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## MARKETING | RESEARCH ARTICLE

## Price, Promotion, and Supporting Facilities on Customer Satisfaction

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**Abstract:** Business development today has been colored by various competitions in all fields. Seeing these conditions makes business people increasingly required to have the right strategy in meeting sales volume targets. Moreover, given the increasingly dynamic development of technology, humans are required quickly and appropriately to act to not be less competitive. This research is qualitative research using a questionnaire to collect the data. Data analysis was performed using the multiple linear regression method. This study aimed to determine price, promotion, and supporting facilities on customer satisfaction at Hotel Atria Inn Makassar. In this study, the regression test was used to test hypotheses. Theoretically, there is an influence between independent variables consisting of prices, promotions, and supporting facilities against dependent variables customer satisfaction. Based on the study results, the conclusions in this study are as follows: (1) Prices have a positive and significant effect on customer satisfaction at Hotel Atria Inn Makassar. (2) Promotions have a positive and significant effect on customer satisfaction at Hotel Atria Inn Makassar. (3) Facilities have a positive and significant effect on customer satisfaction at Hotel Atria Inn Makassar. (4) Prices, promotions, and Facilities positively affect partially and simultaneously Customer Satisfaction at Hotel Atria Inn Makassar.

**Keywords:** Price, Promotion, Supporting Facilities, Customer Satisfaction.**JEL Classification Code:** Mo, Mo1, Mo

### 1. INTRODUCTION

Business development today has been colored by various competitions in all fields. Seeing these conditions makes business people increasingly required to have the right strategy in meeting sales volume targets. Moreover, given the increasingly dynamic development of technology, humans are required quickly and appropriately to act to not be less competitive. According to Behera et al. (2020), if the production is good and can cause satisfaction in customers' hearts, they will become loyal customers. One of the fiercely competitive businesses in the development of the hotel business. Today's competition seems to be getting tighter; this continues to emerge new hotels. Such as the development of hotel business that continues to experience rapid development in Indonesia, especially in Makassar. Hotel is a tourism business where an accommodation that is commercialized by providing facilities such as bedrooms (guestrooms), food, drinks, and supporting services such as recreation places, sports facilities and other facilities (Cheng & O-Yang, 2018; Zopiatis et al., 2014) provision physical equipment to provide facilities to the guests in carrying out activities and activities so that guests' needs can be met during their stay at the hotel.

Hotel Atria Inn has long served customers, especially tourists, compared to other hotels in Makassar. Therefore, this hotel must remain competitive to seize customers despite the increasing number of new hotels that stand today. Available prices and promotional strategies, and hotel facilities have an essential role for this hospitality business to survive in business competition. The hotel is located on Ance dg Ngoyo Street no 8, established on 1 January 2014 with a total of 47 rooms consisting of four standard rooms, 22 superior rooms, and seven deluxe rooms and equipped with room facilities explicitly provided for the guests' comfort. Each room offers a TV, air conditioning. The private bathroom is fitted with a shower and offers complimentary toiletries. Hotel Atria Inn has several



advantages. In addition to its strategic location, this hotel also prioritizes its service and comfort. Furthermore, the hotel Atria Inn is very advantageous with its location in the center of Makassar. The level of customer satisfaction with goods or services will reflect the manufacturer's success in producing a product or service because if a product will be a failure if the goods or services do not provide satisfaction for its use. So, the manufacturer with his ability, how customers feel satisfied with the goods or services purchased.

Determining the viability of the business, in the long run, is usually strongly influenced by the level of customer satisfaction. Because high joy or high pleasure creates an emotional attachment to a particular brand, not just a rational fondness or pretension, and it will increase customer loyalty (Bacile et al., 2018; Yao et al., 2019). Therefore, businesses must compete with similar companies by displaying different or more specific products. It must even have characteristics that can satisfy the target customer. Luu, (2020) explains that customer satisfaction is part of marketing and plays an essential role in the market. A customer-oriented marketing strategy makes businesses must understand behavior and meet customer needs to achieve customer satisfaction (Shankar et al., 2016; Walzberg et al., 2019; Zubair et al., 2020). Factors that affect customer satisfaction not only in terms of service but can be influenced by the price offered by the seller because the price is the determinant of a customer in making purchases. Pricing aims to survive, maximize short-term profit, maximize short-term income, maximize sales growth, filter the market to the top, and excel in a product (Guan et al., 2020; Kotler, 2012). The existence of promotions will be beneficial products/services offered by hospitality businesses so that the upgrade is expected to the public quickly know the products/services of hospitality. Ioanid et al. (2018), describes the rise to provide information to the market about the products/services sold, place, and time. The promotion has an essential role in consuming the existence and value of products/services to prospective customers (Marques et al., 2018; Melović et al., 2020). High prices will make customers tend to stay away, and low prices will make customers approach; this can be the determinant of customers purchasing and increasing profits for business people (Bakar et al., 2013). Facility factors are also related to customer satisfaction because facilities have an essential role in customer perception obtained and interaction with facilities (Mitchell-Ketzes, 2003). Facilities are everything that will be used or used and enjoyed by customers, and the use is not always paid. Factors that include facilities such as the offer of a package stay on holidays or holidays, completeness of room facilities, and cleanliness of the room.

Adequate facilities, reasonable prices, and promotion policy will affect customer satisfaction in using the services provided by the hotel. If the customer is dissatisfied with the price policy, service facilities, and promotions provided, then the customer will leave the hotel and not return to use the hotel services; this encourages the company's management to get supporting information and promotions in the hotel following what customers expect (De Pelsmacker et al., 2018). The realization of the volume of the occupancy rate of rooms that are fluctuating during 2016 has shown a problem that is decreasing customer interest to stay at Hotel Atria Inn Makassar. The company may fail to provide purchasing decisions to customers if the company does not know the exact form of service the customer wants. Customers' delight at the service provider demands planned activities to make customers positive and patiently aware of what the company has done. This condition indicates that Hotel Atria Inn Makassar analyzes\* /8520 the determinant factors of service that affect customer satisfaction.

## 2. Literature Review

### 2.1. Pricing

Kotler, (2012) define price in a narrow sense as the amount charged for a product or service. More broadly, price is the amount charged for a product or service. More broadly, the price is the amount of everything given by customers to benefit from owning or using products or services. While Sandvik & Sandvik, (2003) explained that the price is the amount of money (plus some products if possible) needed to get some combinations of products and services. According to Dhirasna et al. (2020), price plays an essential role in the macroeconomy, customers, and companies. (1) For the economy, pricing

affects the level of wages, rent, interest, and profit. Price is a primary regulator in the economic system because it affects the allocation of production factors. (2) For customers, most buyers are somewhat sensitive to price and consider other factors, such as quality and trustworthiness. (3) For the company; Price is the primary determinant for market demand for the product in question. Price affects the company's competitive position and market share. In other words, the company earns money through the price charged for the products or services it sells. Companies usually adjust their base prices to take into account customer differences and changing situations. Below is a price adjustment strategy. According to Lorenzo-Romero et al. (2020), there are several ways of pricing, namely: Penetration Pricing (Price Differentiation) . Companies use low prices as the primary basis for stimulating demand. Therefore, the company seeks to increase its market penetration rate by stimulating primary demand and increasing market share (gaining new customers) based on price factors. Parity Pricing; the company sets prices at the same level or close to the competitor's price level. The implication is that this program seeks to reduce prices so that other gold programs (products, distributions, and promotions) are used as the main focus in implementing marketing strategies (Nurhilalia et al., 2019). Premium Pricing; this program sets the price above the competitor's price level. For example, by introducing new product forms or classes with no direct competitors, the premium price is set higher than the competing product form. According to Johannessen & Skålsvik, (2013), the purpose of pricing is to obtain a maximum profit, get a particular market share, earn profit from the market segment (market skimming), reach the level of receipt of the maximum seller, achieve targeted profitability, and position the product. Furthermore, according to Hagos & Ahlgren, (2020); Ozuem et al. (2019), the purpose of pricing is to earn profit in the market segment (market skimming), market penetration, and add profit to the cost of production (cost-plus).

## 2.2. Promotions

Promotion is an essential factor in the targeting effort, an effort to attract consumers. Promotion is a stream of information or persuasion created to mobilize a person or organization to create exchanges in marketing. Promotions can also be interpreted as types of activities intended to drive demand. In the hospitality business, such as hotels, promotion is essential in the marketing mix (Marques et al., 2018). However, promotion does not mean that the quality of the product is not following the needs (needs) and wants (wants) of customers (customers). In other words, the quality of the product must be edible because if the product is not good will not be bought by people. The definition of promotion is a one-way flow of information or precepts created to direct a person or organization to an action that creates an exchange in marketing. While according to (Kader et al., 2021; Zephaniah et al., 2020), promotion is a fundamental tool planned to achieve the company's goals by developing a sustainable competitive advantage through the market entered by marketing programs used to serve the market or the target. The promotion's primary purpose is to modify consumer behaviour, inform, influence, and persuade and remind target consumers about its products or services (Campbell & Farrell, 2020; Lin & Lin, 2009). Promotional activities are intended to inform the intended market about offers from the company. Persuasive promotions are generally less favoured by the public, but this promotion is directed to encourage purchases. Promotion that reminiscent is also done mainly to maintain the brand of the product in the maturity of the product. Furthermore, promotion is directed to change consumers' buying habits, for example, advertising the use of Toothpaste Pepsodent band, which informs that toothpaste is placed entirely in the bristles of the brush. The promotion covered in the promotion mix (Ilyas & Osiyevskyy, 2021) can be advertising, personal selling, sales promotion, public relation, word of mouth, direct marketing (Direct Marketing).

## 2.3. Customer Satisfaction

Marketing activities conducted by the company in principle will boil down to the creation of superior value that is given to customers. The design of select value will result in satisfaction, which is the level of feeling in which one expresses the results of comparisons to the performance of products or services received and expected (Behera et al., 2020). Consumer satisfaction is the consumer response to

the discrepancy between the previous level of interest and the actual performance felt after use. Customer satisfaction can also be interpreted as customer precept where the expectations have been met or exceeded. Customer satisfaction is a factor that significantly affects the business of a company. The company should place customer satisfaction as the top priority as a consideration in conducting business planning. From some definitions above, it can conclude that customer satisfaction is a response or a consumer's pleasure after comparing the performance results that customers feel with consumer expectations (Ancillai et al., 2019). In general, customer expectations are an estimate of what they will receive in consuming products or services. Overall satisfaction is defined as an adequate statement of emotional reaction to the experience of a product or service that is influenced by customer satisfaction with the product (satisfaction attribute) and with the information used to select the product (satisfaction information). Customer satisfaction will provide several benefits, among others (Luu, 2020): The relationship between the company and its customers is harmonious, Consumer satisfaction offers a better basis for repurchase; Can encourage the creation of consumer loyalty; Forming a word-of-mouth recommendation that is profitable for the company; The company's reputation is becoming good in the eyes of consumers; The profit earned can increase.

What is expected and desired by the company is the main factor the company's management can consider that in drawing up a marketing policy plan that the company will carry out. According to (Ampofo, 2020; Pawirosumarto et al., 2017), in general, the customer satisfaction program includes a combination of the main seven elements, namely: Quality goods and services. Companies that want to apply customer satisfaction must have good quality products and excellent service; at least the standard should equal the main competitors in the industry. Usually, companies have a high level of customer service as well. Often forget how to justify higher prices. Relationship Marketing The key point in any loyalty promotion program is the effort to establish long-term relationships with customers. The assumption is that a strong and mutually beneficial relationship between service providers and customers can build repeat business and create customer loyalty. Loyalty Promotion Program. A loyalty promotion program is widely applied to establish relationships between companies and customers. Usually, this program provides a kind of special rewards, such as bonuses, discounts, vouchers, and gifts associated with the frequency of purchases or use of the company's products/services to regular customers to remain loyal to the company's products concerned. Through such cooperation, it is expected that creating and maintaining customer satisfaction and loyalty will be greater. Focus on the best customers. The best customers are not just those who include heavy users or customers who shop in large quantities. However, other criteria concerning the smooth and on-time payment do not require too much additional service, and relatively insensitive to the price belongs to the best customers' category.

Handling complaints closely related to product quality. The company must ensure that the goods and services produced actually function as they should from the beginning. After that, the company immediately tries to fix it through the complaint handling system if there is a problem. So, the assurance of skin must precede the handling of complaints, effective complaint handling system requires several aspects (Haming et al., 2019) (1) apologies to customers for the inconvenience they experience, (2) empathy towards angry customers, (3) speed in handling complaints, (4) fairness or fairness in solving problems or inconveniences, and (5) ease for customers to contact the company in delivering comments, criticisms, suggestions, questions, and complaints. Direct involvement of top management in handling customer complaints is also crucial because it is usual to communicate its commitment to satisfying each customer in real terms. In addition, customer service staff must be carefully selected and monitored to ensure that they are truly customer-oriented. Unconditionally Guarantees. The warranty is an explicit promise delivered by customers to the level of performance they can expect to receive. This warranty helps reduce the risk of purchase by customers, providing signals regarding the quality of products and expressly states that the company is responsible for the products or services it offers. A good warranty must have some unique characteristics, such as (1) unconditionally (not burdened with a variety of regulations, provisions, or exceptions that limit or inhibit the policy of purchase or compensation, (2) specific, (3) realistic, i.e., not bombastic that tend not to be met, (4) means ( covers aspects of service delivery important to customers,(5) expressed in simple and easy-to-understand language (6) is easily realized or billed when it comes to specific compensation or damages. Program

Pay-For-Performance. Customer satisfaction programs are not be implemented without the support of human resources organizations. As the company's spearhead directly interacts with customers and the obligation to satisfy them, employees must also be satisfied with their needs. In other words, total customer satisfaction must also be supported by a real quality reward that associates the performance assessment system and compensation with each employee's contribution in improving quality and improving customer satisfaction.

### 3. Research Method and Materials

#### 3.1. Samples Criteria

This research is qualitative research using a questionnaire to collect the data. Data analysis was performed using the multiple linear regression method. The research time starts from preparation until the completion of writing for one month, beginning in December 2021 to January 2022. The sampling technique in this study will use a combination of incidental sampling methods. Method random sampling is selecting samples based on coincidence; anyone who coincidentally/incidentally meets with researchers can be used as a sample when viewed by people who happen to be encountered, which is suitable as a data source (Ghozali, 2013). The reason researchers use sampling techniques because researchers will only examine and retrieve data based on respondents who are dating at the time of direct research activities. Using other sampling techniques will not fit because based on the information from the Front Office department of Atria Inn Makassar, the number of individual guests who come on the day and the date determined. The type of data source that the author needs in this study is primary data, which is data obtained directly from respondents related to research objects; And secondary data is data and information in the finished form that Hotel Atria Inn Makassar has owned. Such as brief historical data of the company and organizational structure. Data collected from respondents is tabulated. Data processing is done with the SPSS program and adapted to the needs of discussion.

#### 3.2. Measurement

In this study, the Regression Test was used to test hypotheses. Theoretically, there is an influence between independent variables consisting of prices, promotions, and supporting facilities against dependent variables, i.e., customer satisfaction. The relationship between variables can be shown through multiple regression formulas as follows:

$$Y = a + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + e$$

Info:

Y = Consumer Satisfaction

X<sub>1</sub> = Pricing

X<sub>2</sub> = Promotion

X<sub>3</sub> = Supporting facilities

e = Standard error

a = Constant value

β<sub>1</sub> = Regression Coefficient of Pricing Variable

β<sub>2</sub> = Regression Coefficient of Promotion Variable

β<sub>3</sub> = Regression Coefficient of Supporting Facilities Variable

Testing this hypothesis is used to measure the strength of the relationship between two or more variables and shows the direction of the relationship between the dependent variable and the independent variable. The calculation of the statistical hypothesis is said to be statistically significant if H<sub>0</sub> is rejected. Otherwise, it is not substantial if the statistical test results show H<sub>0</sub> (initial hypothesis) is accepted by (Ghozali, 2013). The classical assumption test is a statistical requirement that must be met in multiple linear regression analysis. The classical assumption test used is as follows: 1) The normality test aims to test whether confounding or residual variables have a normal distribution in the

regression model. It is known that the t and F tests assume that the residual value follows a normal distribution. If this assumption is violated, the statistical test will be invalid for a small sample size. There are two ways to detect whether the residuals are normally distributed or not, namely by graph analysis and statistical tests (Ghozali, 2013). The normality test aims to test whether, in the regression model, the confounding variable or residual has a normal distribution. If this assumption is violated, the statistical test becomes invalid for a small sample size (Ghozali (2013). Thus, an indicator of a good regression model is to have normally distributed data. The multicollinearity test aims to determine whether there is a correlation between the independent variables (independent) in the regression model. A good regression model should not correlate with independent variables. To detect the presence of multicollinearity, use the Variance Inflation Factor (VIF) value. Then 5, there is no multicollinearity in the model. The T-test shows how far the influence of an individual explanatory variable explains the variation of the dependent variable. Testing through the t-test is by t arithmetic (th) with t-table at a significant degree of 95% ( $\alpha = 0.05$ ) with two-sided testing.

## 4. Results and Discussion

### 4.1. Descriptive Analysis

Demographically, data from this study shows that out of 100 respondents, the most frequency can be seen in the age range of 31 - 35 because when this research was conducted, most hotel guests are groups of domestic tourists who travel simultaneously in a package tour. The domestic tourists are between 31 - 35 years old. Dari 100 respondents and the majority of respondents are male. Most respondents are dominated by domestic guests who have business or tourism activities in several places in Makassar, and the majority of those guests are men. The characteristics of respondents based on the level of education showed that out of 100 respondents, most respondents were educated bachelor(S1); hotel guests staying at Atria Inn have business affairs and are average business people and domestic tourists. The average businessman and tourist fill out the Undergraduate education field listed on the research questionnaire. The grouping of respondents by profession/job shows that the profession of 100 respondents is the majority of self-employed who have business affairs in Makassar. The description of each variable in this study, namely price, promotion, and supporting facilities can be seen in the table as follows:

**Table 1: Description of Research Variables**

Descriptive Statistics					
	n	Minimum	Maximum	Mean	Std. Deviation
Price	100	15	25	20,40	2,132
Promotion	100	17	29	24,36	2,525
Supporting Facilities	100	15	25	19,87	2,135
Customer Satisfaction	100	20	29	25,14	1,837
Valid N (Listwise)	100				

- Pricing. From the table 1, with the number of 100 respondents, the minimum value is 15, the maximum is 25, and the mean value is 20.40. The statement indicator is heading towards the maximum; the Likert scale consists of 5, 4, 3, 2, 1, then the number of statements on the price questionnaire (X1) consists of 5 items. Furthermore, if multiplied by the highest number in the Likert scale ( $5 \times 5 = 15$ ), the maximum value is 15. Furthermore, it is known that the middle value (mean statistic) in the statistical description above shows 20.40, which means heading towards the maximum (20). It can be concluded that indicators or statements about prices can be assessed well and used as a benchmark or a descriptor.
- Promotion. From the table above, with 100 respondents, the minimum value is 17, the maximum is 29, and the mean value is 24.36. The statement indicator is heading towards the maximum; the Likert scale consists of 5, 4, 3, 2, 1, then the number of statements on the promotional

questionnaire consists of 6 items. Furthermore, if multiplied by the highest number in the Likert scale ( $6 \times 5 = 30$ ), the maximum value is 30. Furthermore, it is known that the middle value (mean statistic) in the statistical description above shows 24.36, which means heading towards the maximum (30). It can be concluded that indicators or statements regarding promotions can be considered reasonable and used as a benchmark or explanation.

- c) Supporting Facilities. From the table above, with 100 respondents, the minimum value is 15, the maximum is 25, and the mean value is 19.87. The statement indicator is heading towards the maximum; the Likert scale consists of 5, 4, 3, 2, 1, then the number of statements in the supporting facility consists of 5 items. Furthermore, if multiplied by the highest number in the Likert scale ( $5 \times 5 = 30$ ), the maximum value is obtained. Furthermore, it is known that the middle value (mean statistic) in the statistical description above shows 19.87, which means heading towards the maximum (25). It can be concluded that indicators or statements regarding supporting facilities are considered reasonable and used as a benchmark or explanation.
- d) Customer Satisfaction. From the table above, with 100 respondents, the minimum value is 20, the maximum is 29, and the mean value is 25.14. The statement indicator is heading towards the maximum; the Likert scale consists of 5, 4, 3, 2, 1, then the number of statements on the customer satisfaction questionnaire consists of 6 items. Furthermore, if multiplied by the highest number ( $6 \times 5$ ), the maximum value is 30. So, it can be concluded that the static description of the respondent's answers about customer satisfaction towards the maximum direction, which means the statement about customer satisfaction is considered good and can be used as a benchmark or explanation.

#### 4.2. Data Analysis

Validity should be done on each indicator statement. Where  $r\text{-table} = 0.199$  obtained from the formula  $df = n - k$  or  $df = 100 - 4 = 96$  and with a significance level of 0.05. If  $r\text{-calculates} > r\text{-table}$ , then the indicator is said to be valid. The test results are obtained as follows:

**Table 2: Validity Test Results**

Variable	Indicator	r-Calculate	r-Table	Information
Price (X1)	Item 1	0,752	0,199	Valid
	Item 2	0,793	0,199	Valid
	Item 3	0,763	0,199	Valid
	Item 4	0,687	0,199	Valid
	Item 5	0,507	0,199	Valid
Promotions (X2)	Item 6	0,630	0,199	Valid
	Item 7	0,770	0,199	Valid
	Item 8	0,711	0,199	Valid
	Item 9	0,785	0,199	Valid
	Item 10	0,669	0,199	Valid
	Item 11	0,385	0,199	Valid
Supporting Facilities (X3)	Item 12	0,673	0,199	Valid
	Item 13	0,725	0,199	Valid
	Item 14	0,826	0,199	Valid
	Item 15	0,823	0,199	Valid
	Item 16	0,677	0,199	Valid
Customer Satisfaction (Y)	Item 17	0,675	0,199	Valid
	Item 18	0,634	0,199	Valid
	Item 19	0,643	0,199	Valid
	Item 20	0,743	0,199	Valid
	Item 21	0,696	0,199	Valid
	Item 22	0,530	0,199	Valid

The reliability decision-making is determined by comparing Cronbach's alpha value with a value of 0.6. If Cronbach's alpha  $> 0.6$ , then the questionnaire items used are declared reliable or consistent;

otherwise, if the alpha value is smaller than the r-table, then the items used are inconsistent or inconsistent.

**Table 3: Reliability Test Results**

Variable	Cronbach's Alpha	Limit Value	Information
Price (X1)	0,748	0,6	Accepted /Reliable
Promotions (X2)	0,743	0,6	Accepted /Reliable
Supporting Facilities (X3)	0,799	0,6	Accepted /Reliable
Customer Satisfaction (Y)	0,717	0,6	Accepted/ Reliable

From the table 3 it is known that each of the values of Cronbach's alpha variable above is above 0.6, it can be concluded that all variables in this study are reliable or acceptable. This analysis is used to determine the relationship between independent variables and dependent variables, whether each independent variable is positive or negative, and to predict the value of dependent variables if the value of the independent variable increases or decreases. The results of data processing using IMB SPSS 25 are as follows:

**Table 4: Multiple Linear Regression Analysis Results**

Variable	Regression Coefficient	T Calculate	Significant	Information
Price (X1)	0,377	6,078	0,000	Significant
Promotions (X2)	0,249	5,217	0,000	Significant
Supporting Facilities (X3)	0,252	4,152	0,000	
Constant	6,371	4,152	0,000	Significant
F	50,898			
Prob F			0,000	
R			0,784	
R-square			0,614	

The table 4 explains that the constant value (a) is 6,371, then the value of the price regression coefficient is 0.377, the promotional regression coefficient value is 0.249, the supporting facility coefficient value is 0.252. Based on the coefficient value can be written multiple linear regression equations as follows:

$$Y = 5.777 + 0,377 X1 + 0,249 X2 + 0,252 X3 + e$$

Based on the above results, the equation can be translated in the following way: SPSS

- The constant of 5,777 states that if the value of variable price, promotion, and supporting facilities (0), customer satisfaction is 6,371.
- Coefficient of regression X1 of 0.377 - if the value of variable price increases by 1, it will impact customer satisfaction by 0.377.
- The coefficient of regression X2 of 0.249 means – if the value of the promotion variable increases by 1, it will impact customer satisfaction by 0.249.
- Coefficient of regression X3 of 0.252 means – if the value of the supporting facilities variable increases by 1, it will impact the increase in customer satisfaction by 0.252.

Based on the results of the table, it can be explained as follows:

- Partial Effect of Pricing on Customer Satisfaction. The calculation partially obtained the value of t-calculate 6,078 more significant than the t table 1,984, and the sig value is less than 0.05 (0.000 < 0.05); this suggests that pricing has a positive and significant influence in partial hypothesis testing of customer satisfaction and means the hypothesis is accepted.
- Partial Effect of Promotions on Customer Satisfaction. The calculation partially obtained the calculated t value 5,217, more significant than the t table 1,984. The sig value is less than 0.05 (0.000 < 0.05). This result suggests that promotions have a positive and significant influence in partial hypothesis testing of customer satisfaction, and mean hypotheses are accepted.

- c) Partial Effect of Supporting Facilities on Customer Satisfaction. The calculation partially obtained the calculated t-value of 4,152 more significant than the t table 1,984, and the sig value is less than 0.05 ( $0.000 < 0.05$ ). This result suggests that promotions have a positive and significant influence in partial hypothesis testing of consumer loyalty, and mean hypotheses are accepted.

Partial testing (t-test) is used to determine whether independent variables (price, promotion, and supporting facilities) partially affect dependent variables (customer satisfaction). Partial test table as in the table below:

**Table 5: Partial Test Result (T-Test)**

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig-Value
		B	Std. Error	Beta		
1	(Constant)	6,371	1,547		4,119	,000
	price	,377	,062	,437	6,078	,000
	promotion	,249	,048	,342	5,217	,000
	Supporting Facilities	,252	,061	,293	4,152	,000

a. Dependent Variable: Customer Satisfaction

Simultaneous Test (F-Test); F-test was conducted to determine the influence of free variables (independent), namely price, promotion, and supporting facilities, on customer satisfaction. Here can be seen the table below about simultaneous testing:

**Table 6: Simultaneous Test Results (F-Test)**

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sign-Value
1	Regression	205,095	3	68,365	50,898	,000 <sup>b</sup>
	Residual	128,945	96	1,343		
	Total	334,040	99			

a. Dependent Variable: Customer Satisfaction  
 b. Predictors: (Constant), Supporting Facilities, Promotions, Prices

Based on simultaneous calculations obtained an F count of 50,898 and a value F of 0.000. Thus, H0 is rejected, and H1 is accepted because the probability of F is less than the significance level ( $0.000 < 0.05$ ), and the calculated F is greater than the table F ( $50,898 > 2.69$ ). So, it can be concluded that there is a positive and significant influence of independent variables consisting of price, promotion, and supporting facilities on customer satisfaction.

**4.3. Discussion**

The results of this study showed there was a partial and simultaneous positive and significant influence between independent variables on dependent variables. Partial testing is known that independent variables consisting of price, promotion, and supporting facilities have a positive and significant effect on dependent variables (customer satisfaction). It is said to have a positive effect because the t-value of the calculation > t-table is significant. After all, the significance level of all independent variables is smaller than 0.05. Furthermore, simultaneous testing shows the f-calculated > f-estimated and the significance value < 0.05. Therefore, furthermore, it can be concluded that simultaneous testing has a positive and significant effect. Moreover, lastly coefficient of determination testing, determination testing is used to determine the ability of independent variables to explain how much they affect dependent variables. It is known that the r square value is 0.614, which means that independent variables have a strong enough influence on dependent variables. This research is in line with research conducted by Bacile et al. (2018). The results of this study explains that there is an

influence of location, promotion, and service on customer satisfaction. Together, there is an influence on the location, promotion, and service on customer. Furthermore, this research is also in line with research conducted by Sandvik & Sandvik, (2003) this study explains that there are positive and significant influences of service, location, promotion, and price on customer satisfaction in New Metro Semarang hotels both partially and simultaneously.

## 5. Conclusion

Based on the study results, the conclusions in this study are as follows: (1) Prices have a positive and significant effect on customer satisfaction at Hotel Atria Inn Makassar. (2) Promotions have a positive and significant effect on customer satisfaction at Hotel Atria Inn Makassar. (3) Facilities have a positive and significant effect on customer satisfaction at Hotel Atria Inn Makassar. (4) Prices, promotions, and Facilities positively affect partially and simultaneously Customer Satisfaction at Hotel Atria Inn Makassar.

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