THE INFLUENCE OF SERVICE QUALITY AND PRICE ON CUSTOMER SATISFACTION AT THE RANGKAYO BASA PADANG HOTEL

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ABSTRACT

The decrease in the number of customers at the Rangkayo Basa Hotel was due to the inadequate service provided by the Rangkayo Basa Hotel to customers, due to a lack of service quality. This research aims to determine the effect of service quality and price on customer satisfaction at the Rangkayo Basa Hotel. The type of research used is quantitative, the research object is customers at the Rangkayo Basa Hotel. The population in this research is all people who have stayed at the Rangkayo Basa Hotel in Padang in 2023, consisting of 100 samples using accidental sampling technique. The research measuring tool uses a Likert scale questionnaire and data analysis uses multiple linear regression tests. Data processing uses the IBM SPSS program version 25. The research results show that service quality (tangibles, empathy, responsiveness, assurance, reliability) and price have a positive influence on customer satisfaction at the Rangkayo Basa Hotel.

Keywords : customer satisfaction, service quality, price.

INTRODUCTION

The hotel industry is one of the most important sectors in the global economy. In the era of globalization and advances in information technology, competition in the hotel industry is increasingly fierce. In every competition, many business people carry out better strategies to meet consumer needs and provide maximum satisfaction, and serve them best, because the goal of a business is to create a sense of satisfaction for consumers (Tandra et al., 2021)

The most important thing in the business world is the concept of customer satisfaction which is used to attract consumers. It is mandatory for companies to provide the best service quality in order to be able to remain trusted by customers. According to Kotler (2003:36), customer satisfaction is the level of someone's feelings of happiness and disappointment that arise after comparing their perception of the product's performance or results with their expectations. According to (Rao & Sahu, 2013), The high satisfaction of hotel guests can be seen through their behavior, such as their tendency to return to the hotel and stay for a long time.

Service quality has an effect on customer satisfaction Fardiani, (2013). Many factors influence the development of the hotel industry, one of which is how hotels can attract and retain customers by providing good service and ensuring that consumers are satisfied using the services the hotel provides. Service that is friendly, efficient and responsive to guest needs will increase their level of satisfaction.

Apart from service quality, the low level of customer satisfaction is also thought to be influenced by price. Price is the amount of money that consumers have to pay to producers, or to get the product/service that consumers want (Apriyanto et al., 2021). As an industry that operates in the service sector, the hotel industry in the Padang region cannot be separated from conditions of tight competition for the market. Rangkayo Basa Hotel is a 2 star hotel in Padang, precisely on Jl. Hangtuah No. 211 Padang. The hotel building consists of four floors with a total of 53 rooms consisting of Superior, Deluxe, Junior Suite and Rangkayo Basa Suite, the price of each room is different, this is because the facilities in each room are different. The following is data on visits to the Rangkayo Basa Padang hotel

Tabel 1
Total of data on visits to the Rangkayo Basa Padang hotel
for 2020-2022

No	Month	Year 2020	Year 2021	Year 2022
1	January	122	106	176
2	February	74	174	132
3	March	140	156	102
4	April	114	87	67
5	May	122	343	321
6	June	237	81	265
7	July	155	146	246
8	August	175	65	133
9	September	65	77	-
10	October	231	115	-
11	November	117	165	-
12	December	105	73	67
Total		1.657	1.588	1.509

Sumber: Rangkayo Basa Hotel Customer Visit Data for 2020-2022

Based on table 1, it can be seen that the number of visitors at the Rangkayo Basa Padang Hotel has decreased in 2021 and 2022 with a decrease in 2021 of 69 customers and in 2022 of 148 customers. The highest number of visitors occurred in 2020. The fluctuating number of consumers at the Rangkayo Basa Hotel is an indication of the low level of customer satisfaction. This low level of customer satisfaction is thought to be due to the low level of Service Quality.

The ability of one party to offer services to third parties is tangible. The performance and strength in offering various conveniences, as well as the real

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manifestation of the business and the world around it, are clear evidence of the services provided (Puji Lestari, 2018)

In research conducted by several experts, namely Farhani & Prihatiningrum (2022) stated that this tangible has a positive and significant relationship to customer satisfaction. And in the research proposed by Yadi (2015) also said the same result, namely that this tangible also has a positive effect on customer satisfaction. So it can be concluded that.

H₁: Tangible has a positive effect on Customer Satisfaction

Empathy is the individual attention given by businesses to consumers, to understand the needs and desires of their customers (Mariansyah & Syarif, 2020). Empathy includes ease in having good relationships, personal attention and understanding consumer needs (Fernos & Putra, 2019).

Previous research conducted by Unud (2018) examined the influence of service quality dimensions on Indihome Triple Play customer satisfaction. The research results show that Empathy has a positive and significant effect on customer satisfaction. So it can be concluded that.

H₂: Empathy has a positive effect on Customer Satisfaction.

Reliability is the ability to have promised, reliable and accurate service performance (Fernos & Putra, 2019). Reliability is related to the company's ability to provide accurate services from the first time without making any mistakes and delivering its services according to the agreed time (Suryanto & Aziz, 2019).\

In research conducted by several experts, namely Hamzah & Purwati (2019) researching the influence of service quality on sharia banking customer satisfaction. The research results show that reliability has a positive and significant effect on customer satisfaction. And in the research proposed by Jatra & Utami (2015) also said the same result, namely that this tangible also has a positive effect on customer satisfaction. So it can be concluded that.

H₃: Reliability has a positive effect on Customer Satisfaction.

Responsiveness according to Kotler, P & Armstrong (2012) is the capacity to immediately provide services to customers while helping them.

Previous research conducted by (Sari & Marlius, 2023) examined the influence of academic website service quality dimensions on student satisfaction at STIE "KBP". The research results show that responsiveness has a significant effect on student satisfaction. And in the research proposed by Wibisono (2016) shows that responsiveness has a significant effect on customer satisfaction. So it can be concluded in this research that responsiveness has a positive and significant effect on consumer satisfaction.

H₄: Responsiveness has a positive effect on Customer Satisfaction.

Guarantees according to Kotler (2012) are employee expertise, politeness and capacity to raise the trust of others. Guarantees have a favorable impact on customer satisfaction, according to the relationship between the two variables. Customer

happiness increases in proportion to how favorably customers perceive a company's guarantee.

Previous research conducted by (Farid Tiza & Susanti, 2019) examined the influence of service quality on customer satisfaction, a case study of the Padang branch of the JNE company. The research results show that assurance has a positive and significant effect on customer satisfaction. Previous research conducted by Khasanah & Pertiwi (2010) examined the analysis of the influence of service quality on consumer satisfaction at St. Elisabeth Semarang. So it can be concluded from the research that assurance has a positive and significant effect on consumer satisfaction.

H5: Assurance has a positive effect on Customer Satisfaction.

Consumers often use pricing as a barometer of how valuable they perceive a product or service to be in relation to its cost. Customer satisfaction can decrease if the company's price structure does not match the product's advantages, and vice versa. Customer satisfaction will result from increasing consumer value perceptions (Abdul Gofur, 2019).

Previous research conducted by (Riyani et al., 2021) examined the influence of price and service quality on customer satisfaction at Sidempuan Medan restaurants. The research results show that price has a simultaneous effect on consumer satisfaction. Previous research conducted by Rumagit et al. (2020) examined the influence of service quality and price on customer satisfaction at Casey Music Studio. The research results show that price has a significant effect on consumer satisfaction.

H6: Price has a positive effect on Customer Satisfaction.

RESEARCH METHODS

The type of research used is a quantitative method that aims to test whether quality of service and price affect customer satisfaction. Quantitative research methods, according to (Heriyanto, 2022) this Quantitative research method is a quantitative analysis technique this technique is also called a statistical technique, which is used to process data in the form of numbers, both as a result of measurement and the results of this convention are more widely used in research, because it produces conclusions that are more precise than qualitative analysis techniques.

The population in this study were customers of the Rangkayo Basa Padang Hotel and the sample in this study was 100 customers of the Rangkayo Basa Padang Hotel using the Slovin formula. The technique used is incidental sampling technique. Data analysis techniques use instrument tests (validity tests and reliability tests), classical assumption tests (normality tests, multicollinearity and heteroscedasticity tests), multiple linear regression calculations and t hypothesis tests.

Tabel 2
Definition of Operational Research

Variable	Definition	Indicator	Source
Customer satisfaction (Y)	Customer Satisfaction is the extent to which they may feel happy or dissatisfied after comparing what they expected and what they actually received after using the product	1. Conformity to Expectations 2. Interest in Visiting 3. Willingness to recommend	(Kotler, P., & Armstrong 2012)
Tangibles (X1)	Tangible, namely the ability of one party to offer services to third parties that are real.	1. Complete facilities 2. Appearance of service personnel. 3. Physical cleanliness of the company.	(Puji Lestari, 2018)
Empathy (X2)	Emphaty, namely understanding consumer needs and desires.	1. Pay attention to consumers 2. Officer's concern. 3. Prioritize consumer interests	(Puji Lestari, 2018)
Reliability (X3)	Reliability or capacity to fulfill promises quickly and satisfactorily.	1. The reliability of officers in providing service information. 2. The reliability of officers in carrying out service procedures. 3. Reliability of officers in facilitating technical services	(Puji Lestari, 2018).
Responsivennes (X4)	Responsiveness or capacity to assist clients and offer prompt and appropriate services through clear dissemination of information.	1. Response of service officers to consumer complaints. 2. Response of service officers to consumer suggestions. 3. Response of service officers to consumer	(Puji Lestari, 2018)

Variable	Definition	Indicator	Source
		criticism.	
Assurance (X5)	Assurance, is the knowledge that employees must have to foster a sense of trust or dependence among customers on company servants.	1. Employees instill confidence in consumers. 2. Make consumers feel safe in transactions.	(Puji Lestari, 2018) .
Price (X6)	Price is the amount of money that must be paid by consumers to producers, or to get the product/service that consumers want	1. Price match. 2. Affordability. 3. Matching price with benefits. 4. Price competitiveness.	(Puji Lestari, 2018)

In this research, instrument test data analysis techniques are used, namely validity tests with the condition that the correlation coefficient is > 0.300 so it can be said that the instrument is valid, then validation tests, reliability tests where a variable is said to be reliable if it gives a Cronbach Alpha value > 0.600 and the TCR descriptive test is used to see it. spread of data in a variable. Next, the classic concept test consists of a normality test with an Alpha standard of 0.05. If the probability is > 0.05 then the distribution of the regression model is normal, the multicollinearity test is if VIF < 10 and Tolerance > 0.1 then the research is free from symptoms of multicollinearity and the heteroscedasticity test if the sign is greater than 0.05 then the research has no indication of heteroscedasticity. Then do multiple regression analysis and carry out hypothesis testing. The influence of service quality and price on customer satisfaction can be seen using the multiple linear regression analysis method. With the following equation :

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + \beta_5 X_5 + \beta_6 X_6 + e$$

Information :

Y	= Customer satisfaction
α	= Constant
β	= Koefisien Regresi
X_1	= Tangible
X_2	= Empathy
X_3	= Reliability
X_4	= Respongivennes
X_5	= Assurance
X_6	= Price
e	= Disturbance Error

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RESULTS AND DISCUSSION

Results of testing research instruments on the influence of service quality and price on consumer satisfaction at the Rangkayo Basa Padang Hotel

Validity Test

According to Sugiyono, (2013), validity is an index that shows that the measuring instrument really measures what is being measured. This validity concerns the accuracy of the instrument. Based on the results of the validity test analysis, results were obtained as in the table below.

Customer Satisfaction (Y)

Tabel 3
Customer Satisfaction Variable Validity Test Results

Statement Item	Corrected Item Total Correlation	r_{tabel}	Conclution
1	0,605	0,361	Valid
2	0,587	0,361	Valid
3	0,486	0,361	Valid
4	0,631	0,361	Valid
5	0,610	0,361	Valid
6	0,719	0,361	Valid

Source: Primary data processed with SPSS 24.0(2023)

Based on the table of analysis results of the validity test of the customer satisfaction variable, it is known that all statement items have a value of rcount > rtable. It can be concluded that there are 6 statement items for the customer satisfaction variable that are said to be valid.

Tangible (X₁)

Tabel. 4
Tangible Variable Validity Test Results

Statement Items	Corrected Item Total Correlation	r_{table}	Conclution
1	0.390	0.361	Valid
2	0.513	0.361	Valid
3	0.823	0.361	Valid
4	0.784	0.361	Valid
5	0.581	0.361	Valid
6	0.409	0.361	Valid
7	0.738	0.361	Valid

Source: Processed Primary Data for December 2023

Based on the table of results of the analysis of the validity of the tangibles variable , it is known that all statement items have a $_{calculated\ r\ value} > r\ _{table}$. It can be concluded that there are 7 statement items for variables tangibles are said to be valid

Empathy (X$_2$)

Table. 5
***Emphaty* Variable Validity Test Results**

Statement Items	Corrected Item Total Correlation	r $_{table}$	Conclution
1	0.763	0.361	Valid
2	0.615	0.361	Valid
3	0.816	0.361	Valid
4	0.809	0.361	Valid
5	0.790	0.361	Valid
6	0.408	0.361	Valid
7	0.641	0.361	Valid
8	0.664	0.361	Valid

Source: Processed Primary Data for December 2023

Based on the table of analysis results of the validity test of the empathy variable , it is known that all statement items have a calculated r value > r table . It can be concluded that there are 8 statement items for the variables empathy is said to be valid.

Responsivennes (X$_3$)

Table. 6
Responsiveness Variable Validity Test Results

Statement Items	Corrected Item Total Correlation	r $_{table}$	Conclution
1	0.617	0.361	Valid
2	0.700	0.361	Valid
3	0.620	0.361	Valid
4	0.487	0.361	Valid
5	0.573	0.361	Valid
6	0.466	0.361	Valid
7	0.616	0.361	Valid

Source: Processed Primary Data for December 2023

Based on the table of analysis results of the validity test of the responsiveness variable , it is known that all statement items have a calculated r value > r table . It can be concluded that there are 7 statement items for variables responsiveness is said to be valid.

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Assurance (X₄)

Table 7
Assurance Variable Validity Test Results

Statement Items	Corrected Item Total Correlation	r table	Conclution
1	0.667	0.361	Valid
2	0.626	0.361	Valid
3	0.465	0.361	Valid
4	0.474	0.361	Valid
5	0.673	0.361	Valid

Source: Processed Primary Data for December 2023

Based on the table of analysis results of the validity test of the *assurance variable* , it is known that all statement items have a $_\text{calculated r value}$ > r $_\text{table}$. It can be concluded that there are 5 statement items for variables *assurance* is said to be valid.

Reliability (X₅)

Table 8
Reliability Variable Validity Test Results

Statement Items	Corrected Item Total Correlation	r table	Conclution
1	0.567	0.361	Valid
2	0.590	0.361	Valid
3	0.617	0.361	Valid
4	0.468	0.361	Valid
5	0.644	0.361	Valid
6	0.614	0.361	Valid
7	0.764	0.361	Valid

Source: Processed Primary Data for December 2023

Based on the table of analysis results of the validity test of the reliability variable , it is known that all statement items have a calculated r value > r table . It can be concluded that there are 7 statement items for variables reliability is said to be valid.

Price (X₆)

Table 9
Price Variable Validity Test Results

Statement Items	Corrected Item Total Correlation	r table	Conclution

Statement Items	Corrected Item Total Correlation	r table	Conclution
1	0.742	0.361	Valid
2	0.704	0.361	Valid
3	0.731	0.361	Valid
4	0.578	0.361	Valid
5	0.655	0.361	Valid
6	0.738	0.361	Valid
7	0.724	0.361	Valid
8	0.815	0.361	Valid

Source: Processed Primary Data for December 2023

price variable validity test, it is known that all statement items have a calculated r value > r table . It can be concluded that there are 8 statement items for the variables the price is said to be valid.

Reliability Test

Based on the reliability test using Cronbach Alpha, the results can be seen in the table below:

Table 10
Results of Reliability Test Analysis of Questionnaire Trials

Variable	Cronbach's Alpha	Value Limits	Conclution
Customer Satisfaction (Y)	0.833	0,700	Reliable
Tangibles (X1)	0.842	0,700	Reliable
Empathy (X2)	0.898	0,700	Reliable
Responsiveness (X3)	0.834	0,700	Reliable
Assurance (X4)	0.796	0,700	Reliable
Reliability (X5)	0.838	0,700	Reliable
Price (X6)	0.910	0,700	Reliable

Source: Processed Primary Data for December 2023

the reliability test analysis results table, it is known that all research variables have a Cronbac 's *Apha value* > 0.700 . So it can be concluded that questionnaire statements that have been declared valid and reliable can be used as statements for research questionnaires .

Normality test

Table 11
Normality Test Results

Variable	Sig value	Value	Conclution

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	Limits		
Unstandardized Residuals	0.124	0.05	Normal

Source: Primary data processed with SPSS 24.0(2024)

Kolmogorov-Smirnov test above, a significant value of 0.124 > 0.05 was obtained , meaning that the data distribution was normal.

Multicollinearity Test

Table 12
Multicollinearity Test Results

Variable	Toll	VIF	Conclution
Tangibles (X1)	0.818	1,222	Multicollinearity does not occur
Empathy (X2)	0.926	1,079	Multicollinearity does not occur
Responsiveness (X3)	0.873	1,145	Multicollinearity does not occur
Assurance (X4)	0.912	1,097	Multicollinearity does not occur
Reliability (X5)	0.915	1,093	Multicollinearity does not occur
Price (X6)	0.814	1,228	Multicollinearity does not occur

Source: Primary data processed with SPSS 24.0 (2024)

From the results of the analysis, it was found that the independent variable in this study had a VIF value below 10 and a tolerance < 1. This means that there is no multicollinearity between the independent variables. Thus, it can be concluded that the independent variable meets the requirements of the classical assumption of multicollinearity.

Heteroscedasticity Test

Table 13
Heteroskedacticity Test Results

Variable	Sig value	Value Limits	Conclution
Tangibles (X_1)	0.801	0.05	Heteroscedasticity does not occur
Empathy (X_2)	0.125	0.05	Heteroscedasticity does not occur
Responsiveness (X_3)	0.134	0.05	Heteroscedasticity does not occur
Assurance (X_4)	0.739	0.05	Heteroscedasticity does not occur
Reliability (X_5)	0.440	0.05	Heteroscedasticity does not occur
Price (X_6)	0.056	0.05	Heteroscedasticity does not occur

Source: Primary data processed with SPSS 24.0 (2024)

Based on the table above, all variables obtained a value of sig ≥ 0.05. This means that heteroscedasticity does not occur in all variables.

Multiple Linealr Regression Alnallysis

Table 14
Multiple Linear Regression Analysis

Variable	Regression Coefficients
(*Constant*)	-6,066
Tangibles (X_1)	0.187
Empathy (X_2)	0.223
Responsiveness (X_3)	0.219
Assurance (X_4)	0.162
Reliability (X_5)	0.164
Price (X_6)	0.113

Source: Primary data processed with SPSS 24.0 (2024)

Based on the results contained in Table, the multiple linear regression equation can be formulated as follows:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + \beta_5 X_5 + \beta_6 X_6$$
$$Y = -6.066 + 0.187 + 0.223 + 0.219 + \_ 0.162 + 0.164 + \_ 0, 113$$

multiple linear regression equation model above, it can be seen that:

1. The constant value is -6.066, which means that there is no influence from the variables tangibles, empathy, responsiveness, assurance, reliability and price then customer satisfaction has reached -6.066.
2. The regression coefficient for the tangibles variable (X_1) is 0.187 . This means that if the value of tangibles increases by one unit, customer satisfaction will increase by 0.187 in each unit. Assuming other variables do not change or are constant.
3. The regression coefficient for the empathy variable (X_2) is 0.223 . This means that if the empathy value increases by one unit, customer satisfaction will increase by 0.223 in each unit. Assuming other variables do not change or are constant.
4. The regression coefficient for the responsiveness variable (X_3) is 0.219 . This means that if the responsiveness value increases by one unit, customer satisfaction will increase by 0.219 in each unit. Assuming other variables do not change or are constant.

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5. The regression coefficient for the assurance variable (X_4) is 0.162 . This means that if the assurance value increases by one unit, customer satisfaction will increase by 0.162 in each unit. Assuming other variables do not change or are constant.

6. The regression coefficient for the reliability variable (X_5) is 0.164 . This means that if the reliability value increases by one unit, customer satisfaction will increase by 0.164 in each unit. Assuming other variables do not change or are constant.

7. The regression coefficient for the price variable (X_6) is 0.113 . This means that if the price value increases by one unit, customer satisfaction will increase by 0.113 in each unit. Assuming other variables do not change or are constant.

7. Hypothesis Testing t

The t test functions to answer the hypothesis of the research by symbolizing it by $_{calculating}$ t and comparing with t $_{table}$. The t $_{table\ value}$ is obtained using the nk-1 formula, namely 100-6-1 = 93 with α = 0.05 , the t $_{table}$ value is 1.984. The condition is that if t $_{count}$ > t $_{table}$ then the hypothesis is accepted and if t $_{count}$ < t $_{table}$ then the hypothesis is rejected. To see partially the influence of tangibles, empathy, responsiveness, assurance, reliability and price on customer satisfaction, the results obtained from the t test with the description below :

Table 15
t Test Results

Independent Variable	t $_{count}$	t $_{table}$	Conclution
Tangibles (X_1)	2,120	1,984	Significant
Empathy (X_2)	3,662	1,984	Significant
Responsiveness (X_3)	2,914	1,984	Significant
Assurance (X_4)	2,319	1,984	Significant
Reliability (X_5)	2,528	1,984	Significant
Price (X_6)	2,197	1,984	Significant

Source: Primary data processed with SPSS 24.0 (2024)

From Table above, it can be seen the influence of the independent variables that influence customer satisfaction is :

a. Hypothesis 1, there is an influence between *tangibles* (X_1) on customer satisfaction (Y)
tangibles variable (X_1) has a positive effect on customer satisfaction at the Rangkayo Basa Padang Hotel . *tangibles* regression coefficient value of 0.187 and a $_{calculated\ t}$ >t $_{table\ value}$ of 2.120>1.984, it means that Ha $_{is}$ accepted and H0 $_{is}$ rejected, thus it can be said that *tangibles* (X1) has a positive and significant effect on customer satisfaction at the Rangkayo Basa Hotel .

b. Hypothesis 2, there is an influence between *empathy* (X_2) on customer satisfaction (Y)

empathy variable (X_2) has a positive effect on customer satisfaction at the Rangkayo Basa Padang Hotel . *empathy* regression coefficient value of 0.223 and a $_{calculated}$ t value > t $_{table}$, namely 3.662> 1.984, it means that Ha $_{is}$ accepted and H $_0$ is rejected, thus it can be said that *empathy* (X_2) has a positive and significant effect on customer satisfaction at the Rangkayo Hotel Basa.

c. Hypothesis 3, there is an influence between *responsiveness* (X_3) on customer satisfaction (Y)

   responsiveness variable (X_3) has a positive effect on customer satisfaction at the Rangkayo Basa Padang Hotel . *responsiveness* regression coefficient value of 0.219 and a $_{calculated\ t\ value}$ > t $_{table}$, namely 2.914>1.984, it means that Ha $_{is}$ accepted and H $_0$ is rejected, thus it can be said that *responsiveness* (X3) has a positive and significant effect on customer satisfaction at the Rangkayo Hotel . Basa.

d. Hypothesis 4, there is an influence between *assurance* (X_4) on customer satisfaction (Y)

   assurance variable (X_4) has a positive effect on customer satisfaction at the Rangkayo Basa Padang Hotel . *assurance* regression coefficient value of 0.162 and a $_{calculated\ t\ value}$ > t $_{table}$, namely 2.319> 1.984, it means that Ha $_{is}$ accepted and H $_0$ is rejected, thus it can be said that *assurance* (X_4) affects customer satisfaction at the Rangkayo Basa Hotel.

e. Hypothesis 5, there is an influence between *reliability* (X_5) on customer satisfaction (Y)

   reliability variable (X_5) has a positive effect on customer satisfaction at the Rangkayo Basa Padang Hotel .*reliability* regression coefficient value of 0.164 and a $_{calculated\ t}$ > t $_{table\ value}$ of 2.528> 1.984, it means that Ha $_{is}$ accepted and H $_0$ is rejected, thus it can be said that *reliability* (X_5) has a positive and significant effect on customer satisfaction at the Rangkayo Hotel Basa.

f. Hypothesis 6, there is an influence between price (X_6) on customer satisfaction (Y)

   variable (X_6) has a positive effect on customer satisfaction at the Rangkayo Basa Padang Hotel . By obtaining a price regression coefficient value of 0.113 and a $_{calculated\ t\ value}$ > t $_{table}$, namely 2.197> 1.984, it means that Ha $_{is}$ accepted and H $_0$ is rejected, thus it can be said that price (X_6) has a positive and significant effect on customer satisfaction at the R

DISCUSSION

The influence of Tangibles on Customer Satisfaction at Hotel Rangkayo Basa Padang.

Based on the research results, the tangibles regression coefficient value was 0.187 and the tcount>ttable value was 2.120>1.984, meaning that Ha was accepted and H0 was rejected. Thus, it can be said that there is an influence between tangibles on customer satisfaction at the Rangkayo Basa Hotel.

This is in accordance with the theory that the ability of one party to offer services to third parties is tangible. The performance and strength in offering various

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conveniences, as well as the real manifestation of the business and the world around it, are clear evidence of the services provided (Puji Lestari, 2018). Because services are soft goods that cannot be touched, tangible factors or physical evidence are an important component for measuring them (Sari & Marlius, 2023).

In line with previous research conducted by Farhani & Prihatiningrum (2022) examining the influence of service quality and price dimensions on consumer satisfaction at the H.Ijul Tabalong building shop, the results of the research show that tangibles have a positive and significant effect on consumer satisfaction.

The influence of Empathy on Customer Satisfaction at the Rangkayo Basa Hotel Padang.

Based on the research results, the empathy regression coefficient value was 0.223 and the tcount > ttable value was 3.662 > 1.984, meaning that Ha was accepted and H0 was rejected. Thus, it can be said that there is an influence between empathy on customer satisfaction at the Rangkayo Basa Hotel.

Empathy is the individual attention given by a business to consumers, such as ease of contacting the company, employee communication skills with customers, and the business's capacity to understand the needs and desires of its customers (Mariansyah & Syarif, 2020).

In line with previous research conducted by Fabiana Meijon Fadul (2019) examining the influence of service quality on consumer satisfaction of futsal field users in the Mastrib-Jember shellfish zone. The research results show that empathy has a positive and significant effect on consumer satisfaction

The influence of Responsiveness on Customer Satisfaction at the Rangkayo Basa Hotel Padang.

Based on the research results, the responsiveness regression coefficient value was 0.219 and the $_{calculated\ t}$ > t $_{table\ value}$ was 2.914> 1.984, meaning that Ha $_{was}$ accepted and H$_0$ was rejected. Thus, it can be said that there is an influence between *responsiveness* and customer satisfaction at the Rangkayo Basa Hotel.

Being able to help consumers and offer fast and relevant services by providing clear information is known as responsiveness (Puji Lestari, 2018). Responsiveness according to Kotler, P & Armstrong (2012) is the capacity to immediately provide services to customers while helping them.

Previous research conducted by (Sari & Marlius, 2023)examined the influence of academic website service quality dimensions on student satisfaction at STIE "KBP". The research results show that *responsiveness* has a significant effect on student satisfaction.

The effect of Assurance on Customer Satisfaction at Hotel Rangkayo Basa Padang.

Based on the research results, the assurance regression coefficient value was 0.162 and the calculated t > t table value was 2.319 > 1.984, meaning that Ha was accepted and H 0 was rejected, thus it can be said that there is an influence between assurance on customer satisfaction at the Rangkayo Basa Hotel.

Previous research conducted by (Farid Tiza & Susanti, 2019) examined the influence of service quality on customer satisfaction, a case study of the Padang branch

of the JNE company. The research results show that assurance has a positive and significant effect on customer satisfaction. Previous research conducted by Khasanah & Pertiwi (2010) examined the analysis of the influence of service quality on consumer satisfaction at St. Elisabeth Semarang.

The influence of reliability on customer satisfaction at the Rangkayo Basa Padang Hotel.

Based on the research results, the reliability regression coefficient value was 0.164 and the tcount>ttable value was 2.528>1.984, meaning that Ha was accepted and H0 was rejected. Thus, it can be said that there is an influence between reliability and customer satisfaction at the Rangkayo Basa Hotel.

Previous research conducted by Jatra & Utami (2015) examined the influence of service quality on customer satisfaction at Baruna Sanur restaurants. The research results show that reliability has a positive and significant effect on consumer satisfaction.

Effect of Price on customer satisfaction at Hotel Rangkayo Basa Padang.

Based on the research results, the price regression coefficient value was 0.113 and the calculated t > t table value was 2.197> 1.984, meaning that Ha was accepted and H 0 was rejected. Thus, it can be said that there is an influence between price and customer satisfaction at the Rangkayo Basa Hotel.

Previous research conducted by (Riyani et al., 2021) examined the influence of price and service quality on customer satisfaction at Sidempuan Medan restaurants. The research results show that price has a simultaneous effect on consumer satisfaction. Previous research conducted by Rumagit et al. (2020) examined the influence of service quality and price on customer satisfaction at Casey Music Studio. The research results show that price has a significant effect on consumer satisfaction.

CONCLUSION

The classical assumption test which includes the multicollinearity test, heteroscedasticity test and normality test shows that in the regression model there is no correlation between the independent variables and there is no heteroscedasticity and it has a normal distribution.

Based on the discussion that has been described, the following conclusions are obtained:
1. Tangibles (X1) has a calculated t value greater than the t table value , this can mean that tangibles (X1) have a positive and significant effect on customer satisfaction at the Rangkayo Basa Padang Hotel.
2. Emphaty (X2) has a calculated t value that is greater than the t table value, this can be interpreted that empathy (X2) has a positive and significant effect on customer satisfaction at the Rangkayo Basa Padang Hotel.

3. Responsiveness (X3) has a calculated t value greater than the t table value, this can mean that Responsiveness (X3) has a positive and significant effect on customer satisfaction at the Rangkayo Basa Hotel.
4. Assurance (X4) has a calculated t value greater than the t table value, this can mean that Assurance (X4) has a positive and significant effect on customer satisfaction at the Rangkayo Basa Hotel.
5. Reliability (X5) has a calculated t value greater than the t table value, this can mean that Reliability (X5) has a positive and significant effect on customer satisfaction at the Rangkayo Basa Hotel.
6. Price (X6) has a calculated t value greater than the t table value, this can mean that Price (X6) has a positive and significant effect on customer satisfaction at the Rangkayo Basa Hotel.

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