Handling Complaints Against Revisit Intentions Through Satisfaction in Handling Guest Complaints at Hotel Artotel Thamrin Jakarta

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Abstract: The handling of guest complaints must be simplified both in the process of handling, the method and time of handling the complaint where the purpose of the complaint on the guest's complaint can function as a source of service improvement in the future and good handling of customer complaints determines the customer's attitude in experiencing the quality of service which has an impact on the intention of returning guests in the future. The results of this study obtained the results that: (1) Handling Complaint directly has a significant influence on Satisfaction with Handling Complaint; (2) Handling Complaints directly has a significant influence on the Revisit Intention; (3) Satisfaction with Handling Complaint directly has a significant influence on the Revisit intention and (4) Indirectly there is a significant influence between Handling Complaint on the Revisit intention and through Satisfaction with Handling Complaint.

Keyword: Handling Complaint, Revisit Intention and Satisfaction with Handling Complaint

INTRODUCTION

ARTOTEL Thamrin-Jakarta Hotel as one of the hotels in Central Jakarta which is located right opposite Sarinah Plaza with ARTOTEL's target market targeting millennials with the age of 21 to 35 years. The ARTOTEL Thamrin-Jakarta hotel like hotels in general not only offers accommodation facilities, but also 24-hour restaurants, cafes, bars, and meeting packages for companies and institutions under Thamrin are felt to be in accordance with the various offers of these facilities (ARTOTEL brandbook, 2017) although they have tried to satisfy their guests but there are still some complaints that their guests complain about such as narrow parking, Guest supplies, hygiene and sanitation as well as room amenities that are not good as well as the service provided by the guests is considered unsatisfactory.

The guest complaints submitted above regarding the unsatisfactory service are a problem that must be resolved wisely so as not to cause disappointment that will affect their intention to visit or stay again (Istanbuluoglu & Sakman, 2022). If customer satisfaction is created by

the way the service provider handles its complaints, it will direct its intention to make repeat visits in the future (Hanganu & Ioan, 2022).

Figure 1 Artotel Thamrin Hotel Jakarta
Source: Artotel Thamrin Hotel Jakarta, 2024

The handling of guest complaints must be simplified both in the handling process and the time of handling the complaint (O'dowd et al., 2022), where the purpose of complaints on guest complaints can serve as a source of service improvement in the future (Morsø et al., 2023), good handling of customer complaints determines customer attitudes in experiencing service quality (Gillespie & Reader, 2018) so that it has an impact on the intention to visit again (Sigurdsson et al., 2021). Based on the background mentioned above, the researcher conducted a study with the title: **Handling Complaints Against the Revisit Intention through Satisfaction with the Handling of Guest Complaints at the Artotel Thamrin Hotel Jakarta.**

METHOD
The analysis method in this study was carried out with the Structural Equation Model (SEM). The model used is Path Analysis. Ridwan and Kuncoro (2007) Path Analysis is used to analyze the pattern of relationships between variables with the aim of determining the direct or indirect influence of a set of independent variables (exogenous) on bound variables (endogenous). The magnitude of the influence (relative) of an exogenous variable to a certain endogenous variable is expressed by the number of path coefficients. Furthermore, the data processing technique uses the SEM method based on Partial Least Square (PLS) using SmartPLS. The population in this study is all consumers at the Artotel Thamrin Jakarta hotel from January 2023 to December 2023 which totals 20485 people with a total sample of 400 people.

RESULTS AND DISCUSSION

Table 1 Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Man	208	52,0	52,0	52,0
	Female	192	48,0	48,0	100,0
	Total	400	100,0	100,0	

Source : SPSS, 2024

Based on table 1 above it can be seen that the majority of guests of the Artotel Thamrin hotel as many as 52% of guests (208 people) are male and 48% (192 people) are female based on the observations that have been made, this happens because more hotel guests visit to go on official trips both from within and outside the Jakarta area due to the location of the hotel in the center of Jakarta which makes and provides access for hotel guests to conducting business activities in the Jakarta area and its surroundings.

Table 2 Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-28 years old	74	18,5	18,5	18,5
	>28-38 years old	106	26,5	26,5	45,0
	>38-48 years old	97	24,3	24,3	69,3
	>48-58 years old	88	22,0	22,0	91,3
	>58 years old	35	8,8	8,8	100,0
	Total	400	100,0	100,0	

Source : SPSS, 2024

Based on table 2 above, it can be seen that the majority of guests of the Artotel Thamrin hotel are 26.5% of guests (106 people) who are >28-38 years old) and the lowest 8.8% (35 people) are >58 years old based on the observations that have been made, this is in accordance with the concept of a hotel which is a business. Hotels where the majority of consumers are of productive age who carry out business activities or other activities at the hotel.

Table 3 Occupation

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Entrepreneurship	207	51,8	51,8	51,8
	Government Employee	116	29,0	29,0	80,8
	Private Company Employee	30	7,5	7,5	88,3
	College Student	46	11,5	11,5	99,8
	Teacher/ Lecturer	1	,3	,3	100,0
	Total	400	100,0	100,0	

Source : SPSS, 2024

Based on table 3 above, it can be seen that the majority of guests of the Artotel Thamrin hotel as many as 51.8% of the guests (207 people) are entrepreneurs and the lowest 0.3% (1 person) of their work is as a teacher based on the observations that have been made, this happens because many guests carry out activities or business activities in the hotel.

Table 4   Domicile

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Jakarta,Bogor, Depok,Tanggerang and Bekasi	184	46,0	46,0	46,0
	Outside Jakarta,Bogor, Depok,Tanggerang and Bekasi	193	48,3	48,3	94,3
	Other areas	23	5,8	5,8	100,0
	Total	400	100,0	100,0	

Based on table 4 above, it can be seen that the majority of guests of the Artotel Thamrin hotel as many as 48.3% of guests (193 people) are domiciled outside Jabodetabek and the lowest 5.8% (23 people) who are domiciled in other areas based on observations that have been made, this happens because guests who come from outside Jabodetabek are more comfortable to stay at Artotel Thamrin because in addition to a strategic location with cheaper room prices when compared to the surrounding hotels.

Evaluation of Measurement Model (Outer Model)

The convergent validity of the measurement model can be seen from the correlation between the indicator score and the variable scores. To test convergent validity, the *value of outer loading* or *loading factor* is used. An indicator is declared valid or meets convergent validity if it has an outer loading value > 0.7.

Ghozali and Latan (2015) revealed that *convergent validity* is related to the principle that different construct measures (variable manifests) should not be highly correlated. Based on the convergent validity test and the value of the loading factor table 4.5 mentioned above, it can be seen that all indicators of each indicator are Valid because the value is > 0.7.
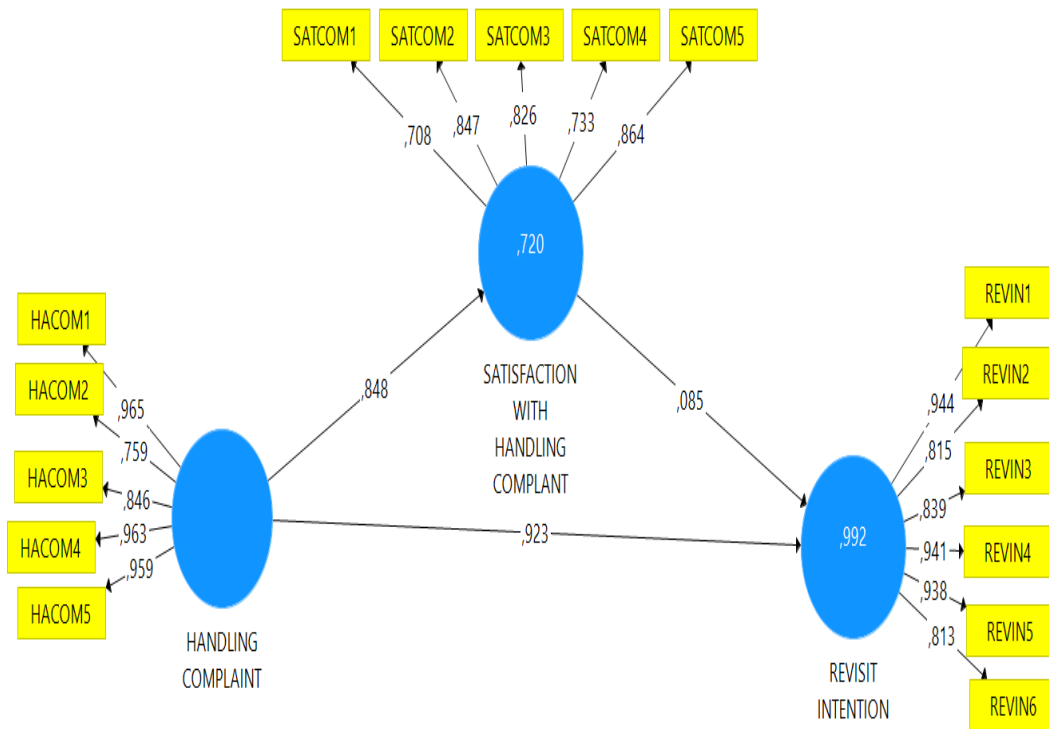

Figure 2 Outer Loading
Source : SEM PLS, 2024

Table 5 Avarage Variance Extracted (AVE)

	Average Variance Extracted (AVE)
Handling Complaint	0,814
Satisfaction With Handling Complaint	0,637
Revisit Intention	0,781

Source : SEM PLS, 2024

Average Variance Extracted. The indicator is considered valid and reliable if it has an AVE value above 0.5 (Hair *et al.,* 2014). In table 5 above, the convergence validity test is declared valid because all variables have a value of >0.5

Ghozali and Latan (2015) stated that the *discriminant validity* method is to test the validity of discrimination with reflexive indicators, namely by looking at the cross loading value for each variable must > 0.7. In Table 6, it is known that the value of each indicator itself is greater than the value of other latent variable indicators, so it can be stated that each indicator is valid.

Table 6 Cross Loading

	HANDLING COMPLAINT	SATISFACTION WITH HANDLING COMPLAINT	REVISIT INVENTION
HACOM1	0,965	0,778	0,944
HACOM2	0,759	0,806	0,815
HACOM3	0,846	0,689	0,839
HACOM4	0,963	0,769	0,939
HACOM5	0,959	0,777	0,938
SATCOM1	0,965	0,778	0,944
SATCOM2	0,759	0,806	0,815
SATCOM3	0,846	0,689	0,839
SATCOM4	0,959	0,773	0,941
SATCOM5	0,959	0,777	0,938
REVIN1	0,756	0,803	0,813
REVIN2	0,543	0,708	0,546
REVIN3	0,639	0,847	0,678
REVIN4	0,87	0,826	0,852
REVIN5	0,531	0,733	0,542
REVIN6	0,715	0,864	0,763

Source : SEM PLS, 2024

Tabel 7 Cronbach's Alpha

	Cronbach's Alpha
Handling Complaint	0,940
Satisfaction with Handling Complaint	0,857
Revisit Intention	0,943

Source : SEM PLS, 2024

In the Cronbach's Alpa Test in table 7, a research variable is declared Reliable if the value of Cronbach's Alpa > 0.7. From the results of the table above, the results of the overall value of Cronbach's Alpha value from each of the research variables of this study > 0.70 and can be declared Reliable.

Tabel 8 Composite Reliability

	Composite Reliability
Handling Complaint	0,956

Satisfaction with Handling Complaint	0,897
Revisit Intention	0,955

Source : SEM PLS, 2024

In the reliability test, the value is acceptable or Reliable if the Composite *Reliability value* > 0.70 (Ghozali and Latan, 2015) and in this study, the overall Composite *Reliability* value of each variable is at 0.7 and can be declared Reliable.

Tabel 9 R- Square

	R Square	R Square Adjusted
Satisfaction with Handling Complaint	0,720	0,719
Revisit Intention	0,992	0,992

Source : SEM PLS, 2024

R-Square is seen from the value of endogenous variables as the predictive power of the structural model. Changes in the R2 value can be used to explain the influence of certain exogenous latent variables on endogenous latent variables whether they have a substantial influence. The R-square values of 0.75, 0.50, and 0.25 can be concluded that the model is strong, moderate (moderate) and weak (Ghozali and Latan, 2015).

Based on the table 9 above, the results are obtained that:

1. The value of R2 (R-Square) Satisfaction with Handling Complaintis 0.720 which means that the influence of the exogenous latent variable of Handling Complainton the endogenous latent variable of Satisfaction with Handling Complaintis having a strong substantial influence. The acquisition of a score of 0.720 explained that the percentage of the influence of Handling Complainton Satisfaction with Handling Complaintwas 72%.

2. The value of R2 (R-Square) for the Revisit intentionis 0.992 the influence of the exogenous latent variable of Complaint Retention on the endogenous latent variable of Revisit intentionis to have a very strong substantial influence. The acquisition of a score of 0.992 explained that the percentage of the influence of Handling Complainton the Revisit intention was 99.2%.

Table 10 Mean

	Mean	Median	Min	Max	Standard Deviation	Excess Kurtosis	Skewness	Number of Observations Used
HACOM1	4,370	4	1	5	0,577	3,638	-0,89	400
HACOM2	4,445	4	2	5	0,511	-0,749	-0,02	400
HACOM3	4,383	4	1	5	0,544	2,821	-0,55	400
HACOM4	4,365	4	1	5	0,576	3,654	-0,877	400
HACOM5	4,36	4	1	5	0,589	3,753	-0,975	400
TOTAL HACOM	17,553							
RATA2 HACOM	3,5106							
SATCOM1	4,285	4	2	5	0,468	0,121	0,587	400
SATCOM2	4,407	4	1	5	0,563	5,333	-1,026	400
SATCOM3	4,372	4	1	5	0,603	3,801	-1,078	400
SATCOM4	4,312	4	2	5	0,51	0,655	0,063	400
SATCOM5	4,435	4	3	5	0,506	-1,693	0,147	400
TOTAL SATCOM	21,811							
RATA2 SATCOM	4,3622							
REVIN1	4,370	4	1	5	0,577	3,638	-0,89	400
REVIN2	4,438	4	2	5	0,511	-0,749	-0,02	400
REVIN3	4,383	4	1	5	0,544	2,821	-0,55	400
REVIN4	4,362	4	1	5	0,575	3,663	-0,87	400
REVIN5	4,365	4	1	5	0,589	3,753	-0,975	400
REVIN6	4,433	4	2	5	0,515	-0,679	-0,057	400
TOTAL REVIN	21,981							
RATA2 REVIN	3,6635							

Source : SEM PLS, 2024

Sugiyono (2011) in Sindunata and Wahyudi (2018) stated that mean is "A group explanation technique based on the average value of the group". The mean is calculated by adding up all the data and then dividing it by the amount of data available.

Based on Table 10 above, it can be seen that: (1) the total Mean of Handling Complaint(Total HACOM) is 17,553 with an average value of 3,510 which means that it is satisfied with the Mean of Handling Complaint; (2) the total Mean of Satisfaction with the Handling of Complaints (Total SATCOM) is 21,811 with an average value2 of 4,362 which means that Very Satisfied and (3) the total Mean of Revisit intention(Total REVIN) is 21,981 with an average value of 2 3,663 which means that they are interested in staying back at the Artotel Thamrin Jakarta hotel.
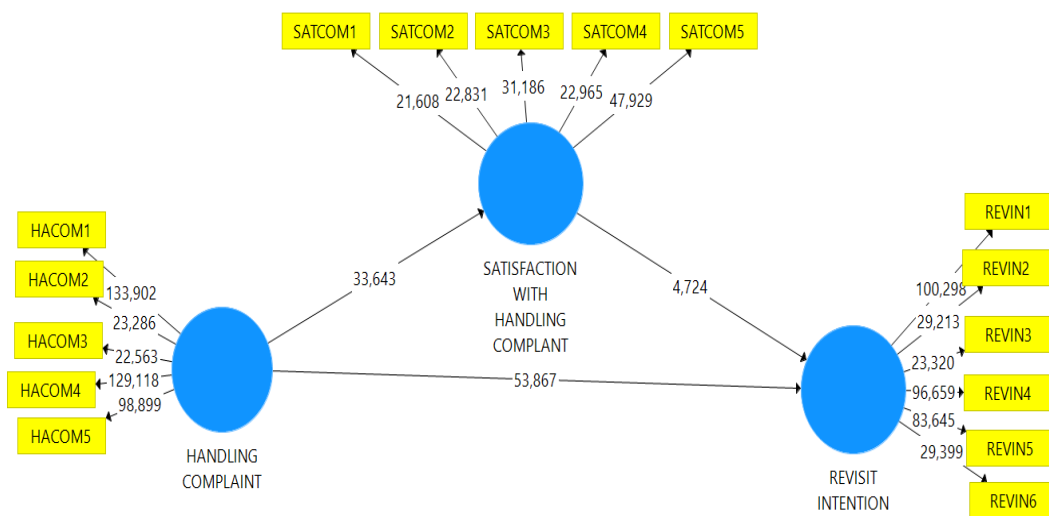

Figure 3 Bootstrap
Source : SEM PLS, 2024

Table 11   Correlation Coefficient (Direct Effect)

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values	Hipotesis
HANDLING COMPLAINT -> SATISFACTION WITH HANDLING COMPLAINT	0,848	0,852	0,024	34,643	0	Accepted
HANDLING COMPLAINT -> REVISIT INTENTION	0,995	0,995	0	2089,745	0	Accepted
SATISFACTION WITH HANDLING COMPLAINT -> REVISIT INTENTION	0,085	0,089	0,018	4,791	0	Accepted

Source : SEM PLS, 2024

The value of the path coefficient or inner model indicates the level of significance in hypothesis testing. The score or T-statistical value must be more than > 1.96 and the P- Value < 0.05 for the two-tailed hypothesis and above > 1.64 for the one-tailed hypothesis for hypothesis testing at 5% alpha and 80% power. This T-statistical value is obtained from the boostrapping process (Abdillah and Hartono, 2015).

Based on the results of table 11 above, it can be seen that:

1. The effect of Handling Complainton Satisfaction with Handling Complaint has a path coefficient or the original sample estimate value shows a positive value of 0.848 which means significant with a Statistical T value = 34.463 > 1.96 and P-Values = 0 < 0.005 which means that in the results of this study that **Handling Complaint directly has a significant influence on Satisfaction with Handling Complaint.** The results of the study are in line

with the research that has been conducted by Kusumawati and Handayani (2012) with the title The Effect of Handling Complaint on Satisfaction with Handling Complaint at the Wates Regional General Hospital (RSUD) The results of the test together found that the three dimensions of justice used as Handling Complaintsignificantly affected satisfaction with Handling Complaint.

2. The effect of Handling Complaint on the Revisit intention has a path coefficient or the original sample estimate value shows a positive value of 0.995 which means significant with a Statistical T value = 2089.754 > 1.96 and P-Values = 0 < 0.005 which means that in the results of this study that **Handling Complaint directly has a significant influence on Revisit Intention.** The results of the study are in line with previous research revealing that effective Handling Complaint can positively affect the desire to return and customer loyalty which can ultimately increase the long-term profitability of a business (Brown, Cowles, & Tuten, 1996; Reichheld & Sasser, 1990; Tax et al., 1998).

3. The effect of satisfaction over Handling Complaint on the Revisit intentionhas a path coefficient or the original sample estimate value shows a positive value of 0.085 which means significant with Statistical T values = 4.791 > 1.96 and P-Values = 0 < 0.005 which means that in the results of this study that **Satisfaction with Handling Complaint directly has a significant influence on Revisit Intention**. The results of the study are in line with research that has been conducted by Istanbuluoglu (2017) stating that if a company can maintain customer satisfaction because it provides effective handling, it can provide efficient customer feedback, reduce negative words from word of mouth, increase loyalty, trigger the desire to return and retain customers.

Table 12 Coefficient Correlation (Indirect Effect)

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values	Hipotesis
HANDLING COMPLAINT ->SATISFACTION WITH HANDLING COMPLAINT ->REVISIT INTENTION	0,072	0,076	0,017	4,34	0	ACCEPTED

Source : SEM PLS, 2024

4. Based on the results of table 12 above, it can be seen that the effect between the Handling of Complaints Against the Revisit intentionand the Satisfaction of Handling Complaintas an Intervening Variable has a path coefficient of 0.072 showing a positive value (significant) with a statistical T value = 4.34 > 1.96 and P-Values = 0 < 0.005 which means it has a significant influence, then based on the results of this study that **Indirectly, there is a significant influence between Handling Complaint on the Revisit intention and through Satisfaction with Handling Complaint as an Intervening Variable**. The results of this research are in line with research conducted by Kaihatu *et al*., (2015) Good Handling Complaintprovides an opportunity to convert a dissatisfied customer into a satisfied customer or even a customer who wants to revisit and be loyal to the company.

CONCLUSION

The results of this study obtained the results that: (1) Handling Complaintdirectly has a significant influence on Satisfaction with Handling Complaint; (2) Handling Complaints directly has a significant influence on the Revisit Intention; (3) Satisfaction with Handling Complaint directly has a significant influence on the Revisit intentionand (4) Indirectly there is a significant influence between Handling Complainton the Revisit intentionand through Satisfaction with Handling Complaint.

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