

The Effect of Location, Price, Product Quality and Services in Improving the Reputation of Kristal Hotel Social and Applied Statistics

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Article Info

Article history:

Received Jan, 2025

Revised Jan, 2025

Accepted Jan, 2025

Keywords:

Customer Perception

Hotel Reputation

Location

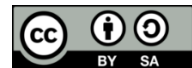
Pricing Strategy

Product/Service Quality

ABSTRACT

This study will analyze the influence of location, price, and product/service quality on the reputation of Hotel Kristal, a four-star business hotel located in South Jakarta. A quantitative approach was used in this study with a sample size of 30 respondents. Data analysis was carried out using descriptive statistics, correlation analysis, and multiple linear regression through SPSS version 25. From the results of this study, it can be seen that the three independent variables significantly affect the dependent variable, with product/service quality having the strongest influence. The regression model explains 72% of the variation in reputation. These results emphasize maintaining high-quality service and utilizing strategic locations to enhance hotel reputation. This study also shows that effective pricing strategies are needed to attract and retain customers in a competitive market. Recommendations for hotel management and future research directions are also discussed.

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1. INTRODUCTION

Hotel Kristal is one of the four-star business hotels located in a strategic location in South Jakarta. This hotel has a long history, starting from its beginning as an apartment called "Le Cristal", which then developed into a hotel serving Japanese expatriates and international and domestic tourists since 1995. With various modern supporting facilities in the form of restaurants, cafes, lounges, gyms, beauty clinics, and other facilities, Hotel Kristal will continue to fight hard to maintain its existence amidst the increasingly competitive hotel industry.

However, to be able to maintain a reputation amidst the many similar housing

businesses is a challenge in itself [1]. Competition in all aspects such as location, price, and quality of products and services offered is very diverse [1], [2]. In this case, it would be very appropriate to determine the extent of this influence on a hotel's reputation, which will ultimately affect customer loyalty and business sustainability.

Reputation is one of the most valuable assets that can influence consumer decisions in the highly competitive hospitality industry [3], [4]. Hotel reputation is not only a measure of service quality but also determines competitiveness in the market. Other important elements that must be managed well include strategic location, competitive prices, and superior product and service

quality [5]–[7]. Among the established four-star hotels in South Jakarta, Hotel Kristal faces a major challenge in retaining customers amidst the proliferation of similar hotels. The sustainability of this hotel's business will depend heavily on the hotel's ability to maintain and enhance its reputation as a top choice among local and international travelers.

However, the tight competition in the strategic area of South Jakarta presents many obstacles. The emergence of new hotels in better locations, with better facilities and prices, puts a lot of pressure on Hotel Kristal to stay relevant in the market. In addition, the shift in consumer preferences to pay more attention to their overall experience - from location accessibility to service quality - is quite challenging. It is not clear to what extent location, price, and product and service quality factors contribute to a hotel's reputation in the eyes of customers. Therefore, research is needed to identify and analyze the influence of these factors so that more effective strategies can be formulated to strengthen Hotel Kristal's position in the market. This study analyzes location, price, and product and service quality as determining factors that influence the improvement of Hotel Kristal's reputation. This study is expected to refer to the AIDA theory and interpersonal communication theory so that it can contribute to marketing strategies to maintain a hotel's reputation.

2. LITERATURE REVIEW

2.1 AIDA Theory

The AIDA concept or model in marketing describes a series of steps that occur in the consumer's mind before making a purchase [8], [9]. Attention, according to this model, is the first step in which consumers begin to become aware of the existence of a product or service [10], [11]. Interest can begin to build when consumers feel interested in the information conveyed. Desire is developed from a more informed perception of the benefits or advantages of the product which will ultimately

encourage customers to take action to purchase [8], [9], [12].

2.2 Theory of Inter-Human Communication

Interpersonal communication is generally defined as the process by which people exchange information, ideas, or even feelings between two or more people and usually involves face-to-face interaction [13]–[15]. Joseph DeVito describes interpersonal communication as a mutually influencing interaction between two people. This will involve contact with other individuals from hotel personnel to guests, as this creates the level of friendliness experienced and influences their perception of the hotel [13], [14]. For example, friendly and professional staff can satisfy guests, which will improve the hotel's image and reputation in the minds of customers [16], [17].

2.3 Reputation

According to [18], “reputation is a valuable source of competitive advantage because it reflects the collective judgment of the buying public about a company's actions and future and ability to deliver valuable results.” In the hospitality context, reputation can determine the influx of new customers and the loyalty of existing customers. Hotels with a good reputation, therefore, can be perceived as more trustworthy and of higher quality and thus better able to survive in a competitive market.[19], [20]. Reputation, therefore, is influenced by service quality, price, and location among other factors. Relationship Between AIDA Theory and Interpersonal Communication AIDA theory and interpersonal communication complement each other in building a holistic customer experience. During the attention and interest stage, marketing communications through social media or brochures can help effectively [21]. Next, during the desire and action stage, interpersonal communication between hotel staff and guests can build a good experience and increase customers' desire to return or provide

recommendations [22], [23]. Thus, effective marketing strategies coupled with quality interpersonal interactions can go a long way in helping to contribute to a hotel's reputation.

2.4 *Factors Affecting Reputation*

Previous literature such as [24]–[27]. have identified several factors that contribute to a hotel's reputation, including location, price, and quality of products and services. A strategic location allows easy access for customers, while competitive prices attract value-sensitive consumers. The quality of products and services – such as cleanliness, facilities, and staff friendliness – largely determine the level of customer satisfaction. Therefore, there is a need to determine the contribution of each of these factors in developing a good reputation.

2.5 *Conceptual Framework*

This study examines the influence of location, price, and product or service quality on the reputation of Hotel Kristal. The conceptual framework of this study consists of independent variables: location (X1), which includes ease of access, strategic environment, and proximity to public facilities; price (X2), including the suitability of price with the facilities offered and attractive promotions; and product or service quality (X3), including cleanliness, staff service, and adequate facilities. Reputation -Y: In the public's view, is an indicator of the image of Hotel Kristal and is a factor that influences its competitive advantage. The relationship between the above variables can be given in a casual model: with "Location, price and product-service quality directly impact reputation". The AIDA theory together with interpersonal communication will be theoretical support to provide evidence of the mechanism of the relationship.

a. **Influence of location on reputation**

A strategic location can attract customers, increase

interest, and create positive experiences that will enhance a hotel's reputation [28]–[30]. Hotels with easy access, close to public facilities, and comfortable environments tend to get a better perception in the eyes of customers.

H1: Location has a positive and significant influence on the reputation of Kristal Hotel.

b. **The Influence of Price on Reputation**

Competitive prices and those in line with the quality of service provided can also increase customer interest in using hotel services [31]–[33]. Promotions and discounts are also a means to create an attraction that can further strengthen the hotel's reputation. H2: Price has a significant and positive effect on the reputation of Kristal Hotel.

c. **The Influence of Product/Service Quality on Reputation**

The quality of products/services including cleanliness, staff friendliness and completeness of facilities determines customer satisfaction [34]–[36]. Customer satisfaction can increase a hotel's loyalty and reputation.

H3: Product/service quality has a positive and significant influence on the reputation of Kristal Hotel.

3. RESEARCH METHODS

3.1 *Research Design*

The type of research in this study is quantitative[37], while the approach used is descriptive and causal. The descriptive approach describes the characteristics of the research variables, while the causal approach analyzes the relationship between independent variables (location, price, product/service

quality) with the dependent variable, namely reputation.

3.2 Location and Time of Research

This research was conducted at Kristal Hotel located in South Jakarta, Indonesia. Data collection was conducted from [date] to [date].

3.3 Population and Sample

The population involved in this study were customers of Hotel Kristal, both local and foreign tourists. The sample was determined through a purposive sampling technique where 30 respondents were selected with the condition that respondents must be active customers and have stayed or used Hotel Kristal facilities in the last six months. Determination of the number of samples was carried out using the Slovin formula with a margin of error of 5%.

3.4 Research Variables and Operational Definitions

1. Location (X1): Ease of access, proximity to public facilities, strategic environment.
2. Price (X2): Price matches facilities, promotions and discounts.
3. Product/Service Quality (X3): Cleanliness, staff friendliness, completeness of facilities.
4. Reputation (Y): Customer perception of Hotel Kristal's image and competitive advantages.

Measurement Instrument: All variables were measured using a Likert scale of 1–5, where: 1 = Strongly Disagree, and 5 = Strongly Agree.

3.5 Data Collection Techniques

Data were collected using a structured questionnaire distributed to respondents online and in person. The questionnaire consists of two parts, namely respondent biodata which includes information on age, gender, and frequency of visits to the Kristal Hotel, and a research statement containing items to measure the variables of location, price, product/service quality, and reputation.

3.6 Data Analysis Techniques

The collected data were analyzed using statistical methods through several stages, namely descriptive statistics to describe data characteristics such as average, standard deviation, and distribution of respondent answers; validity and reliability tests with Cronbach's Alpha to ensure the reliability and validity of the instrument; path analysis to test the causal relationship between independent and dependent variables; significance test (T test) to determine the significant effect of each independent variable on the dependent variable; and F test to test the significance of the model as a whole. The researcher used SPSS version 26 software to analyze the data[38], including correlation matrices, regression analysis, and hypothesis testing.

4. RESULTS AND DISCUSSION

4.1 Results

a. Descriptive Statistics

Table 1. Sample Demographics

	Criteria	Number of Respondents
Age	18-24	2
	25-30	8
	31-35	5
	36-40	5
	41-45	6
	46-50	4
Formal Employment	Criteria	Number of Respondents
	ASN	2
	Practitioner Lecturer	2
	Teacher	1
	Private sector employee	6
	IT	1

	Sales	1
	Media Consultant	1
Informal Employment	Criteria	Number of Respondents
	Cook	1
	Freelance Filmmakers	1
	Lenatan Assistant	1
	Housewife	2
	Self Employed/Waitress	2
	Self-Employed/Entrepreneur	5
	Student/Marketing Agency	2

The age distribution of respondents in this study showed quite wide variations, ranging from the youngest age of 18 years to the oldest age of 48 years, with a dominant age range of 25-45 years reflecting that the majority of respondents are in the productive age category. In addition, respondents have diverse work backgrounds, reflecting a heterogeneous population. In the formal employment category, there are ASN (2 people), practicing lecturers (2 people), teachers (1 person), private employees (6 people), IT (1 person), sales (1 person), and media consultants (1 person). In the informal employment category, there are cooks

(1 person), freelance filmmakers (1 person), assistants (1 person), housewives (2 people), and self-employed or waitresses (2 people). In addition, the entrepreneurial category consists of 5 respondents who work as self-employed/entrepreneurs, while students or marketing agencies are represented by 2 respondents. Overall, the majority of respondents work in the private sector, either as permanent employees, self-employed, or freelancers. Some respondents come from the government sector such as ASN, and the rest work in the informal sector such as cooks and housewives.

Table 2. Descriptive Statistics of Variables

Variables	Average	Standard Deviation	Minimum	Maximum
Location (X1)	4.03	1.15	1	5
Price (X2)	3.73	1.01	1	5
Product/Service Quality (X3)	4.17	1.14	1	5
Reputation (Y)	3.97	0.81	2	5

The location variable (X1) has an average score of 4.03 with a standard deviation of 1.15 and a range of values between 1 (minimum) and 5 (maximum). The majority of respondents considered the location of the Kristal Hotel as strategic, with adequate transportation access and proximity to important facilities such as education, health, and shopping centers. The price variable (X2) has an average score of 3.73 with a standard deviation of 1.01 and a range of values between 1 and 5. Respondents gave a

positive assessment of the suitability of the price to the facilities offered, although there were some respondents who gave lower scores on the promotion and discount aspects. The product/service quality variable (X3) showed an average score of 4.17 with a standard deviation of 1.14 and a range of values between 1 and 5. Respondents considered the product/service quality to be high, with a focus on cleanliness, friendly staff, and complete facilities such as a gym and

swimming pool. Meanwhile, the reputation variable (Y) has an average score of 3.97 with a standard deviation of 0.81 and a value range between 2 and 5. The majority of respondents stated that Hotel Kristal has a good reputation, which is

influenced by the quality of services and facilities provided.

b. Correlation Between Variables

Correlation is used to measure the relationship between independent variables (location, price, product/service quality) and dependent variables (reputation).

Table 3. Correlation Results

Variables	X1	X2	X3	Y
Location (X1)	1.00	0.56	0.64	0.71
Price (X2)	0.56	1.00	0.59	0.62
Product/Service Quality (X3)	0.64	0.59	1.00	0.78
Reputation (Y)	0.71	0.62	0.78	1.00

The results of the correlation analysis show a positive relationship between the variables of location (X1), price (X2), and product/service quality (X3) with reputation (Y). Location (X1) has a positive and significant relationship, indicating that strategic location contributes greatly to hotel reputation, with a moderate correlation value of 0.71. Price (X2) also has a positive relationship with reputation, but its influence is weaker than other variables, with a correlation value of 0.62. Product/service quality (X3) has the strongest relationship with reputation, reflecting that customer experience with hotel services greatly determines reputation, with the highest correlation value of 0.78. This finding confirms that service quality is the main factor in building the

reputation of Hotel Kristal, followed by location and price.

c. Regression Analysis

Regression analysis is used to determine the extent to which independent variables (location, price, product/service quality) affect the dependent variable (reputation). Multiple linear regression models are used in this study.

The resulting regression equation is as follows:

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \epsilon$$

Where:

- Y: Reputation (dependent variable)
- X1: Location
- X2: Price
- X3: Product/Service Quality
- β : Constant
- $\beta_1, \beta_2, \beta_3$: Regression coefficients
- ϵ : Error

Table 4. Results of Regression Analysis

Independent Variable	Coefficient	t-statistic	Significance (p-value)
Constants	1.254	-	-
Location	0.323	3.454	0.001
Price	0.256	2,876	0.005
Product/Service Quality	0.452	4.984	0.000

Based on the results of the regression analysis, the constant value of 1.254 indicates that when all independent variables (location, price, and product/service quality)

are zero, the reputation of Hotel Kristal is predicted to be at 1.254. The location variable (X1) with a coefficient of 0.323 indicates that every one-unit increase in location

will increase reputation by 0.323 units, with a t-statistic value of 3.454 and a p-value of 0.001, which is statistically significant. The price variable (X2) has a coefficient of 0.256, indicating an increase in reputation of 0.256 units for every one-unit increase in price, with a t-statistic of 2.876 and a p-value of 0.005. Meanwhile, product/service quality (X3) with a coefficient of 0.452 shows the strongest influence, where every one unit increase in product/service quality will increase reputation by 0.452 units, with a t-statistic of 4.984 and a p-value of 0.000, which is statistically significant.

The coefficient of determination (R²) of 0.72 indicates that 72% of the variation in reputation (Y) can be explained by the variables of location, price, and product/service quality. The results of the F test show an F value of 25.87 with a significance of 0.000 (<0.05), which indicates that the overall regression model is statistically significant.

4.2 Discussion

The results of this study indicate that the three independent variables, namely location, price, and product/service quality, significantly affect the reputation of Kristal Hotel. This analysis is supported by descriptive data, correlation between variables, and multiple linear regression.

Location has a significant positive effect on reputation with a regression coefficient of 0.32. The majority of respondents gave a high rating to the strategic location of Kristal Hotel, which is close to public facilities such as shopping centers, health facilities, and education. This finding is consistent with the AIDA theory, where strategic location functions as an "Attention" element that attracts consumers' attention.

This research supports previous studies [39]–[41] which shows that strategic location can improve customer perception of service quality and comfort.

Therefore, maintaining a strategic location and utilizing geographical advantages are important strategies to improve hotel reputation.

Price also has a positive influence on reputation with a regression coefficient of 0.25. Respondents gave a positive score on the suitability of price with the facilities offered, although some respondents felt that promotions and discounts needed to be improved. This finding supports the theory of interpersonal communication, where competitive prices can increase customers' "Interest" and "Desire" and are in line with [42]–[44]. However, the influence of price on reputation is smaller than location and product/service quality. This shows that although price is important, customers tend to pay more attention to the service quality aspect in forming their perceptions of the hotel.

Product/service quality has the greatest influence on reputation with a regression coefficient of 0.45. This factor includes cleanliness, staff friendliness, and hotel facilities such as gym, swimming pool, and coffee shop. Respondents' assessments were very positive about product/service quality, reflecting the importance of customer experience in building a hotel's reputation as well as [35], [45], [46].

Product/service quality serves as a key element in the "Desire" and "Action" stages of the AIDA theory. Satisfactory service not only increases customer loyalty but also encourages positive recommendations to others, which ultimately strengthens the hotel's reputation.

4.3 Theoretical and Practical Implications

Theoretical

This study supports the AIDA theory and interpersonal communication by showing that location, price, and product/service quality play an important role in building reputation. This finding is also consistent with previous studies that emphasize the importance of service

quality as a major factor in building brand image and reputation.

Hotel Kristal management is advised to prioritize improving service quality as a primary strategy to strengthen its reputation. In addition, more effective promotions, such as discounts and special packages, can increase the perception of value for price. Leveraging location advantages through marketing campaigns that highlight accessibility and proximity to public facilities can also attract more customers.

4.4 Research Limitations

This study has several limitations, such as a relatively small sample size (30 respondents) and limited coverage to one location, namely the Kristal Hotel. Further studies with larger samples and wider geographic coverage are needed to increase the generalizability of the findings.

5. CONCLUSION

Based on the research results, location, price, and product/service quality

have a significant influence on the reputation of Hotel Kristal. Strategic location makes a major contribution, with accessibility and proximity to public facilities being the main advantages. Competitive prices and in accordance with facilities also contribute positively to reputation, although the influence is smaller compared to other variables. Product/service quality has the greatest influence, with cleanliness, staff friendliness, and adequate hotel facilities being key elements in improving customer perception. The regression model shows that 72% of the variation in reputation can be explained by these three variables, with product/service quality as the dominant factor. This study provides theoretical and practical implications for Hotel Kristal management, which is advised to maintain and improve service quality, improve price promotion strategies, and utilize location advantages through attractive marketing campaigns. Research limitations, such as small sample size, are considered for further research with larger samples and wider geographic coverage to increase the generalizability of the results.

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