The Effect of Service Quality and Servicescape on Behavioural Intention Intervening with Customer Satisfaction

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This study aims to determine the effect of service quality on customer satisfaction, the effect of servicescape on customer satisfaction and behavioural intention, behaviour, the effect of customer satisfaction on behavioural intention, the effect of service quality on behavioural intention through customer satisfaction as an intervening variable, finally the effect of servicescape on behavioural intention through customer satisfaction as an intervening variable on Amaris Hotel Senen products. The data collection method uses a survey process with an instrument in the form of a questionnaire. The study objects consist of 200 respondents who stayed at Amaris Hotel Senen, Jakarta. Technical analysis of data was conducted using Lisrel and SPSS version 24. The results show that: (1) Service quality affects customer satisfaction (2) service quality influences behavioural intention (3) servicescape influences customer satisfaction (4) servicescape influences behavioural intention; (5) Customer satisfaction influences behavioural intention; (6) service quality influences behavioural intention through customer satisfaction as an intervening variable, and (7) Servicescape influences behavioural intention through customer satisfaction as an intervening variable.

Key words: *Service Quality, Servicescape, Customer Satisfaction, Behavioural Intention..*

Introduction

In the present era, travelling has become an essential need for the community. As the fourth most beautiful country in the world (Setyawan, 2016), Indonesia has become a major tourist destination, both locally and for foreign tourists. Data regarding the number of tourists

coming to Indonesia shows a significant increase each year. The graph from www.trendingeconomics.com entitled *Foreign Visitors Trend To Indonesia, 2000 - 2014* shows an increase in the number of tourists coming to Indonesia each year. With the rise in the number of tourists, tourism has not only become a participant but also a promising industry.

One of the services that meet the needs of tourists in travelling is accommodation services. With the increasing number of tourists coming to Indonesia, it is necessary to increase the number of accommodation service providers and improve service quality. According to the Decree of the Minister of Tourism (1986), accommodation is a place of housing that is complemented by other services such as food and drink , types of accommodation including hotels, bungalows and inns.

Tourists have a choice of several types of hotels to stay in. Data from the 2015 Asian Business Traveller Survey shows that at least 17 percent of Asians prefer affordable hotels when undertaking business travel. Although there are more tourists who still want to stay in good quality hotels , the figure of 17 percent can be a niche market that must also provide services. Furthermore, data from JAKPAT (Mobile Survey Platform Indonesia) also shows that Indonesian domestic tourists are more likely to choose travel services at a lower cost. At least 68 percent of tourists prefer to travel in a backpacker style (budget oriented) than the flashpacker (experience-oriented).

Seeing the potential for a reasonably good budget hotel market, several hotel companies have opened new service units to meet market demand. One of the hotel group companies which also opened a budget hotel service unit is Santika Indonesia Hotels & Resorts, with its budget Amaris Hotel. . In 2014, Amaris was awarded as the best budget hotel in the 2014 Indonesia MICE Award (Poerwanto, 2017). Furthermore, Amaris Hotel also came first in the Top Brand Award for the last four years as shown table 1 below:

Table 1: Top Brand Awards for the Hotel Budget Category 2013-2016

Year 2013		Year 2014		Year 2015		Year 2016	
Brand	TBI	Brand	TBI	Brand	TBI	Brand	TBI
Amaris	31,4%	Amaris	37,1%	Amaris	24,5%	Amaris	15,4%
Tune	4,7%	Whiz	7,7%	Ibis Budget	4,3%	Ibis Budget	15,1%
Formula One	4,6%	Fave	6,5%	POP	3,7%	Fave	6,5%
Whiz	4,4%	POP	5,2%	Fave	3,6%	POP	4,2%
		Formula One	3,8%	Tune	2,7%		
				Formula	1,9%		

Source: *http://topbrand-award.com*

However, during the last four years, as shown in Table 1, Amaris Hotel's Top Brand Index has continued to decline compared to its competitors. The Top Brand Index itself consists of three parameters: top of mind share, head of the market share, and top of commitment share (http://www.topbrand-award.com/faq). With the market and commitment share being top brand parameters , the market share shows that the percentage of guests visiting Amaris Hotel has reduced compared to customers visiting other hotels while and the commitment share indicates the decreasing number of returning guests at Amaris Hotel .

Traveloka, the online travel agent which was created 2017, conducted several surveys of hotels within five Indonesian regions . The first consisted of a survey of hotels with the best service. Of the five areas, Amaris Hotel is ranked first for the Yogyakarta region, second for the East Java region and third in the West Java and Jakarta area in the value hotel category. In addition, another survey conducted by Traveloka regarding hotels consists of a questionnaire regarding the cleanest hotels in the above five regions . The above data shows that none of the Amaris Hotels in the five areas are in the same top three categories though cleanliness is one indicator of a hotel servicescape (Kompas, 2017).

Moreover, the last is a survey of hotels with the highest level of satisfaction. Based on the above data , Amaris Hotel is only ranked first for the Bali region within the top three of five different regions. The above data also shows that Amaris Hotel's levels of service quality, cleanliness and guest satisfaction are not as high compared to other hotels in its class (Kompas, 2017).

Literature Review

Service Quality

According to Kotler & Keller (2016), every product or service has characteristics and features. These features must be able to provide the ability to meet customer needs. A feature or characteristic is said to have excellent quality if it can meet or exceed customer expectations.

Furthermore, according to Zeithaml and Bitner (2002), service quality is the advantage expected by the customer and control over the level of excellence to meet customer desires. Thus two main factors affect service quality: expected service and perceived service. If the service received or perceived (perceived service) is as expected (expected service), then the quality of service is perceived as satisfying. If the service received exceeds customer expectations, the quality of service is perceived as being of ideal quality. Conversely, if the service received is lower than expected, the perceived quality is poor. Therefore, whether the quality of service depends on the service provider consistently meeting the expectations of

its customers . Thus, service quality is greatly anticipated by customers from use of service and which must also be met by the service provider .

Servicescape

Lovelock and Wirtz (2011) assert that servicescape relates to the style and appearance of the physical environment and other experiential elements encountered by customers at service delivery sites.” The customer can experience servicescape if he or she is at the location of service delivery as servicescape can only be felt by the five senses.

Confirming Lovelock and Wirtz’s view (2011), Fitzsimmons (2006) confirms that the services are designed to invoke social interactions between and amongst customers and employees.” Servicescape is also designed to generate social interaction between customers and employees. The physical environment or servicescape must also be designed to show the image of the service concept and enable employees align with the service concept’s image

Furthermore, Zeithaml et. al. (2009) mention that servicescape is “the environment in which service is delivered and in which the firm and the customer interact, and any tangible commodities that facilitate performance or communication of the service.” In addition, it is the setting in which services are delivered, where companies and customers interact and real commodities which facilitate service performance or communication. Thus, it can be concluded that servicescape is the physical environment that exists when a service is delivered to the customer and has certain elements that are related to the service concept.

Customer Satisfaction

Some literature refers to satisfaction as an attitude about a person's opinion of a product or service, which is then followed by purchasing activities or a series of relationships between products and consumers. This satisfaction can be measured by the standard of expectation held by consumers regarding a product or service. If the product or service is below standard of consumer expectations, he or she will be disappointed and will not use the service again. Meanwhile, if the service is above the standard of consumer expectations, the customer is more likely to use the service again (Lovelock and Wirtz, 2011).

According to Fitzsimmons & Fitzsimmons (2006), “Customer satisfaction with service can be defined by the perception of service received with expectations of service desired.” Customer satisfaction can be defined by comparing the perception of services received with the desired service expectations. In support of Fitzsimmons & Fitzsimmons (2006), Gulla (2015) asserts that consumer satisfaction is the response or reaction of consumers to the discrepancy between the level of interest before felt before and after the performance . More

specifically, Peter and Donnelly (2004) outline the topic of customer satisfaction, which generally focuses on two main issues: (1) understanding customer expectations and requirements, (2) determining how well the company and its main competitors succeed in meeting these expectations and requirements. Based on literature studies, consumer satisfaction is a sense owned by consumers from the use of a product or service that has an impact on subsequent purchasing activities of service by consumers.

Behavioural Intention

Dev Jani (2014) concludes that behavioural intentions are "the stated likelihood to engage in behaviour that includes repurchase or revisit and recommendation intention." . Supporting the findings of Dev Jani (2014), Riadh Ladhari (2009) emphasize that behavioural intentions can be categorised as favourable or unfavourable. Favourable behavioural intentions include positive words of mouth (saying positive things and recommending the service to others), paying a premium price , spending more money with the company and remaining loyal. Conversely, unfavourable behavioural intentions include leaving the company, spending less money with the company, spreading negative word of mouth and taking legal action.

Figure 1. Framework for Thinking
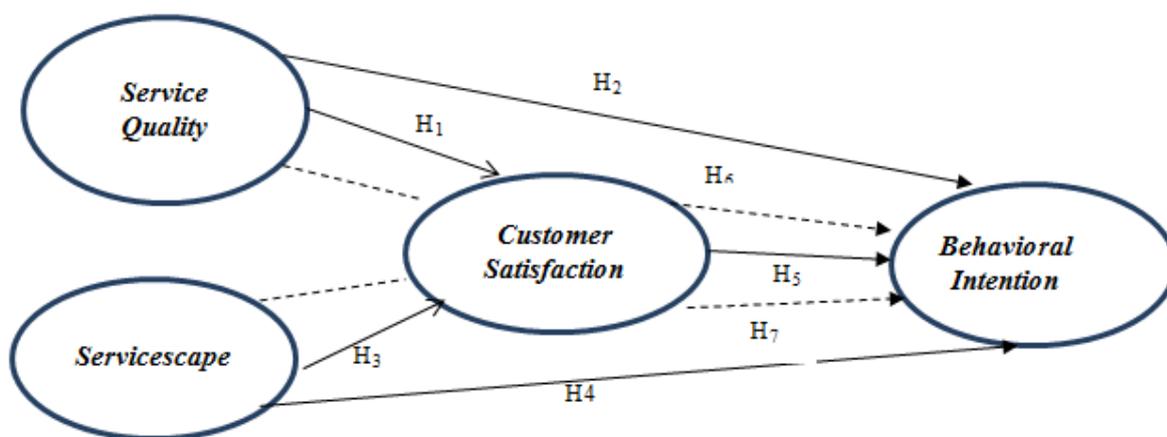
Hypothesis

H_1: Service quality affects customer satisfaction
H_2: Service quality affects behavioural intention
H_3: Servicescape affects customer satisfaction
H_4: Servicescape influences behavioural intention
H_5: Customer satisfaction influences behavioural intention
H_6: Service quality influences behavioural intention through customer satisfaction as an intervening variable

H7: Servicescape influences behavioural intention through customer satisfaction as an intervening variable

Methodology

The study population consists of visitors from the Amaris Hotel in Pasar Senen, who stayed for the last six months. The target population is infinite as researchers do not know the exact number of visitors to the Amaris Hotel. The study sample consists of customers of Amaris Hotel Senen, Central Jakarta, who stayed at Amaris Hotel Senen for the last six months.

Two hundred visitors from the Amaris Hotel in Senen participated in this study who stayed for the past six months and were the decision-makers in their stay (Bougie, 2009; Hair et al., 2010). The sample selection technique used by researchers consists of convenience sampling (Hair et.al, 2010; Malhotra, 2010). The analysis uses SEM (Structural Equation Model), (Hair et al., 2010) using Lisrel software version 8.8.

The validity test was conducted using the Pearson Product Moment Correlation technique with SPSS software version 24. The researcher tested the sample using as many as 30 respondents, while the requirements were declared valid or not questionnaire?, with respondents and a 5 % significance for r-table with values .361. Therefore, the validity of each statement must exceed the value of 0.361. Furthermore, based on the results of the reliability test for each variable using the Cronbach Alpha technique, it it appears to be> 0.6. Thus, the three variables are said to be reliable because they meet the requirements.

Results and Discussion

Confirmatory Factor Analysis

Confirmatory Factor Analysis (CFA) is a technique used in SEM to determine whether indicator variables form the latent variable under study. The researcher uses first-order confirmatory factor analysis as the software used is LISREL so that the first-order construct is made to test the model of each variable in order to obtain a fit model according to the index criteria (Siswoyo, 2017).

Service Quality

In the instrument test results, the service quality variable has ten indicators. After processing the model in the first-order construct, the indicator of service quality variable is reduced to 6 indicators. At this stage, the test results indicate that the service quality variable model produces a sound level of acceptance. This is indicated by the results of the model fitness test

(goodness of fit test) with all the criteria that can be accepted being in the expected range of values. Results of testing product quality variables consist of GFI 0.90; RMSR 0.015; RMSEA 0.037; AGFI 0.96; NNFI1.00; CFI 1.00.

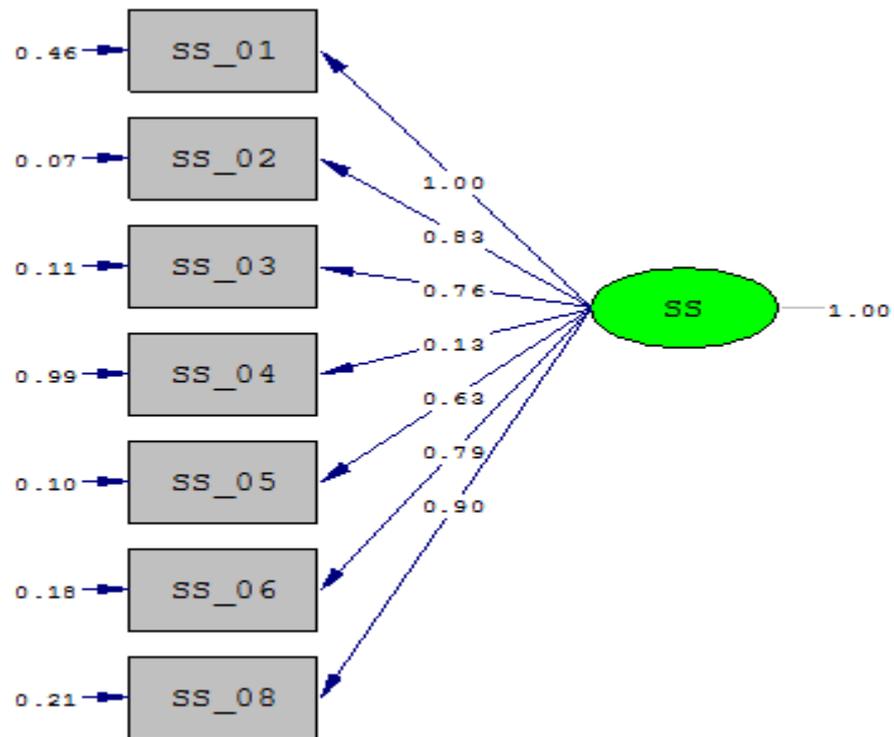**Figure 2.** Model *First Order Construct* Variable *Service Quality*
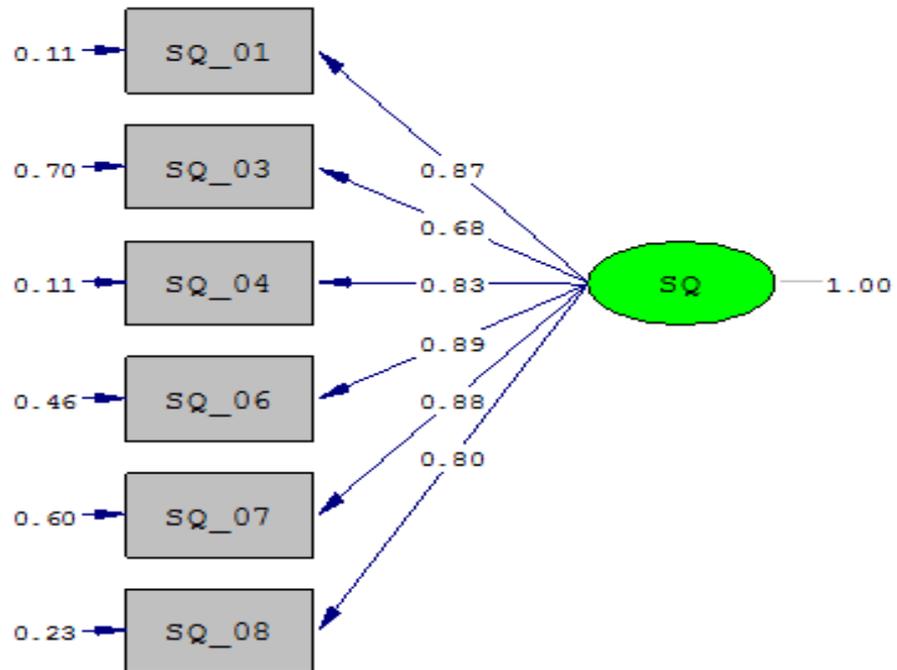
Chi-Square=11.48, df=9, P-value=0.24432, RMSEA=0.037

Servicescape

In the instrument test results, the servicescape variable has ten indicators. After processing the model on the first-order construct, the indicator of the servicescape variable is reduced to 7 indicators. At this point, the test results indicate that the servicescape variable model produces the right level of acceptance. This is shown by the results of the model fitness test (goodness of fit test) with all the criteria being in the expected range of values. The results of testing product quality variables are: GFI 0.98; RMSR 0.012; RMSEA 0.035; AGFI 0.95 ; NNFI 1.00; CFI 1.00.

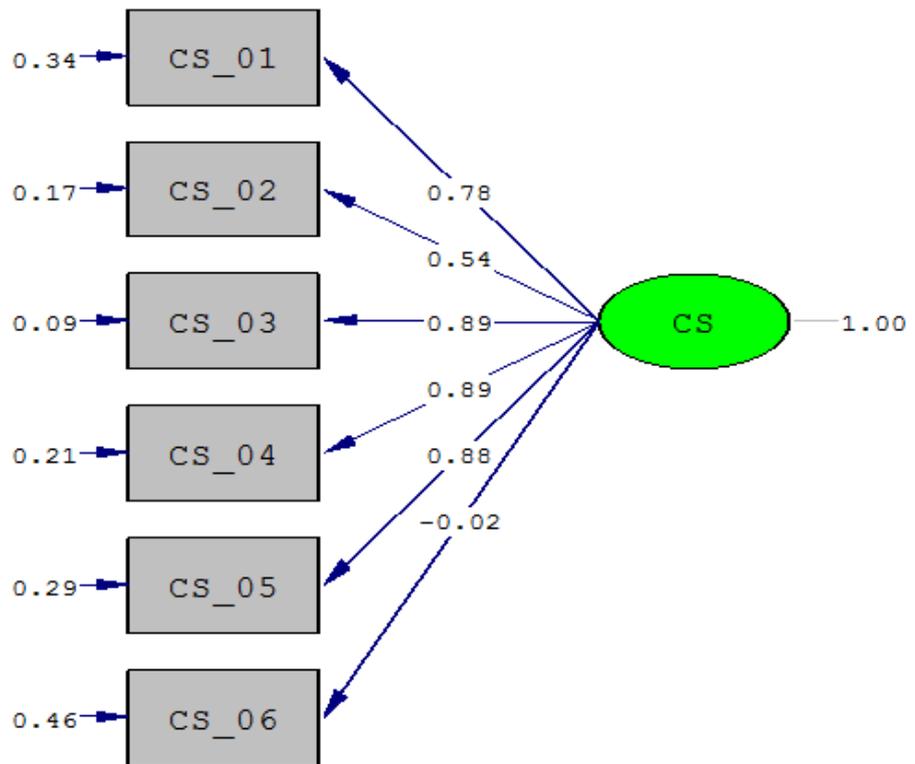**Figure 3.** Model *First Order Construct* Variable Servicescape

Chi-Square=17.22, df=14, P-value=0.24480, RMSEA=0.034

Customer Satisfaction

Regarding instrument test results, customer satisfaction variable has six indicators. Processing the model on the first-order construct reveals that there are no wasted indicators based on customer service variable. At this stage, test results indicate that the variable model of customer satisfaction produces the right level of acceptance. This is highlighted by the results of the model fitness test (goodness of fit test) with all expected criteria in the expected range of values. The results of testing product quality variables are GFI 0.99; RMSR 0.0059 ; RMSEA 0.0; AGFI 0,98; NNFI 1.00; CFI 1.00.

**Figure 4.** Model *First Order Construct* Variable Customer Satisfaction

Behavioural Intention

Behavioural intention variable has six indicators in the instrument test results After processing the model on the first-order construct, the indicator for behavioural intention variables is reduced to 5 indicators. These test results indicate that the behavioural intention variable model produces a good level of acceptance. This is confirmed by the results of the model fitness test (goodness of fit test) with all expected criteria in the expected range of values. The results of testing product quality variables are GFI 0.99; RMSR0.0033; RMSEA 0,0; AGFI 0.99; NNFI 1.00; CFI 1.00.

Figure 5. Model First Order Construct Variable Behavioural intention
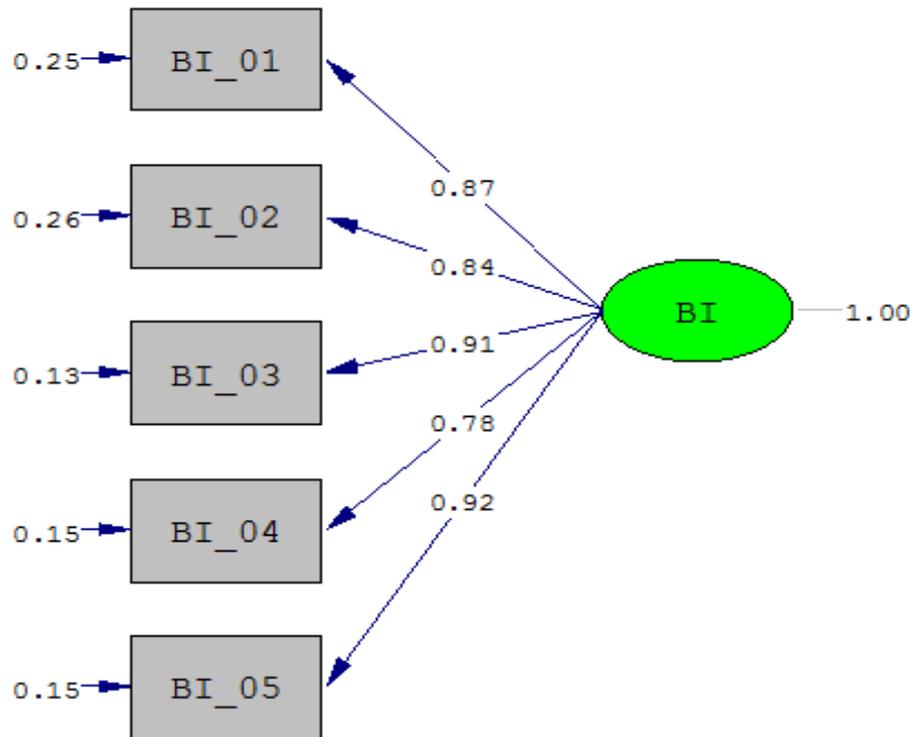
Chi-Square=2.03, df=5, P-value=0.84516, RMSEA=0.000

Direct and indirect influence tests are carried out to find out whether there are direct or indirect effects on independent variables that affect the dependent variable. Based on the results of data analysis, direct effect of service quality variables on customer satisfaction is 0.43, the direct effect of service quality variables on the behavioural intention is 0.39, direct effect of servicescape variables on customer satisfaction is 0.34. Furthermore, direct effect of servicescape variables on behavioural intention is 0.37, and   direct effect of customer satisfaction variables on behavioural intention is 0.50.

While the indirect effect is only owned by variable service quality and servicescape on behavioural intention. Service quality on behavioural intention is 0.22, while indirect effect of servicescape variables on   behavioural intention is 0.17. This is due to intervening variables in service quality and the servicescape research model of behavioural intention, including customer satisfaction.

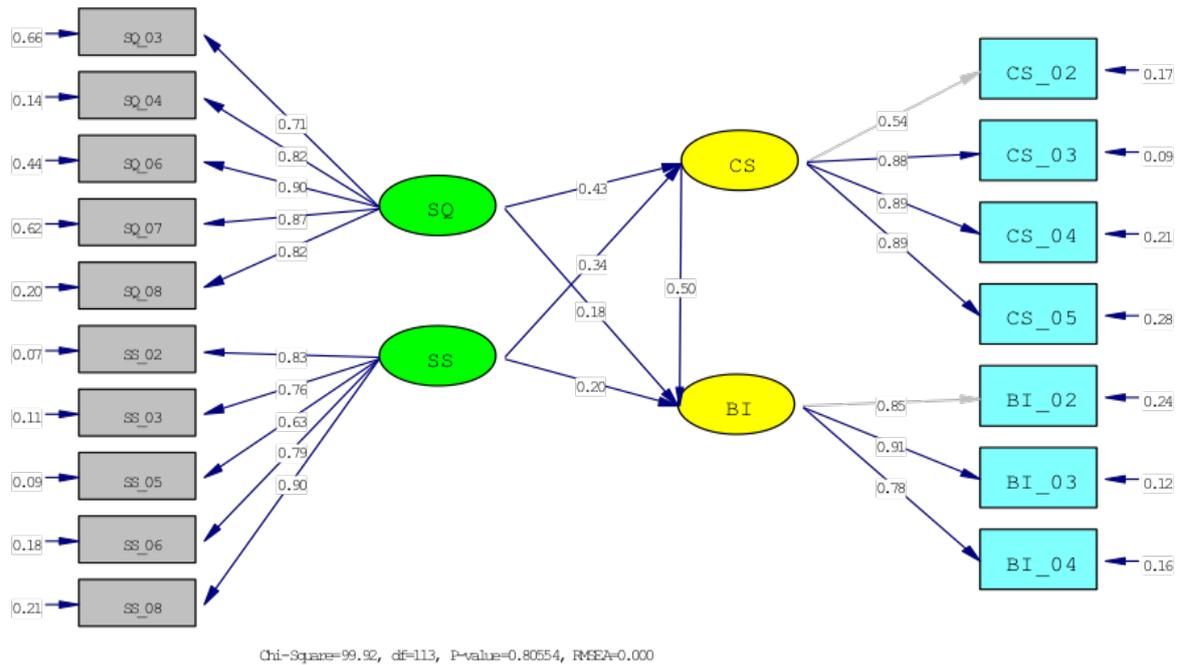**Figure 5.** Hasil Uji Model Persamaan Structural Uji Hypothesis

Chi-Square=99.92, df=113, P-value=0.80554, RMSEA=0.000

Table 2: Hasil Uji Model Persamaan Structural

Hypothesis	Dependent Variable		Independent Variable	*Standardised Total Effects*	*t-values*	Interpretation
H1	*Customer satisfaction*	←	*Service quality*	0.43	5.75	Significant
H2	*Behavioural intention*	←	*Service quality*	0.39	5.28	Significant
H3	*Customer satisfaction*	←	*Servicescape*	0,34	4.72	Significant
H4	*Behavioural intention*	←	*Servicescape*	0.37	5.13	Significant
H5	*Behavioural intention*	←	*Customer satisfaction*	0.50	6.20	Significant
H6	*Behavioural intention*	*Customer satisfaction*	*Service quality*	0.22	4.47	Significant
H7	*Behavioural intention*	*Customer satisfaction*	*Servicescape*	0.17	3.91	Significant

Based on table 2 of the test results, all relationships between variables have a t-value> 1.96, which means that all variable relationships are significant to each other. Hypothesis testing is conducted by looking at the value of standardised total effects in the structural equation

model. Furthermore, this study answers several proposed hypotheses based on Table 2. First, service quality influences customer satisfaction, this model has a standardised total effect of 0.43 and t-value 5.75> 1.96 so that hypothesis 1 states that service quality affects customer satisfaction. Therefore H1 can be accepted. These results originate from research by Ladhari (2009) and Raza (2018), according to which service quality affects customer satisfaction.

Second, service quality influences behavioural intention. This research model has a standardised total effects value of 0.39 and t-value 5.28> 1.96, so hypothesis 2, which states that service quality influences behavioural intention can be accepted. These results are consistent with Raza's research (2018), which states that service quality influences behavioural intention.

Third, in this research model sServicescape influences customer satisfaction , which has a standardised total effect value of 0.34 and t-value 4.72> 1.96, therefore hypothesis 3, which states that servicescape influences customer satisfaction can be accepted. These results are derived from research Manoppo (2013), which states that servicescape affects customer satisfaction.

Fourth, Servicescape influences behavioural intention and has a standardised total effects value of 0.37 and t-value 5.13> 1.96, therefore hypothesis 4 stating servicescape is thought to influence behavioural intention can be accepted. These results are consistent with Durna's research (2015), which states that servicescape influences behavioural intention.

Fifth, customer satisfaction influences behavioural intention with a standardised total effects value of 0.50 and t-value 6.20> 1.96, therefore hypothesis 5, which states that customer satisfaction influences behavioural intention can be accepted. These results are consistent with Jani's research (2014), which states that customer satisfaction influences behavioural intention.

Sixth, service quality influences behavioural intention through customer satisfaction with a standardised total effect of 0.22 and t-value 4.47> 1.96, so H6, which states that service quality influences behavioural intention through customer satisfaction as mediation is accepted. This is the result of Ladhari (2009) and Raza's research (2018), which states that service quality influences behavioural intention through customer satisfaction.

Seventh, Servicescape influences behavioural intention through customer satisfaction with a standardised total effect of 0.17 and t-value 3.91> 1.96, so H7, which states that servicescape influences behavioural intention through customer satisfaction as mediation is accepted. These results are consistent with Durna's (2015) research which states that Servicescape influences behavioural intention through customer satisfaction.

Conclusion

This study aims to determine the effect of service quality on customer satisfaction, the effect of servicescape on customer satisfaction, the effect of service quality on behavioural intention, the effect of servicescape on behavioural intention, the effect of customer satisfaction on behavioural intention, the effect of service quality on behavioural intention through customer satisfaction as an intervening variable , and the effect of servicescape on behavioural intention through customer satisfaction as an intervening variable on Amaris Hotel Senen products. The results show the following: (1) Service quality affects customer satisfaction; (2) service quality influences behavioural intention (3) servicescape influences customer satisfaction (4) Servicescape influences behavioural intention (5) Customer satisfaction influences behavioural intention (6) service quality influences behavioural intention through customer satisfaction as an intervening variable, and (7) Serviescape influences behavioural intention through customer satisfaction as an intervening variable.

Limitations and Future Research Recommendation

Based on the analysis results explained in the service quality variable section, it is expected that the Amaris Hotel Senen can improve and renew all facilities that support the delivery of services to customers, ranging from existing room facilities to supporting facilities in outdoor rooms such as lounges, restaurants and conference rooms. In addition, the Amaris Hotel Senen needs to improve the quality of employee performance by holding regular training for new and old employees, so that employee performance remains effective, as employee performance also has a dramatic effect on guest comfort.

Based on the analysis results explained in the Servicescape variable section, it is expected that the Amaris Hotel Senen will make a slight change in the design and layout of the building by adding a green space inside the hotel building, thereby enhancing the building's atmosphere even though it is in the middle of the capital. Also, there needs to be a slight change in the layout of the placement of items in the room so that the room does not appear cramped.

Based on the analysis results described in the customer satisfaction variable, it is expected that the party from Amaris Hotel can improve things that make customers feel satisfied when they stay there. One of these includes providing guarantees to guests to provide maximum service. Moreover, as a consequences, if guests are not satisfied with the services provided, the hotel can provide compensation as part of the guarantee provided.

Based on the analysis results explained in the behavioural intention variable, it is expected that the Amaris Hotel can make a good impression and provide a positive experience to hotel

customers when they stay at Amaris Hotel Senen. Moreover, it is recommended that Amaris Hotel offers a few pleasant surprises for guests so that they have an unforgettable impression when staying at Amaris there and intend to use the Hotel services again while also telling their relatives about staying in Amaris Hotel Senen.

This research can be conducted again by testing different hotels which are still included in the classification of budget hotels in the Jakarta area, in order to obtain a comparison regarding hotel quality. A similar research can be undertaken again by adding different variables such as perceived value and brand image.

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