International Journal of Economics and Management Sciences
Volume. 1 No. 4 November 2024
e-ISSN: 3046-9279, p-ISSN :3048-0965, Page 01-24
DOI: https://doi.org/10.61132/ijems.v1i4.191
Available online at: https://international.areai.or.id/index.php/IJEMS

Impact of Service Quality Variables Regarding the Decision Making Process (Case Study of Staying at a Youth Hostel in Surabaya)

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Abstract: *Fluctuations in the number of hotel guests which tend to decrease encourage managers to further improve management performance so that things that influence the decline can be identified and then implemented as appropriate strategies to overcome them. Consumers or guests in this case are a heterogeneous community who come from various backgrounds, characteristics, habits, regions, cultures and economic levels. Based on several theories, previous research and the phenomenon of this problem, research was conducted to analyze the influence of service quality on consumers' decisions to stay at the Surabaya Youth Hostel. In research that wants to see the influence of tangible, reliability, responsiveness, assurance, empathy on the decision to stay at the Surabaya Youth Hostel. By using tabulated data from the results of a population survey with a sample of 40 respondents, visitors staying at the Surabaya Youth Hostel were analyzed. using multiple linear regression analysis tools, it can be seen. The R value of 0.951 means that the relationship between the independent variables tangible, reliability, responsiveness, assurance, empathy on consumer decisions to stay overnight is close and strong. This is indicated by an R value above 50%, namely 95.1%. The simultaneous determination value (R square) is 0.904, meaning that variations in tangible, reliability, responsiveness, assurance, empathy regarding consumer decisions to stay overnight change by 90.4% while the remaining 9.6% is influenced by other variables not studied. In this research, it can be seen that the variables tangible, reliability, responsiveness, assurance, empathy influence simultaneously (simultaneously) on the decision to stay by producing an Fcount value of 64,219 and a Ftable of 2.4 with a df in the numerator of 5 and the denominator of 34. By using the test t can be seen that all independent variables, including tangible, reliability, responsiveness, assurance, empathy, have a partial influence on the decision to stay, where reliability with a calculated t coefficient value of 4,877 is the variable that has the most influence on the decision to stay.*

Keywords: *Tangible, Reliability, Responsiveness, Assurance, Empathy, Overnight Decision*

1. INTRODUCTION

Background of the problem

As time goes by, one impact that perhaps cannot be avoided is the increasing level of population mobility. The development of business competition in Indonesia is a very interesting phenomenon, especially with globalization in the economic sector which is increasingly opening up opportunities for foreign entrepreneurs to compete in attracting local consumers. The impact of globalization has caused the service industry which consists of various industries such as the telecommunications, transportation, banking and hotel industries to develop rapidly (Zeithaml & Bit, 2003).

In running its business, companies must always observe changes in consumer behavior so that they can anticipate changes in behavior, which can then be used as a study in order to improve their marketing strategy. In essence, the aim of marketing is to know

Received: July 22, 2024; Revised: August 06, 2024; Accepted: August 20, 2024; Online Available: August 22, 2024

and understand the nature of consumers well so that the products offered can sell well. According to Engel et al (1994) consumer behavior is an individual activity that is directly involved in obtaining and using goods or services, including the decision-making process in the preparation and determination of these activities.

The hotel and lodging industry is a service industry that combines products and services. The building design, room interior and exterior as well as the atmosphere created in the room, living room or lobby as well as the food and drinks sold along with all existing facilities are examples of the products being sold. Meanwhile, the service being sold is the friendliness and skill of the staff or employees in serving their customers. Kotler and Armstrong (2004) define services as activities or benefits offered by one party to another that are essentially intangible and do not result in any ownership.

Having good quality service in a company will create satisfaction for its consumers. After consumers are satisfied with the product or service they receive, consumers will compare the services provided. If consumers feel truly satisfied, they will buy again and recommend others to buy at the same place. Therefore, companies must start to think more carefully about the importance of customer service through service quality, because now it is increasingly recognized that service (customer satisfaction) is a vital aspect in order to survive in business and win the competition (Tjiptono, 2004: 145).

At almost the same price level, the more complete the facilities provided by the accommodation, the more satisfied the customer will be and he will continue to choose that company as a priority choice based on the perception he has of the facilities available. According to Tjiptono (2006) Perceptions obtained from customer interactions with facilities influence the quality of the service in the eyes of customers.

According to Grolier Electronic Publishing Inc. (1995) quoted by Agus Sulastiyono (2006), hotels/lodgings are commercial businesses that provide accommodation, food and other services to the public. Currently, hotels/lodgings are often used for weddings, company meetings, launching new products for a company and it is not uncommon for hotels/lodgings to be used as weekend facilities for the upper middle class. Lodging service entrepreneurs are expected to be responsive and respond quickly to these changes.

This statement is also reinforced by (Zeithaml, 1996), namely "a customer's judgment of the overall excellence or superiority of a service". We often hear the proverb which states that the customer is king and must be served as well as possible. It is hoped

that the superior quality of service will attract consumers to return and tend to repurchase the products we offer.

The growing development of business activities and increasing consumer demand will encourage entrepreneurs in the tourism sector, especially Surabaya Youth Hostels, to compete to offer their advantages. There are many factors that need to be considered to influence consumers, one of which is the quality of service at the Surabaya Youth Hostel itself which can be provided by the company, namely the accommodation manager, so that consumers feel satisfied. Surabaya Youth Hostel is one of the government-owned accommodations in the city of Surabaya.

In this research, the service quality variable was chosen as the focus of the research, where this variable is thought to have a positive influence on consumers' decisions to stay at the Surabaya Youth Hostel. Based on the description above, a study is proposed with the title "Analysis of the Influence of Service Quality Variables on the Decision to Stay at Youth Hostels in Surabaya".

2. LITERATURE REVIEW

Theoretical basis

Service

The definition of service according to Kotler (2000) is that a service is any act or performance that one property can offer to another that is essentially intangible and does not result in the ownership of anything. Its production may or may not be tied to a physical product. This definition explains that a service is an action offered by one party to another party that is physically intangible and does not provide ownership of something. Service production can be tied or not tied to a physical product. Another definition of services oriented towards process and activity aspects was put forward by Gronroos (2000) in Tjiptono (2006), that services are processes consisting of a series of intangible activities which usually occur in interactions between customers and service employees and/or physical resources or goods and or service provider system, which is provided as a solution to customer problems. According to Kotler and Keller (2007), there are four service characteristics that have an impact on service marketing design, namely:

1. *Tangibility*
2. *Inseparability*
3. *Variabillity*

4. *Perishabillity*

Kotler (1994) divides services based on several different points of view:

1. Based on equipment base and people base
2. Consumer presence
3. Motivation
4. Service providers differ in their goals (profit or non-profit) and ownership (private or private)

Service Consumer Behavior

The main goal of marketers is to serve and satisfy consumer needs and desires. Therefore, marketers need to understand how consumers behave in satisfying their needs and desires. According to Solomon (1999) consumer behavior is the study of the processes that occur when individuals or groups select, buy, use, or stop using products, services, ideas, or experiences in order to satisfy certain wants and desires.

Engel et al (2001) state that consumer behavior is the direct action of obtaining, consuming and disposing of products and services, including the decision processes that precede and follow this action. Kotler and Armstrong (2000) stated that consumer behavior is the purchasing behavior of final consumers, both individuals and households who buy products for personal consumption. There are two important elements of consumer behavior, namely:

1. Decision making process.
2. Physical activities, all of this involves individuals in assessing, obtaining and using economic goods or services.

In essence, consumer needs will experience changes in their lives in line with the social, economic and cultural changes that occur where they live. These changes will influence consumer behavior, namely in making decisions to purchase or use a product or service. Loudon and Blita (1994) stated that consumer behavior is a process of decision making and physical individual activities involved in evaluating, obtaining, wanting, selecting and using goods or services.

There are several phases that consumers will go through before finally deciding to purchase services. According to Kurtz (1998) the service purchasing process is carried out through three phases, namely:

1. *Pre purchase phase*
2. *The service counter*
3. *Post Purchase phase*

Tjiptono (2006) states that service consumer behavior consists of three stages, namely pre-purchase, consumption and post-purchase evaluation. The pre-purchase stage includes all consumer activities that occur before a purchase transaction and service use occurs. This stage includes three processes, namely need identification, information search, and alternative evaluation. The consumption stage is the stage of the consumer decision process, where consumers buy or use products or services. Meanwhile, the post-purchase evaluation stage is the stage of the consumer making process when the consumer determines whether the consumer has made the right purchasing decision.

Service quality

Quality is a dynamic condition related to products, services, people, processes and environments that meet or exceed customer expectations (Tjiptono, 2006). So the definition of service quality can be interpreted as an effort to fulfill consumer needs and desires as well as the accuracy of delivery in keeping with consumer expectations. Service quality can be determined by comparing consumers' perceptions of the services they actually receive or obtain with the services they actually receive or expect regarding the service attributes of a company (Zeithaml et al, 1998).

Service Quality is how far the difference is between customers' expectations and reality regarding the service they receive. Service Quality can be determined by comparing customer perceptions of the service they actually receive with the actual service they expect. Service quality is the main thing that companies pay serious attention to, which involves all the company's resources. The definition of service quality is centered on meeting customer needs and desires and the accuracy of delivery to match customer expectations. According to Wyckof (in Wisnalmawati, 2005: 155) service quality is the expected level of excellence and control over the level of excellence to fulfill customer desires. If the service received is as expected, then the quality of the service is perceived as good and satisfactory. If the service received exceeds customer expectations, then the quality of the service is perceived as ideal. Conversely, if the service received is lower than expected, then the quality of the service is considered poor (Tjiptono, 2005: 121).

Service quality refers to customer assessments about the core of the service, namely the service provider himself or the entire service organization. Most people are now

starting to show demands for excellent service, they no longer just need quality products but they prefer to enjoy the comfort of service (Roesanto, 2000) in Nanang Tasunar (2006:44). Therefore, in formulating service strategies and programs, organizations must be oriented towards customer interests and pay close attention to the quality dimensions (Suratno and Purnama, 2004: 74).

Dimensions of Service Quality

Sunarto (2003:244) identifies seven basic dimensions of quality, namely:

a. Performance
b. Employee Interaction
c. Reliability
d. Durability
e. Timeliness and Convenience
f. Aesthetics
g. Brand Awareness

According to Hutt and Speh in Nasution (2004: 47) service quality consists of three dimensions or main components which consist of :

a. *Technical Quality*, namely components related to the quality of output received by customers. It can be further broken down into:
    1. *Search quality*
    2. *Experience quality*
    3. *Credence quality*
    b. *Functional quality*
    c. *Corporate image*

There are five dimensions of service quality according to Parasuraman in Lupiyoadi (2006:182), namely :

a) *Tangibles*
b) *Reliability*
c) *Responsiveness*
d) *Assurance*
e) *Empathy*

Aydin and Ozer (2004) in Retansa (2009) explain the importance of service quality to increase company profitability and success. Service quality is related to customer

decisions, total perfection or superiority of company services. There are several attributes that we must first understand that relate to service quality, namely:

1. Service is something that is invisible (intangible).
2. Service is something heterogeneous
3. Services cannot be placed within a certain time performance
4. The results of the service or in this case the product

Stay Decision

Consumer decisions are one part of consumer behavior. Swasta and Handoko (1994) stated that consumer behavior is the activities of individuals who are directly involved in obtaining and using goods and services, including the decision-making process in the preparation and determination of these activities.

According to Prawirosentono (2002), decisions can be taken carefully if they are supported by data or information related to the problem at hand. Cravens (1996) said that decision making requires knowledge of market needs and trends in market development, competition and the organization's competitive advantage.

So that decision making can be carried out accurately, wisely and scientifically, according to Flippo (1993), in making decisions we must pay attention to the sequence of steps in decision making, namely:

1. Recognize and formulate problems that require action
2. Determine possible alternative solutions
3. Collect and analyze facts related to the problem
4. Decide on a solution

In principle, marketers and parties who try to influence consumer behavior are based on four essential promises, namely:

1. The consumer is king.
2. Consumer motivation and behavior.
3. Consumer behavior can be influenced
4. Persuasion and influence of consumers

In general, humans act rationally and consider all types of available information and consider everything that can arise from their actions before carrying out a certain behavior. Consumers will go through five stages in making a purchase, namely: problem recognition, information search, alternative evaluation, purchasing decision, and post-purchase behavior (Kotler, 2005).

1. Problem Introduction
2. Information Search

Peter and Donnelly in Tjiptono (2006) group consumer information sources into the following five categories:

a) Internal Sources
b) Group Source
c) Marketing Sources
d) Public Sources
e) Experiential Sources

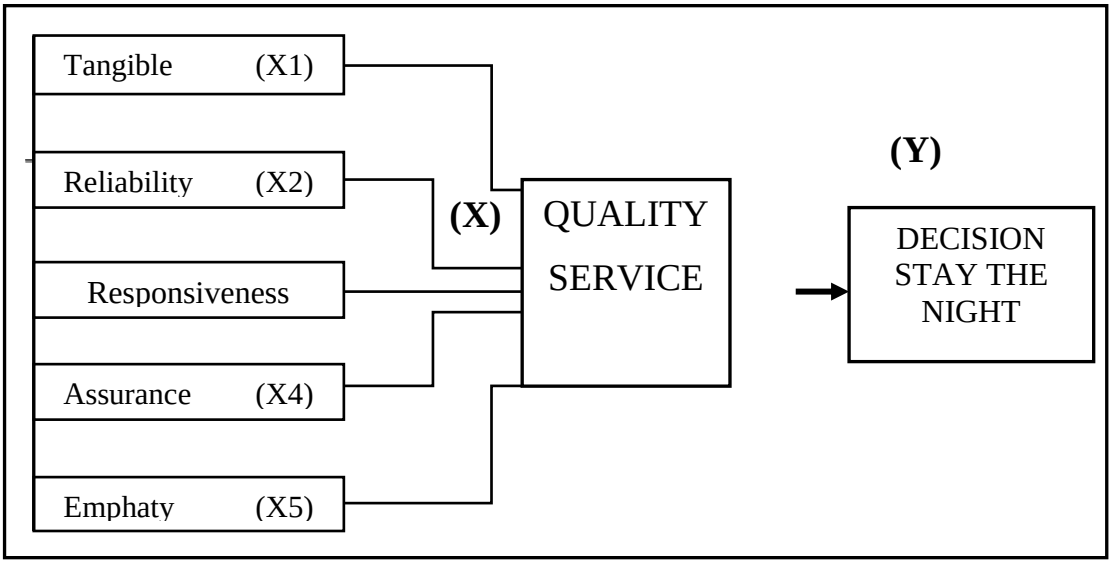
3. Evaluation of Alternatives
4. Purchase Decision
5. Post-purchase Behavior

Tjiptono (2006) states that there is a fundamental difference between purchasing goods and purchasing services, namely regarding the consumption process and the production process. In goods there are stages of purchase and consumption which are usually separate. Although there is interaction between marketers and customers during the actual purchase stage, the usage stage is usually independent of direct influence from the marketer. Customers can choose when, where, and how they use the product. Meanwhile, in the process of purchasing and consuming services, most services are produced and consumed simultaneously. Consequently, service companies have a great opportunity to actively help customers maximize the value of their consumption experience. Service providers can effectively influence the consumption and evaluation process.

The relationship between service quality and the decision to stay overnight

Service quality is a benchmark in determining whether or not a service user will purchase a decision, because through service quality they will be able to assess performance and feel satisfied or not with the service provided by the service provider. Zeithaml (1998) argues that service quality is the result of customers' assessment of the superiority or special features of the service as a whole. If the resulting assessment is a positive assessment, then the quality of this service will have an impact on purchasing decisions.

Theoretical Thinking Framework



Picture 1. Thinking Framework

Source: Concept developed in this research, 2015

Hypothesis

A hypothesis is an idea to find facts that must be collected. A hypothesis is a temporary question or the most probable conjecture whose truth still needs to be found. The relationship between variables in this research has the following hypothesis:

1. Tangible variables, reliability, responsiveness, assurance, empathy simultaneously have a significant influence on consumers' decisions to stay at Youth Hostel Surabaya.
2. The variables tangible, reliability, responsiveness, assurance, empathy partially have a significant effect on consumers' decisions to stay at the Surabaya Youth Hostel.
3. The reliability variable has a dominant influence on consumers' decisions to stay at Youth Hostel Surabaya.

Companies that have competence in the fileds of marketing, manufacturing and innovation can make its as a sourch to achieve competitive advantage (Daengs GS, et al. 2020:1419).The research design is a plan to determine the resources and data that will be used to be processed in order to answer the research question. (Asep Iwa Soemantri, 2020:5).Standard of the company demands regarding the results or output produced are intended to develop the company. (Istanti, Enny, 2021:560).Time management skills can facilitate the implementation of the work and plans outlined. (Rina Dewi, et al. 2020:14).Saat mengumpulkan sumber data, peneliti mengumpulkan sumber data berupa

data mentah. Metode survei adalah metode pengupulan data primer dengan mengugunakan pertanyaan tertulis(Kumala Dewi, Indri et all, 2022 : 29). The Research model or framework is intended to further clarify the essence of the discussion of previous research result and the theoretical basis in the research, including the relationship between influential variables. (Enny Istanti, et al. 2024 : 150)

3. RESEARCH METHODS

Research Variables and Operational Definitions

Research variable

A variable is an attribute or trait or value of a person, object or activity that has certain variations determined by the researcher to be studied and conclusions drawn (Sugiyono, 2007: 2). This research uses two variables, namely:

a. Dependent variable
b. Independent Variable

The independent variable symbolized by (X) is a variable that influences the dependent variable, whether the influence is positive or the influence is negative (Ferdinand, 2006:26). The independent variables in this research are:

- *Tangible* (X1)
- *Reliability* (X2)
- *Responsiveness* (X3)
- *Assurance* (X4)
- *Emphaty* (X5)

Operational definition

The operational definition of a variable is a definition of a variable that is formulated based on the observable characteristics of the variable (Azwar, 1997:74). The operational definition in this research includes:

1. Tangibles (X1)
2. Reliability (X2)
3. Responsiveness (X3)
4. Assurance (X4)
5. Emphaty (X5)
6. Stay decision (Y)

Sample Determination

Population and Sample

Population is a combination of all elements in the form of events, things or people who have similar characteristics which is the center of the research universe (Ferdinand, 2006: 223). The population in this study were people who had spent the night at the Surabaya Youth Hostel. This population is heterogeneous which can be seen from the diversity of age, gender and education.

The sample is part of the number and characteristics possessed by the population. In this study, not all members of the population were taken, but only a portion of the population. This research took a sample of guests staying at the Surabaya Youth Hostel. To determine the research sample size from this population, the number of samples used in this research was 40 respondents.

Qualitative Analysis

Qualitative analysis is a form of analysis based on data expressed in the form of descriptions. This qualitative analysis is used to discuss and explain research results about various symptoms or cases that can be described in sentences.

Quantitative Analysis

Quantitative analysis is analysis used on data in the form of numbers and how to discuss them using the SPSS for Windows ver 16.0 program. The processing methods are as follows:

1. Editing (Editing)
2. Coding (Providing Code)
3. Scoring (Scoring)

Data analysis technique

Reliability and Validity Test

Reliability Test

Reliability Test is a tool for measuring a questionnaire which is an indicator of a variable or construct. A questionnaire is said to be reliable if a person's answers to questions are consistent or stable over time. SPSS provides facilities for measuring reliability with the Cronbach Alpha (α) statistical test. A variable is said to be reliable if it gives an α value > 0.60 (Nunnally, 1967 in Ghozali, 2005: 42).

$$\alpha = \frac{\mathrm{k.\,r}}{1 + (\mathrm{k} - 1)\mathrm{r}}$$

Where :

α = reliability coefficient

r = correlation between items

k = number of items

Validity test

The validity test is used to measure whether a questionnaire is valid or not. A questionnaire is said to be valid if the questions in the questionnaire are able to reveal something that the questionnaire will measure. The validity test is carried out by comparing the calculated r value (for each item it can be seen in the corrected item-total correlations column) with the r table for degree of freedom (df)=n-k, in this case n is the number of samples and k is the number of items. If r count > r table, then the question is said to be valid (Ghozali, 2005: 45).

$$rxy = \frac{\mathrm{n}\ \sum xy - (\sum x^{2})\ (\sum y^{2})}{\sqrt{\{\mathrm{n}\sum x^{2} - (\sum x)\}\sqrt{y^{2}} - (\sum y)}}$$

Where :

rxy = correlation coefficient (r-count)

$\sum x$ = Independent variable score

$\sum y$ = Dependent variable score

$\sum xy$ = The product of the item score with the total score

n = Number of respondents

Classic assumption test

Multicollinearity Test

The multicollinearity test aims to test whether in the regression model a correlation is found between the independent variables. A good regression model should have no correlation between independent variables. If the independent variables are correlated with each other, then these variables are not orthogonal, namely independent variables whose correlation value between independent variables is equal to zero (Ghozali, 2005: 91). Multicollinearity is detected using tolerance values and variance inflation factor (VIF). Tolerance measures the variability of a selected independent variable that cannot be

explained by other independent variables. So a low tolerance value is the same as a high VIF value (because VIF=1/tolerance) and indicates high collinearity. The cutoff value that is commonly used is a tolerance value of 0.10 or the same as a VIF value below 10 (Ghozali, 2005: 92).

Heteroscedasticity Test

The heteroscedasticity test aims to determine whether in the regression model there is an inequality of variance from one residual observation to another observation. One way to approach heteroscedasticity is to look at the scatter plot graph between the predicted value of the dependent variable (ZPRED) and its residual (SRESID). If there are points that form a certain regular pattern, such as wavy, widening, then narrowing, then heteroscedasticity has occurred. If the points spread above and below the number 0 on the Y axis without forming a particular pattern then heteroscedasticity does not occur (Ghozali, 2005: 105).

Normality test

The aim is to test whether in a regression model, the dependent variable, independent variable, or both have a normal distribution or not. A good regression model is normally or close to normal distribution. Data is said to follow a normal distribution seen from the distribution of data on the diagonal axis of the graph (Ghozali, 2005: 110). The basis for decision making is as follows:

a. If the data spreads around the diagonal line and follows the direction of the diagonal line, then the regression model meets normality.
b. If the data spreads far from the diagonal line and does not follow the direction of the diagonal line, then the regression model does not meet normality.

Multiple Linear Regression Analysis

Multiple linear regression analysis was used to determine whether there was an influence of tangibles, reliability, responsiveness, assurance and empathy on the decision to stay at the Surabaya Youth Hostel. The customer value relationship model with these variables can be arranged in the following function or equation (Ghozali, 2005:82):

$$Y = a + b1\ X1 + b2\ X2 + b3\ X3 + b4\ X4 + b5\ X5 + e$$

Where :

a = Constant
Y = Stay decision
b1 = Regression coefficient of variable X1 (tangible)
b2 = Regression coefficient of variable X2 (reliability)
bз = Regression coefficient of variable X3 (responsiveness)
b4 = Regression coefficient of variable X4 (assurance)
b5 = Regression coefficient of variable X5 (empathy)
X1 = Physical evidence (Tangible)
X2 = Reliability (Reliability)
X3 = Responsiveness (Responsiveness)
X4 = Guarantee (Assurance)
X5 = Empathy / concern (Empathy)
e = confounding variable

Hypothesis testing

Simultaneous Significance Test (F Test)

In this research, the F test is used to determine the level of significance of the influence of the independent variables together (simultaneously) on the dependent variable (Ghozali, 2005:84). In this research, the hypothesis used is:

Ho: The independent variables, namely tangible, reliability, responsiveness, assurance and empathy, do not have a significant influence together on the dependent variable, namely the decision to stay overnight.

Ha: The independent variables, namely tangible, reliability, responsiveness, assurance and empathy, have a significant influence together on the dependent variable, namely the decision to stay overnight. The basis for decision making (Ghozali, 2005:84) is to use significance probability numbers, namely:

a) If the significance probability is > 0.05, then Ho is accepted and Ha is rejected.
b) If the significance probability is <0.05, then Ho is rejected and Ha is accepted.

Significance Test of Partial Influence (t Test)

The t test is used to test the significance of the relationship between variables X and Y, whether variables X1, (Ghozali, 2005:84).

The hypothesis used in this test is:

Ho: The independent variables (tangible, reliability, responsiveness, assurance and empathy) do not have a significant influence on the dependent variable (decision to stay).
Ha: The independent variables (tangible, reliability, responsiveness, assurance and empathy) have a significant influence on the dependent variable (decision to stay).

The basis for decision making (Ghozali, 2005:84) is to use significance probability numbers, namely:

a. If the significant probability number is > 0.05, then Ho is accepted and Ha is rejected.
b. If the significance probability number is <0.05, then Ho is rejected and Ha is accepted.

Coefficient of Determination (R2)

The coefficient of determination (R2) is intended to determine the best level of accuracy in regression analysis, which is indicated by the magnitude of the coefficient of determination (R2) between 0 (zero) and I (one). The coefficient of determination ((R2) is zero, the independent variable has absolutely no effect on the dependent variable. If the coefficient of determination gets closer to one, then it can be said that the independent variable has an effect on the dependent variable. In addition, the coefficient of determination (R2) is used to determine the percentage change in the dependent variable (Y) which is caused by the independent variable (X).

4. RESEARCH RESULTS AND DISCUSSION

Description of Research Object

Data and Description of Research Results

In order for this research instrument to be suitable for use, the instrument used has been tested for validity and reliability. From the test results it was found that the research instrument was suitable for use in this research. For this reason, at the end of the research instrument, the validity and reliability of the data obtained from the use of the research instrument will be examined again.

Validity test

This research uses a questionnaire to collect research data. To determine the validity index of the questionnaire, the author used the Corrected Item-total Correlation

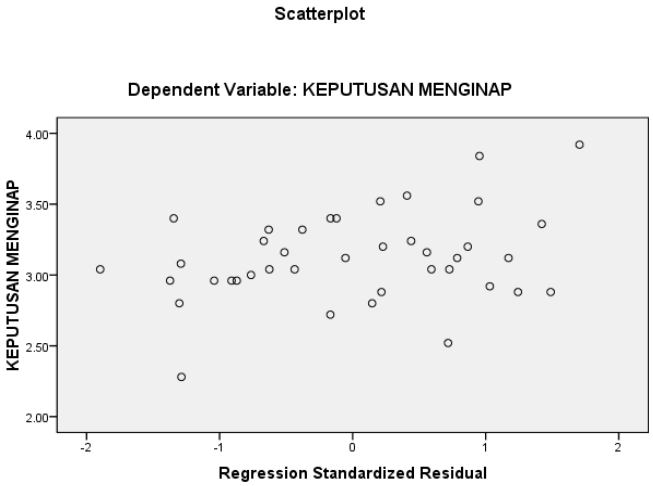
formula from Pearson. The test criteria are carried out if the correlation for each factor is positive and the magnitude is 0.3 or above, then the factor is a strong construct, conversely if the correlation incentive is below 0.30, then it can be concluded that the instrument item is invalid, so it must be corrected or discarded.

Heteroscedasticity

Heteroskedasticity tests the difference in residual variance from one observation period to another observation period. How to predict whether there is heteroscedasticity in a model can be seen with the Scatterplot image pattern, a regression where heteroscedasticity does not occur if

1. Data points spread above and below or around the number 0.
2. Data points do not collect only at the top or bottom.
3. The distribution of data points should not form a wavy pattern that widens then narrows and widens again.

The distribution of data points, on the other hand, is not patterned



Picture 2. Draw a Scatter Plot Diagram

Normality

Normality testing aims to test whether in the regression model, the confounding or residual variables have a normal distribution. This normality assumption can be made by looking at the normal probability plot which compares the cumulative distribution of the normal distribution. The normal distribution will form a straight diagonal line, and the residual data will compare with the diagonal line. If the residual data distribution is normal, then the line depicting the actual data will follow the diago line.

Multiple Linear Regression Analysis Model

The results of multiple regression analysis to test the variables tangible, reliability, responsiveness, assurance, empathy regarding consumer decisions to stay at Youth Hostel Surabaya, are presented in the following table.

Table 1. of Multiple Linear Regression and Correlation Calculation Results

Model	Unstandardized Coefficients		R	R Square
	B	Std.Error		
Constant	-.180	.242	0.951	0.904
Tangible	.218	.052		
Reliability	.228	.047		
Responsiveness	.202	.098		
Assurance	.154	.071		
Empathy	.210	.089		

Source: Appendix 3, primary data processed

The multiple linear regression equation produced after calculation is:

$Y = a + b1\ X1 + b2\ X2 + b3\ X3 + b4\ X4 + b5\ X5 + e$

$Y = -0.180 + 0.218\ X1 + 0.228\ X2 + 0.202\ X3 + 0.154$

The Constant (a) value of -0.180 is a constant (fixed) value, meaning that if the value of the independent variables, namely tangible, reliability, responsiveness, assurance, empathy is equal to zero, then the dependent variable, namely the consumer's decision to stay overnight, has a value of -0.180. The equation above means that if tangible (X1) increases by one unit, then the consumer's decision to stay overnight (Y) will increase by 0.218 units assuming the other variables are constant. If reliability (X2) increases by one unit, then the consumer's decision to stay overnight (Y) will increase by 0.228 units assuming the other variables are constant. If responsiveness (X3) increases by one unit, then the consumer's decision to stay (Y) will increase by 0.202 units assuming the other variables are constant. If assurance (X4) increases by one unit, then the consumer's decision to stay (Y) will increase by 0.154 units with assuming the other variables are constant, if empathy (X5) increases by one unit, then the consumer's decision to stay overnight (Y) will increase by 0.210 units assuming the other variables are constant,

Hypothesis test

First Hypothesis Testing

The first hypothesis is that it is thought that there is a significant influence between the independent variables tangible, reliability, responsiveness, assurance, empathy on consumer decisions to stay overnight. This first hypothesis test uses the t test.

Table 2. of t-test calculation results

Model		t_{hitung}	Sign	Keterangan
1	Constant	0.743	.463	
	Tangible (X_1)	4.237	.000	Ho Rejected
	Reliability (X_2)	4.877	.000	Ho Rejected
	Responsiveness (X_3)	2.063	.047	Ho Rejected
	Assurance (X_4)	2.178	.036	Ho Rejected
	Empathy (X_5)	2.360	.024	Ho Rejected

Source: Appendix 3, processed data

Degrees of freedom df = (n-k-1) = 40-5-1= 34 and the confidence level is 5% or 0.05, then the ttable value is 2.02108. The explanation for each variable is as follows:

1. Tangible Variables (X1)

   The tcount value in this study is 4.237 with a significance level of 0.000 which is greater than the ttable of 2.02108. This shows that there is rejection of Ho and acceptance of Ha, which means that there is a significant influence of the Tangible variable on the consumer decision variable to stay overnight.

2. Reliability Variable (X2)

   The calculated t value for this variable is 4.877 with a significance level of 0.000 which is greater than the t table of 2.02108. This shows that there is rejection of Ho and acceptance of Ha, which means that there is a significant influence of the Reliability variable on the consumer decision variable to stay overnight.

3. Responsiveness Variable (X3)

   The tcount value in this study is 2.063 with a significance level of 0.047 which is greater than the ttable of 2.02108. This shows that there is rejection of Ho and acceptance of Ha, which means that there is a significant influence of the Responsiveness variable on the consumer decision variable to stay overnight.

4. Assurance Variable (X4)

   The calculated t value for this variable is 2.178 with a significance level of 0.036 which is greater than the t table of 2.02108. This shows that there is rejection

of Ho and acceptance of Ha, which means that there is a significant influence of the Assurance variable on the consumer decision variable to stay overnight.

5. Empathy Variable (X5)

   The calculated t value for this variable is 2.360 with a significance level of 0.024 which is greater than the t table of 2.02108. This shows that there is rejection of Ho and acceptance of Ha, which means that there is a significant influence of the Empathy variable on the consumer decision variable to stay overnight.

Second Hypothesis Testing

The second hypothesis is that it is suspected that there is a significant influence between the variables tangible, reliability, responsiveness, assurance, empathy together (simultaneously) on the consumer decision variable to stay overnight. Testing this second hypothesis uses the F test on the basis of decision making:

a. $H_0 : F_{count} > F_{table}$, meaning Ho is rejected and Ha is accepted.

   This shows that there is an influence between variables X1, X2, X3, X4, X5 and variable Y

b. Ha: $F_{count} < F_{table}$, meaning accepting Ho and rejecting Ha.

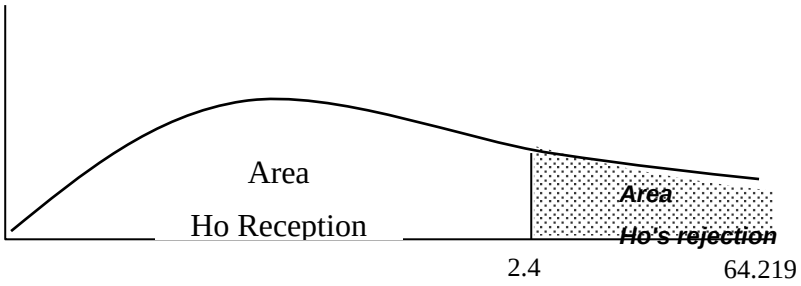
   This shows that there is no influence between variables X1, X2, X3, X4, X5 and variable Y

Table 3. of Simultaneous Test Calculation Results (F Test)

Model	Change Statistics			
	Df	Mean Square	F	Sign.
Regression	5	.702	64.219	0.000
Residual	34	.011		
Total	39			
F tabel : 2,4				

Source: Appendix 3, primary data processed

Multiple linear regression calculations produce a value of Fcount of 64,219 and Ftable of 2.4 with a df numerator of 5 and denominator of 34. Thus, it is proven that Fcount is greater than Ftable, which means that Ho is rejected and Ha is accepted at a significance level of 0.000. This means that there is a significant influence of the tangible variables, reliability, responsiveness, assurance, empathy together (simultaneously) on consumers' decision to stay overnight.



Picture 3. of the Ho Rejection Area in the F Test

Third Hypothesis Testing

The R value of 0.951 means that the relationship between the independent variables tangible, reliability, responsiveness, assurance, empathy on consumer decisions to stay overnight is close and strong. This is indicated by an R value above 50%, namely 95.1%. The simultaneous determination value (R square) is 0.904, meaning that variations in tangible, reliability, responsiveness, assurance, empathy regarding consumer decisions to stay overnight change by 90.4% while the remaining 9.6% is influenced by other variables not studied.

Descriptive Discussion

Based on the results of the multiple linear regression analysis that has been carried out, it is known that if the value of the independent variables, namely tangible, reliability, responsiveness, assurance, empathy is equal to zero then the dependent variable, namely the consumer's decision to stay overnight, has the same value, namely neither decreasing nor increasing. The regression constant values of tangible, reliability, responsiveness, assurance, empathy are positive. This means that if there is an increase in the tangible variables, reliability, responsiveness, assurance, empathy, then the consumer decision variable to stay overnight will increase or change in the same direction.

Based on the results of the F test (simultaneous test), it is known that the Fcount value is greater than Ftable. Based on these results, it is concluded that the variables tangible, reliability, responsiveness, assurance, empathy together influence the decision to stay at the Surabaya Youth Hostel. If the company increases the tangible variables, reliability, responsiveness, assurance, empathy simultaneously, consumer decisions about staying overnight will also increase.

This research will be conducted in three phases : measurement model (external model), structural model (internal model), and hypothesis testing. (Pramono Budi,et al., 2023 ; 970) Melalui proses tersebut, karyawan diberikan pelatihan dan pengembangan

yang relevan dengan kinerja pekerjaannya, sehingga diharapkan dapat menjalankan tanggung jawab pekerjaannya dengan sebaik - baiknya. (Abdul Aziz Sholeh et.al. 2024 :82) Memilih merupakan bagian dari suatu upaya pemecahan sekaligus sebagai bagian dari proses pengambilan keputusan. Oleh karena itu dibutuhkan keputusan pembelian yang tepat (Kristiawati Indriana et.al. 2019 : 28) Kerja sama antara pemerintah, industri, lembaga penelitian dan masyarakat sipil dalam merancang menerapkan, Komitmen dan kerja sama yang kuat dari seluruh pemangku kepentingan menjadi kunci keberhasilan upaya - upaya tersebut. (Gazali Salim et al. 2024 : 63) The SERVQUAL model includes calculating the difference between the values given by customers for each pair of statements related to expectations and perceptions (Diana Zuhro et al. 2024 : 98)

5. CONCLUSION

a. This research shows that there is a partially significant influence between the variables tangible, reliability, responsiveness, assurance, empathy as independent variables on consumer decisions to stay overnight. This is shown from the results of the t test using SPSS software that Reliability has a tcount of 4.877 which is greater than the ttable of 2.02108, and; tangible tcount has 4,237 Responsiveness has tcount 2,063; Assurance has a tcount of 2,178; Empathy has a count of 2,360.
b. To test the influence simultaneously, the F test was used which resulted in the variables tangible, reliability, responsiveness, assurance, empathy simultaneously influencing the consumer's decision to stay overnight, producing an Fcount of 64,219 and a Ftable of 2.4 with a df numerator of 5 and denominator 34. The R value of 0.951 means that the relationship between the independent variables tangible, reliability, responsiveness, assurance, empathy with consumers' decision to stay overnight is close and strong. This is indicated by an R value above 50%, namely 95.1%. The simultaneous determination value (R square) is 0.904, meaning that variations in tangible, reliability, responsiveness, assurance, empathy regarding consumer decisions to stay overnight change by 90.4% while the remaining 9.6% is influenced by other variables not examined.
c. Furthermore, this test produces the reliability variable as the variable that has the most dominant influence on consumer decisions to stay overnight. Proven by the value (β) Standardized of Coefficients Beta reliability of 0.228 which is greater than the other variables.

Suggestion

1. The three independent variables studied show that tangible, reliability, responsiveness, assurance, empathy can still be developed in order to increase consumer decisions about employee stays at Youth Hostels in Surabaya.
2. Based on the data and print out results, it can be interpreted that the consumer's decision to stay overnight is Fcount 64.219, which means that the optimization of the consumer's decision to stay overnight can be increased by optimizing the related variables.
3. Reliability has a more dominant influence on consumer decisions to stay overnight compared to the influence of tangible, responsiveness, assurance, empathy. Companies should pay attention to this variable in order to improve and optimize consumer decisions to stay at Youth Hostels in Surabaya.

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