

**ANALYZING SERVICE QUALITY AND PRICE TOWARDS CUSTOMERS SATISFACTION
AT ASTON MANADO HOTEL***ANALISIS KUALITAS PELAYANAN DAN HARGA TERHADAP KEPUASAN PELANGGAN DI
ASTON MANADO HOTEL*

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Abstract: The development of the hotel and tourism business in Indonesia has increased in recent years. The hospitality industry is one of the facilities which support the success of tourism. The hospitality industry is developing very fast, not only in Indonesian but also entire world and they does not only using hotel as a place to stay while on vacation, but also for business purposes, seminar, and exhibitions. North Sulawesi as one of the region in Indonesia that has a lot of tourism potential. Aston Manado Hotel is one of the hospitality service provider companies that prioritizes service to their customers. This research aimed to analyze the service quality and price towards customer satisfaction. The population of this research is the Aston Manado Hotel customers with sample size as many as 50 respondents. The finding resulted shows that service quality has a positive and significant effect towards customer satisfaction. In a sense, it is proven that customer satisfaction influence and correlate with service quality. The price is also one of the main considerations of customers to get satisfaction, with consideration of affordable price yet synergize with an adequate services and facilities in order to maintain customer satisfaction.

Keyword: *Customers Satisfaction, Service Quality, Price, Ordinary Least Square*

Abstrak: Perkembangan bisnis hotel dan pariwisata di Indonesia telah meningkat beberapa tahun terakhir. Industri perhotelan adalah salah satu fasilitas yang mendukung kesuksesan pariwisata. Industri perhotelan berkembang dengan sangat cepat, bukan hanya di Indonesia tapi di seluruh dunia dan mereka tidak hanya menggunakan hotel sebagai tempat untuk berlibur tetapi juga untuk bisnis, seminar dan eksebis. Aston Manado Hotel adalah salah satu perusahaan penyedia jasa yang memprioritaskan pelayanan terhadap pelanggan. Penelitian ini bertujuan untuk menganalisa kualitas pelayanan dan harga terhadap kepuasan pelanggan. Populasi dalam penelitian ini adalah pelanggan Aston Manado Hotel dengan jumlah sampe sebanyak 50. Hasil temuan ini menunjukkan bahwa kualitas pelayanan mempunyai efek yang positif dan signifikan terhadap kepuasan pelanggan. Dalam hal ini, terbukti bahwa kepuasan pelanggan mempengaruhi dan berhubungan dengan kualitas pelayanan. Harga juga merupakan salah satu pertimbangan utama dari pelanggan untuk mendapatkan kepuasan.dengan pertimbangan harga yang terjangkau namun bersinergi dengan fasilitas dan pelayanan yang memadai untuk mempertahankan kepuasan pelanggan tersebut.

Kata Kunci: *Kepuasan pelanggan, kualitas pelayanan, Harga, Ordinary*

INTRODUCTION

Research Background

The development of the hotel and tourism business in Indonesia has increased in recent years. This can be seen based on the increasing number of tourist arrivals in Indonesia. Indonesia as an archipelagic country, the natural tourism potential is quite interesting and many choices. In addition, the total population of Indonesia is currently 267 million. The hospitality industry is one of the facilities supporting the success of tourism. In line with the rapid flow of globalization, the development of the hospitality industry is developing very fast, not only in our country, but also throughout the country. In fact, the world community does not only use hotel facilities as a place to stay while on vacation, but also for business purposes, seminars, exhibitions. North Sulawesi as one of the regions that has a lot of tourism potential began to develop and promote a variety of natural wealth owned. Manado City as the Capital of North Sulawesi Province is the center of the economy that occurs through the tourism sector in North Sulawesi. Various developments in the development of the tourism sector also continue to be encouraged by the government, even the private sector that does not want to be left behind in this development process. Starting from the promotion of tourism, to the development of hotels that are increasingly mushrooming in the city of Manado.

Aston Manado Hotels is one of the hospitality service provider companies that prioritizes service to their customers. This they do to maintain the level of occupancy in their hotel, not even limited to renting rooms, various facilities for other activities are also provided here. Such a large hall facility to be used as a place for seminars, meetings and various other needs. Even collaboration with the surrounding government and other companies is also being carried out to be able to further increase the use of the facilities they provide. Working from this idea, known that it is really important to know that Service Quality and Price could influence the customer satisfaction and because of that, the researcher choose to do a research about "Analyzing the service quality and Price towards Customers Satisfaction at Aston Manado Hotel".

Research Problem

1. Is there any significant effect of Service Quality and Price on customer satisfaction simultaneously?
2. Is there any significant effect of Price on Customer Satisfaction Partially?
3. Is there any significant effect of Service Quality on Customer Satisfaction Partially?

Research Objective

1. To analyze any significant effect of Service Quality and Price on Customer Satisfaction simultaneously
2. To analyze any significant effect of Service Quality on Customer Satisfaction Partially
3. To analyze any significant effect of Price on Customer Satisfaction Partially

THEORETICAL FRAMEWORK

Service Quality

Tjiptono & Chandra (2011: 164), the concept of quality is considered a measure of the perfection of a product or service consisting of design quality and conformance quality. Design quality is a specific function of a product or service, quality of conformity is a measure of how much the level of conformity between a product or service with quality requirements or specifications previously set. From some opinions, it can be taken an outline that the quality of service is the ability of a company to meet consumer expectations by providing services to consumers during and after the transaction.

Dimension of Service Quality

Parasurama, Berry, Zithaml (1985), there are five dimensions of service quality that are used as guidelines by customers in assess the quality of services, namely:

1. Tangible Appearance of physical facilities, equipment, and personnel.
2. Empathy (Empathy) Requirements for caring, giving personal attention to customers.
3. Reliability The ability to carry out the promised services precisely and Trusted.
4. Responsiveness (Responsiveness) Willingness to help customers and provide services quickly or responsively.

5. Assurance Knowledge and courtesy of employees and their ability to generate trust and confidence.

Price

Price is the only marketing mix element that generates income, all other elements only represent price. Price is also one of the most flexible elements of the marketing mix. Unlike product properties and distribution channel commitments, prices can change quickly. At the same time, pricing and price competition are the main problems faced by many marketing executives. However, many companies don't handle prices well. Common mistakes are that pricing is too cost-oriented, prices are not revised enough to reflect market changes, pricing is not taking into account the marketing mix element and other prices that do not vary for different products, market segments and purchase destinations Sunarto (2004: 207).

Consumer Behavior

Solomon (2011:33), Consumer Behavior is the study of the processes involved when individuals or group select, purchase, use, or dispose of product, services, ideas, or experience to satisfy needs and desires. So consumer behavior is the process when the consumer select, purchase, and finally use the product or services. Solomon (2011:37) identified dimensions that influence consumer behavior as follows:

1. Age: consumers of different age groups obviously have very different needs and wants. In some cases, marketers initially develop a product to attract one age group and then try to boarden its appeal to the consumer.
2. Gender : marketers produce many products that target either men or women to meet consumer specific needs and wants
3. Family structure: a person family and marital status are important variable because they have has such a big effect on consumers spending priorities
4. Social class and income: people who belong to the same social class are approximately equal in terms of their incomes and social standing in the community. The distribution of wealth is a great interest of marketers because it determines the group which has the greatest buying power and `market potential.
5. Race and ethnicity: as the ethnic groups are growing, the society increasingly becomes multicultural and start to create new opportunities to deliver specialized products to racial and ethnic groups and introduce other groups to these offerings.
6. Geographic: many national marketers customize their offerings to attract the consumers who live in different parts of the country as each country has different perspective of a product or service
7. Lifestyle: consumer have different lifestyle, even if they share the same characteristic such as gender or age. The way they feel about themselves, the things they value, and the things they like to do are the factors that help to determine which product or services that they want to purchase.

Customers Satisfaction

According to Kotler and Keller (2009: 138) satisfaction (satisfaction) is a feeling of pleasure or disappointment someone who arises because of comparing the performance that has been perceived by the product (or results) against their expectations. If performance fails to meet expectations, the customer will be dissatisfied. If the performance is in line with expectations, the customer will be satisfied. If performance exceeds expectations, the customer will be very satisfied or happy.

Previous Research

Umair, Fiaz and Rashid (2014) Determinants of Customer Satisfaction and its impact on Customer loyalty in Nokia brand identified that service quality positively affecting customer satisfaction with perceived price acting as a moderating variable. In addition to that service quality also has a significant positive influence on trust. Customer satisfaction is a strong variable effecting customer loyalty and trust positively. Therefore it could be postulated that customers with high rated perception of service quality and satisfaction also generally exhibit repurchase intent and strong loyalty towards the products.

Khan (2013) Determinants of Customer Retention in Hotel Industry found that which facilities are there in the hotel which are most like by the customer and is to stay there. Research has compared two hotel one is grand hotel and the other one is park inn hotel and both are located in the Peshawar city.

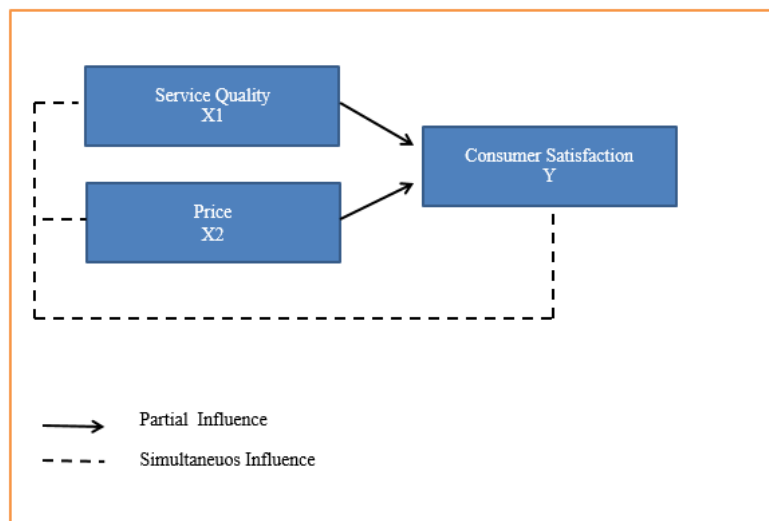


Figure 1. Conceptual Framework

Source: Data Processed, 2019

RESEARCH METHOD

Type of Research

The type of this research is causal research where the purpose is to determine whether one variable causes another variable to occur or change. The Independent variables of this research are Service case, Service Quality and Price and the dependent variable is Customer Satisfaction.

Place and Time Research

This study will be conducted in Manado started September 2019. The questionnaire are distributed to the Aston Hotel visitors in Manado, and the data collection and analysis process take time around a month.

Population

Population refers to the entire group of people, events, or things of interest that the researcher wishes to investigate (Sekaran and Bougie, 2009:262). The population of this research is the entire Aston Hotel customers in Manado.

Sample

Sekaran and Bougie (2009:296), sample size which is larger than 30 and less than 500 is appropriate for most research. For multiple regression, sample size should be preferably ten times or more as many as the number of variables. In this research, researcher uses 50 respondents as the sample. The sample technique used in this research is purposive sampling as a part of non probability sampling, that the data obtained from specific target groups.

Data Collection Method

Primary data is data that obtained directly from the research object. Primary data refer to information obtained first hand by researcher through. The primary data for this research is through using questionnaire. A questionnaire is preformulated written set of questions to which respondents record their answer. In this research, the questionnaire that consists of question list distributed to the Hotel Aston's customers in Manado to be filled. Secondary data is data obtained from the indirect object of research in the form of documents or reports, it consist of overview of the study, and other data relevant to this research.

Data Analysis Method

Validity

Validity testing is used to know whether the selected measurement tool that selected can measure what taht supposed to be measured or not. Valid instrument means the measurement tool that is used to get the data is valid. The instrument considered as valid if the correlaton coefficient between te score of one indicator and total score of all indicators is positive and more than 0.3 (r 0.3).

Reliability

Realibility of a measure is an indication of the stability and consistency in which the instrument measure the concept and helps to assess the “goodness” of a measure. Consistency indicates how well the items measuring a concept hang together as a set. Cronbach’s alpha is a reability coefficient that indicates how well the items in a set are positively correlate to one another. Cronbach’s Alpha is computed in terms of average intercorrelations among the items. The closer Cronbach’s alpha is to 1, the higher the internal consistency reability.

1. If the coefficient of alpha is less than 0.66 then the reability is low
2. If the coefficient of alpha is between 0.60 and 0.70 then the reliability is reliable
3. If the coefficient of alpha is between 0.70 adn 0.90 then the reliability is consistant
4. If the coefficient of alpha is abobe 0.90 than the reliability is perfect

Multiple Regression Analysis

Multiple regression analysis is used in a situation where two or more independent variables are hypothesized to affect one dependent varibale. In this research, multiple regression analysis is used to test the impact of each *independent* variable (perceived quality product, price, store atmosphere, promotion effetiveness) to th dependent variable (customer purchase decision). In multiple regression analysis, the dependent variable (y) is sometimes referred to as the response variable. The partial regression corefficient (b1) represents the increase that will occur in the value of y from a 1-unit increase in the dependent variable if all other variable are held constant (Black, 2008:594)

The formula is :

$$Y = a + b_1x_1 + b_2x_2 + e$$

In this research, the multiple regression equation will be :

Y	=	Customer Satisfaction
X ₁	=	Service quality
X ₂	=	Price
a	=	The constant when all the independent variables equal to 0
b	=	The slope for each independent variables
e	=	error variable

Classical Assumption

Classical asumptions test is needed to determine whether the result of the regression is completely free from the multicollinearity, heteroscedasticity, normality, and autocorrelation or not.

Multicollinearity

Multicollinearoty test is to test whether the regression model finds a correlation between the independent variables or not. In a good regression model, there is no correlation between the independent variables. Multicollinearoty appears because of thcorrelation between independent variable, causing it is difficult to know independent variable influence the dependent one multicollinearity test is done by looking at th value of tolerance and the variance inflation factor (VIF). If the value is higher than the tolerance value of 0.10 or VIF smaller than 10, it can be concluded that there is no multicollinearity.

Heteroscedasticity

Heteroscedasticity test is to test whther the regression model variance occurs inequality or not. It show the appearance sympton of hindrance variant error that causes inequality in independent variant probability. This examination can be done by applying a regression between independent variables and the residual variables. If

there is significant correlation between them, it means that there are heteroscedasticity symptoms, and if there is no significant correlation means that there is no test whether there is a correlation in a linear regression model between the error bullies in perio t with an error in period t-1 (previous) or not. If there is a correlation than the problem is called autocorrelation. Good regression model is a regression test that is free of auocorrelation. Autocorrelation performed using Durbin- Watson test (DW), with a confidence level of $\alpha = 5\%$

Normality

Normality method for testing whether a specified probability distribution resulted in a given datasample from a population or not. This test is considired an effective way of detemining whether th distribution of data in a sample departs from a normal distribution or not.

Autocorelation

Autocorrelation is to test whether there is correaltion in a linear regression model between the error bullies in period t with an error in period t-1 (previous) or not. If there is a correlation then the problem is called autocorrelation. Good regression model is a regression test that is free of autocorrelation. Autocorrelation performed using Durbin-Watson test (DW), with a confidence level of $\alpha = 5\%$.

Hypothesis Testing

F Test

F test is used to determine if the independent variables jointly have a significant effect on the dependent variable, or to determine whether the regression model can be used to predict the dependent variable or not. The significant level is 5%.

$H_0 : b_1, b_2, b_3, b_4 = 0$ means that there is no simultaneous influence the independent variables together in the dependent variable.

$H_a : b_1, b_2, b_3, b_4 \neq 0$ means there is simultaneous influence of the independent variables on the dependent variable
If the $F_{count} > F_{table}$, then H_0 is accepted and H_a is accepted, means that there is a significant simultaneous relationship between the independent variable (X) on the dependent variable (Y).

If the $F_{count} < F_{table}$, then H_0 is accepted and H_a is rejected, mean that there is no significant simultaneous relationship between the independent variable (X) together together on the dependent variable (y).

T Test

T test is used to test the partial effect of each independent variable on dependent variable. T-test has positive and significant effect if the results of the t count is greater than t table ($t_{count} > t_{table}$) or the probability of error is less than 5%.

$H_0 : b_i \leq 0$ means that there is a positive and significant effect between the independent variables and the dependent variable

$H_a : b_i > 0$ means that there is no influence and significant effect between the independent variables and the dependent variable

If $T_{count} > T_{table}$, then H_0 is rejected and H_a is accepted, which means that there is significant influence between each independent variable and dependent variable

If $T_{count} < T_{table}$, then H_0 is accepted and H_a is rejected, which means that there is no significant influence between each inependent variable and the dependent variable.

RESULT AND DISCUSSION

Table 1. Multicorrelation

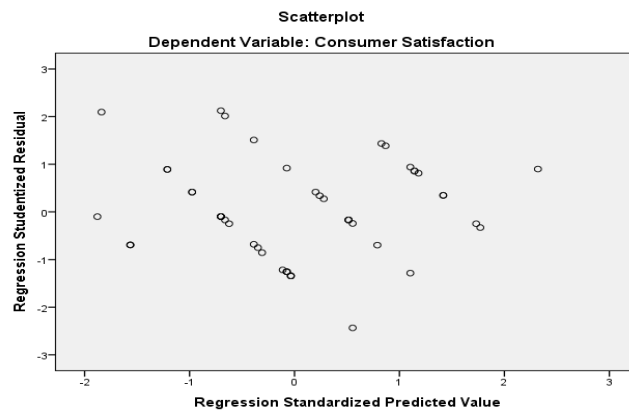
Model	Coefficients ^a	Collinearity Statistics
		VIF
1	(Constant)	
	Service	1,000
	Price	1,000

Dependent Variable: Consumer satisfaction

Source: Data Processed, 2019

Seen from table 4.1 Coefficients the VIF value at the Output shows the existence of multicorrelation. When $VIF < 10,00$ then there are no symptoms of Multicorrelation. When $VIF > 10,00$ then there are symptoms of Multicorrelation With the result: VIF Value : X1 Service Quality = 1,000 ; X2 Price = 1,000.

Figure 2. Heteroscedasticity Diagram Test



Source: Data Processed, 2019

From the diagram above it can be seen that the spread of residuals is irregular. This can be seen in the plot that radiates and does not form a certain pattern. With these results, the usual conclusion is that no symptoms of heteroscedasticity or regression equations satisfy the assumption of heteroscedasticity.

Table 2. Normality Test

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		50
Normal Parameters ^{a,b}	Mean	,0000000
	Std. Deviation	,15180844
Most Extreme Differences	Absolute	,119
	Positive	,119
	Negative	-,070
Kolmogorov-Smirnov Z		,839
Asymp. Sig. (2-tailed)		,482

a. Test distribution is Normal.

b. Calculated from data.

Source: Data Processed, 2019

Based on the table above it shows that the Asymp.Sig (2-tailed) significance value of 0.839 is greater than 0.05 then according to the basis of decision making in the Kolmogorov-Smirnov Z normality test above, it can be concluded that the data are normally distributed. Thus the assumptions or normality requirements in the regression model have been met.

Autocorrelation Test**Table 3. Durbin Watson**

Model	Model Summary ^b			Durbin-Watson
	Change Statistics			
	df1	df2	Sig. F Change	
1	2 ^a		,000	2,423

Source: Data Processed, 2019

In the regression analysis it is seen that the value of DW 2,423 indicates getting closer to the number two where this means that the Watson durbin point of this study is in accordance with the theory and can be used.

Table 4. R-Square

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,881 ^a	,777	,767	,155	,777	81,754

Source: Data Processed, 2019

In seeing the effect of Exogenous Independent Variables in shift and Fatigue combined in combination with Endogenous Dependent Stress Level variables can be seen in Table 4.4 Model Summary above, on the R square value. The amount of R square (R²) in the table above is 0.767. This figure has a significance of the influence of the exogenous Service quality independent variable, and price of the endogenous dependent variable consumer satisfaction combined. In calculating the coefficient of determination (KD) can be known by the formula:

$$KD = R^2 \times 100\%$$

$$KD = 0,767 \times 100\%$$

$$KD = 76,7 \%$$

The magnitude of the influence of the Exogenous Service Quality and Price Independent Variable on the Endogenous Dependent Variable Consumer Satisfaction combined is 76,7 %. And influences outside the model can be calculated by:

$$e = 1 - R^2$$

$$e = 1 - 0,767$$

$$e = 0,33,3 \times 100\%$$

$$e = 33,3 \%$$

Which means 76,7 % means the amount of other factors that influence outside the model examined. This means that the influence of the exogenous shift and fatigue independent variables on the endogenous dependent variable Consumer satisfaction is 76,7 %, while the effect of 33,3% is caused by variables outside the examined model.

Table 5. T-Test

Model	Coefficients ^a					
		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	,882	,237		3,713	,001
	Service	,500	,046	,746	10,820	,000
	Price	,267	,040	,465	6,745	,000

Source: Data Processed, 2019

To see whether there is a Linear Effect of Exogenous Service Quality Independent Variables on Endogenous Dependent Variables Consumer Satisfaction. Can be seen in the Coefficients table (a) Determine the level of Significant level of 0.05 and the Degree of Freedom $DF = n - (K + 1)$ or $DF = 50 - (3 + 1) = 46$. From these provisions a t table of 1,678 is obtained (for two-way test) In the calculation of SPSS listed in the Coefficients table above where table t is to show that there is a linear effect between the Independent Variable Exogenous Service quality against the Dependent Variable Endogenous Consumer satisfaction is 10,820

Hypothesis:

- H0 : There is no linear effect between the Exogenous Service quality Independent Variable on the Dependent Endogenous Consumer satisfaction Variable.
 H1 : There is linear effect between the Exogenous Service quality Independent Variable on the Dependent Endogenous Consumer satisfaction Variable.

Hypothesis testing the criteria are as follows:

if t Count > t table, then H0 rejected, and H1 accepted

if t Count < t table, then H0 accepted, dan H1 rejected

Where in seeing the significant influence or not the criteria are as follows:

If significant < 0,05 then a significant effect

If significant > 0,05 then no significant effect

The results of calculations with SPSS show the calculated t value of 10,820 > t table of 1.678. Thus the decision is that H0 is rejected and H1 accepted. This means that there is a linear effect between the Independent Variable Exogenous Service Quality on the Endogenous Dependent Variable Consumer Satisfaction. Then the Exogenous Service quality Independent Variable affects the Endogenous Dependent Variable Consumer Satisfaction. The magnitude of the influence of the Exogenous Service Quality Independent Variable on the Endogenous Consumer Satisfaction Dependent Variable is known from the Beta Coefficient value (in the Standardized Coefficients Beta column) is 0.746 Significant because the significance / probability value of the results listed in the Sig 0,000 < 0.05 column .

To see whether there is a Linear Effect of Exogenous Price Independent Variables on Endogenous Dependent Variables Consumer Satisfaction. Can be seen in the Coefficients table (a) Determine the level of Significant level of 0.05 and the Degree of Freedom $DF = n - (K + 1)$ or $DF = 50 - (3 + 1) = 46$. From these provisions a t table of 1,678 is obtained (for two-way test) In the calculation of SPSS listed in the Coefficients table above where table t is to show that there is a linear effect between the Independent Variable Exogenous Price against the Dependent Variable Endogenous Consumer satisfaction is 6,745

Hypothesis:

- H0 : There is no linear effect between the Exogenous Price Independent Variable on the Dependent Endogenous Consumer satisfaction Variable.
 H1 : There is linear effect between the Exogenous Price Independent Variable on the Dependent Endogenous Consumer satisfaction Variable.

Hypothesis testing the criteria are as follows: 1. if t Count > t table, then H0 rejected, and H1 accepted if t Count < t table, then H0 accepted, dan H1 rejected

Where in seeing the significant influence or not the criteria are as follows:

If significant < 0,05 then a significant effect

If significant > 0,05 then no significant effect

The results of calculations with SPSS show the calculated t value of 6,745 > t table of 1.678. Thus the decision is that H0 is rejected and H1 accepted. This means that there is a linear effect between the Independent Variable Exogenous Price on the Endogenous Dependent Variable Consumer Satisfaction. Then the Exogenous Price Independent Variable affects the Endogenous Dependent Variable Consumer Satisfaction.

The magnitude of the influence of the Exogenous Price Independent Variable on the Endogenous Consumer Satisfaction Dependent Variable is known from the Beta Coefficient value (in the Standardized

Coefficients Beta column) is 0.465 Significant because the significance / probability value of the results listed in the Sig 0,000 < 0.05 column.

Table 6. Feasibility Model of Regression

ANOVA ^a						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	3,929	2	1,964	81,754	,000 ^b
	Residual	1,129	47	,024		
	Total	5,058	49			

Source: Data Processed, 2019

Calculates the F table value with a large Provision of Significance level of 0.05 and a Degree of Freedom Value with the provisions of Numerator / Vector 1: Number of Variables - 1 or 3 - 1 = 2, and Dumerator / Vector 2: number of case-number of variables or 50- 3 = 47. With this stipulation, the F table number is 3.20.

With the decision making criteria of the results of hypothesis testing :

If F count > F table, then H0 is rejected, H1 is accepted.

If F count < F table, then H0 is accepted, H1 is rejected.

Hypothesis test results are:

The results of calculations with SPSS obtained the calculated F value of 81,754 > F table of 3.20. Thus H0 is rejected, and H1 is accepted. This means that there is a linear relationship between the Independent Variable Exogenous Shift, fatigue with the Endogenous Dependent Variable Employee Stress. With the Sig 0,000 Conclusion value, the regression model above is feasible and correct.

Discussion

The analysis shows that service quality has a positive and significant effect on customer satisfaction. In a sense, proven customer satisfaction is influenced and correlated with service quality. The results of this study are in line with previous studies. With the results of this study, the attention of marketing strategies in the service industry, especially hospitality. The results of this study reinforce the explanation, the importance of services to improve customer satisfaction. The service industry sells service products, in contrast to physical products (tangible).

Price aspect is one of the main factors of consumers in making hotel choices or where they stay or do other business and individual activities. Based on the calculations performed, the results show that prices provide a positive and significant impact on customer satisfaction, where at an affordable price consumers also expect satisfying service, and the best facilities. But finally most consumers adjust the type of service and facilities they want to receive with their buying ability. So if you get a hotel with adequate service quality and good facilities, it will automatically increase customer satisfaction. Consumer satisfaction is a statement of consumer perception of service. The level of service exceeds expectations, satisfaction is manifested. On the other hand, the services that are below consumer expectations, dissatisfaction manifests.

Conclusion

This study concluded that there is a significant relationship between service quality and price on consumer satisfaction. The conclusion of the result, such as: Service quality has a significant effect on consumer satisfaction at Aston Manado Hotel and Price has a significant effect on consumer satisfaction at Aston Manado Hotel.

Recommendation

Good service quality is one of the determining factors in customer satisfaction. For this reason the service provider or in this case the hotel must continue to improve the quality of services that are not good, both in terms of response, friendliness, and skills of existing staff. Maintaining the quality of services that are already good and even improve the quality of existing services in order to increase the satisfaction of consumers who choose to purchase the services offered.

The hotel should also consider giving a Price, because the price is also one of the main considerations of consumers to get satisfaction, at an affordable price but must also be balanced with adequate services and facilities in order to maintain customer satisfaction. For other researchers to be able to see and deepen research on service quality and price for customer satisfaction because in this study obtained the significant results.

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