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**THE EFFECT OF PRODUCT, PRICE, AND SERVICE QUALITY ON HOTEL GUEST SATISFACTION**

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This study aims to determine the effect of product, price, and service quality on hotel guest satisfaction particularly in the Province of Yogyakarta. The method used in this research is quantitative descriptive. This research involved 154 guests. Data is collected, tabulated, and analyzed so conclusions can be obtained—data analysis using the Likert scale, multiple linear regression analysis, F-test stage of 5% level, T-test stage of 5% level, and coefficient of determination. The final result based on multiple linear regression analysis shows that product, price, and service quality variables have a positive effect on guest satisfaction. Based on T-test analysis shows that product variable, price variable, and service quality variable has probability value is small than 0,05. Based on F-test analysis shows that probability value of 0,000 is small than 0,05. Based on coefficient of determination shows that adjusted  $R^2$  value of 0.846. This means that product, price, and service quality significantly effect guest satisfaction 84,6%. This study shows that the improvement in product, price, and service quality, will increase guest satisfaction in the Hotel, and vice versa.

**Keywords:** Product, Price, Service Quality, Guest Satisfaction, Hotel Industry

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**PENGARUH PRODUK, HARGA, DAN KUALITAS PELAYANAN TERHADAP KEPUASAN TAMU HOTEL DI YOGYAKARTA****ABSTRAK**

*Penelitian ini bertujuan untuk mengetahui pengaruh produk, harga, dan kualitas pelayanan terhadap kepuasan tamu hotel di Yogyakarta. Metode yang digunakan dalam penelitian ini adalah deskriptif kuantitatif. Data dikumpulkan, ditabulasi, dan dianalisis sehingga diperoleh kesimpulan. Analisis data menggunakan skala Likert, analisis regresi linier berganda, uji F taraf 5%, uji T taraf 5%, dan koefisien determinasi. Hasil akhir berdasarkan analisis regresi linier berganda menunjukkan bahwa variabel produk, harga, dan kualitas pelayanan berpengaruh positif terhadap kepuasan tamu sebesar 84,6%. Studi ini menunjukkan bahwa peningkatan kualitas produk, harga dan pelayanan, akan meningkatkan kepuasan tamu, dan sebaliknya.*

**Kata Kunci:** Produk, Harga, Kualitas Pelayanan, Kepuasan Tamu, Hotel

## INTRODUCTION

Global competencies that are increasingly intensive require every company to be able to create and maintain customer satisfaction. Today's customer wants and needs are becoming more complex, and adjustments are often required to gain a competitive advantage (Berezan et al., 2013). Modern business requires a comprehensive and systematic performance appraisal system, in order to measure the level of customer satisfaction which has become a central concept in marketing theory and practice, and is one of the essential goals for business activities. On the other hand, hotel chains allocate large marketing budgets for advertising, brand building, guest loyalty programs and other tactics that should make them less vulnerable to competition (Zervas et al., 2017).

Every company, including hotels, has a goal of making a profit and maintaining the company in various ways, including by increasing the sales of its rooms. The purpose of hotel marketing is essentially to attract guests to stay and use the facilities owned by the hotel. Thus, increasing the value and satisfaction felt by guests as well as encouraging return visits and guest recommendations are strategic goals that are included in the mission of all hospitality organizations (Prasad et al., 2014). Activities to attract guests to come and stay at the hotel should be carried out in order to satisfy guests. For this reason, it is necessary to make adjustments between the facilities owned by the hotel and the needs and wants of guests staying at the hotel. Online reviews of customers about their experiences while consuming tourism and hospitality products/services have been widely used to understand the influencing factors in customer evaluations of service experiences (Padma & Ahn, 2020). When consumers make repeat purchases for a particular product, they are more likely to write online reviews (Sahoo et al., 2018). For example, the products offered to guests, be it rooms and all the facilities, entertainment, as well as about the food and beverage, some are in line with guest

expectations and some are not in line with guest expectations. The customer experience, in one consumption process activity, can affect his overall experience of a product (Suhartanto et al., 2019).

In previous studies, the research theme revolved around the relationship between product quality and service quality as in the Brueckner & Flores-Fillol (2020) study entitled Market Structure and Quality Determination for Complementary Products: Alliances and Service Quality in the Airline Industry, then the relationship between service quality and price on passenger loyalty as in Shen and Yahya's (2021) research entitled The Impact of Service Quality and Price on Passenger Loyalty to Low-Cost Airlines: A Southeast Asian Perspective, then also research on hotel services and prices such as the Beerli-Palacio study. et al (2020) entitled Complementary Services in Hotels in accordance with Tourist Pricing and Price Sensitivity Strategies.

Based on these studies, it is known that it has not discussed the relationship between product, price, service quality, and guest satisfaction. The urgency of this study is to find out which of the three independent variables (product, price, and service quality) most effect the satisfaction of hotel guests in Yogyakarta. In addition, also to determine the relationship of each independent variable (product, price, and service quality) to the dependent variable (guest satisfaction) as well as the relationship of the three independent variables simultaneously to guest satisfaction.

The hotels studied in this study are three-star hotels in the Special Region of Yogyakarta, which are represented by three regencies/cities, namely Yogyakarta City, Sleman Regency, and Bantul Regency. The urgency to choose Yogyakarta Province as the locus of research is due to the increasing number of hotels growing in Yogyakarta with the dominance of three-star hotels and the increasing number of predatory pricing cases between each hotel which are feared to affect the quality of products/services offered, service quality, and guest satisfaction. Hotel.

While the selection of the three regencies/cities was due to the large number of three-star hotels owned by the regencies/cities in addition to the large number of respondents who stayed in the three regencies/cities on average.

Furthermore, this study aims to determine the effect of product on hotel guest satisfaction, the effect of price on hotel guest satisfaction, the effect of service quality on hotel guest satisfaction, and the effect of the three variables, namely product, price, and service quality simultaneously on satisfaction. Hotel guests.

## LITERATURE REVIEW

### Product

Product is a combination of goods and services offered to the target market (Kotler and Armstrong, 2012). Products marketed include physical goods, services, experiences, events, people, places, properties, organizations, information, and ideas. In line with this, Amir (2005) defines a product as "Anything that can be offered to the market so that it can be purchased, used or consumed that can satisfy their wants or needs".

Product/service quality can affect consumer satisfaction. A product/service is considered quality if the overall features and characteristics of the product or service it owns affect its ability to satisfy consumer needs, both stated and implied. So it can be said that the seller has produced quality when the products/services provided to consumers have met or exceeded consumer expectations (Kotler & Keller, 2007).

Kotler & Armstrong (2006) argue that product quality and improvement is an important part of marketing strategy. When consumers will make a purchase decision, the product variable is the most important consideration, because the product is the main goal for consumers to meet their needs. For this reason, product design is a major concern for companies, including companies engaged in the tourism or hospitality industry. Product

design has the greatest impact on product sustainability (He et al., 2019). This increase in the perception of product attractiveness leads to an increase in the perception of product quality (Schnurr et al., 2017). This is also supported by the brand image owned by a product. Brand image positively affects price perception, trust, value, and purchase intention (Lien et al., 2015). Thus, tourism companies must develop their expertise in product modification so that their products are easier to sell (Sandvik et al., 2011). On the other hand, the advantage of the hospitality industry lies not only in the ability to adapt products and services to individual customer needs, but also in creating strategies and structures that will better suit the features of the company (Verevka, 2019), including about the distance of the hotel to the city center can positively moderate the positive relationship between product and performance of urban hotel properties (Yang et al., 2017).

### Price

Price is a very important factor. Prices are very decisive/ affect market demand. According to Kotler & Armstrong (2006) price is the amount of money charged for a product or service or the sum of the value exchanged by consumers for the benefits of having or using the product or service. The prices offered to guests vary, there are some products whose selling prices are still too high compared to the market price and vice versa.

In hotel management, customer orientation is related to two fundamental factors, namely price and customer value (Vives et al., 2018). Price, service quality expectations, and emotions have been recognized to play key roles in customer evaluation of the offering (Pelegrín-Borondo et al., 2017). However, the level of guest satisfaction does not only depend on the price offered, but can also be affected by other aspects, such as product quality, service quality, prestige, and so on. This supports the statement about, hotel guests not only consider the economic value of staying in a hotel (eg price and quality) but also look for more affective values, such as

self-satisfaction, aesthetic pleasure, prestige, transactions, and hedonism (El-Adly, 2003). 2019).

Chen et al (2015) stated that the relationship between room rates and guest satisfaction can be affected by the moderating effect of room occupancy rates. For this reason, a strategy is needed to determine room price variations. Each type of segmentation refers to different types of price management or different pricing thresholds (Vives et al., 2018). Thus, having a tailor-made pricing system would be a better strategy (Bayoumi et al., 2013).

Price and product quality affect consumer satisfaction (Amanah, 2010). When consumers feel they get price injustice, this will have a strong effect on their decision to switch to other service providers. This is due to the low level of satisfaction felt by consumers (Antón, Camarero, & Carrero, 2007).

### Service Quality

Goetsch and Davis define quality as "a dynamic condition associated with products, services, human resources, processes, and the environment that meet or exceed expectations" (Tjiptono, 2014). Meanwhile, according to Kotler (2009) quality is all the characteristics and properties of a product or service that affect the ability to satisfy stated or implied needs. Quality service is the company's ability to present or fulfill what it promises to its customers (Zeithaml et al, 2006).

The quality of service for each hotel still needs to be reviewed for consistency, some are according to standards and some are not up to standard, causing complaints. Whereas service quality has been established as an important economic driver of tourism (Park & Jeong, 2019). Service quality is closely related to "satisfaction" and/or "customer satisfaction" (Park & Jeong, 2019). To maintain good service quality and develop better integrated systems, it is important to understand customer attitudes (Pakurár et al., 2019). Service quality can be seen in terms of cleanliness and friendliness of employees. As

with the following statement, two manifest variables to measure room quality, room cleanliness and bathroom cleanliness, provide significant support for building room quality (Prasad et al., 2014). The same thing was also expressed by Zhang & Cole (2016), five performance factors involving room availability, room allocation, staff attitudes and abilities, access to rooms, and accessibility to public areas are factors that affect overall satisfaction/dissatisfaction. Thus, in order to accurately determine the quality of service in the hotel industry, it is necessary to measure the level of satisfaction of hotel guests with the services provided (Knežević et al., 2017).

### Guest Satisfaction

Hotel guest satisfaction is the result of getting accommodation, food and beverage, and other hotel services commensurate with the price paid and through getting consistently high and reliable hotel services (El-Adly, 2019). Cleanliness or instrumental factors such as cleanliness and maintenance do not contribute positively to satisfaction, although dissatisfaction arises from their absence, while motivators or expressive factors such as aspects of the hotel stay experience provide positive satisfaction (Xiang et al., 2015). Customer-based factors play a dominant role in attracting customers (Prentice et al., 2019). For example, to increase the attractiveness of the hotel's location and guest satisfaction, it can be done by offering shuttle services to the airport and other points of interest, enhancing the natural environment (e.g. more green spaces and water coverage areas), as well as growing more local businesses in the neighborhood (Yang et al., 2018). This is because during service delivery, customers can expect a unique service experience from the service provider, which is considered to have an impact on their reaction to the related service (Roy et al., 2019).

The ideal quality of service that is owned by a service provider, is not necessarily in accordance with customer expectations. As stated below, service providers place more emphasis on interactional service quality and

physical environment quality (service escape) while air travelers place greater emphasis on interactional service quality and outcome quality (comfort) (Hong et al., 2020). Passengers prioritize facilities and assess their quality (Prentice & Kadan, 2019). This supports the statement that the subjective experience of the customer will depend not only on the service process but also on the background, context, and expectations of the customer (Halvorsrud et al., 2016). Thus, managerial efforts to create and/or enhance a supportive work environment will go a long way in creating a guest-focused climate (Susskind et al., 2018).

The hypotheses in this study are:

- H1.** There is a positive and significant effect of product variables on hotel guest satisfaction.
- H2.** There is a positive and significant effect of the price variable on hotel guest satisfaction.
- H3.** There is a positive and significant effect of service quality variables on hotel guest satisfaction.

H4. There is a positive and significant effect of product, price, and service quality variables on hotel guest satisfaction.

## METHOD

This research is a descriptive quantitative study that aims to obtain a description of the parameters measured from the contribution of each item or variable indicator consisting of product, price, and service quality variables that have an effect on hotel guest satisfaction. The research population used as a sample source is all three-star hotel guests in the Special Region of Yogyakarta. The sampling technique used a non-probability technique with a purposive sampling method with the criteria of guests staying at three-star hotels in the Special Region of Yogyakarta. The number of respondents is 154 respondents. Sources of data used in this study are primary data and secondary data. The primary data in this study were the results of a questionnaire. Then secondary data obtained from archives, books, literature, other reading materials related to the problem under study. The research design is as follows:

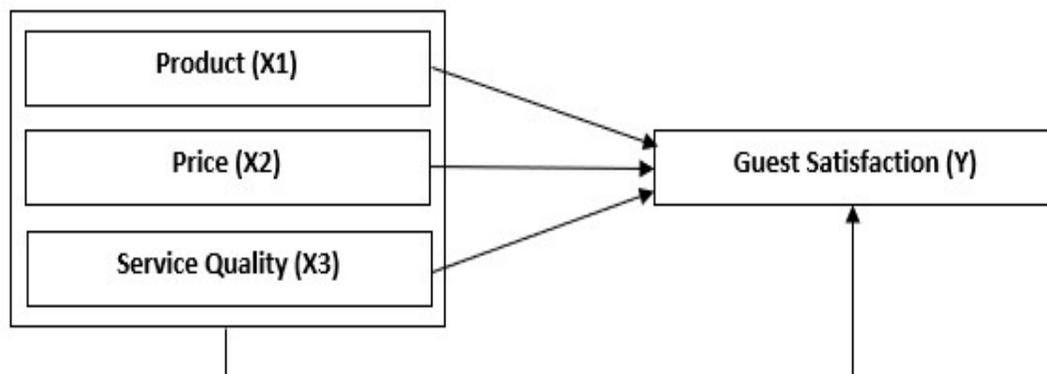


Figure 1. Research Design

The data collection technique used in this study was a questionnaire. The questionnaire used refers to a Likert scale with an interval of 1-5, namely strongly disagree, disagree, neutral, agree, and strongly agree. The questionnaires given to the sample are closed questions.

The feasibility of the instrument was tested using 2 ways, namely validity and reliability tests. The validity test in this study used the Pearson product moment correlation method. This technique is done by correlating each question item with a total or overall score. The questionnaire as a measuring instrument can be said to be valid if  $r_{\text{count}}$  is greater than  $r_{\text{table}}$  at the significance level  $(\alpha) = 5\%$ . Furthermore, this study uses the Cronbach Alpha reliability test. The questionnaire is said to be reliable if the Cronbach Alpha value is  $> 0.6$  (Sujerweni, 2014). Furthermore, this study was also analyzed using Multiple Regression analysis using SPSS.

Furthermore, the results of data acquisition were analyzed using the F test to see whether there was an effect of independent variables (product, price, and service quality) on the dependent variable (guest satisfaction) simultaneously. Then the t-test was tested to

see whether there was an effect of the independent variables (product, price, and service quality) on the dependent variable (guest satisfaction) partially. Finally, the results of data acquisition were also measured using a multiple determination coefficient (R Square or  $R^2$ ) to measure the contribution of the independent variables (product, price, and service quality) studied to the dependent variable (guest satisfaction). The magnitude of the coefficient of multiple determination ( $R^2$ ) is between 0 and 1 or  $0 < R^2 < 1$ . The greater the  $R^2$  obtained from the calculation results (closer to 1), it can be said that the contribution of the independent variable to the dependent variable is greater. Conversely, if  $R^2$  is getting smaller (closer to 0), it can be said that the contribution of the independent variables (product, price, and service quality) to the dependent variable (guest satisfaction) is getting smaller.

## FINDING AND DISCUSSION

### Characteristics of Respondents

This study resulted in several characteristics of respondents, namely as follows.

Table 1. Characteristics of Respondents

No	Characteristics	Amount	Percentage
A	By Gender		
	Male	69	44,81 %
	Female	85	55,19 %
B	By Age		
	10 – 17 years old	21	13,64 %
	18 – 35 years old	53	34,41 %
	35 – 50 years old	76	49,35 %
	Over 51 years old	4	2,60 %
C	By Origin (Tourist Origin)		
	Jabodetabek	67	43,51%
	Semarang	22	14,28%
	Bandung	19	12,34%
	Surabaya	15	9,74%
	Malang	12	7,79%
	Surakarta	10	6,49%
Purwokerto	9	5,85%	

The data above states that the largest number of respondents are women with a percentage of 55.19% then men, which is 44.81%.

Furthermore, based on age category, the most respondents were in the age range of 35 to 50 years, which was 49.35%, then in the age

range of 18 to 35 years, which was 34.41%, followed by the age range of 10 to 17 years, which was 13.64%, and the least are respondents aged over 51 years, which is 2.60%. Then viewed from the origin of tourists, most of them are tourists from Jabodetabek (Jakarta-Bogor-Depok-Tangerang-Bekasi) which are 43.51%, followed by tourists from Semarang by

14.28%, then from Bandung by 12.34%, 9.74% from Surabaya, 7.79% from Malang, 6.49% from Surakarta, and at least 5.85% from Purwokerto.

### Validity and Reliability Test Results

Furthermore, the results of the validity and reliability data analysis are known as follows:

Table 2. Instrument Validity Test Results

Variable	Item	r count	r table	Information
Product (X1)	P1	0,305	0,132	Valid
	P2	0,367	0,132	Valid
	P3	0,365	0,132	Valid
	P4	0,273	0,132	Valid
	P5	0,324	0,132	Valid
	P6	0,272	0,132	Valid
	P7	0,350	0,132	Valid
	P8	0,415	0,132	Valid
	P9	0,326	0,132	Valid
	P10	0,164	0,132	Valid
	P11	0,242	0,132	Valid
	P12	0,478	0,132	Valid
Price (X2)	H1	0,400	0,132	Valid
	H2	0,625	0,132	Valid
	H3	0,614	0,132	Valid
	H4	0,669	0,132	Valid
	H5	0,749	0,132	Valid
	H6	0,802	0,132	Valid
	H7	0,610	0,132	Valid
	H8	0,662	0,132	Valid
	H9	0,598	0,132	Valid
Service Quality (X3)	KP1	0,627	0,132	Valid
	KP2	0,845	0,132	Valid
	KP3	0,586	0,132	Valid
	KP4	0,165	0,132	Valid
	KP5	0,788	0,132	Valid
	KP6	0,511	0,132	Valid
	KP7	0,892	0,132	Valid
	KP8	0,791	0,132	Valid
	KP9	0,551	0,132	Valid
	KP10	0,708	0,132	Valid
	KP11	0,624	0,132	Valid
	KP12	0,606	0,132	Valid
	KP13	0,323	0,132	Valid
	KP14	0,639	0,132	Valid
	KP15	0,323	0,132	Valid
Guest Satisfaction (Y)	K1	0,342	0,132	Valid
	K2	0,908	0,132	Valid
	K3	0,596	0,132	Valid
	K4	0,621	0,132	Valid
	K5	0,870	0,132	Valid
	K6	0,616	0,132	Valid
	K7	0,314	0,132	Valid
	K8	0,793	0,132	Valid
	K9	0,609	0,132	Valid

K10	0,940	0,132	Valid
K11	0,758	0,132	Valid
K12	0,226	0,132	Valid

Based on the data above, the  $r_{table}$  results obtained at a significance level of 0.05, which is 0.132. If the value of  $r_{count}$  is greater than  $r_{table}$ , then the statement has good construct validity. From the calculation results, it is known that the correlation value  $r_{count} > r_{table}$ , that is, all  $r$  arithmetic values are greater than

0.132, so that the instruments for all variables, namely product, price, service quality, and guest satisfaction are declared valid.

Furthermore, from the results of the reliability analysis, the following results are known:

Table 3. Reliability Test Results

Variable	Cronbach Alpha Coefficient	Interval Limit	Information
Product (X1)	0,758	0,600	Reliable
Price (X2)	0,744	0,600	Reliable
Service Quality (X3)	0,602	0,600	Reliable
Guest Satisfaction (Y)	0,749	0,600	Reliable

Based on the results of the reliability test above, it is known that all variables have a Cronbach Alpha coefficient greater than 0.600, so the instrument is declared reliable and feasible to use.

### Multiple Linear Regression Analysis Results

Furthermore, the data was processed by multiple linear regression analysis using SPSS. The test results are as follows:

Table 4. Results of Multiple Linear Regression Analysis

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	,486	,748		,507	,000
	Product	,055	,129	,035	,426	,006
	Price	,088	,105	,068	,838	,004
	Service Quality	,048	,066	,060	,726	,004

a. Dependent Variable: Guest Satisfaction

### t-Test Results

Based on the results of the Multiple Linear Regression Analysis above, it is known that the statistical results of the t-test on the product variable obtained a t-count value of 0.426 with a significance level of 0.006. Because the significance value of 0.006 is smaller than 0.05 ( $<0.05$ ), then the hypothesis is accepted. The first hypothesis (H1) which states "there is a positive and significant effect of product variables on hotel guest satisfaction" is accepted. This means that the product variable can increase the guest satisfaction variable. This is in line with what was stated by Benur & Bramwell (2015) which stated that the main product of a tourist destination is the main reason that encourages tourists to visit it.

Furthermore, the statistical results of the t-test on the price variable obtained a t-count value of 0.838 with a significance level of 0.004. Because the significance value of 0.004 is smaller than 0.05 ( $<0.05$ ), then the hypothesis is accepted. The second hypothesis (H2) which states "there is a positive and significant effect of the price variable on hotel guest satisfaction" is accepted. This means that the price variable can increase the guest satisfaction variable. This is in accordance with what was conveyed by Lien et al. (2015) which states that price is found to have a positive impact on value and purchase intention. As also stated by Amanah (2010) in his research on consumers of Majestyk Bakery & Cake Shop branch H.M. Yamin Medan, namely the price and product quality affect consumer satisfaction.

Based on the statistical results of the t-test on the service quality variable, the t-count value was 0.726 with a significance level of 0.004. Because the significance value of 0.004 is smaller than 0.05 ( $<0.05$ ), then the hypothesis is accepted. The third hypothesis (H3) which states "there is a positive and significant effect of service quality variables on hotel guest satisfaction" is accepted. This means that the service quality variable can increase the guest satisfaction variable. This supports the statement expressed by Li & Shang (2020) which states that service quality is a strong driver of value creation. Respect, patience, and responsiveness are the characteristics of staff that are most expected/desired when serving hotel guests (Zhang & Cole, 2016). Thus, Managers should encourage their employees to emphasize the service delivery process, for example in the hospitality industry, the services provided to customers can be customized and specific to customer needs (Kasiri et al., 2017). This allows a positive relationship between service quality and customer satisfaction (Afthanorhan et al., 2019).

### F Test Results

Furthermore, the F test was used to prove the simultaneous effect of all independent variables in the study (ie product, price, and service quality) on the dependent variable (ie guest satisfaction). The criterion for accepting the hypothesis is that if the significant value of f is less than 0.05 ( $<0.05$ ), then the regression model has a significant effect simultaneously. The results of the F test can be seen in the following table.

Table 5. F Test Results

ANOVA <sup>a</sup>						
	Model	Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	60,114	3	20,038	4,820	,000 <sup>b</sup>
	Residual	16240,224	150	41,601		
	Total	6300,448	153			

a. Dependent Variable: Guest Satisfaction

b. Predictors: (Constant), Product, Price, Service Quality

Based on the data above, the calculated F value is 4.820 with a significance level of 0.000. Because the significance value of 0.000

is smaller than 0.05 ( $<0.05$ ), the hypothesis is accepted. The fourth hypothesis (H4) which states "there is a positive and significant effect

of product, price, and service quality variables on hotel guest satisfaction" is accepted. This means that product, price, and service quality variables can increase guest satisfaction variables simultaneously or together.

### Coefficient of Determination Test Results

Then the coefficient of determination is tested. The coefficient of determination test is used to measure the percentage of the influence of the independent variable on the dependent variable. The value of the coefficient of determination of the calculation results can be seen in the following table.

Table 6. Coefficient of Determination Value ( $R^2$ )

<b>Model Summary<sup>b</sup></b>				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,980 <sup>a</sup>	,863	,846	6.450

a. Predictors: (Constant), Product, Price, Service Quality

b. Dependent Variable: Guest Satisfaction

Based on the results of the analysis above, the Adjusted R<sup>2</sup> value of 0.846 is obtained. This shows that guest satisfaction is influenced by product, price, and service quality by 84.6% while the rest is influenced by other factors not examined in this study.

## CONCLUSION

Based on the findings and discussion, it can be concluded that there is a positive and significant effect of product variables on hotel guest satisfaction, so H1 is accepted. Furthermore, there is a positive and significant effect of the price variable on hotel guest satisfaction, so H2 is accepted. Then, there is a positive and significant effect of service quality variables on hotel guest satisfaction, so H3 is also accepted. Next, there is a positive and significant effect of product, price, and service quality variables on hotel guest satisfaction, so H4 is accepted. In general, it can be concluded that guest satisfaction is positively and significantly influenced by product, price, and service quality. The results showed that guest satisfaction was influenced by product, price, and service quality by 84.6%. This means that these three variables do not necessarily become the main factor in the company. Service providers need to observe other factors, such as marketing strategies, market analysis, how to handle guest complaints, management of social media and online travel agents and other factors that were not examined in this study.

## Suggestion

Suggestions that can be given based on the results of this research are for hotel managers and policy makers of three-star hotels in order to continue to improve the quality of products/services, create competitive and valuable price variations, and improve the quality of guest services so that it can increase guest satisfaction which is expected to increase guest loyalty. This research can be a reference source for further research on product quality management or hotel product quality, pricing strategy in the hospitality

industry, as well as factors that affect service quality in hospitality.

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