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Service Quality and Customer Satisfaction Have an Impact on Increasing Hotel Room Occupancy Ratio: Literature Review Study

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Abstract: The aim of this study is to provide qualitative evidence related to the variables of this study from sources derived from national and international indexed journals or scientific articles found through Google Scholar. Researchers then make recommendations from their own perspectives. The research method used in this qualitative study uses a mini-review approach to achieve the research objectives. A mini-evaluation of the variables is done by reading and analyzing dozens of peer-reviewed journal articles. Research results, although still minimal and far from perfect, meet expectations and at least contribute to science and knowledge, especially in the areas of marketing management, service quality variables, customer satisfaction, and revenue improvement. I found out that there is. Just as customer satisfaction variables affect hotel room occupancy, service quality also affects hotel room occupancy. Increasing the above variables should always be done within the study population, especially for guests staying directly at the hotel. It should also be done in future research. There are gaps in other variables that could be used for future research, such as price, advertising, location, loyalty and brand image variables.

Keywords: Hotel, Service Quality, Customer Satisfaction, Profit

INTRODUCTION

The hotel business is a commercial activity related to providing accommodation, food services and recreational facilities to paying guests. Following are some of the main aspects of the hotel business: (1). Accommodation: providing rooms or living units for guests to stay for a certain period. The type of accommodation can vary, from five-star hotels to budget accommodation and hostels. (2). Services and Facilities: Provides services such as room

service, 24-hour front desk, concierge service, and facilities such as a swimming pool, fitness center, spa, or restaurant. Some hotels also offer conference or meeting facilities. (3) Restaurants and Food Services: Hotel restaurants may provide breakfast, lunch, and dinner to hotel guests and the general public. Room service and catering are often provided as well. (4). Marketing and Sales: Efforts to promote and market the hotel in order to attract more guests. Involves online marketing, advertising, and collaboration with travel agents. Operational Management: The day-to-day management of a hotel, including staff management, maintenance, and finances. Reservation systems and room inventory management are also important parts of hotel operations. The hotel business is highly competitive, and its success often depends on good customer service, efficient management, understanding of market trends, and the ability to adapt to changes in the hotel industry. In line with research from (Napu et al., 2023); (Opit, 2013); (Hastjarjo, 2022); (Farabi, 2014); (Sutrisno et al., 2023).

The growth of the hotel industry in Indonesia has experienced significant development in recent years. Some of the factors that have influenced this development involve economic growth, tourism, and changes in consumer lifestyles and preferences. The following are several aspects of the development of the hotel industry in Indonesia: The growth of the hotel industry in Indonesia has experienced significant development in recent years. Some of the factors that have influenced this development involve economic growth, tourism, and changes in consumer lifestyles and preferences. The following are several aspects of the development of the hotel industry in Indonesia: (1). Increased Tourism: Indonesia has natural beauty, cultural richness and diversity that attract tourists. The development of the tourism sector has provided a significant boost to the hotel industry. Popular tourist destinations such as Bali, Yogyakarta, Jakarta and other islands are becoming centers of hotel growth. (2). Foreign Investment: Increased interest in foreign investment in the hotel industry has also played an important role. International companies operating in the hotel sector have opened various hotels and resorts in various cities in Indonesia. (3). Product and Concept Diversification:

This development is also accompanied by the emergence of various hotel concepts and brands. From five-star hotels, resorts, to budget accommodation, the hotel industry in Indonesia has provided a variety of options to meet the needs and preferences of diverse customers. (4). Technology and E-Commerce: The adoption of technology and penetration of e-commerce has brought about significant changes in the way hotel room bookings are made. Online platforms and hotel booking applications have made it easier for travelers to reserve rooms quickly and efficiently. (5). Attention to Sustainability: Awareness of sustainability and social responsibility is increasingly becoming a focus in the hotel industry throughout the world, including Indonesia. Many hotels strive to implement environmentally friendly and sustainable practices to attract environmentally conscious travelers. (6). Human Resource Training: Efforts to improve service quality through human resource training are also an important factor. Training in customer service, communication and hotel industry-specific skills is key to improving service quality. Despite positive developments, the hotel industry in Indonesia is also faced with several challenges, such as intense competition, licensing policies, and other aspects that need to be addressed to support sustainable growth. With an increase in the number of tourist visits and a focus on infrastructure development, it is hoped that the hotel industry in Indonesia will continue to develop in the next few years. In line with previous research from researchers and book authors (Amanda et al., 2022); (Lin et al., 2023); (Zaragoza-Sáez et al., 2024); (MacAskill et al., 2023); (Tajeddini et al., 2024); (Pfammatter et al., 2024); (Diayudha, 2020).

There is a close relationship between hotel room reservations and the quality of service provided by the hotel. Service quality can influence a customer's decision to make a reservation or not. Here are some ways in which service quality influences hotel room

reservations: (1). Hotel Reputation: Good service quality creates a positive reputation for the hotel. Positive reviews from previous guests, testimonials, and high ratings can be deciding factors for potential guests who are looking for a place to stay. A good reputation can increase customer trust and encourage them to make reservations. (2). Overall Customer Experience: Service quality encompasses the entire customer experience, from the ordering process to check-out. If customers feel that they will receive friendly, responsive and efficient service, they are more likely to be motivated to reserve a room. (3). Responsive Customer Service: A hotel's ability to provide responsive customer service can influence reservation decisions. If potential guests get a quick response to their questions or requests, this creates a positive impression and increases potential customer satisfaction. (4). Clear and Effective Communication: Hotels that provide clear and effective information about amenities, prices and booking policies can provide reassurance to potential guests. Good communication can help customers make more informed decisions and minimize the risk of disappointment. (5). Room Facilities and Conditions: Service quality also includes the physical condition of the rooms, facilities and additional services provided by the hotel. If a hotel can provide high quality standards in terms of room comfort, cleanliness, and facilities, this can be an important factor in the reservation decision. (6). Handling Complaints Well: How a hotel handles customer complaints or problems also influences the perception of service quality. If hotels can resolve issues quickly and effectively, this can increase customer confidence. Good service quality not only creates a positive impression, but also builds customer loyalty. Satisfied customers are more likely to return and recommend the hotel to others. Therefore, investment in improving service quality can have a positive impact on reservation rates and the sustainability of the hotel business. In line with relevant research in this study (Shu et al., 2023); (Bhattacharya et al., 2023); (Rajesh et al., 2022); (Ijadi Maghsoodi et al., 2019); (Yang et al., 2021); (Akbari et al., 2023);(Dimitrios et al., 2023); (Brian, 2019).

Successful hotel management always strives to innovate in providing services so that guests feel satisfied and have an extraordinary experience. The following are several innovative strategies that hotel management can implement to increase guest satisfaction: (1). Advanced Technology: Utilizing advanced technology, such as an easy-to-use online booking system, mobile app for check-in/check-out, or electronic smart locks, can increase efficiency and provide convenience to guests. (2). Personalized Service: Implementation of a system that allows personalization of service based on guest preferences. Information such as favorite foods or drinks, room preferences or special requests can help create a more personal and satisfying experience. (3). Internet of Things (IoT) technology: Utilizing IoT in hotel grounds can increase comfort and efficiency. For example, smart sensors to regulate room temperature, automatic lighting, or other IoT devices that guests can access to control various aspects of the room. (4). Improved Room Service: Providing innovative room service such as a more diverse room menu, a 24-hour room service system, or providing technological equipment such as advanced audio or visual devices. (5). Innovative Loyalty Programs: Loyalty programs that offer unique benefits, exclusive discounts, or access to special amenities can encourage guests to return and be loyal to the hotel. (6). Use of Data and Analytics: Hotel management can use data and analytics to understand guest behavior, preferences and trends. This can help them develop more effective marketing strategies and improve services according to guest needs. In line with research and experts (Le & Phi, 2021); (Perdomo-Verdecia et al., 2022); (Talón-Ballesteros et al., 2022); (Thi Mai Nguyen et al., 2023); (Jaaffar et al., 2023); (Yunus, 2016); (Rachmadizal et al., 2022).

In general, many people still believe that star hotels provide better quality service. This is based on the expectation that star hotels have met certain standards that guarantee comfort, safety and good service for guests. Some of the reasons why people still believe in the good service quality of star-rated hotels include the quality standards set: Star-rated hotels

must comply with certain standards set by the authority or certification body. This includes criteria such as availability of facilities, cleanliness, security and adequate customer service. brand credibility and reputation: star-rated hotels are often associated with internationally known brands and hotel chains. These brands have built a reputation for providing certain quality standards, and this can build trust among the public. However, it is important to remember that not all star hotels have the same level of quality, and that there are variations between star properties. Therefore, even though people still believe in the service quality of star hotels, it is important to do research and read reviews before making a booking decision. Factors such as location, travel style and purpose, and personal needs also need to be considered to ensure guest satisfaction. (Rahayuningsih, 2019); (Kasinem, 2020); (Gultom et al., 2020); (Hoefler et al., 2020); (Jaaffar et al., 2023).

LITERATURE REVIEW

Service Quality

The concept of service quality has become the focus of research and discussion in various fields, including management, marketing, and organizational behavior science. Some views from experts about service quality include: According to (Valarie A. Zeithaml, A. Parasuraman, 1990) (Model SERVQUAL): They developed the SERVQUAL model which is one of the most well-known approaches to understanding service quality. This model includes five dimensions of service quality, namely: Reliability, the ability to provide reliable and consistent services. Responsiveness, willingness to help customers and provide service quickly. Guarantee, certainty, expertise and friendliness of employees providing services. Empathy, attention and concern for individual customer needs. Physical Evidence, physical appearance of facilities, equipment, personnel, and visual communications (Jumawan et al., 2023).

According to (Christian, 2000) (RATER Model): Christian Gronroos proposed the RATER model, which focuses on Responsiveness, Assurance, Tangibles, Empathy, and Reliability as the main dimensions in evaluating service quality. According to (Kotler, P., & Keller, 2012): In the field of marketing, Philip Kotler and Kevin Keller state that service quality involves excellence, added value and customer satisfaction. According to (Valarie A. Zeithaml, A. Parasuraman, 1990) (Gaps Model): They identified five gaps (gaps) that could lead to a decline in service quality. The gap involves differences between customer expectations and perceptions as well as a lack of internal coordination within the organization. According to (Czepiel., 2012): Proposing the concept that service quality is not only the result of company activities, but also comes from interactions and relationships between customers and service providers. According to (Valarie A. Zeithaml, A. Parasuraman, 1990) (SERVPERF Model): Questions whether the difference between customer expectations and perceptions is truly an indicator of service quality.

The SERVPERF model emphasizes the actual performance of the services provided. According to (Bitner et al., 1990) (Extended Services Marketing Mix Model): Adds three additional elements (People, Physical Evidence, Processes) to the traditional services marketing mix to cover important aspects of service delivery. The views of these experts show the diversity of approaches in understanding and measuring service quality. However, they generally agree that service quality involves aspects such as reliability, responsiveness, security, empathy, physical evidence, and human interaction (Widjanarko, Hadita, et al., 2023). Overall, the concept of service quality continues to evolve along with changing trends and customer expectations (Khaira et al., 2022).

Service quality has a significant impact on customer loyalty. Various experts have identified factors that influence service quality and how these relate to customer loyalty. Here are some views from renowned experts: According to (Valarie A. Zeithaml, A. Parasuraman,

1990) They developed the SERVQUAL model which measures service quality based on five main dimensions, namely reliability, responsiveness, sustainability, assurance and empathy.

According to this model, if customer expectations are met or exceeded, then they are more likely to become loyal. According to (Christian, 2000): This marketing expert emphasizes the importance of interpersonal interactions and relationships between service providers and customers. According to Grönroos, sustainability and good personal interaction can increase customer loyalty. According to (Reichheld & Sasser, W.E., 1990): They introduced the concept of "The Loyalty Effect" and showed that companies that retain their customers have greater profits than companies that are constantly looking for new customers. Service quality is considered one of the main factors in retaining customers. According to (Michael, 2011) highlighting the importance of customer satisfaction as a key predictor of loyalty. According to him, satisfied customers are more likely to remain loyal to a brand or company. According to (Valarie A. Zeithaml, A. Parasuraman, 1990) they updated the SERVQUAL model by adding additional dimensions, such as accessibility, communication, and customer understanding. They consider that good service quality creates positive experiences and increases customer loyalty. In many cases, good service quality is associated with customer satisfaction, and customer satisfaction then becomes a key factor in forming loyalty. Customers who are satisfied with service tend to become loyal customers, which can bring long-term benefits to the company.

Service quality in the hotel industry is the key to creating a positive experience for guests and building loyalty. Several experts in this field have contributed their views on aspects of hospitality service quality. Here are some experts and their views: In books (Valarie A. Zeithaml, A. Parasuraman, 1990): In the hospitality context, the SERVQUAL model developed by them is still relevant. Dimensions of service quality include reliability (accuracy and consistency of service), responsiveness (willingness to help customers and provide prompt service), assurance (trust and security assurance), empathy (personal attention and concern for customers), and sustainability (responsibility for provide good service). According to (Bitner et al., 1990): They proposed an extension model called "The Servicescape," which highlights the role of the physical environment of the servicescape in creating a good guest experience. A clean, comfortable and attractive environment can increase perceptions of service quality. According to (Christian, 2000): Grönroos emphasizes the importance of personal interaction between hotel staff and guests. He said that the quality of interpersonal interactions and customer relationships can contribute significantly to guest satisfaction and the formation of loyalty.

According to (Radnor et al., 2015): they emphasize the importance of efficient operational management in the hospitality industry. Good and efficient processes can support service quality and ensure guest satisfaction. According to (Pizam & Judy, 2017): They identified key factors that influence service quality in the hospitality industry, including effective communication, service reliability, and staff responsibility for guest needs. It is important to note that service quality in the hospitality industry can be greatly influenced by various aspects, including cleanliness, staff friendliness, facility availability, and operational efficiency. Technology integration is also increasingly important to improve service quality and provide a better guest experience (Mahaputra, 2020).

Customer Satisfaction

Customer satisfaction is an important concept in the world of business and service. Several business and management experts have provided their views regarding customer satisfaction. Here are some opinions from experts regarding customer satisfaction: According to (Kotler, P., & Keller, 2012) and (Frederick, 2001), known as the Net Promoter Score (NPS) concept, states that "Customer satisfaction is the core of company growth. If we don't

understand the extent to which customers are happy with us, we won't know the extent to which we have succeeded or failed.". According to (William & Cecelia, 2010), a quality management expert, stated that "Customer satisfaction is the key to success. Quality must be designed into the product, and cannot be improved at a later date." According to (Bernard Ryan, 2018) The CEO of Amazon, has strong views regarding customer satisfaction. He stated, "If we don't take care of the customer, someone else will." According to Zig Ziglar, a motivational author and public speaker, states that "To achieve great success in sales, we must build relationships with customers (Mahaputra, 2023). Customer satisfaction is the key to maintaining and expanding a business." According to (David, 2021) a business management and book author, stated, "Management is not only about achieving profits and growth, but also about creating customer satisfaction and building loyalty." These views show that customer satisfaction is not just about providing a good product or service, but also about understanding customer needs and expectations and building sustainable relationships (Hamdan et al., 2023). In an era of globalization and intense competition, focusing on customer satisfaction is becoming increasingly important for a company's long-term success (Saputra & Sumantyo, 2023).

Table 1. Relevant Previous Research Results

No	Author (Years)	Previous Research Results	Similarities with this article	Difference with this article
1	(Bosovs kaya et al., 2019)	Research results show that the correspondence between expected and experienced quality has a significant impact on customer loyalty. To increase competitiveness and attract more loyal customers, hotels must first ensure that customer expectations match the quality of service provided.	This study uses variable quality of service.	Five hotels from 10 4-star hotels in Kaunas, 224 respondents to questionnaires.
2	(Bakirtzoglou et al., 2018)	Service quality (responsiveness and efficiency) human (responsiveness and efficiency) and environmental (tangible) factors are important parameters for managers of Spa Hotels in Greece, when they design marketing services aimed at increasing the satisfaction of their customers.	Measurements included the use of the SERVQUAL instrument.	Data collected from managers 33 Hotel Spas, of Halkidiki (Northern Greece)
3	(Yalap et al., 2020)	The questionnaire forms were filled by 237 employees working at 5 star and boutique hotels in Ankara. %34,4 of participants are women and %65,6 of participants are men in the research. The average age of the participants is 30,71± 8,7. The most intensive age group of participants is 25-34 age group with a rate of %46,7. %43,0 of employees is graduated from two-year vocational high school and higher education, %32,5 of employees are graduated from high school, %19,0 of employees are graduated from secondary school and lower education.	Method Service Quality to Increasing Profit Hotel.	The research was conducted at 5 star and 1 boutique hotel in Ankara and total 237 questionnaire forms were collected.
4	(Jamal Ali et al., 2018)	The findings of the study will show influence of different service quality dimensions on satisfaction level in Hotels. This study proved that four of service quality dimensions (empathy, responsiveness, assurance and tangible) have positive relation with customer satisfaction, except reliability had negative relation with customer satisfaction.	For increasing satisfaction effect occupancy room ratio high implemented SEVQUAL concept.	A random sampling method used to distribute and gather data. 111 participants were involved in this study.
5	(Cheng & Rashid,	The findings revealed that perception of service quality is significantly related to customer satisfaction, which in turn generates positive	Customer Satisfaction line for increasing room	A systematic sampling approach was

2013)	customer loyalty in the hotel industry. Besides, corporate image is found to be a partial mediator in the relationship between customer satisfaction and customer loyalty. Overall, the findings of this study would help hotel operators to formulate and implement effective marketing management strategies to cope with the keen competition in the hotel service industry	hotel.	adopted to collect data through self-administered questionnaires from 500 hotel guests.
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METHOD

In this study, the researchers used descriptive qualitative methods and library research. By reviewing based on previous research related to or related to this study. The researchers collected data from the Google Scholar application and used Mendeley as a bibliography reference. Qualitative research articles should use consistent methodological assumptions to avoid leaving any doubts in the reader's mind. One reason for conducting this study is that it is exploratory in nature (H. H. Ali & Lima Krisna, 2013).

RESULTS AND DISCUSSION

A decline in room sales caused by the quality of hotel service can be a serious problem that affects hotel business performance. Some factors that may cause a decline in room sales due to poor service quality include: (1). Negative Reviews: If guests are dissatisfied with service, they may leave negative reviews on online review sites. Negative reviews can reduce the trust of potential guests and hinder the possibility of booking. (2). Bad Hotel Reputation, Low service quality can damage the hotel's overall reputation. A bad reputation can reduce potential guests' interest in choosing the hotel. (3). Lack of Recommendation: Dissatisfied guests may not recommend the hotel to others. Word of mouth recommendations have a huge influence in the hospitality industry. (4). Increased Cancellation Rates: If customers feel disappointed with service, they may be inclined to cancel reservations already made. High cancellation rates can result in a decrease in hotel revenue. (5). Losing Loyal Customers: Disappointed customers may choose not to return to the same hotel. Losing loyal customers can have a significant impact on long-term sales. (6). Lack of Repeat Business: A poor customer experience can lead to a lack of repeat business from the same guest. Hotels tend to rely on repeat business from loyal customers to maintain revenue stability. (7). Negative Influence on Brand Image: Poor service quality can damage a hotel's brand image. A negative brand image can affect consumer perceptions and reduce a hotel's attractiveness. (8). Lack of Differentiation in the Market: When competition is fierce in the hotel industry, service quality can be a major differentiation factor. A decline in service quality can cause a loss of attractiveness in the market. To overcome the decline in room sales caused by service quality, hotels need to focus on improving service, training staff, and listening to customer feedback. Efforts to understand and meet guest expectations can help build a positive image and improve room sales performance. This is in line with research conducted by: (Bosovskaya et al., 2019); (Pusparani et al., 2021); (Riyanto et al., 2017); (Susanto et al., 2023); (Widjanarko, Saputra, et al., 2023); (Appel-Meulenbroek & Danivska, 2021); (Weng, 2016); (Dong et al., 2014).

The main revenue for hotels comes from room bookings and related services such as food, drinks, meetings and other ancillary services. If rooms go unfilled, hotel companies lose their main source of income, and this can lead to various financial problems. The following are some of the negative impacts that might occur if no one stays at the hotel: (1). Declining Revenue: Hotels will lose revenue from rooms and other services, such as restaurants, bars, and conference facilities. (2). Decrease in Net Profit: The combination of a decrease in revenue and an increase in fixed expenses can result in a decrease in a hotel's net profit. (3).

Decreased Brand Value: Losing business can damage a hotel's brand image and customer confidence in the future. (4). Risk of Losing Employees: Difficult financial conditions can force hotels to make cost cuts, including employee cuts, which can harm service quality and employee confidence. To overcome these potential losses, hotels need to develop effective marketing strategies to attract guests, maintain and improve service quality, and adapt to changes in the hotel industry. Additionally, careful financial management and good market monitoring are essential to maintaining the financial health of a hotel company. This is in line with research conducted by: (H. Ali & Octavia, 2023); (Sekulić & Mandarić, 2003); (Layanah & Ali, 2023); (Sawitri, 2018); (Nofrialdi et al., 2023); (Kristianto et al., 2022); (Choongsoon Lee, 2016); (Wolok et al., 2013).

CONCLUSION

This research found that there is a phenomenon that occurs in the hotel industry, namely an increase in hotel reservations caused by customer satisfaction which is the result of positive experiences received by guests during their stay. The following are several factors that can explain how customer satisfaction can influence increased hotel reservations: (1). Positive Reviews: Satisfied customers tend to leave positive reviews on review sites or social media. Positive reviews can attract the attention of potential guests and provide encouragement to make a reservation. (2). Word of Mouth Recommendations: Satisfied customers are more likely to recommend a hotel to friends, family or colleagues. Word of mouth recommendations can be a key factor in influencing others to book a room at a recommended hotel. Customer Loyalty: Customers who are satisfied with their experience tend to be loyal customers. Loyal customers have a tendency to return and book rooms at hotels that have provided positive experiences before. High Retention Rate: A high level of satisfaction is often related to a high retention rate, which is a hotel's ability to retain guests who have already stayed. Satisfied guests have a tendency to choose the same hotel again for their next visit. (5). Positive Marketing Effects: Positive customer experiences can create positive marketing effects naturally. Testimonials, reviews and great customer experiences can be used in hotel marketing materials, such as websites, promotional materials and advertising campaigns. (6). Encouragement to Repeat Experience: Satisfied customers may feel motivated to repeat their experience at the same hotel. Increasing the number of returning customers can result in increased reservations. (7). High Perception of Value: Satisfied customers often have a high perception of value in relation to the costs they pay. High perceived value can encourage customers to return and reserve rooms at the same hotel. By ensuring customer satisfaction, hotels can build a positive image, earn recommendations, and create long-term relationships with guests. All this together can contribute to increased reservations and sustainability of the hotel business.

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