

CUSTOMERS ATTITUDE, SUBJECTIVE NORM AND ACTION DUE TO UNSATISFACTION SERVICE FROM STARRY HOTEL

Nurussama^{1*}, Hendra Hadiwijaya²

¹*Politeknik PalComTech, nurussama@palcomtech.ac.id*

²*Politeknik PalComTech, hendra_hadi@palcomtech.ac.id*

Abstract: Palembang City will conduct several national and international scale events in the near future. The decrease of tourist numbers who visit to Palembang City is an important issue for the writer to conduct the study related to events implementation in Palembang City in order to determine the way of successful events implementation which subsequently can increase tourist numbers visit in 2017. Competition is very sharp today has an impact on all business sectors. Given this competition the company is required to continuously improve performance especially the starry hotel should selected as good place to stay. The research objective was to determine the effect of attitude and subjective norm on customers complaining intention at starry hotels in Palembang City. This research was conducted at starry 4-5 hotels in Palembang City. Samples used in this study was 200 respondents by using non-probability sampling with purposive sampling. Data compilation was done through questioners distribution. Data was analyzed by using double regression analysis. The results showed that attitude and subjective norm had positive and significant effects on customers complaining intention at starry hotels in Palembang City. Starry hotels in Palembang City should give the best services for customers so that attitude and subjective norm of customers became positive which in turn decrease the customers complaining intention. Thus, attitude and subjective norm had significant effect on complaining intention.

Keywords: *Hotel, Attitude, Subjective Norm, Complaining Intention*

1. INTRODUCTION

Palembang City had been selected to conduct several national and international events so that it had conducted many development activities in order to be good host for either local tourist or foreign tourists.

Table 1 visiting data of local and foreign tourists in Palembang City

Month	Number Of Visits (People) 2014		Number Of Visits (People) 2015	
	State	Overseas	State	Overseas
January	93.346	624	110.079	495
February	138.810	636	116.319	514
March	164.140	678	132.896	627
April	134.561	712	167.014	563
May	147.411	716	170.758	319
June	150.738	687	124.811	367
July	93.315	569	197.527	672
August	149.501	713	207.901	729
September	187.011	756	83.988	810
October	176.518	818	95.098	872
November	184.780	968	164.536	1.022
December	197.215	984	153.348	1.038
Jumlah	1.817.346	8.861	1.724.275	8.028

Source: Sumsel Data Badan Pusat Statistik, Kantor Imigrasi Kelas 1 and PHRI Sumsel

Table 1 showed that tourist numbers visit to Palembang City in 2015 was 1,732,303 and there was relatively significant decrease by 5% than that of 2014 with magnitude of 1,817,346. This data consisted of 1,724,275 local tourists and 8,028 foreign tourists which had visited to Palembang City. The decreasing trend was occurred in 2015, whereas the increasing trend was occurred in previous period of 2012 to 2014, i.e. 1,386,743 tourists in 2012, 1,667,117 tourists in 2013 and 1,817,346 tourists in 2014, respectively. These numbers were based on data of hotel room occupation at Palembang City and data from kantor imigrasi kelas I Palembang which is processed by using data from cultural and tourism council of Palembang City. Palembang City will conduct several national and international scale events in the near future. The decrease of tourist numbers who visit to Palembang City is an important issue for the writer to conduct the study related to events implementation in Palembang City in order to determine the way of successful events implementation which subsequently can increase tourist numbers visit in 2017.

Service quality or benefit provision to be marketed is basically has unreal characteristics and has no consequence at all on any ownership (Kotler dan Armstrong, 2008). (Tjiptono, 2008:6) had defined that service is an activity, benefit or satisfaction offered by a company for selling purpose. The company that capable to give proper service and satisfaction for customers will get loyal customers. Service is an economic activity offered by one party to other party, usually based on time frame and performance, to produce something suitable to customers need (Lovelock dan Wirtz, 2008). According (Kotler and Keller, 2008), customer loyalty can be measured by three things, 1) Say positive things are said positive things about the product, 2) Recommended friends are recommending a product that has been consumed to a friend, 3) Continue purchasing is purchasing is done continuously to the product that has been consumed.

There are four methods to identify customer satisfaction, namely: 1) The system of complaints and suggestions: an organization that serves the customer provides ample opportunity to its customers to submit suggestions and complaints, for example, provide a suggestion box, 2) Ghost shopping: one way to gain an overview regarding customer satisfaction is by hiring some people to play a role or act as potential buyers of the company's products and competitors, 3) Lost customer analysis; Companies should contact customers who have stopped buying in order to understand why it happened, 4) customer satisfaction survey: starting the survey company will obtain responses and feedback indirectly from customers and also give a positive sign that companies pay attention to the customers (Kotler, 2007). In addition to customer satisfaction, the company also needs to pay attention to customer loyalty. Customer loyalty is very important in an era of intense competition as it is now. Customer loyalty is customer commitment to a brand, product or service based on a positive attitude that is reflected in the consistent purchase (Estiningsih and Hariyanti, 2013).

The research objectives were as follows: 1) To determine the effect of attitude on customers complaining intention in starry hotel in Palembang and, 2) To determine the effect of subjective norm on customers complaining intention in starry hotel on Palembang.

2. THEORETICAL BACKGROUND

“Unsatisfaction in service business is frequently happens and can produce serious problem if it is not properly and quickly managed” (Winarni dan Hardjanti, 2007). “The strict competition in business area, especially in service business, should be seriously taken into account by a company in order to maintain customers loyalty as good as possible” (Setiawan dan Ukudi, 2007).

(Kotler, 2008) states that customer satisfaction is the level of one's feelings after comparing the performance compared with expectations. So customer satisfaction is a situation where the desire, expectation and customer needs can be met. A service is considered satisfactory if the service can meet the needs and expectations of customers. Customer satisfaction measurement is an important element in providing better services, more efficient and more effective. If the customer was not satisfied with a service that is provided, these services can be ascertained ineffective and inefficient. This is especially important in the public service. The level of customer satisfaction

with the services is an important factor in developing a service delivery system that is responsive to the needs of customers, minimize costs and time and maximize the impact of services to the target population.

Customers loyalty is difficult to maintain because many customers are clever, careful and have high expectation to receive a product or service with the highest quality and the cheapest price so that company usually has difficulty to fulfill customers satisfaction (Susanto dan Wido, 2008).

The company had done several efforts in order to seek the customers. The competition in business has force the company to provide several ways. Competition is maintained by giving and providing the best service to customers, improving service quality and providing proper and quick service to customers, especially for company in service business field. According to (Schiffman and Kanuk, 2007) "customers satisfaction is perception of product or service performance related to customers expectation".

The study conducted by (Aryani dan Rosinta, 2010) showed that "there was significant and positive effects between service quality and customer satisfaction". Service quality has force customers to commit on a product or service offered by company which in turn has impact on the increase of company's income. "The strict competition nowadays has force the company to maintain and develop satisfaction service in order to attract and to maintain its customers" (Vranakis *et al.*, 2012).

The concept of customers satisfaction is function of customers expectation. Customers satisfaction is not only can be seen and measured from product quality and service quality aspects, but it should also taken into account specific feature offered by the company (Istianto dan Tyra, 2011).

The development of competition intensity and competitor numbers has force the company to take into account the customers need and requirement as well as try to fulfill customers expectation by giving the best service than that of competitors (Mohamad dan Alhamadani, 2011).

"Unsatisfaction originated from complaining might be appear from problems of buying experience either functional or non-functional in term of the use or consumption of product or service." (Vela'zquez *et al.*, 2010). (Foedjiwati dan Semuel, 2007) stated that in order to understand complaining behaviour, one should take into account complaining attitude, complaining value and success probability of complaining which have significant effect on complaining behaviour. Attitude is defined as positive or negative feeling of individual in conducting a behaviour (Dash *et al.*, 2011).

(Schiffman dan Kanuk, 2007) Cognitive component of attitude describes knowledge and perception toward attitude object. Affective component of attitude describes feeling and emotion of individual toward product or trademark. Conative component of attitude describes the individual trend to conduct certain action toward attitude object.

"Subjective norms is social pressure based on others believe which can affect interest so that customers have taken into account to conduct or not to conduct certain behaviour (Jogiyanto, 2007). "Subjective norms is defined as social pressure experience by individual to conduct certain behaviour (Lee, 2009). "The study results from (Mittal *et al.*, 2008) showed that complaining behaviour is motivated by attitude, type and failure level of services, recovery process effectiveness, relation strength and other factors relevant to disappoint situation."

Table 2 the negative complaining and positive complaining of hotel tourists in 2015-2016

Name of Hotels	Star	Number of complaints (person)		Total Respondents	Percentage %	
		Positive	Negative		Positive	Negative
Hotel Arista	*****	117	37	154	76	24
Arya Duta Hotel	*****	209	79	288	73	27
Hotel Sandjaya	****	76	91	167	45	55
Hotel Novotel	****	78	46	124	62	48
The Jayakarta Daira	****	30	39	69	43	57
Sintesa Peninsula	****	76	61	137	55	45
Hotel Aston	****	231	169	400	58	42
Hotel Horizon	****	177	133	310	57	43
Average		124.25	81.875	206.125	58.625	42.625
Total		994	655	1649	469	341

Source: personal documentation

The study results from (Chan dan Chin., 2011) showed that attitude toward complaining behaviour was defined as all effects on complaining delivery behaviour due to disappointment of product or service provision either in form of positive complaining or negative complaining.

(Akhlagi *et al.*, 2012) has stated that complaining numbers can produce bad images for the company which in turn affect customer numbers that will stay in hotel. Complaining attitude is customer subjective trend which is not satisfy toward compenzation from the company (Matos *et al.*, 2009). “Customers complaining is an opportunity for the company to obtain more important information and in depth knowledge about the company service provision (Lutek *et al.*, 2010). Complaining is individual’s way to express his disapointment feeling either from experience by himself or by others (Wojciszke *et al.*, 2009).

H1: Attitude has positive and significant effects on customers complaining intention at Starry Hotel in Palembang.

The study results from (Chang dan Chin, 2011) and (Arimbawa, 2014) showed that subjective norms had positive and significant effects on complaining intention, i.e the stronger the subjective norms of customers, the stronger the complaining intention toward Hotel 100 Sunset 2 when customers experience disappointment from service provided by hotel.

H2: Subjective norms had positive and significant effects on customers complaining intention at Starry Hotel in Palembang.

Based on the hypothesis mentioned above, then conceptual framework can be described as follows:

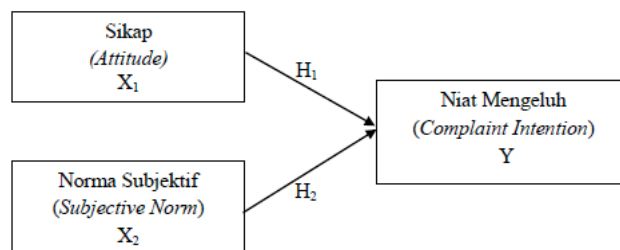


Figure 1 the illustration of framework research concept

Source: Chang dan Chin, 2011

3. THE RESEARCH METHOD

This research used associative method by using method from (Sugiyono, 2010) which has causal and quantitative characteristics with an objective to determine relationship between two variables or more. This research described the effects of attitude and subjective norms on customers

complaining intention at starry 4-5 Hotel in Palembang City. This study was conducted at all starry 4-5 Hotels located in Palembang area. The object used in this study was customers behaviour focusing on attitude and subjective norms of customers which deliver complaining and visiting objective to starry hotel. The qualitative data was starry 4-5 hotel in Palembang City as well as positive and negative complainings of respondents.

Population studied in this research was all customers which stay at starry hotel in Palembang. Samples consisted of customers that had already stayed at starry 4-5 hotel in Palembang City within period of 2015-2016. Used as a sample of 200 respondents. The total sample of 200 respondents is in accordance with the criteria of samples stated. Sampling consideration used in this research was men and women customers which gave information about their staying objective, hotel rating as well as constructive recommendation and complaining for starry 4-5 hotel in Palembang City. Data compilation method used in this research was documentation technique in form of questionnaire which consisted of hotel name, guest review, visiting objective to Palembang City, recommendation and criticism. Instrument testing in this research used validity and reliability tests. Data analysis was conducted by using double regression analysis technique with an objective to determine the effect of one or more independent variables on dependent variable. Calculation was conducted by using statistical application software of SPSS (statistics for product and service solution) version 20.0. Double regression analysis was used to determine the effect amongst variables. This research also used classical assumption test to determine whether or not double regression model had fulfilled the requirement. Hypothesis testing was done by using f-test (appropriate test of regression model) and t-test (partial).

4. RESULT AND DISCUSSION

The results showed that there were 200 respondents who stayed at starry 4-5 Hotel in Palembang City during period of 2015-2016 with different objectives. About 43 respondents had romantic vacation, 14 respondents had leisure vacation, 66 respondents had business travelling, 24 respondents had cultural tour, 52 respondents had family tour and only 1 respondent had adventure tour. Respondents having first visit was 73 percent, whereas respondents having three times visit was 27 percent. Thus, most of respondents having first visit were stayed at starry hotel in Palembang City.

Results of review test which was clustered into variables of attitude and subjective norms based on customers recommendation and complaining by using validity test showed that all correlation coefficients from review of respondents in this research were valid and reliability test for review variables were reliable so that indicator was reliable to be used as measuring tool.

Classical assumption test used in this research was normality test which showed that data was normally distributed. Multi colinearity test showed that there was no multicollinearity amongst independent variables within regression model. The heteroscedasticity test showed that variables of attitude and subjective norms had no heteroscedasticity signs.

Table 3 analysis results of double linear regression

Variable	Koefisien regresi	t _{arithmetic}	t _{sig}	R	r ²	F _{arithmetic}	F _{sig}
Attitude	0,468	5,593	0,000	0,787	0,691	78,848	0,000
Subjektive Norm	0,328	4,675	0,000				

Source: personal documentation

Analysis results of double linear regression showed that $\beta_1 = +0.468$ which means that attitude had positive effect on customers complaining intention at starry hotel in Palembang City. Value of $\beta_2 = +0.328$ showed that subjective norms had positive effect on customers complaining intention at starry hotel in Palembang City. Value of $R^2 = 0.691$ showed that 69.1 percent variables of attitude

and subjective norms had affected complaining intention, whereas the rest of 30.9 percent was affected by other factors.

Test results for the first hypothesis showed that attitude had positive and significant effects on customers complaining intention at starry 4-5 hotel in Palembang City. It means that if customers have positive attitude to evaluation of all services provided by Starry 4-5 Hotel, then customers complaining intention became lower and vice versa. This is demonstrate that the more care the customers attitude to all services provided by hotel, the lower the customers complaining intention and vice versa. This results were supported by study results from (Chang dan Chin, 2011) as well as (Arimbawa, 2014) which showed that attitude had positive and significant effects on complaining intention.

Test results for the second hypothesis showed that subjective norms had positive and significant effects on customers complaining intention at starry 4-5 hotel in Palembang City. It means that if subjective norms or social pressure of customers are strong, such as the trust given by family members, friends, other guests and hotel employee, then customers intention to deliver complaining will increase if they experienced disappointment to services provided at starry hotel. Starry hotel in Palembang City should continue to pay attention to and improve the satisfaction like gym facilities, service, food, atmosphere, cleanliness and parking of customers since proven to improve customers satisfaction and is expected to reduce the number of complaints thus increasing the number of guests who come. This is demonstrate that the stronger the subjective norms of customers, for instance customers are believe in information or recommendation given by family members, friends, other guests and management of starry 4-5 hotel in Palembang to deliver complaining when experience disappointment services, the stronger the customers complaining and vice versa. It means that attitude and subjective norms are factors that motivate customers to deliver complaining if they experienced disappointment to services provided at starry hotel in Palembang. This results were supported by study results from (Chang dan Chin, 2011) as well as (Arimbawa, 2014) which showed that subjective norms had positive and significant effects on complaining intention.

5. CONCLUSION

Based on analysis results and discussion above, it can be concluded as follows: 1) Attitude variabel had positive and significant effects on customers complaining intention at Starry Hotel in Palembang City; 2) Subjective norms variable had positive and significant effects on customers complaining intention at starry hotel in Palembang City. Starry hotel in Palembang City should continue to pay attention to and improve the satisfaction like gym facilities, service, food, atmosphere, cleanliness and parking of customers since proven to improve customers satisfaction and is expected to reduce the number of complaints thus increasing the number of guests who come. Therefore, attitude and subjective norms had significant effects on complaining intention.

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