THE INFLUENCE OF PRICE, PROMOTION, LOCATION, AND SERVICESCAPE ON COSTUMER SATISFACTION IN PEKANBARU HOLIDAY HOTEL

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Abstract

The rapid growth in the service sector in this globalization era has caused intense competition in the service sector. Hotel is a company engaged in services which is currently experiencing quite rapid growth. The problem that arises in this study is the instability of the number of Holiday Hotel visitors in recent years. This study aims to determine the effect of price, promotion, location, and servicescape on customer satisfaction on Holiday Hotels. The study population was all Holiday Hotel consumers with a total sample of 150 respondents. The analysis technique used is to use multiple linear regression analysis method using the t test and F test for hypothesis testing. The results of the study stated that the variable price, promotion, and servicescape had a significant positive effect on customer satisfaction, in contrast to location variables that did not significantly influence customer satisfaction.

Keywords: Price, Promotion, Location, Servicescape and Customer Satisfaction

1.0 INTRODUCTION

In this era of globalization, the business world is growing so rapidly that it covers almost all business fields, including the service sector. With the issuance of a policy package from President Number 15 dated April 1, 1983, regarding policies that focus on the tourism development sector, automatically the business world, especially industries engaged in services, is growing rapidly. Supported by natural factors and the diversity of customs that exist in Indonesia, businesses engaged in services have high growth potential. Local companies as hosts are increasingly required to recognize consumer behavior and then adjust the company's capabilities to their needs. Companies that want to survive must have more value that makes the company different from other companies. The added value offered will further provide stability to prospective customers to transact or encourage old consumers to transact again.

The hotel industry is a service industry that combines products and services. The design of buildings, interior, and exterior of hotel rooms and restaurants, the atmosphere created in hotel rooms, restaurants, and food and beverages sold along with all existing facilities are examples of products sold. the services that are sold are the hospitality and skills of hotel staff/employees in serving their customers.

The development of the hospitality industry has increased in recent years, giving rise to very tight competition in the hospitality industry. Each company competes to offer various facilities, service quality, and optimal presentation to provide added value to the services it offers. These efforts are made so that hotels can survive in the midst of competition and remain the main choice for consumers. The first hotel in Indonesia, which was inaugurated by Indonesia's first president Soekarno on August 5, 1962, has become a historical landmark that seems to welcome everyone who comes to Jakarta. President Soekarno stated that Indonesian hotels opened their doors widely for tourism development and to show the face of Indonesia in the eyes of the world.

Hotel competition in Indonesia is currently very tight, especially in Pekanbaru City. As an industrial and trade area, Pekanbaru City is also being developed as a tourist destination. Based on data obtained from the Pekanbaru City BPS, there were 211 hotels/accommodations in Pekanbaru City in 2018, an increase compared to 2017 which was 187 hotels/accommodations. One of the hotels in Pekanbaru is Hotel Holiday which is located on Jalan Tanjung Datuk, Komplek Mahkota, and started operating in 2003. The concept of a hotel that was built with a unique and attractive design as well as complete facilities makes Hotel Holiday an alternative hotel to stay that attracts many visitors. . The following will show data on sales of Holiday Hotel rooms in the last few years:

Table 1. Holiday Hotel Visitor Data for 2017-2019

	Room Sales		
	2017	2018	2019
Total	10.375	11.701	10.980
Growth	-	12,80%	(6,20%)

Source: Hotel Holiday, 2020

Based on the table above, it can be seen that the number of rooms sold in 2018 increased by 12.80% compared to the previous year. However, in 2019, room sales decreased by 6.20%. Seeing this condition, the hotel must determine the right marketing strategy to attract the number of hotel visitors.

Price is a reflection for consumers in determining the product or service to be purchased and consumed. If the price offered by the company is in accordance with the benefits received by consumers, it will create consumers who are satisfied with the products or services offered by the company. Research, Setyo (2017) states that price has a significant effect, the results of the study are in line with research conducted by Gulla et al. (2015), while research by Rondonowu (2013) states that price has no significant effect on customer satisfaction.

Promotion is an activity aimed at influencing consumers so that they can become acquainted with the products offered by the company to them and then they become happy and then buy the product. Lasander's research (2013) states that promotion has a significant effect on customer satisfaction, the results of this study are in line with the research of Tjahjaningsih (2013), and Hadita (2019).

Location is a determination of the place of business to carry out business activities, or operational activities, and to distribute goods or services that are part of its business activities to consumers. Research conducted by Firdiyansyah (2017) states that location has a positive effect on customer satisfaction, this result is in line with the results of research by Harminingtayas (2012). While the research of Wariki et al. (2015) stated that location has a negative and insignificant effect on customer satisfaction.

The servicescape is the external appearance of the organization and is important for creating a first impression or building expectations for customers. The better the service provided by the company to consumers will encourage increased customer satisfaction with the company. Research by Pratama & Setyorini (2015) states that servicescape has a positive and significant effect on customer satisfaction, in line with the results of research by Manoppo (2013), Putri et al. (2018), and Setiady et al. (2015).

The purposes of this study are: (1) To analyze the effect of price on customer satisfaction at Hotel Holiday Pekanbaru. (2) To analyze the effect of promotion on customer satisfaction at Hotel Holiday Pekanbaru. (3) To analyze the influence of location on customer satisfaction at Hotel Holiday Pekanbaru. (4) To analyze the effect of servicescape on customer satisfaction at Hotel Holiday Pekanbaru.

2.0 LITERATURE REVIEW

Price

Kotler & Keller (2012) state that a price is a number of values that are exchanged by consumers for the benefits of having or services whose value is determined by the buyer and seller through bargaining, or is set by the seller for the same price to all buyers. According to Hasan (2013) states Prices are all forms of monetary costs sacrificed by consumers to obtain, own, and utilize a number of combinations of goods and services from a product.

From the above definition, it can be concluded that price is the value of an item or service as measured by the amount of money spent by buyers to get a number of combinations of goods or services and their services. In marketing, price is the main problem faced by marketing executives, because prices can change quickly and the competition continues.

According to Setyo (2017) price indicators are (1) Price affordability. (2) Price match with quality. (3) Price Competitiveness. (4) Discounts.

Promotion

According to Sukirno & Poerwanto (2014), Promotion is an expression in a broad sense of activities that are effectively carried out by companies (sellers) to encourage consumers to buy products or services offered. According to Tjiptono (2010) promotion is a marketing activity that seeks to disseminate information, influencing, persuading, or reminding the target market of the company and its products to be willing to accept, buy and be loyal to the products offered by the company concerned.

From the above definition, it can be concluded that promotion is an activity carried out by a company to introduce a product or service to consumers, either directly or indirectly, such as print media and social media. Everyone who does the promotion must have a goal to be achieved.

According to Kotler & Armstrong (2012), promotion indicators are (1) Advertising (advertising). (2) Sales promotion (sales promotion). (3) Personal selling (personal selling), (4) Public relations (public relations). (5) Direct marketing (direct sales).

Location

Location is the place where the company should be headquartered and conduct operations. So the location here is a place where a type of business or line of business will be implemented, Lupiyoadi (2013). In establishing a company, location selection is very considered. Because location selection is an important competitive factor in attracting consumers or customers.

From the above definition, it can be concluded that location is a company's decision to determine the place of business, carry out business activities, or operational activities, and distribute goods or services that become its business activities to consumers.

According to Tjiptono (2014), the location indicators are (1) Expansion. (2) Environment. (3) Competition. (4) Government regulations.

Servicescape

According to Ruki (2011), servicescapes are several human senses that are used as a response tool and provide information about the surrounding environment that is felt by humans. According Lovelock et al (2011) state that servicescape is a style and physical appearance and other experience elements encountered by customers at the service delivery point.

From the above definition, it can be concluded that the servicescape is a physical environment that includes services at an interior facility or an exterior facility. Interior facilities can be seen from the company's internal appearance such as the living room, while the exterior can be seen from the company's external buildings such as parking lot placement.

According to Lovelock & Wirtz (2011), servicescape indicators are (1) Ambient Condition. (2) The layout of the space and its function. (3) Symbols.

Customer Satisfaction

According to Kotler & Keller (2012) satisfaction is a person's feeling of satisfaction or disappointment resulting from a comparison of product performance or results with expectations.

Indicators of customer satisfaction according to Irawan (2008) are: (1) Feeling satisfied. (2) Always buy the product. (3) Would recommend it to others. (4) Fulfillment of customer expectations after purchasing the product.

Relationship Between Variables and Hypotheses

A hypothesis is a provisional conjecture whose truth remains to be tested. The hypotheses developed in this study based on the literature review and previous research that have been described are as follows:

The Effect of Price on Customer Satisfaction

Research conducted by Gulla et al. (2015) stated that price has a significant effect on customer satisfaction. The results of this study are in line with research conducted by Setyo (2017).

H1: Price has an effect on Customer Satisfaction at Hotel Holiday Pekanbaru.

The Effect of Promotion on Customer Satisfaction

Research conducted by Hadita (2019), shows that promotions have an effect on customer satisfaction. The results of this study are in line with research conducted by Lasander (2013) and Tjahjaningsih (2013).

H2: Promotion has an effect on Customer Satisfaction at Hotel Holiday Pekanbaru

The Effect of Location on Customer Satisfaction

In a study conducted by Wariki et al. (2015) shows that location has a significant effect on customer satisfaction. The results of this study are in line with research conducted by Harminingtayas (2012).

H3: Location affects customer satisfaction at Hotel Holiday Pekanbaru

The Effect of Servicescape on Customer Satisfaction

The research conducted by Manoppo (2013) showed that servicescape had a positive effect on customer satisfaction. The results of this study are in line with research conducted by Pratama & Setyorini (2015), Putri et al. (2018), and Setiady et al. (2015).

H4: Servicescape has an effect on Customer Satisfaction at Hotel Holiday Pekanbaru.

Framework

Based on the explanation that has been described previously, the related variables in this study can be made a framework of thought as follows:
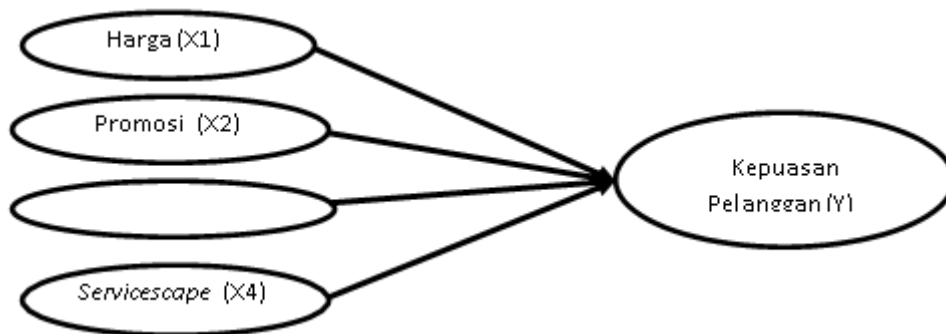
Source: Processed Data, 2021
Figure 1. Research Framework

3.0 METHODOLOGY

Population and Research Sample

According to Sugiyono (2010) population is a generalization area consisting of objects or subjects that have certain qualities and characteristics that are determined by researchers to be studied and then drawn conclusions. The population used in this study were all customers who stayed at Hotel Holiday Pekanbaru.

The number of samples in this study was determined based on Roscoe in Sugiyono (2012) because the total population is not known with certainty. Therefore, Roscoe's opinion is used to facilitate the number of samples which states that: (1) The minimum sample size in the study is 30 samples with 500. (2) If the sample is divided into categories, then the number of sample members in each category is at least 30. (3) If the research will use multivariate analysis such as correlation or multiple regression, then the number of sample members is at least 10 times the number of variables to be studied. studied in this way, because the total variables to be studied in this study are 5 variables, consisting of 4 independent variables and 1 dependent variable. Then the number of respondents was obtained through the calculation of 30 x 5 variables = 150 respondents. The sampling technique used is accidental sampling, that is, anyone who happens to meet the researcher can be used as a sample. Practically, data collection is done by distributing questionnaires to 150 respondents.

Variable Operational Definition

The variables studied in this study consisted of independent variables and dependent variables. The independent variable that became X was the factor that influenced customer satisfaction consisting of Price, Promotion, Location, and Servicescape. Meanwhile, the Dependent Variable/Y Variable was Customer Satisfaction. Operational variables are defined through the following table illustration:

Table 2. Operational Definition of Research Variables

Variable	Definition	Indicator	Scale
Price (X1)	Price is the value of an item or service as measured by the amount of money spent by the buyer to obtain a number of combinations of goods or services and their services.	a) Price affordability b) Price according to quality c) Price competitiveness d) Discounts Setyo (2017)	Interval
Promotion (X2)	Promotion is an activity that is not only a means of communication between companies and consumers, but also a tool to influence consumers in purchasing activities.	a) Advertising b) Sales promotion c) Personal selling d) Public relations e) Direct marketing Kotler & Armstrong (2012)	Interval
Location (X3)	Location is a company's decision to determine the place of business, carry out business activities, or operational activities, and distribute goods or services that are part of its business activities to consumers.	a) Expantion b) Environment c) Competition d) Government regulations Tjiptono (2014)	Interval
Servicescape (X4)	Servicescape is a physical environment that includes services	a) Ambient Condition b) The layout of the room and its function	

	at an interior facility or an exterior facility. Interior facilities can be seen from the inside view such as the living room while the exterior can be seen from the outside building such as a parking lot.	c) Symbol Lovelock & Wirtz (2011)	Interval
Customer satisfaction (Y1)	Customer satisfaction is a person's feelings of pleasure or disappointment and is a comparative assessment that arises after comparing perceptions of the performance of a product.	a) Feeling satisfied b) Always buy products c) Recommend to others d) Fulfillment of customer expectations after purchasing the product Irawan (2008)	Interval

Source: Processed data, 2020

Data Collection Technique

Data collection techniques used in this study were interviews and questionnaires (Primary Data). Questionnaires, in the form of a written list given to customers who were the sample in this study and interviews, which were conducted directly to respondents, namely customers related to the problems studied to obtain primary data needed in this study.

Data Analysis Method
Validity Test

A validity test is used to determine whether a questionnaire is valid or not. A questionnaire is said to be valid or valid if the questions on the questionnaire are able to reveal something that will be measured by the questionnaire.

According to Ghozali (2011), the validity test can be done by comparing the r count (corrected item-total correlation table) with the r table (Product Moment table with a significant 0.05) for the degree of freedom (df) = n-2. A questionnaire is declared valid if r count > r table.

Reliability Test

Narimawati (2010) suggests that "reliability is a characteristic of means concerned with accuracy precision and consistency." Based on the above definition, reliability can be defined as a characteristic related to accuracy, precision, and consistency.

The requirements for the research instrument can be said to be reliable by using Cronbach's Alpha if the reliability coefficient (r) > 0.6. Siregar (2013). To test the reliability of the instrument that will be used in this study, the Alpha coefficient formula is used because the scores on the instrument items are graded scores, which are between 1 to 5 using Chronbach's Alpha formula.

Classic Assumption Test
Autocorrelation Test

Aims to test whether in a multiple linear regression model there is a correlation between residuals in period t and residuals in period t-1 (previous). A good regression model is a regression that is free from autocorrelation.

Normality Test

The normality test aims to determine whether or not a data distribution is normal. Basically, the normality test is a comparison between the data we have and data with a normal distribution that has the same mean and standard deviation as our data. The normality test is important because one of the requirements for the parametric-test test (parametric test) is that the data must have a normal distribution (or have a normal distribution) Sarjono & Winda (2011).

According to Ghozali (2011), the normality test aims to test whether, in the regression model, the confounding or residual variables have a normal distribution. 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 becomes invalid for a small sample size. There are two ways to detect whether the residuals are normally distributed or not, namely by graphical analysis and statistical tests. To test whether the data is normally distributed or not, the Kolmogorov-Smirnov Test was performed statistically. The residual is normally distributed if it has a significance value > 0.05.

Multicollinearity Assumption Test

Husein (2011) defines the multicollinearity test as follows: multicollinearity is to determine whether the regression model found a correlation between independent variables.

If there is a correlation, there is a multicollinearity problem that must be overcome. Multicollinearity means that there is a strong relationship between some or all of the independent variables in the regression model. If

there is multicollinearity, the regression coefficient becomes indeterminate, the error rate becomes very large and is usually marked by a very large coefficient of determination, but in Pearson's test of the regression coefficient, there is none or if there is very little significant regression coefficient.

Heteroscedasticity Test

The heteroscedasticity test is to determine whether in the regression model there is a similarity of variables (homoscedasticity) from one residual to another observation, if this assumption is not met, then heteroscedasticity occurs. The heteroscedasticity test can be done using the scatter plot method by plotting the ZPRED value (prediction value) with SRESID (residual value). A good model is obtained if there is no certain pattern on the graph, such as gathering in the middle, narrowing then widening, or conversely widening then narrowing. The statistical test that can be used is the Glejser test.

Husein (2011) defines the heteroscedasticity test as follows: heteroscedasticity is carried out to find out whether in a regression model there is an inequality of variance from the residual of one observation to another observation.

Hypothesis Testing
Simultant Test (Uji F)

To simultaneously test whether there is a relationship between the independent variable (X) and the dependent variable (Y), the test is carried out using the F statistical test with the following steps: (1) Formulating the hypothesis H0: 1, 2, 3,β4 = 0, Price, Promotion, Location, and Servicescape have no significant effect on Customer Satisfaction. Ha: 1, 2, 3, β4 0, Price, Promotion, Location, and Servicescape simultaneously have an effect on Customer Satisfaction. (2) Determine the significance value of 1%, 5%, 10%, and degrees of freedom (dk2 = k; n-k–1), to determine the F table area as the boundary of the acceptance and rejection area. (3) Comparing the value of F table and F count with hypothesis criteria, namely: F count F table, then H0 is rejected, meaning that it is significant F count > F table, then Ho is accepted, meaning that it is not significant.

Coefficient of Determination Test (R2)

According to Ghozali (2011), the coefficient of determination (R2) essentially measures how far the model's ability to explain variations in the dependent variable is. The value of the coefficient of determination is between zero and one. A small value of R2 means the ability of the independent variables to explain the variation of the dependent variable is very limited. A value close to one means that the independent variables provide almost all the information needed to predict the variation of the dependent variable.

Multiple Linear Regression Test

To see how big the influence of price, promotion, location, and servicescape variables on customer satisfaction, multiple linear regression analysis is used which is useful for expressing the relationship between the quality of the independent variable and the dependent variable and estimating the value of the dependent variable based on the value of the independent variable. The multiple linear regression analysis equation model for this research is as follows: $Y = a + \beta_1X_1 + \beta_2X_2 + \beta_3X_3 + \beta_4X_4 + \varepsilon$. Where: Y= Consumer satisfaction, a = Constant, 1 2 3 β4= Regression coefficient to be estimated, X1 = Price, X2 = Promotion, X3 = Location, X4 = Servicescape, ε = Terms of error.

Partial Test (Uji T)

To find out the effect between the dependent variable and the independent variable partially, it will be known how the effect of the dependent variable and the independent variable is partial. This analysis uses the level of confidence (1-α) and degrees of freedom to determine the critical value. The test is done by comparing the calculated t value and the t table value or looking at the respective P values so that it can be determined whether the hypothesis that has been made is significant. The hypothesis uses a one-tailed statistical test (one tail). The criteria for accepting or rejecting the hypothesis are as follows: (1) There is a partial effect of the independent variable on the dependent variable if t count> t table or P value < α. (2) There is no partial effect of the independent variable on the dependent variable if t count < t table or P value > α.

4.0 RESULTS AND DISCUSSION
Characteristics of Respondents

Table 3. Characteristics of Respondents

Demography	Category	Frequency	(%)
Gender	Male	86	57%
	Female	64	43%
Last Education	Junior High School (JHS)	28	19%
	Senior High School (SHS)	82	54%
	Others	40	27%

Demography	Category	Frequency	(%)
Job	Not yet working	19	13%
	Student	20	13%
	Government employees	10	7%
	Private employees	33	22%
	Self-employed	52	35%
	Housewife	16	11%
Monthly Income	Under 1.500.000	29	19%
	1.500.001 – 2.500.000	28	19%
	2.500.001 – 3.500.000	83	55%
	3.500.001 – 4.500.000	10	7%
Reasons to Stay	Service	34	23%
	Business	49	33%
	Holiday	30	20%
	Others	17	11%
	Visiting Family	20	13%
Length of Stay	1 day	18	12%
	2 days	38	25%
	3 days	40	27%
	4 days	21	14%
	5 days	28	19%
	6 days	5	3%

Source: Excel Processed Data, 2020

Based on the table above, the characteristics of respondents based on gender consist of 57% male and 43% female. The number of male respondents who are more than female respondents is a coincidental factor because, at the time of distributing the questionnaire, the respondents who participated were more male respondents.

Meanwhile, in the last education group, JHS was 19%, then SHS was 54%, and the last education was 27%. The respondents for characteristics based on work were 19 people or 13% not working, 20 people or 13% students, 10 people or 7% civil servants, 33 people or 22% private employees, 52 people or 35% self-employed, and 16 people or 11% as housewives. For the characteristics of respondents based on monthly income as many as 29 people or 19% earning below 1,500,000, 28 people or 19% earning 1,500,001-2,500,000, 83 people or 55% earning 2,500,001-3,500,000, and 10 people or 7% earn 3,500,001-4,500,000.

Of the respondents for characteristics based on reasons for staying as many as 34 people or 23% for service, 49 people or 33% for business, 30 people or 20% for vacation, 17 people for other reasons, and 20 people or 13% for visiting family. Respondents for characteristics based on length of stay showed that the length of the consumer was more dominant at 3 days with a total of 40 people or 27%.

Influence Level Analysis
Price
Of all the indicators, the highest average value is 4.12, meaning that the price of holiday hotel rooms is not too expensive and the lowest average value is 4.03, meaning that holiday hotels do not always provide attractive discounts. The average score of all these variables is 4.08 which indicates that the price variable is a variable that is considered good by the respondents in this study.

Promotion
Of all the indicators, the highest average value is 4.10, meaning that employees make offers directly to consumers during certain events and the lowest average value is 3.95, meaning that holiday hotels do not intensely run advertisements through electronic media. , hotel holiday billboards have not been installed in strategic locations, and holiday hotels are rarely promoted through mass media. The average score of all these variables is 4.01 which indicates that the promotion variable is a variable that is considered good by the respondents in this study.

Location
Of all the indicators that have the highest average value of 4.05, meaning the location of the holiday hotel is strategic and close to shopping centers. And the lowest average value is 3.85, meaning that the holiday hotel does

not have vacant land to be used for hotel expansion in the future. The average score of all these variables is 3.96 which indicates that the trust variable is a variable that is considered good by the respondents in this study.

Servicescape
Of all the indicators, the highest average value is 4.24, meaning that the air quality in holiday hotels is fresh and the lowest average value is 4.03, meaning that the wall decorations and holiday hotel decorations are less attractive and innovative. The average score of all these variables is 4.19 which indicates that the Servicescape variable is a variable that is considered good by the respondents in this study.

Instrument Test
Validity and Reliability Test
The results of testing the validity of the data collection instruments in this study can be seen in the tables below.

Table 4. Test the Validity of Price Variables

Variable	Indicator	Validity	CITC	Information
	X1.1	0.430	0.3	Valid
	X1.2	0.446	0.3	Valid
	X1.3	0.884	0.3	Valid
	X1.4	0.773	0.3	Valid
	X1.5	0.496	0.3	Valid
	X1.6	0.450	0.3	Valid
Price (X1)	X1.7	0.899	0.3	Valid
	X1.8	0.883	0.3	Valid
	X1.9	0.865	0.3	Valid
	X1.10	0.871	0.3	Valid
	X1.11	0.694	0.3	Valid
	X1.12	0.702	0.3	Valid
CA		0,932		Reliable

Data Source: Processed SPSS, 2020

Based on the table above, shows that all statement items for the price variable (X1) have an r count value greater than 0.3. Thus, it means that the statement item on the price variable (X1) is valid for further testing. The alpha coefficient has a value of 0.932 which is greater than 0.6 so it can be said to be reliable for further testing.

Table 5. Promotional Variable Validity Test

Variable	Indicator	Validity	CITC	Information
	X2.1	0.752	0.3	Valid
	X2.2	0.713	0.3	Valid
	X2.3	0.724	0.3	Valid
	X2.4	0.729	0.3	Valid
	X2.5	0.646	0.3	Valid
	X2.6	0.723	0.3	Valid
	X2.7	0.741	0.3	Valid
Promotion (X2)	X2.8	0.759	0.3	Valid
	X2.9	0.711	0.3	Valid
	X2.10	0.719	0.3	Valid
	X2.11	0.748	0.3	Valid
	X2.12	0.620	0.3	Valid
	X2.13	0.700	0.3	Valid
	X2.14	0.699	0.3	Valid
	X2.15	0.669	0.3	Valid
CA		0.945		Reliable

Data Source: Processed SPSS, 2020

Based on the table above, shows that all statement items for the promotion variable (X2) have an r count value greater than 0.3. Thus, it means that the statement item on the promotion variable (X2) is valid for further

testing. The alpha coefficient has a value of 0.945 which is greater than 0.6 so it can be said to be reliable for further testing.

Table 6. Test the Validity of Location Variables

Variable	Indicator	Validity	CITC	Information
	X3.1	0.379	0.3	Valid
	X3.2	0.565	0.3	Valid
	X3.3	0.695	0.3	Valid
	X3.4	0.595	0.3	Valid
	X3.5	0.620	0.3	Valid
Location (X3)	X3.6	0.767	0.3	Valid
	X3.7	0.425	0.3	Valid
	X3.8	0.639	0.3	Valid
	X3.9	0.672	0.3	Valid
	X3.10	0.595	0.3	Valid
	X3.11	0.374	0.3	Valid
	X3.12	0.719	0.3	Valid
CA		0.884		Reliable

Data Source: SPSS Processed, 2020

Based on the table above, shows that all statement items for the location variable (X3) have an r count value greater than 0.3. Thus, it means that the statement item on the location variable (X3) is valid for further testing. The alpha coefficient has a value of 0.884 which is greater than 0.6 so it can be said to be reliable for further testing.

Table 7. Servicescape Variable Validity Test

Variable	Indicator	Validity	CITC	Information
	X4.1	0.707	0.3	Valid
	X4.2	0.645	0.3	Valid
	X4.3	0.794	0.3	Valid
	X4.4	0.769	0.3	Valid
Servicescape (X4)	X4.5	0.772	0.3	Valid
	X4.6	0.665	0.3	Valid
	X4.7	0.658	0.3	Valid
	X4.8	0.622	0.3	Valid
	X4.9	0.598	0.3	Valid
	X4.10	0.500	0.3	Valid

Data Source: Processed SPSS, 2020

Based on the table above, shows that all statement items for the servicescape variable (X4) have a calculated r value greater than 0.3. Thus, it means that the statement item in the servicescape variable (X4) is valid for further testing. The alpha coefficient has a value of 0.909 which is greater than 0.6 so it can be said to be reliable for further testing.

Table 8. Customer Satisfaction Variables

Variable	Indicator	Validity	CITC	Information
	Y1	0.518	0.3	Valid
	Y2	0.361	0.3	Valid
	Y3	0.495	0.3	Valid
	Y4	0.586	0.3	Valid
	Y5	0.730	0.3	Valid
Customer Satisfaction(Y)	Y6	0.461	0.3	Valid
	Y7	0.524	0.3	Valid
	Y8	0.559	0.3	Valid
	Y9	0.682	0.3	Valid
	Y10	0.342	0.3	Valid
	Y11	0.388	0.3	Valid
	Y12	0.518	0.3	Valid
CA		0.843		Reliable

Data Source: Processed SPSS, 2020

Based on the table above, shows that all statement items for the customer satisfaction variable (Y) have an r value greater than 0.3. Thus, it means that the statement item on the consumer satisfaction variable (Y) is valid for further testing. The alpha coefficient has a value of 0.843 which is greater than 0.6 so it can be said to be reliable for further testing.

Classic Assumption Test
Autocorrelation Test
The autocorrelation test is used to determine whether there is a deviation from the classical assumption of autocorrelation, namely the correlation that occurs between the residuals in observation with other observations in the regression model.

Table 9. Autocorrelation Test

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.560	.314	.295	. 36.17765	1.890

Source: SPSS Processed Data, 2020

Based on the table above, the DW value is 1,890. This value will be compared with a significant value of 5%. With a sample of 150 respondents and the number of independent variables 4 (K = 4), it will obtain DU of 1,788 and DL of 1,678. Therefore, the DW value of 1,890 lies between DU= 1.788 and (4DU)= 2.211. So that 1,788<1,890<2,211 (4-DU<DW<DU). So it can be concluded that in this study there is no autocorrelation, so the research model is good.

Multicollinearity Test
The multicollinearity test aims to test whether the model in the regression found a correlation between independent variables.

Table 10. Multicollinearity Test

No	Variable	Tolerance	VIF	Information
1	Price	0.741	1.349	No Multicollinearity
2	Promotion	0.683	1.465	No Multicollinearity
3	Location	0.677	1.476	No Multicollinearity
4	Servicecape	0.856	1.168	No Multicollinearity

Source: SPSS Processed Data, 2020

The results of the above test indicate that all independent variables have a tolerance value greater than 0.1 and a VIF value less than 10 (Tolerance Value > 0.1 and VIF < 10). So it can be concluded that this study is a good study because all independent variables do not occur in multicollinearity.

Heteroscedasticity Test
The heteroscedasticity test aims to test whether in the regression model there is an inequality of variance from the residuals of one observation to another observation.
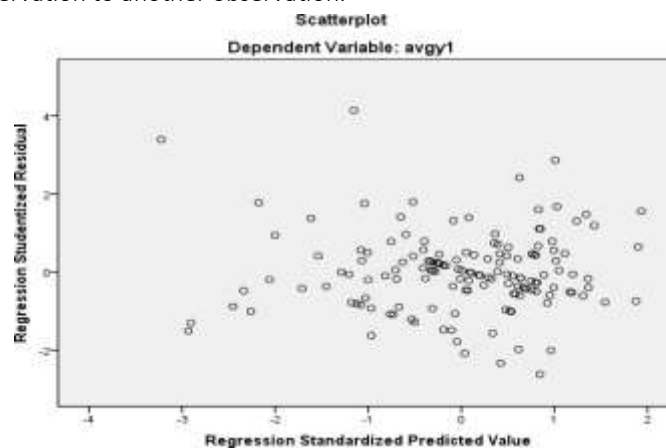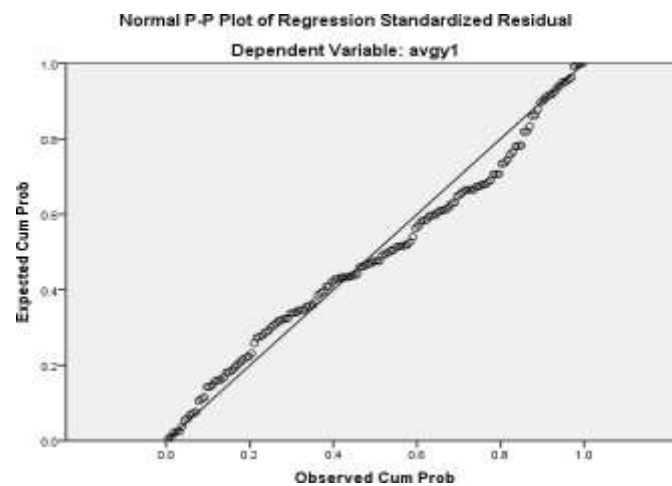

Source: SPSS Processed Data, 2020
Figure 2 Heteroscedasticity Test

Normality test
Normality Test using PP Plot
This test is carried out using the P-P Plot graph. Normal data is data that forms points that spread not far from the diagonal line.

Source: SPSS Processed Data, 2020
Figure 3 Normality Test Using PP Plot

The results of multiple linear regression analysis with normal P-P graphs. The plot of the residual error of the regression model has shown that there is a normal graph pattern, namely the distribution of points that are not far from the diagonal line.

Kolmogorov-Smirnov test
The Kolmogorov Smirnov test is performed by comparing the distribution of the data (which will be tested for normality) with the standard normal distribution. The standard normal distribution is data that has been transformed into Z-Score form and is assumed to be normal.

Table 11. Kolmogorov-Smirnov test

		Standardized Residual
N		150
Normal Parameters[,b]	Mean	.0000000
	Std. Deviation	.98648587
Most Extreme Differences	Absolute	.090
	Positive	.090
	Negative	-.057
Kolmogorov-Smirnov Z		1.106
Asymp. Sig. (2-tailed)		.173

Source: SPSS Processed Data, 2020

Based on the table above, it can be seen that the value of Kolmogorov-Smirnov Z for the variable Consumer Satisfaction (Y) is 1.106 with Asymp.Sig (2 tailed) 0.173 > 0.05. This means that the data is normally distributed, so the data is good and feasible to be used in this study.

Model Test
Simultaneous Test (F Test)
The criteria for simultaneous hypothesis testing are if F count < F table at = 1%, then H0 is accepted and H1 is rejected, otherwise if F count > F table at = 1%, then H0 is rejected and H1 is accepted. The results of this test can be seen in the following table:

Table 12. F test

Model	F Count	F Table	Signification	Information
X_1,X_2,X_3,X_4 towards Y	16.555	3.92	0.000	Take effect

Source: SPSS Processed Data, 2020

Based on table 12 above, the result of the F Count is 16.555 while F Table is 3.92 (f 0.01 (4-1) (150-4)). This means that F Count 16.555 > F Table 3.92 and a significant value of 0.000 < alpha 0.01. It can be concluded that H0 is rejected and H1 is accepted. This indicates that the independent variables, namely price, promotion, location, and servicescape, have a significant effect on the dependent variable, namely customer satisfaction.

Coefficient Determination Test (R2)

The coefficient of determination aims to show the degree of relationship between price, promotion, location, and servicescape on customer satisfaction. The coefficient of determination test (R2 test) is shown in the table below:

Table 13. Coefficient of Determination Test (R2)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.560	.314	.295	. 36.17765	1.890

Source: SPSS Processed Data, 2020

Based on table 13 above, the coefficient of determination test, it can be seen in the table above that the value of the coefficient of determination (R2) is 0.295. This means that 29.5% has a moderate effect on customer satisfaction. Customer satisfaction is influenced by the price, promotion, location, and servicescape variables by 29.5%, while the error term of 70.5% is influenced by other variables not examined by the researchers in this study.

Multiple Linear Regression Analysis

Regression analysis is used to predict how the value of the dependent variable changes when the independent variable increases or decreases its value. In this study, multiple linear regression analysis was used to prove the extent of the relationship between price, promotion, location, and servicescape variables on customer satisfaction at Hotel Holidays Pekanbaru. The following are the results of multiple linear regression research:

Table 14. Multiple Linear Regression Test

No	Variable	B	Std. Error	Beta
1	(Constant)	147.038	30.134	
2	Price	0.157	0.056	0.224
3	Promotion	0.210	0.062	0.281
4	Location	0.037	0.074	0.041
5	Servicescape	0.154	0.055	0.206

Source: SPSS Processed Data, 2020

Y= 147.038+0.157Price +0.210Promotion +0.037Location+-0.154Servicescape

The multiple linear regression equation above is explained as follows: (1) the constant value is 147,038 This means that if the constants of the price, promotion, location, and servicescape variables are constants (0). (2) The regression coefficient for the price is 0.157. This means that if the price value increases by 1 unit, it will be able to increase customer satisfaction by 0.157. Assuming that the variables of promotion, location, and servicescape remain constant (unchanged), and vice versa if there is a change in the price of 1 unit, customer satisfaction will decrease by 0.157. (3) The regression coefficient for promotion is 0.210. This means that if the promotion value has increased by 1 unit, it will be able to increase customer satisfaction by 0.210. Assuming that the price, location, and servicescape variables remain constant (unchanged), and vice versa if there is a change in the promotion of 1 unit decrease, customer satisfaction will decrease by 0.210. (4) The regression coefficient for the location is 0.037. This means that if the location value increases by 1 unit, it will be able to increase customer satisfaction by 0.037. Assuming the price, promotion and servicescape variables remain constant (unchanged), and conversely, if there is a change in location of 1 unit, customer satisfaction will decrease by 0.037. (5) The regression coefficient for servicescape is 0.154. This means that if the servicescape value increases by 1 unit, it will be able to increase customer satisfaction by 0.154. Assuming that the variables of price, promotion, and location are fixed or constant (unchanged), and vice versa if there is a change in the servicescape of 1 unit, customer satisfaction will decrease by 0.154.

Partial Test (T Test)

This partial test aims to determine how far the influence of the Independent variable (X) on the Dependent variable (Y) is partial. The following are the test results using the partial test (T-test):

Table 15. Partial Test (T Test)

Model	t-count	t-table	Sig.

	Price (X1)	2.806	2.352	0.006*
1	Promotion (X2)	3.374	2.352	0.001*
	Location (X3)	0.494	1.287	0.622***
	Servicescape *(X4)*	2.774	2.352	0.006*

* = for 1% significance level
*** = for 10% significance level

Source: SPSS Processed Data, 2020

From the table above, the partial test results can be explained as follows (1) The partial test results show that the t count value for the price variable is 2.806 greater than t table 2.352 (t0.01 (150-4-1 = 145)) or the value significantly 0.006 smaller than 0.01 alpha. This means Ho is rejected and H1 is accepted. It can be said partially that price has a significant positive effect on customer satisfaction. (2) The partial test results show that the t count value for the promotion variable is 3.374 greater than t table 2.352 (t0.01 (150-4-1 = 145)) or a significant value of 0.001 which is smaller than 0.01 alpha. This means Ho is rejected and H1 is accepted. It can be said partially that promotion has a significant positive effect on customer satisfaction. (3) The partial test results show that the t count value for the location variable is 0.494 smaller than t table 1.287 (t 0.10 (150-4-1 = 145)) or a significant value of 0.622 which is greater than alpha 0.10. This means Ho is accepted and H1 is rejected. It can be said partially that location has no significant effect on customer satisfaction. (4) The partial test results show that the t count value for the servicescape variable is 2.774 greater than t table 2.352 (t 0.01(150-4-1 = 145) or the significant value is 0.006 smaller than the alpha 0.01. This means Ho is rejected and H1 is accepted. It can be said partially that servicescape has a significant positive effect on customer satisfaction.

Discussion of Research Results
The Effect of Price on Customer Satisfaction
Based on the results of descriptive research, most respondents responded to the statement in the questionnaire that the price variable received a good assessment from all respondents, namely agreeing. This is in line with multiple linear regression analysis which shows that there is an influence of the price variable on the customer satisfaction variable. (T-test) which shows that the price variable has a significant effect on customer satisfaction at Hotel Holiday Pekanbaru. So it can be concluded that the price variable has a positive and significant effect on customer satisfaction at Hotel Holiday Pekanbaru. The prices offered by hotel holiday are affordable and in accordance with the facilities provided by the hotel. This can encourage the creation of customer satisfaction levels.

The Effect of Promotion on Customer Satisfaction
Based on the results of descriptive research, most respondents responded to the statement in the questionnaire that the promotion variable received a good assessment from all respondents, namely agreeing. This is in line with multiple linear regression analysis which shows that there is an influence of the promotion variable on the customer satisfaction variable. The partial test results (T-test) show that the existence of a promotion variable has a significant effect on customer satisfaction. Holiday hotels do not use much promotional media in an effort to sell lodging services, hotels use more employees as salespeople for hotel promotion media customer satisfaction.

The Effect of Location on Customer Satisfaction
Based on the results of descriptive research, most respondents responded to the statement in the questionnaire that the location variable received a good assessment from all respondents, namely agreeing. This is not in line with multiple linear regression analysis which shows that there is an influence of the location variable on the customer satisfaction variable. Partial (T-test) which shows that the location variable has no significant effect on customer satisfaction at Hotel Holiday Pekanbaru. This is because the location of the hotel is strategic and can be easily reached by vehicles so it does not affect the level of customer satisfaction

The Influence of Servicescape on Customer Satisfaction
Based on the results of descriptive research, most respondents responded to the statement in the questionnaire that the servicescape variable received a good rating from all respondents, namely agreeing. This is in line with multiple linear regression analysis which shows that there is an influence of the servicescape variable on the customer satisfaction variable. (T-test) which shows that the servicescape variable has a significant effect on customer satisfaction at Hotel Holiday Pekanbaru. This is because the air quality and hotel holiday rooms attract consumer interest even though in terms of room decoration it looks less attractive. However, this can be a driver of customer satisfaction.

5.0 CONCLUSION
From the results of research on price, promotion, location, and servicescape on customer satisfaction at Hotel Holiday Pekanbaru, some conclusions can be drawn as follows: (1) The results show that the price variable has a significant positive effect on customer satisfaction at Hotel Holiday Pekanbaru. If the price offered is in accordance

with the benefits received, it will create consumer satisfaction with the products or services that the company provides. (2) The results showed that the promotion variable had a positive and significant effect on customer satisfaction at Hotel Holiday Pekanbaru. If the promotion given is in accordance with the reality received, it will create customer satisfaction. (3) The results showed that the location variable had no positive and significant effect on customer satisfaction at Hotel Holiday Pekanbaru. The more strategic the chosen business location, the less impact on customer satisfaction. (4) The results showed that the servicescape variable had a positive and significant effect on customer satisfaction at Hotel Holiday Pekanbaru. The better the service provided by the company to consumers, it will encourage the increasing customer satisfaction with the company.

Based on the conclusions, the following suggestions are proposed: (a) For companies, companies must be quick to respond to customer complaints and customer needs, providing fast service also affects customer satisfaction because usually consumers and companies must also develop communication skills between employees with consumers so that consumers feel comfortable and satisfied using the services of Hotel Holiday Pekanbaru. (b) For academics, the results of this study can be used by the general public as reference material and as reference material for further research. For future researchers, it is recommended to add other independent variables. in addition to Price, Promotion, Location, and Servicescape which of course can affect the dependent variable of customer satisfaction.

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