



## The Impact of Room Attendant's Service Quality on Guest Satisfaction at BWP Hotel Batam

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### Abstract

*The growth of the tourist industry need a variety of supporting aspects, one of which is hotel accommodation. BWP Panbil Batam is a four-star plus hotel with a premium concept that opened in 2016 in Batam City. BWP Panbil has numerous departments to assist operating activities, the most important of which is the housekeeping department, particularly in the room attendant position. BWP Panbil Batam continues to try to enhance services in order to maintain a positive image and ensure that visitors are content with what they pay for and what they receive. To clarify the topic matter or research findings, this study employs quantitative methods with a descriptive approach. Using the Slovin algorithm, the researchers collected a sample of 100 responses from customers who stayed at the BWP Panbil Batam Hotel between January and June 2022. Based on the partial test known as t-test, it is possible to infer that hypothesis H1 is accepted in this research and hypothesis null (H0) is rejected. The R2 value is 0.595, as determined by the determinant coefficient test findings. This suggests that service quality influences client satisfaction at the BWP Panbil Batam Hotel by 59.5%, with the remaining 40.5% impacted by other independent factors not investigated in this study.*

**Keywords:** Service Quality, Guest Satisfaction, Room Attendant

### 1. INTRODUCTION

The development of the tourism sector requires a number of supporting elements, one of which is lodging accommodation. The accommodation in question is hospitality, this component is a very important supporting factor because it can help tourism develop quickly and make tourism good and attractive to many people. Previous research shows that tourists consider a safe environment, good service, and increase tourist satisfaction so that they intend to return to tourist attractions (Wijaya & Anggraini, 2023).

BWP Panbil Batam is a hotel that opened in 2016 and is part of the Best Western international network. It is the 13th Best Western hotel in Indonesia and is located on

Jl. Ahmad Yani Muka Kuning, Kec. Sei Beduk Batam City, Riau Archipelago, close to the Panbil industrial area and Panbil residence.

The departments responsible for facilitating operational tasks at BWP Panbil include employee relations, front desk services, housekeeping, food and beverage, sales and marketing, finance, engineering and maintenance, as well as security. The writers of this study concentrated on the housekeeping sector, particularly on room attendants, where the task of room attendants can be said to be complicated and heavy considering that rooms are one that is often criticized by guests because the effectiveness and quality of service offered is determined by the performance provided by the room attendants. Room attendants must complete their duties as well as possible so that guests who stay overnight feel comfortable and satisfied with the results achieved by room attendants, with the aim of visitors wanting to return to this hotel to stay (As Shiddiqi et al., 2023). The duties of the room attendant can be said complicated and heavy because the complaints that come from guests have a lot to do with the room and whether it's good or bad hotel rooms depending on the quality of the hotel room attendant (Linda, 2018).

In providing services, good quality performance is needed so as to produce the satisfaction desired by guests. Quality is always related to customer satisfaction, therefore the quality we offer must be able to make customers feel happy with the services we provide. Service quality and in accordance with the needs of guests can have an impact on the level of guest satisfaction (Susepti et al., 2017). The impact of employee service is clearly proportional to visitor satisfaction, which determines consumers' intention to return to visit (Giovani et al., 2023). Other studies have discovered that varying service quality and accommodations have a considerable beneficial influence on client satisfaction when staying at a hotel (Rahmadi & Hikmah, 2021). Another studies have also proven that there is a significant effect of service quality on customer satisfaction (Irwansyah, 2022)(Morysa & Lubis, 2023).

Good service is the key to the success of every service, if the service we provide is good, the better results we will get. Service quality, namely the classification of how good or bad a service is obtained and can show the expectations that customers want (Tjiptono & Chandra, 2016). Then the satisfaction obtained is very dependent on the services we provide to retain customers and be able to provide services in accordance with expectations in order to remain loyal to the products we offer. According to (Mowen & Michael, 2002) customer satisfaction is defined as the way in which customers think about the products or services they have used and received. Satisfying customers is also very helpful for increasing excellence in competition in the hospitality industry today which often occurs, therefore the quality of service to produce satisfaction must be improved and maintained.

BWP Panbil Batam continues to strive to improve the services provided in order to get a good image and guests are satisfied with what they spend and what they get. Guests who have spent a lot of money for the services they want are of course very disappointed if it turns out that the service they get is very bad and far from what was expected, of course they feel in vain with the material that has been issued to enjoy services that were not at all expected. The author received guest comments from several online travel agents, namely: the room smelled, there were stains on the towels and sheets, dirty floors and many other negative comments given by guests based on their experience of dissatisfaction with the cleanliness of the rooms at the BWP Panbil Batam Hotel. A good room attendant should have good responsiveness to guest needs and serve them in a friendly manner (Victori & Sugiman, 2022). As in previous research that the role of room attendants in efforts to improve service to guests at this hotel is very important and from all departments in the hotel (Jefri et

al., 2023). Based on the description above, it is the reason for the authors to conduct this research with the title "The Impact of Room Attendant's Service Quality on Guest Satisfaction at the BWP Panbil Batam Hotel".

## **2. RESEARCH METHODS**

### **2.1 Research Design**

This study uses a quantitative methodology with a descriptive approach to explain the subject matter or research findings. The descriptive approach is the data obtained to form a hypothesis, then conclusions and suggestions are made based on the research that will be developed. According to (Sugiyono, 2016) the quantitative research method is a method that is usually used to find samples and populations in a study by being randomly selected and collected using research measuring instruments.

### **2.2 Population and Sample**

The population in this study was taken according to data obtained from BWP Panbil Batam supervisors, an estimated number of 10,933 hotel guests staying at BWP Panbil Batam between January and June 2022. According to (Sugiyono, 2016) the sample is a representation of the size and total population owned. If the population is large enough and the writer lacks the resources, time or energy to study the entire population, then the writer can determine the sample size used from the total population. The sample used uses a probability sampling technique, namely random sampling, which gives members of the population (guests) the opportunity to be randomly selected for the study sample regardless of their position in the population. The researchers took a sample for research from guests who had stayed from January to June 2022 at the BWP Panbil Batam Hotel using the Slovin formula and obtained a number of 100 respondents.

### **2.3 Data Type**

The type of data in this study uses primary data and secondary data. Primary data is information obtained directly from the subject of the investigation. According to (Sugiyono, 2016) defines primary data, namely the type of data that is given to data collectors directly. Respondents in this study were tourists who had stayed at the BWP Panbil hotel and information was collected by randomly distributing questionnaires to respondents. For secondary data obtained from web pages or sources related to the discussion being researched.

### **2.4 Data Collection Methods**

According to (Arikunto, 1998) the data collection method is a technique used to obtain data that will be examined and processed by researchers. For this research, 4 data collection methods were used, namely questionnaires, interviews, observations and documents. Questionnaires were distributed to respondents in order to obtain numerically accurate data. Interview technique to get answers from respondents that cannot be disclosed through a questionnaire. Observations are made by looking directly at and observing the behavior of the object to be studied. Documents are evidence, photos and other documentation that support research.

### **2.5 Data Analysis Techniques**

According to (Sugiyono, 2016) data analysis is a process of collecting data based on variables, research results and all the summaries of the data that have been obtained and making conclusions that are easy to understand. This study adapted a descriptive analysis technique in which the data was evaluated and a summary was made explaining the data. The validity test is carried out to measure the suitability of the object under study so that it can be concluded that the data is valid or not. The reliability test was

carried out to see the consistency of the research results, so that it can be concluded that the data is reliable or not.

### 3. RESULTS AND DISCUSSION

#### 3.1 Data Description

The BWP Panbil Batam Hotel is known as one of the four star plus hotels that carries the concept of "luxury" and is located in a fairly noticeable industrial area and embraced by elite housing in the Muka Kuning Panbil area, built on a land area of 6000m<sup>2</sup> and managed by PT. Prosperous Panbil. Because of its strategic position, this hotel is one of the solutions as a holiday site or location for travelers. This hotel is particularly well-known for its strategic position, which is around 15 kilometers from Hang Nadim airport and 6 kilometers from the Batam Center ferry terminal, as well as being adjacent to commercial complexes and the Temenggung Abdul Jamal Stadium, a well-known sports stadium in Batam.

The BWP Panbil Batam Hotel obviously has a vision of "leading the industry in higher service to consumers," which refers to efforts to lead the industry, particularly in the hospitality sector, to become superior service, as well as a mission "to improve the reputation of the brand and customer engagement" which refers to constantly creating big names hotels in expanding advantages for their members. They consistently implement the well-known phrase "Greetings to the supreme life" when offering passionate good service to visitors coming the Best Western prime Panbil Batam hotel.

In this research, two variables were examined: customer satisfaction, considered as the dependent variable, and service quality, identified as the independent variable. Customer satisfaction was assessed through three indicators: alignment of expectations, inclination to revisit, and likelihood to recommend. Service quality was evaluated across five dimensions: tangibles, reliability, responsiveness, assurance, and empathy. The research instrument grid is provided in tables 1 and 2.

Table 1. Research Instruments Grid for Service Quality  
 [Source: Processed research data]

Variable X	Description	Question Item
Tangibles	Are the facilities and services provided by BWP Panbil Batam as expected?	1
	BWP Panbil Batam employees are friendly and professional in serving customers?	2
Reliability	Employees of the BWP panbil batam provide services according to guest needs?	3
	BWP Panbil Batam employees provide credible or trustworthy services?	4
Responsiveness	BWP Panbil Batam employees always provide fast and precise service?	5
	BWP Panbil Batam employees are willing to help with complaints and solve problems quickly and provide solutions to problems that occur?	6
Assurance	Guests who visit feel safe with the services provided by BWP Panbil Batam employees?	7
	Do BWP Panbil Batam employees provide services in accordance with what has been promised?	8
Empathy	Do BWP Panbil Batam employees give good attention to guests?	9

Variable X	Description	Question Item
	BWP Panbil Batam employees are always friendly, smile and always greet guests when providing services or when they meet guests?	10

Table 2. Research Instruments Grid for Customer Satisfaction  
 [Source: Processed research data]

Variable Y	Description	Statement Item
Expectation	I feel satisfied staying and spending time at BWP Panbil Batam	11
	The facilities offered by BWP Panbil Batam are very satisfying and meet guest expectations.	12
Interest in Visiting	Willing to stay again at BWP Panbil Batam because the service obtained was very memorable and exceeded expectations.	13
	I am not interested in staying at another hotel because the service provided by the BWP Panbil employees is very satisfying and memorable.	14
Recommendation	I am willing to recommend to friends and family because of the facilities, service and friendliness of BWP Panbil Batam employees in providing very satisfying services.	15

### 3.2 Discussion

**Validity Test.** The test value will be proven by using the test value at the 0.05 significance level. If  $r_{count} > r_{table}$  then it is declared valid if  $r_{count} < r_{table}$  then it is not valid. From the results of testing the two variables above using the SPSS version 26 program which consists of 15 statements and has been filled in by 30 samples. The validity test results in the table indicate that all indicators are valid, as the Rcount values exceed the critical value ( $R_{table} = 0.316$ ). Therefore, the validity of the statement is confirmed, as illustrated in the subsequent table.

Table 3: Validity Test Results for Variables (X) and (Y)  
 [Source: Processed research data]

Variable	Item Number	Question	R <sub>count</sub>	R <sub>table</sub>	Valid/No
Service Quality (X)	X1.1	X1.1	0,694	0,361	Valid
	X1.2	X1.2	0,662	0,361	Valid
	X1.3	X1.3	0,631	0,361	Valid
	X1.4	X1.4	0,659	0,361	Valid
	X1.5	X1.5	0,587	0,361	Valid
	X1.6	X1.6	0,653	0,361	Valid

Variable	Item Number	Question	R <sub>count</sub>	R <sub>table</sub>	Valid/No
	X1.7	X1.7	0,390	0,361	Valid
	X1.8	X1.8	0,680	0,361	Valid
	X1.9	X1.9	0,530	0,361	Valid
	X1.10	X1.10	0,687	0,361	Valid
Customer Satisfaction (Y)	Y1.1	Y1	0,681	0,361	Valid
	Y1.2	Y2	0,605	0,361	Valid
	Y1.3	Y3	0,786	0,361	Valid
	Y1.4	Y4	0,589	0,361	Valid
	Y1.5	Y5	0,709	0,361	Valid

**Reliability Test.** The reliability of data is determined by its coefficient value, ranging from 0 to 1. As this value approaches 1, the data is considered more reliable. Test results indicate coefficients of 0.819 for variable X and 0.702 for variable Y. Both variables fall within the high to very high reliability categories, indicating that all items within each variable are usable. The reliability test outcomes for both variables are presented in the table below.

Table 4: Variable Reliability Test Results (X) and (Y)  
 [Source: Processed research data]

Variable	Cronbach Alpha	Results
X	0,819	Reliable
Y	0,702	Reliable

According to the study findings, each statement within the variables scored between 3.97 and 4.23, with a variable mean of 4.14. The highest average score was recorded for statement X1.4, 'BWP Panbil Batam employees provide credible or trustworthy services,' at 4.23, while the lowest average score was for statement X1.3, 'BWP Panbil Batam employees provide services according to needs.' Based on the average scores presented in the table above, it can be inferred that the service quality variable falls within the positive range. The respondents' perceptions of the service quality variable are detailed in the table below.

Table 5: Guest Respondent Scale Description of Service Quality (X)  
 [Source: Processed research data]

No.	Questions	Answers										Mean
		SS		S		CS		TS		STS		
		F	%	F	%	F	%	F	%	F	%	
1	X1.1	24	40%	6	10%	1	2%	1	2%	0	0%	4,1
2	X1.2	32	53%	5	8%	1	2%	0	0%	0	0%	4,17
3	X1.3	19	32%	5	8%	2	3%	0	0%	0	0%	3,97

4	X1.4	3 7	37 %	4 9	49 %	1 4	14 %	0	0 %	0	0 %	4,23
5	X1.5	2 4	24 %	5 6	56 %	1 9	19 %	1	1 %	0	0 %	4,03
6	X1.6	3 1	31 %	5 3	53 %	1 5	15 %	1	1 %	0	0 %	4,14
7	X1.7	3 4	34 %	5 2	52 %	1 3	13 %	1	1 %	0	0 %	4,19
8	X1.8	3 3	33 %	5 0	50 %	1 6	16 %	1	1 %	0	0 %	4,15
9	X1.9	3 2	32 %	5 7	57 %	1 1	11 %	0	0 %	0	0 %	4,21
10	X1.10	3 8	38 %	4 5	45 %	1 7	17 %	0	0 %	0	0 %	4,21
Total												41,4
Mean Variable												4,14

Based on the study's findings, the average scores for guest satisfaction across the five variable statements ranged from 3.86 to 4.21, with a variable mean of 4.116. The highest average score was observed for statement Y1.1, 'I feel satisfied staying and spending time at BWP Panbil Batam,' scoring 4.21, while the lowest average was for statement Y1.5, 'I am not interested in staying at another hotel because the services provided by BWP Panbil employees are very satisfying and memorable,' scoring 3.86. Considering the overall variable mean, it can be concluded that the customer satisfaction variable falls within the positive range. The respondents' feedback regarding guest satisfaction is provided in the table below.

Table 6: Description of Guest Respondent Scale About guest satisfaction (Y)  
 [Source: Processed research data]

No.	Questions	Answers										Mean
		SS		S		CS		TS		STS		
		F	%	F	%	F	%	F	%	F	%	
1	Y1.1	3 1	31 %	6 0	60 %	8	8%	1	1 %	0	0 %	4,21
2	Y1.2	3 3	33 %	5 0	50 %	1 6	16 %	1	1 %	0	0 %	4,15
3	Y1.3	3 1	31 %	5 4	54 %	1 5	15 %	0	0 %	0	0 %	4,16
4	Y1.4	3 0	30 %	6 0	60 %	1 0	10 %	0	0 %	0	0 %	4,2
5	Y1.5	1 7	17 %	5 5	55 %	2 5	25 %	3	3 %	0	0 %	3,86
Total												20,5 8
Mean Variable												4,11 6

**Normality Test.** The purpose of the normality test is to assess whether the data possessed by the author follows a normal distribution, thus enabling its use in parametric statistical analyses. To find out, the authors use the Kolmogorov-Smirnov test. According to (Wibowo & Wulandari, 2020) if the Kolmogorov-Smirnov value exceeds the significance level of  $\alpha = 0.05$ , then the data is considered to be normally

distributed. The outcomes of the normality test conducted in this study are outlined below:

**One-Sample Kolmogorov-Smirnov Test**

		Standardized Residual	
N		100	
Normal Parameters <sup>a,b</sup>	Mean	.0000000	
	Std. Deviation	.99493668	
Most Extreme Differences	Absolute	.101	
	Positive	.092	
	Negative	-.101	
Test Statistic		.101	
Asymp. Sig. (2-tailed)		.014 <sup>c</sup>	
Monte Carlo Sig. (2-tailed)	Sig.	.247 <sup>d</sup>	
	99% Confidence Interval	Lower Bound	.236
		Upper Bound	.259

a. Test distribution is Normal.  
 b. Calculated from data.  
 c. Lilliefors Significance Correction.  
 d. Based on 10000 sampled tables with starting seed 2000000.

Figure 1. Normality Test  
 [Source: Processed research data]

Figure 1 indicates that the one-sample Kolmogorov-Smirnov test yielded a Monte Carlo significance (2-tailed) value of 0.247. Since this value exceeds 0.05, the variable under examination is considered to have a significance level greater than the threshold, thus leading to the declaration that the data in this study follow a normal distribution.

**Linearity Test.** The purpose of the linearity test is to ascertain the correlation between the independent variables and the dependent variable. In this research, a linearity test was conducted at a significance level of 0.05. A linear relationship between the independent and dependent variables is indicated when the significance value exceeds 0.05. The outcomes of the linearity test conducted in this study are outlined below:

**ANOVA Table**

			Sum of Squares	df	Mean Square	F	Sig.
KEPUASAN TAMU * KUALITAS PELAYANAN	Between Groups	(Combined)	240.049	14	17.146	11.916	.000
		Linearity	215.505	1	215.505	149.765	.000
		Deviation from Linearity	24.544	13	1.888	1.312	.222
	Within Groups		122.311	85	1.439		
Total		362.360	99				

Figure 2. Linearity Test  
 [Source: Processed research data]

According to the data presented in Figure 2, a significance value of 0.222 was obtained for the deviation from linearity test, which exceeds the threshold of 0.05. This suggests a significant linear relationship between the variables of service quality and guest satisfaction.

**Heteroscedasticity Test.** The heteroscedasticity test is conducted to examine whether the regression model exhibits unequal variance among the residuals across different observations. One method to detect heteroscedasticity involves performing Spearman's rho test, which involves regressing the absolute residuals on the independent variables. If the significance value between the independent variables and the absolute residuals exceeds 5% or 0.05, it indicates the absence of heteroscedasticity. The heteroscedasticity testing results in this study are depicted in the following figure:



**Correlations**

		KUALITAS PELAYANAN		Standardized Residual
Spearman's rho	KUALITAS PELAYANAN	Correlation Coefficient	1.000	-.054
		Sig. (2-tailed)	.	.593
		N	100	100
Standardized Residual		Correlation Coefficient	-.054	1.000
		Sig. (2-tailed)	.593	.
		N	100	100

Figure 3. Heteroscedasticity Test  
 [Source: Processed research data]

According to the data from the Spearman's Rho test provided above, it can be concluded that there is no heteroscedasticity in this simple regression analysis, as evidenced by the service quality variable's significance value of 0.593.

**Simple Regression Analysis Test.** The objective of simple regression analysis is to assess and quantify the extent of the impact that service quality (X) has on guest satisfaction (Y). The outcomes of this simple regression analysis are depicted in the following figure.

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.579	1.423		2.516	.014
	KUALITAS PELAYANAN	.411	.034	.771	11.992	.000

a. Dependent Variable: KEPUASAN TAMU

Figure 4. Simple Regression Analysis Test Results  
 [Source: Processed research data]

From the table provided, it's evident that the constant value (a) for the service quality variable is 3.579, and the coefficient value for service quality is 0.411. Utilizing the linear regression equation formula  $Y = a + bX$ , the results of the linear regression equation are outlined below:

$$Y = 3,579 + 0,411 X.$$

With information Y is guest satisfaction and X is service quality. The description of the simple linear regression equation is detailed below:

- a. A constant value of 3.579 signifies that the guest satisfaction variable maintains a steady value of 3.579.
- b. The regression coefficient for variable X is 0.411, indicating that with every 1% increase in service quality, there is a corresponding increase of 0.411 in guest satisfaction.

The interpretation of the equation reveals a positive coefficient, indicating that the direction of influence of variable X on Y is positive. This implies that the service quality variable has a positive impact on guest satisfaction. This is in line with what other research found that improving the service of a room attendant has an effect on increasing hotel visitor satisfaction (Lengkey et al., 2015). Guests who are satisfied will certainly want to come back and even recommend the hotel to their relatives (Chandrasari et al., 2023).

**Partial Test (t-test).** The partial significance test (t-test) is employed to assess the extent of influence of independent variables on the dependent variable. This is done by comparing the Tcount value with the Ttable value. In this test, the decision-making criterion is that if  $T_{table} < T_{count}$ , the hypothesis under examination can be accepted. The research findings from the testing are outlined below:

**Coefficients<sup>a</sup>**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	3.579	1.423		2.516	.014
KUALITAS PELAYANAN	.411	.034	.771	11.992	.000

a. Dependent Variable: KEPUASAN TAMU

Figure 5. Partial Test Results (t-test)

[Source: Processed research data]

Based on the data above, it can be seen that  $T_{count}$  is 11.992 while  $T_{table}$  is 1.987. Based on the basis of decision making which states that  $T_{table} < T_{count}$ , the hypothesis in this study can be accepted. In this case, based on the test results it can be concluded that  $1.987 < 11.992$  which means  $T_{table}$  is smaller than  $T_{count}$  and it can be interpreted that the hypothesis  $H_0$  is rejected and the hypothesis  $H_1$  in this study is accepted.

**Determinant Coefficient Test.** The determinant coefficient is used to determine the percentage change in the dependent variable (Y) caused by variable (X). The results of the determinant coefficient are shown in the following table.

**Model Summary<sup>b</sup>**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.771 <sup>a</sup>	.595	.591	1.224

a. Predictors: (Constant), KUALITAS PELAYANAN

b. Dependent Variable: KEPUASAN TAMU

Figure 6. Determination Coefficient Test Results

[Source: Processed research data]

Based on the picture above it can be seen that the determinant coefficient or  $R^2$  is 0.595 or 59.5%. It can be concluded that service quality has a 59.5% influence on guest satisfaction. Meanwhile, the 40.5% that influences guest satisfaction comes from independent variables outside the variables of this study.

The results of this study are in accordance with the theory stated by (Tjiptono & Chandra, 2016) which states that the purpose of service quality is to be able to influence a company's ability to attract new consumers and reduce the risk of consumers switching to competing businesses and create strong and inherent satisfaction. Based on the discussion above, it can be explained that guests staying at the BWP Panbil Batam Hotel have a positive attitude towards the quality of service provided by room attendants so that guest satisfaction increases. In this study the authors perceive the BWP Panbil Batam Hotel to provide services as promised and provide fast service to guests. One way to maintain the quality of service from room attendants is that the hotel should be more consistent in its work training so that the housekeeping operational staff can work according to the Standar Operational Procedure (Parhusip et al., 2023). Not only that, the room supervisor who supervises the room attendants also plays a role in influencing guest satisfaction based on the performance results of his subordinates (Putri et al., 2023).

#### 4. CONCLUSION

Drawing from the analysis and discussion outcomes, the researchers arrived at the following conclusions:

- 1) Based on the validity test of 5 service quality indicators, namely physical evidence, responsiveness, reliability, assurance, and empathy as well as the variable Y guest satisfaction, all indicators and variables are declared valid because  $R_{count} > R_{table}$  is

tested using 30 samples with the provision that the  $R_{table}$  value is 0.361. And based on the interpretation scale, the average respondent's answers regarding the 5 indicators of service quality with a mean value of the whole indicator or variable X is 4.14 and reliability is the most positive indicator of the guest response value in testing the service quality data scale with a mean value of 4.23. So it can be concluded that all service quality indicators are in very positive areas and the reliability indicator is the indicator with the largest mean, namely 4.23.

- 2) Based on the 5 guest satisfaction questions, all were in a very positive response in testing the guest satisfaction data scale. The statement "I feel satisfied staying and spending time at BWP Panbil Batam" is a scale with the highest score of 4.21.
- 3) According to the partial test (t-test), with  $T_{count} > T_{table}$ , where  $T_{count}$  equals 11.992 and  $T_{table}$  equals 1.987, it can be inferred that hypothesis  $H_1$  is accepted while  $H_0$  is rejected in this study. Furthermore, the coefficient of determination test reveals an  $R^2$  value of 0.595. This indicates that service quality accounts for 59.5% of the variance in guest satisfaction at the BWP Panbil Batam Hotel, with the remaining 40.5% influenced by other unexamined independent variables.
- 4) Future research could focus on aspects such as age, gender, or cultural background could influence satisfaction levels. Understanding these demographics could help tailor services better.

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