined)	241.479	9	26.831	10.156	.000
		Linearity	206.245	1	206.245	78.070	.000
		Deviation from Linearity	35.234	8	4.404	1.667	.120
	Within Groups		208.701	79	2.642		
	Total		450.180	88			

Source: Data Processing Results (SPSS, 2019)

### Linearity Test for Facility (X4)

Table 25. Linearity Test for Facility (X4)  
ANOVA Table

Sum of Squares			df	Mean Square	F	Sig.	
Y * X2	Between Groups	(Combined)	258.962	11	23.542	9.480	.000
		Linearity	223.151	1	223.151	89.859	.000
		Deviation from Linearity	35.812	10	3.581	1.442	.178

### Linearity Test for Facility (X4)

Table 26. Linearity Test For Facility (X4)

			Sum of Squares	Df	Mean Square	F	Sig.
Y * X3	Between Groups	(Combined)	196.729	7	28.104	8.982	.000
		Linearity	179.208	1	179.208	57.273	.000
		Deviation from Linearity	17.521	6	2.920	.933	.476
	Within Groups		253.451	81	3.129		
Total			450.180	88			
Within Groups			191.217	77	2.483		
Total			450.180	88			

Source: Data Processing Results (SPSS, 2019)

## CONCLUSION AND RECOMMENDATION

### conclusion

In this chapter the writer will conclude the results in this research and provide recommendations needed for the readers and researchers who might use or conduct similar research on service quality, word of mouth, price, facility, and customer satisfaction in the future. Based on the research writer will conclude that:

1. Through the data obtained from the distributed questionnaires for service quality, it shows that most of the answers given by are above agree and strongly agree has the greatest number of votes. But few of them are disagree and strongly disagree to certain statements. This shows that are the respondents agreed with statements towards the service quality of the JW Marriott Medan.
2. Through the data obtained from the distributed questionnaires for word of mouth, there was also great number of responses that have chosen strongly to agree and agree although some of them also neutral and little bit of disagree statement. It shows that mostly customers from JW Marriott Medan knew them from information from friends or family, internet, and positive reviews from travel websites.
3. For price questionnaires the data obtained shows that mostly respondents choose to agree and some of them also choose strongly to disagree, because some respondents maybe are thinking that JW Marriott Medan goods or services are too costly and some of them aren't.

4. For the data obtained from distributed questionnaires facility has greater number of votes in strongly agree and agree without strongly disagree responses in the statements, this shows that the respondents agreed with the statement of the hotel JW Marriott Medan's facility that's complete, cozy, clean for them.

5. For the data obtained from distributed questionnaires for dependent variable customers satisfaction have various respondents regarding their satisfaction to this JW Marriott Medan, most answers strongly agree and agree and some of them disagree and strongly disagree statement. This shows that some customers are satisfied with JW Marriott Medan goods and services but some of them are not satisfied.

### **Recommendation**

Based on the results obtained from this study, writer have recommendations to make:

1. Since service quality (X1) and word of mouth (X2) have the most positive and significance influence on customer satisfaction, writer recommends JW Marriott Medan to maintain their quality in service or made some improvements so when customers use their services, customers will satisfy and share their experience to family and friends or internet and travel websites, so more people well get to know their brand.

2. For the price (X3) and facility (X4) the result in this variable will impact customer satisfaction because some of the respondents there were also slightly disagree with the statements of the price, so writer recommends JW Marriotts Medan to give reasonable price to their goods and services because if some services or goods prices are too high, some customers will think that's loss for them. For facility this is the statements with most positive results because their customers satisfied enough with their facility so writer can only recommend keeping maintaining their services in this facility or improve it, so customers always feel comfortable with this hotel.

3. For future researchers, the writer recommends to study on another factor that can impact customers satisfaction, because there are still many external factors that are not discussed about in this research only service quality, word of mouth, price, and facility. If future researchers interested in this research would consider other factors such as hotel location, room or foods price, marketing strategy, hotel size, technology development, etc. Writer recommend this because from service quality, word of mouth, price, facility only make to 68.3% of the coefficient of determination there is still 31.7% of external factors that are not mentioned in this study.

### **FURTHER STUDY**

This research still has limitations, so it is necessary to conduct research related to the topic of The Influence of Brand Image, Social Media Advertisement, and Word of Mouth Toward Customer Attraction in order to perfect this research and add insight for readers.

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