



Analysis Of Customer Satisfaction Influenced By Service Quality And Promotion At Hotel The Radiant Center, South Tangerang

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Abstract: Research purposes were to determine the partial influence of service quality on consumer satisfaction at The Radiant Center Hotel. To determine the partial influence of promotions on consumer satisfaction at The Radiant Center Hotel. To determine the simultaneous influence of service quality and promotions on consumer satisfaction at The Radiant Center Hotel. The quantitative associative research method included the entire population of 3275 consumers of The Radiant Center Hotel in 2021, with a sample of 97 respondents. Data collection methods included observation, questionnaires, and literature study. Data validity tests included validity test, reliability test, and classical assumption test. Data analysis methods included descriptive statistical tests and inferential tests such as simple linear regression and multiple linear regression, determination tests, and hypothesis tests including t-tests and F-tests.

The research findings revealed a positive and significant influence of service quality on consumer satisfaction partially, with a coefficient of determination of 48.8%, as evidenced by the hypothesis test where the calculated t-value was greater than the tabulated t-value ($4.169 > 0.1680$). There was a positive and significant influence of promotions on consumer satisfaction with a coefficient of determination of 52.2%, as evidenced by the hypothesis test where the calculated t-value was greater than the tabulated t-value ($7.572 > 0.1680$). There was a positive and significant influence of both service quality and promotions on consumer satisfaction simultaneously, represented by the regression equation $Y = 3.096 + 0.320X_1 + 0.244X_2 + e$. The coefficient of determination was 52.2%, as confirmed by the hypothesis test where the calculated F-value was greater than the tabulated F-value ($53.369 > 3.09$). Therefore, H_0 was rejected, and H_3 was accepted, indicating a significant simultaneous influence of service quality and promotions on consumer satisfaction.

Keywords: Service Quality, Consumer Satisfaction, Promotions

A. INTRODUCTION

In recent years, the population growth in Indonesia has continued to experience a considerable increase. This phenomenon can be seen in the following table.

Table 1 Population Data of the Republic of Indonesia (RI) from 2017 to 2021

NO	YEAR	POPULATION
1	2017	261,9 Million People
2	2018	265 Million People
3	2019	266,91 Million People
4	2020	271,35 Million People
5	2021	272,68 Million People
6	2022	275,77 Million People
7	2023	278,69 Million People

Source: BPS, 5 November 2023

Based on the data in Table 1, it can be concluded that with the high population in Indonesia, it becomes a specific market segment for companies. However, this has led to increasingly fierce competition in the business world. Therefore, many companies have sought to implement a total system of business activities designed to plan, set prices, promote, and distribute goods and services that can meet the needs of both current and potential consumers.

One of these efforts is in the field of hotels, a service industry that, when established in a particular area, intensifies the competition. This competition can certainly threaten the survival of a business, as a lack of competitiveness and a low occupancy rate means that revenue, which should be used for operational expenses, becomes limited.

Companies that can withstand the tough business competition are those that can ensure their customers feel satisfied, avoiding disappointment due to comparing the performance of products or services with their desires. Consumer disappointment arises when the performance of a product is lower than the consumer's expectations. However, if the product's performance exceeds expectations, the consumer will experience satisfaction.

The Radiant Center Hotel is one of many hotels in Ciputat that has felt the tight competition in attracting consumers. The Radiant Center Hotel must establish a good relationship with its customers. If dissatisfaction with the product or service occurs, it will foster negative attitudes and decrease in purchase rates or various complaining behaviors (Tjiptono, 2019).

In its implementation, there are still several factors that prevent overall customer satisfaction at The Radiant Center Hotel from being achieved. As an illustration of the consumer satisfaction achieved by The Radiant Center Hotel, the following data represents the volume of consumers staying at The Radiant Center Hotel from 2017 to 2021.

Table 2 Data on the Number of Customers at The Radiant Center Hotel 2017-2021

No	Period	Target	Number of Consumers	Percentage
1	2017	5780	2365	41%
2	2018	6500	2059	32%
3	2019	6809	3372	50%
4	2020	4978	1837	37%
5	2021	6901	3275	47%

Source: General Marketing The Radiant Center, Oktober 2022

Based on the data, it is known that there has been fluctuating movement over the past 5 years from visitors. The fluctuation in the number of visitors over the past 5 years is an indication of the level of consumer satisfaction and fluctuation. This raises the question of what factors influence the volume of visits that reflect consumer satisfaction at The Radiant Center Hotel. It is known that the high or low occupancy rate of the hotel is greatly influenced by two factors: external and internal factors. External factors are those outside the company, including social, economic, and government policies. On the other hand, the internal factors refer to the facilities the hotel has and the quality of its services. One of the services provided by the hotel includes food, beverages, transportation, and other services (Prasetyo and Khasanah, 2015: 1).

The aforementioned statement is reinforced and clarified by Indrasari (2019:83), who explains that "customer satisfaction is determined by perceptions of service quality, product quality, price, situational factors, and personal factors." Similarly, in the case of The Radiant Center Hotel, the main factor related to customer satisfaction is suspected to be due to the quality of service. In service-oriented businesses such as the hotel industry, what is being sold is the service itself. Therefore, to achieve customer satisfaction, it must begin with good and optimal service quality.

Based on the results of the preliminary research conducted at The Radiant Center Hotel, a phenomenon related to the service provided by the hotel was discovered. It is known that the service quality at The Radiant Center Hotel is still not optimal, as the gap between the service standards and the actual service provided is apparent.

Another phenomenon that is suspected to be a factor contributing to decreased customer satisfaction, in addition to the poor quality of service, is presumed to be the lack of aggressive promotion. The promotions provided by the company must also have the ability to stimulate the interest of potential consumers who observe them to make transactions or purchases. An effort in promotion can be classified as one of the ways to communicate a service that can take the form of tangible goods or services offered by a brand or an industrial company intended for potential and regular consumers (Ernawati, 2019).

B. LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

1. Service Quality

a. Service Quality Definition

According to Indah (2022: 120-133), "service quality is the level of superior service provided by a company/service provider, which meets customer expectations and even exceeds them so that customers feel satisfied."

Furthermore, Angelova and Zekiri, as cited in Ahidin (2018), state that "service quality is a global assessment, or attitude related to excellence in service, while satisfaction is related to specific transactions."

There is an opinion according to Syaifullah et al. (2020:3) who propose that "service quality is a concept that accurately represents the core of service performance, which is a comparison to excellence in service encounters carried out by consumers."

Based on the opinions of the experts above, it can be concluded that service quality is a form of excellence in service provided by a company to differentiate itself from competitors so that the company can meet the expectations of its customers.

b. Impact of Service Quality on Customer Satisfaction

According to Lupiyoadi in Aisyah and Tuti (2022:168-179), there are five main factors that need to be considered in relation to customer satisfaction, namely: product quality, service quality, emotions, price, and costs.

The above statement is reinforced by the research conducted by Mamesah (2020), which showed that Service Quality such as physical evidence (Tangible), reliability, responsiveness, assurance, and empathy have been proven to influence customer satisfaction at Hotel Lucky Inn Manado.

This is also echoed by the research conducted by Lubis and Rukimini (2020), which revealed that service quality has a direct positive and significant impact on customer satisfaction.

2. Promotion

a. Promotion Definition

According to Praestuti (2020), "promosi is a persuasive effort used to persuade or encourage consumers to purchase products or services produced by a company."

Furthermore, Mursid, as cited in Rispawati (2020: 2727-2738), explains that "promosi is a persuasive communication action, inviting, urging, persuading, and convincing."

The above opinions are in line with Zimmereer, as described in the journal by Rahayu (2021), stating that "promosi is all forms of persuasive communication designed to inform about products or services and to influence them to buy the goods or services, including publicity, sales, personal selling, and advertising."

Based on the definitions by the experts above, it can be concluded that promosi is an activity carried out by companies to persuade, convince, inform, and influence consumers to use their products and services.

b. Impact of Promotion on Customer Satisfaction

According to Zeithaml and Bitner in Kusmadeni (2020:7-14), promotion is described as any form of message about a product that is conveyed through media, intended for a portion or all of the community.

This theory is reinforced by the research conducted by Sukarsih and Saputra (2021), where the research results indicate that promotion has a positive and significant impact on the satisfaction of customers at the Habit Ubud restaurant, which means that more vigorous promotion will affect the level of customer satisfaction.

This is also in line with the research conducted by Arifin (2021), with the research results showing that promotion has a positive and significant impact on customer satisfaction at Reddoorz Hotel in Surabaya, indicating that an increase in promotion will lead to increased customer satisfaction.

3. Customer Satisfaction

a. Customer Satisfaction Definition

According to Kotler and Keller, as stated in Rohman and Sujiah (2021), "customer satisfaction is the feeling of pleasure or disappointment that arises after comparing the performance of the considered product against the expected performance."

There is another opinion from Firmansyah, as described in Rohman and Sujiah (2021), that "customer satisfaction is the comparison between expectations and perceptions of the experience (perceived/received)."

Furthermore, Lovelock and Wright, as stated in Kusmadeni (2020:7-11), clarify that "customer satisfaction is the short-term emotional reaction of consumers to the performance of a particular service."

Based on the opinions of the experts above, it can be concluded that customer satisfaction is the response or feedback from consumers in the form of feelings or evaluations of product usage, where their expectations and needs are fulfilled.

b. Simultaneous Impact of Service Quality and Promotion on Customer Satisfaction

According to Putranto et al. (2021:57-68), of the many factors that can fulfill customer satisfaction, promotion and service quality are considered two factors that are believed to influence customer satisfaction.

This theory is reinforced by the research conducted by Priadi and Utomo (2021), where the research results show that service quality and promotion have a positive and significant impact on customer satisfaction simultaneously.

Similarly, the study by Sudirman and Firdaus (2022) indicates that the variables of service quality and promotion together or simultaneously have a significant impact on customer satisfaction at d'Dhave Hotel Purus Padang.

C. METHODS

1. Research Type

This research employs a quantitative research method. According to Sugiyono (2017:11), "Quantitative research method can be defined as a research method that is based on the philosophy of Positivism, used to study a specific population or sample, data collection using research instruments, data analysis is quantitative/statistical, with the aim of testing predetermined hypotheses."

This quantitative research type utilizes an associative approach. According to Sugiyono (2017), the purpose of this research is to determine the relationship (influence) between two or more variables.

2. Research Site and Timeframe

The research was conducted 3-6 month until all the supporting data required by the researcher had been obtained. The research was conducted at The Radiant Center Hotel as the research subject.

3. Population and Sample

According to Sugiyono (2017:119), "Population is a generalization area consisting of objects/subjects that have specific qualities and characteristics determined by the researcher for study and subsequent conclusions drawn."

This target population must be clearly defined before the research is conducted. In this study, the target population is consumers staying at The Radiant Center Hotel.

According to Sugiyono (2017:215), "a sample is the quantity and characteristics possessed by the population." Samples are used when the population under study is too large and it is not feasible to observe everything in the population; it must be truly representative. If the population is too large, the researcher can use a sample taken from part of the population.

The determination of the sample size used by the author in this study is based on the Slovin method as a measure to calculate the sample size because the known population size is more than 100 respondents. By calculating the sample size using the Slovin technique to ensure representation and generalizability of the results. The

determination of the sample size using the Slovin formula (Sugiyono, 2016:82) is as follows:

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

Information:

n: Sample Size,

N: Population Size

e: Sample error set at 10%

Based on the explanation above, using the Slovin formula, the sample size can be calculated as follows:

$$n = \frac{3275}{1 + 3275(0,1)^2} = 97,03 = 97$$

Thus, it can be concluded that the sample in this study is rounded to 97 individuals. This refers to Sugiyono's (2013) opinion that if the sample size approaches the population, the result becomes more representative.

4. Primary and Secondary Data Sources

According to Sugiyono (2017:187), "primary sources are data sources that directly provide data to the data collector". The collection of primary data in this research is done by distributing questionnaires to consumers of The Radiant Center Hotel.

According to Sugiyono (2017:187), "secondary data is an indirect data source that provides data to data collection, such as other people or documents." Secondary data in this research includes data on the number of customer visits, complaint data, business profiles, and other materials that support the writing.

5. Data Collection Methods

a. Observation

According to Sugiyono (2017:196), "Observation is a process that is organized in various ways to obtain data based on facts about the actual world obtained through observation." The author conducted direct observation, focusing on the main issues to ensure a more focused and relevant data collection. Observation methods can be non-participant or participant, depending on the researcher's role during the study.

b. Literature Review

Literature review is a crucial element in descriptive studies. It provides essential theoretical and practical data to support the research. According to Sugiyono (2013), literature review is related to theoretical studies and references that relate to the values, culture, and norms prevailing in the social situation under investigation. In this research, literature review was conducted to find theoretical foundations relevant to the research topic.

c. Questionnaire

A questionnaire is a set of written questions presented to respondents. This study utilized closed-ended questions to limit respondents' answers to the research focus. The questionnaire was designed to gather data on the respondents' opinions and experiences using a Likert scale measurement method.

d. Likert Scale Measurement

The Likert scale is an agreement used as a reference to determine the intervals in a measurement tool. It yields quantitative data, allowing respondents to express their degree of agreement or disagreement with various statements. The scale used in this study was the Likert scale, enabling the measurement of variables into indicator variables. Each item in the instrument provided a range of responses, typically in the form of gradations.

6. Data Fitness Test

Data fitness test is conducted to measure the accuracy of the sample's function in estimating actual values statistically. The validity test determines the similarity between the collected data and the actual data. The reliability test aims to ensure that responses to statements in the questionnaire are consistent over time. The classical assumption test is used to evaluate the data's accuracy, including the normality test, multicollinearity test, autocorrelation test, and heteroskedasticity test.

The validity test uses the SPSS software version 26 and the formula for the validity test. The reliability test utilizes the Cronbach Alpha formula, and a value greater than 0.60 indicates reliable data. The classical assumption test comprises several aspects, including the normality test conducted through the Kolmogorov-Smirnov test, with a significance level of 0.05. Multicollinearity is tested using the Variance Inflation Factor (VIF) and Tolerance Value.

Autocorrelation is evaluated using the Durbin-Watson (Dw) test, and the guidelines are provided based on the DW test results. Heteroskedasticity is tested using a scatter plot to detect irregular data patterns, indicating the absence of heteroskedasticity. If the data points form a regular pattern, heteroskedasticity is present.

7. Data Analysis Techniques

Data analysis in quantitative research involves activities such as categorizing data based on variables and respondent types, tabulating data, presenting data for each examined variable, performing calculations to answer research questions, and testing the proposed hypotheses. Simple linear regression is used to estimate the coefficients produced from a linear equation with one independent variable for prediction purposes. The equation for simple linear regression is $Y = a + bx$.

Multiple linear regression is used to predict how changes in independent variables affect the dependent variable. The model is presented as $Y = a + b_1X_1 + b_2X_2 + \epsilon$, where a is the constant, Y is the dependent variable, $b_{1,2}$ are the regression coefficients, $X_{1,2}$ are the independent variables, and ϵ is the disturbance error. The coefficient of determination (R^2) measures the model's ability to explain the variation in the independent variables.

Hypothesis testing is conducted to determine whether a hypothesis should be accepted or rejected. The t-test, used for partial hypothesis testing, examines the influence of each independent variable on the dependent variable. The F-test, used for simultaneous hypothesis testing, examines the combined effects of all independent variables on the dependent variable. The criteria for hypothesis testing involve comparing the calculated values with the table values and the significance level.

D. RESULT AND DISCUSSION

1. Brief History, Vision, and Mission of The Radiant Center Hotel

The Radiant Center Hotel is a hospitality company established in 2016 and is one of the brands under the umbrella of PT Sangkanhurip Grahatama, located in East Ciputat, South Tangerang. The increasingly intense competition in the hotel industry demands that companies provide services that cater to consumer needs. The Radiant Center Hotel has expanded with 3 (three) points of sale, namely hall rentals, office rentals, and accommodation for various purposes. The hotel's vision is "To become a comfortable place for relaxation," while its mission is "To create a warm hotel environment with professional and friendly service" to realize its vision.

2. Testing the Results of Data Instruments

a. Validity Test

The validity test is conducted to examine whether each question item on the questionnaire is valid or not. To process the validity test, the research utilizes SPSS software version 26 with the following criteria:

- 1) If the calculated r-value > the tabulated r-value, then the instrument is considered valid.
- 2) If the calculated r-value < the tabulated r-value, then the instrument is considered invalid.

The results of the validity test for the service quality variable are as follows:

1) Validity test of the Service Quality variable (X1)

Table 3 Validity Test Results Based on the Service Quality Variable (X1)

NO	QUESTION LIST	RCALCULATED	RTABLE	DECISION
1	The Radiant Center Hotel provides standard 2-star hotel bedrooms.	0.593	0.1996	Valid
2	The Radiant Center Hotel provides LED TVs in each room for customers.	0.727	0.1996	Valid
3	The staff at The Radiant Center Hotel always pay attention to customers by escorting them to their rooms.	0.698	0.1996	Valid
4	The staff at The Radiant Center Hotel understands their customers by providing bottled water in every room.	0.610	0.1996	Valid
5	The staff at The Radiant Center Hotel is always alert in serving customers.	0.690	0.1996	Valid
6	The staff at The Radiant Center Hotel provides detailed information on the hotel room's location to customers.	0.703	0.1996	Valid
7	The staff at The Radiant Center Hotel provides accurate and reliable service information.	0.708	0.1996	Valid
8	The staff at The Radiant Center Hotel performs turn-down service for customers within the promised 10-15 minutes duration.	0,725	0.1996	Valid
9	The staff at The Radiant Center Hotel has skills and knowledge in the hospitality industry.	0.619	0.1996	Valid
10	The staff at The Radiant Center Hotel always serves customers using polite language.	0.721	0.1996	Valid

Source: Research data processed, November 2023

Based on Table 3 above, it shows that all statements in the independent variable of service quality are valid. It is evident that the Pearson Correlation value (r-calculated) for each statement item is greater than the r-table value at a significance level of 5% (0.05) for each statement item (r-calculated > r-table (0.1996)).

2) Validity test of the Promotion variable (X2)

Table 4 Validity Test Results Based on the Promotion Variable (X2)

NO	QUESTION LIST	RCALCULATED	RTABLE	DECISION
1	I often see advertisements for The Radiant Center Hotel in print media.	0.656	0.1996	Valid
2	I often see advertisements for The Radiant Center Hotel on electronic media such as Instagram.	0.634	0.1996	Valid
3	The Radiant Center Hotel provides discounts to customers for national holidays and the new year.	0.709	0.1996	Valid
4	The Radiant Center Hotel provides customer coupons that are valid for specific periods.	0.648	0.1996	Valid
5	The Radiant Center Hotel always presents its accommodation services clearly on campus.	0.649	0.1996	Valid
6	The Radiant Center Hotel always presents its accommodation services clearly in the company.	0.726	0.1996	Valid
7	The Radiant Center Hotel conducts promotions through exhibitions at the outlet.	0.654	0.1996	Valid
8	The Radiant Center Hotel conducts promotions through seminars at the outlet in Ciputat.	0.746	0.1996	Valid

Source: Research data processed, November 2023

Based on Table 4 above, it shows that all statements in the independent variable of consumer satisfaction are valid. It is evident that the Pearson Correlation value (r-calculated) for each statement item is greater than the r-table value at a significance level of 5% (0.05) for each statement item r-calculated > r-table (0.1996).

b. Reliability Test

Reliability testing is used to determine the extent to which the measurement results can be trusted. Reliability testing is also a way to assess whether the alternative questionnaire measures used are consistent or not. After conducting the validity test of the instrument and obtaining the valid items, the reliability of these valid items is tested using the Cronbach's alpha formula. An instrument can be considered reliable if the Cronbach's alpha value is greater than the r-table value.

The criteria or conditions for determining whether the statements are reliable or not are as follows:

- 1) If the Cronbach's Alpha value > 0.60, then the instrument is reliable.
- 2) If the Cronbach's Alpha value < 0.60, then the instrument is not reliable.

The results of the reliability test in this study were conducted using SPSS Version 26, with the following results:

Table 5 Results of the Reliability Test for Independent and Dependent Variables

Variable	Cronbach's Alpha	Standard Cronbach's Alpha	Decision
Service Quality	0.868	0.600	Reliable
Promotion	0.832	0.600	Reliable
Consumer Satisfaction	0.804	0.600	Reliable

Source: Research data processed, November 2023

Based on the test results in the table above, it shows that the variables of service quality (X1), promotion (X2), and consumer satisfaction (Y) are considered reliable, as evidenced by each variable having a Cronbach's Alpha greater than 0.600.

3. Classical Assumption Testing

a. Normality Test

The normality test is intended to determine whether the variables in the study have a normal distribution or not. This normality test uses the Kolmogorov-Smirnov technique and graphical analysis methods with the assistance of SPSS 26 software.

1) Kolmogorov-Smirnov

Kolmogorov-Smirnov is a widely used test for normality. The advantage of this test is its simplicity and the absence of differences in perception between one observer and another, which often occurs in normality tests using graphs. The criteria are as follows:

- a) If (the value of $\alpha > 0.05$), then it is normally distributed.
- b) If (the value of $\alpha < 0.05$), then the data is not normally distributed.

Table 6 Results of the Normality Test One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		97
Normal Parameters a,b	0,0000000	0,0000000
	Std. Deviation	2,42064560
Most Extreme Differences	Absolute	0,077
	Positive	0,077
	Negative	-0,050
Test Statistic		0,077
Asymp. Sig. (2-tailed)		.190 ^c

Source: Research data processed, November 2023

The results from Table 6 above indicate that the significance value of Kolmogorov-Smirnov, indicated by the Asymp.Sig (2-tailed) statement, is $0.190 > 0.05$. Therefore, it can be concluded that the residual values are normally distributed.

2) Graphical Analysis

Graphical analysis involves plotting a histogram and a probability plot (P Plot) graph. Graphical analysis is used to examine residuals by comparing

the histogram graph between observed data and a distribution that approximates the normal distribution.

Another more reliable method is the probability plot, which compares the cumulative distribution and the normal distribution. A normal distribution will form a straight diagonal line. If the residual data distribution is normal, the line representing the data will follow its diagonal line.

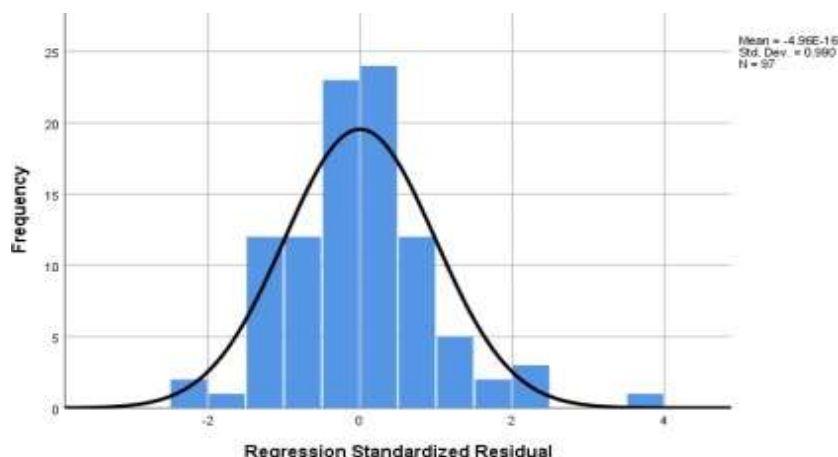


Figure 1 Results of the Normality Test with Histogram Graph

In Figure 2, it can be observed that the residual data is normally distributed, as indicated by the bell-shaped data distribution without skewness to the left or right.

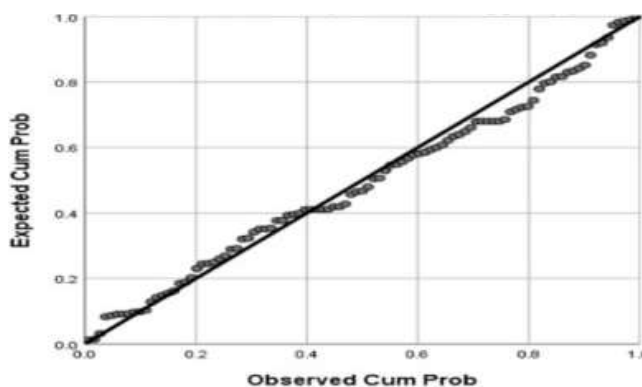


Figure 2 Results of the Normality Test P-Plot

Inferential Statistical Analysis

Simple Linear Regression Analysis of Variable Service Quality (X1) Towards Purchase Decisions (Y)

Table 7 Results of Simple Linear Regression Testing of the Service Quality Variable (X1) Against Consumer Satisfaction (Y)

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
Constant	4.169	1.980		2.105	.038
Service Quality	.477	.050	.699	9.522	.000

a. Dependent Variable: Consumer Satisfaction

Source: Research data processed, November 2023

From the above output, the value of Constant (a) is 4.169, while the service quality value (b/regression coefficient) is 0.477, so the regression equation is as follows:

$$Y = a + bX$$

$$Y = 4.169 + 0.477X_1$$

The interpretation is as follows:

a = The constant value is 4.169

b = 0.477 is not equal to 0 (Not equal to zero)

- If the value of $b = 0$ (Service Quality is not managed), then the regression coefficient value = the constant.
- If the value of $b \neq 0$ (Service Quality is well managed and positively signed), then the regression coefficient value increases by 1 (one) unit.
- Because the value of $b \neq 0$ (0.477) means there is an influence.
- Because the value of b is positive, it means the model of the influence is unidirectional, meaning that if the Service Quality is good or increases, then customer satisfaction is also high or increases, and vice versa.

The number $0.477 \neq 0$, indicating that there is an influence of service quality on consumer satisfaction. The number 0.477 is a positive number, meaning there is a unidirectional influence, namely, if the service quality is good or increases, then customer satisfaction will be high or increase as well, and if the service quality is not good or decreases, then customer satisfaction will not be high or will decrease.

4. Research Discussion

a. Effect of Service Quality (X1) on Consumer Satisfaction (Y)

Based on the results of inferential statistical tests, there is a partially positive and significant influence of service quality on consumer satisfaction. This implies that "If consumer satisfaction is to be improved, the management of Hotel The Radiant Center must manage its service quality variables, especially in the dimension of physical evidence (Tangible), namely, the management of Hotel The Radiant Center 'MUST' provide LED TVs in each room and ensure their proper functioning." This is in line with the findings of previous research conducted by Lubis and Rukimini (2020), Aisyah and Tuti (2022), and Mamesh (2022).

b. Effect of Promotion (X2) on Consumer Satisfaction (Y)

Based on the results of inferential statistical tests, there is a partially positive and significant influence of promotion on consumer satisfaction. This implies that "if consumer satisfaction is to be improved, the management of Hotel The Radiant must manage its promotion variable, especially in the dimension of publicity, namely, the management of Hotel The Radiant Center 'MUST' be more aggressive in organizing seminars to introduce its products to consumers." This is in line with the findings of previous research conducted by Kusmadeni (2020), Sukarsih and Saputra (2021), and Arifin (2021).

c. Influence of Service Quality (X1) and Promotion (X2) on Consumer Satisfaction (Y)

Based on the results of inferential statistical tests, there is a simultaneous and significant positive influence of service quality and promotion on consumer satisfaction. This implies that "if consumer satisfaction is to be improved, the management of Hotel The Radiant Center must jointly manage the service quality

and promotion variables, especially in the dimension of physical evidence (Tangible) in service quality and publicity in promotion, namely, the management of Hotel The Radiant Center 'MUST' manage these dimensions. This is in line with the findings of previous research conducted by Putranto et al. (2021), Priadi and Utomo (2021), and Sudirman and Firdaus (2022)."

E. CONCLUSIONS AND SUGGESTIONS

1. Conclusions

Based on the research conducted and outlined by the author in Chapter IV regarding the influence of service quality and promotion on consumer satisfaction at Hotel The Radiant Center from the discussions that have been outlined, the following conclusions can be drawn:

- a. There is a positive and significant influence of Service Quality on Consumer Satisfaction at Hotel The Radiant Center partially.
- b. There is a positive and significant influence of Promotion on Consumer Satisfaction at Hotel The Radiant Center partially.
- c. There is a positive and significant influence of Service Quality and Promotion on Consumer Satisfaction at Hotel The Radiant Center simultaneously.

2. Suggestions

- a. For the service quality variable, the weakest question is in the physical evidence dimension, namely "Hotel The Radiant Center provides LED TVs in every room for customers," which only reaches an average of 3.74. It is suggested that the service quality in the physical evidence (tangible) dimension be improved, such as ensuring that LED TVs are available in every room and functioning properly.
- b. For the promotion variable, the weak question is in the publicity dimension, namely "Hotel The Radiant Center conducts promotions through outlet seminars in Ciputat," which only reaches an average of 3.44. It is recommended that promotion in the publicity dimension be increased, such as conducting more outlet seminars in Ciputat or outside Ciputat.
- c. For the consumer satisfaction variable, the weak question is in the conative dimension, namely "Customers visit to obtain services from Hotel The Radiant Center," which only reaches an average of 3.64. It is recommended that consumer satisfaction in the conative dimension be enhanced, such as focusing more on directing customers to visit to obtain services from Hotel The Radiant Center.

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