

## **Customer Satisfaction At Swiss-Belresidences Kalibata Jakarta**

**Dino Leonandri<sup>a</sup>, Rina Fitriana<sup>b</sup>**

*<sup>a</sup>Sekolah Tinggi Pariwisata Trisakti, Indonesia*

*<sup>b</sup>Politeknik Sahid, Indonesia*

*rinafitriana@polteksahid.ac.id*

### **Abstract**

The competition between one hotel and another has made each hotel strategize to keep their customers. It also happens in the Swiss-Belresidences Hotel Kalibata Jakarta. Among several factors influencing customer loyalty is the quality of service and product quality. This research was done in the late 2019 and intends to find out the influence of service quality and product quality as independent variables on customer satisfaction as a dependent variable. Respondents in this study were 100 guests staying at the Hotel Swissbel Residence Kalibata Jakarta. Primary Data is taken using questionnaires with simple random sampling. Test result on correlation between service quality variable and customer satisfaction variable shows the number of 0.498 which means service quality has a moderate influence on customer satisfaction. Meanwhile result test correlation between product quality variables and customer satisfaction variables is 0.700 that shows how product quality has a strong influence on customer satisfaction. Coefficient determination test results in 51.5 percent which explains what both variable service quality and product quality affect the customer satisfaction variable of 51.5 percent and the remaining 48.5 percent is influenced by other factors or variables that are not included in the the research.

### **Article Info**

- **Received** : May 09, 2020
- **Revised** : September 21, 2020
- **Published** : Oktober 20, 2020
- **No. Pages** : 211 - 221
- **DOI** : 10.33019/ijbe.v4i3.284
- **JEL** : L15
- **Keywords** : Customers Satisfaction, Product Quality, Service Quality



## 1. Introduction

The tourism sector is one of the sources for foreign exchange, being second only to oil palm. During the world economic crisis, Indonesia has remained in the world rank of 42. Tourism advances cannot be separated from hotel growth as a means of amenity. In 2018, the number of available hotels in Jakarta experienced a growth increase of 12% and was estimated to reach the number of 45,107 rooms within the period of 2018 – 2020, consisting of 223 star hotels that are still in the project or development.

Reviewing the rapid growth of 4-and 3-starred hotels in Jakarta and supported by the ease of access infrastructure from the region to Jakarta, thus bringing the potential for the addition to PAD (Region Own Source Revenue) of Jakarta. It also resulted in increasing competitiveness in hotel industry. Each hotel is trying to compete by creating consumers loyalty by keep improving and maintaining their services quality. In the development of this highly competitive industry, service quality is the key to a successful service business, therefore the owner and management are very focused on this compared to other things (Jasinskas et al., 2016; Kumar et al., 2011).

However, although the business of hotels considered growing fast, there are some problems in this sector that finally contributing to the low position of Indonesia among other countries in South East Asian. One of the most crucial problem to solve is about the customer satisfaction. Indonesia is considered low in five indicators that supports tourism, which are business environment, health system and hygiene aspects, technological readiness and infrastructure for tourism (Citradi, 2020)

Swiss-Belresidences Hotel Kalibata is a 4-starred hotel that is not only strategic, but also provides a classy service with the facilities it offers. This is the only hotel in the area that is not exposed to the date-based traffic rules applied by the provincial government of DKI. It located right in front of the train station of Duren and Kalibata Mall, surrounding by government offices such as *Kemendagri* (Ministri of Home Affairs) and *BAIS* (Strategic intelligence Agency).

To build customer loyalty, Hotel Swiss-belresidences Kalibata will advise their guests to provide positive comments on Trip Advisor so as to foster the trust for the first-time guests, because the comments are the testimony of the first party that once experienced the hotel services. It is also in line with one characteristic of satisfied customers, which is voluntarily promoting the product to others. Besides keep using the product, such words-of-mouth promotion will also attracts potential new customers. Therefore, the impact of customer satisfaction towards the growing potential customers is very high (Al-Rousan et al., 2010; Beerli et al., 2004) It is certainly advantageous for the company, not only for the existing condition but also for the sake of sustainability of company in the future (Wu, 2007).



The progress of the occupancy around the Hotel in 2018 reached 72.75% from the year 2017, which only reached 56.92%, so there was an addition for a much as 14.30%. The average occupancy rate for the surrounding area or the comparison with the set order is 65.71% or rank to two of the six competitors that are: Best Western Hotel Cawang, Ibis Hotel Cawang, Park Hotel, Harper Hotel Cawang and Dafam Teraskita Hotel. These hotels have been trying various kinds of efforts to improve customer satisfaction that will directly influence the occupancy of the room. Satisfied customers will return to stay, as well as willing to recommend it to others. With the increasing guests, it will obviously increase revenue for the company.

## 2. Literature Review

### Service Quality

American Society for Quality Control (in Lupiyoadi and Hamdani, 2014) defines the quality of service as the peculiarities of the nature of product/service in meeting the latent needs of the predetermined, although in this case there is the perception of each user's perceptions in the judge. The dimensions in the service quality according to Parasuraman et al. (1985) are often abbreviated to "RATER" (responsiveness, assurance, tangible, empathy and reliability), namely:

1. Responsiveness is the speed and accuracy of service to the customer, accompanied by clear information. The time that a customer spends is a deficiency because it poses a negative perspective which in turn reduces the value of the service rendered.
2. Assurance is how to foster customers' trust in the company by assessing the knowledge, ability and management of the employees who serve them. It has several indicators, including credibility, security, competence, communication skills and manners. Tjiptono (2013) proves that this Assurance is concerned with the knowledge and behavior of employees providing services to customers.
3. Physical evidence (tangibility) is the company's ability to demonstrate its quality through physical evidences that can be assessed by outside parties. How the physical atmosphere of the company and its surrounding environment reflects the company. Tjiptono (2013) further stated that this physical evidence includes several indicators such as equipment, the appearance of officers, buildings, facilities and infrastructure, and the communication materials of the company.
4. Caution (Empathy) is how the Company understands the wishes of customers by giving them genuine attention that is proved by their knowledge about their customers and the knowledge about their product, as well as the comfortable time operation for their customers. Tjiptono (2013)) argued that empathy demonstrated by understanding the complaints and problems of their customers and then finding the way out and resolving it based on the customers' interests, as well as showing personal attention to the customers and providing convenient operating hours.
5. Reliability is the company's ability in presenting what their customers need in a proper and trustworthy way. The company's performance should be in accordance with the expectations of the customer, and this includes precisely



the service, standard service time, the sympathetic attitude shown since the first serving customers Tjiptono (2013).

### **Product Quality**

According to Kotler and Keller (2009), product defined as an offer that satisfies the desire and needs of both physical (goods) and non-physical (service). Further, Assauri (2008) stated that quality of a product is factor contained in the goods according to the required purpose of goods. According to Goetch and Davis (1995) quality could be seen as a dynamic state that relates to products, services, people, processes and environments that meet, or even exceed, customers' expectations. Quality is important for every product and obviously cannot be separated from the running of operating strategy. Qualified product reached when the characteristics are appropriate and therefore able to fulfill customers' wishes and needs. Tjiptono (2005) provided the following dimensions of product quality: 1) performance, characteristic operating characteristics of the core product purchased, 2) additional features, namely complementary characteristics, 3) reliability, which is a small possibility of damage, 4) durability, related to the durable product, 5) conformity with specification is the extent to which the design and operation characteristics meet the standards set, and 6) aesthetic, which is the product's appeal to the five senses.

### **Customer Satisfaction**

Lovelock et al. (2007) mentioned that basis in true loyalty is customer encouragement, so customer satisfaction and customer loyalty have an inseparable relationship, although satisfied customers also not guaranteed to have loyal customer behavior. According to Anggraeni et al. (2016), customer satisfaction can be influenced by product quality and services provided. Those factors pull repeated buying that will create customer loyalty. Gumussoy and Koseoglu (2016) more or less says the same, although he adds two more factors that can give satisfaction to customers which are perceived value and price fairness. The driving factors of customer satisfaction in Irawan (2007):

- a. Product quality, customer satisfaction after using quality products.
- b. Price, which is suitability quality of goods at a price, although actually price cannot be used as a benchmark for quality goods/services.
- c. Quality of service, which means that customers are satisfied when they get services according
- d. to their expectations.
- e. Emotional factor is a feeling of pleasure and satisfaction caused not only because it uses certain products that have quality but also related to self-esteem and social position that customers have products/services.
- f. Cost or convenience in obtaining products/services, namely comfort and efficiency when looking for goods/services that provide a value for customer satisfaction.

## **3. Research Methods**

Sugiyono (2019) stated that data analysis is a systematic process of finding and structuring data to make it understandable.



#### 1. Validity test

Validity test used to see the valid or absence of the questionnaire used (Ghozali, 2008) If the value  $R_{count} > R_{table}$ , then the questionnaire is declared valid. If the value of the  $R_{count}$  is  $< R_{table}$ , then the questionnaire is declared invalid.

2. Reliability test according to Sugiyono (2019) is used to determine the consistency of measurement. The reliability of instruments that are less than 0.60 is poor, while 0.70 are acceptable and above 0.80 is good (Priyatno, 2008)
3. Analysis of Descriptive Statistics according to Sugiyono (2019) is the descriptive statistics as data analysis by describing the existing data as it is without the conclusion of generalizing. Sudjana and Laksamana (1992) argues that in interpreting the result of an interval value of mean (average) can be seen from the number of classes used.
4. The test coefficient explained by Sarwono (2006) as, "correlation rank spearman is used to know the presence and absence of two variables, namely the variable free and the variable depends on the scale of ordinal (non parametric)".
  1. If the value.  $Sig < 0.05$  It can be concluded that there is a significant correlation between linked variables.
  2. If the value.  $SIG > 0.05$  It can be concluded that there is no significant correlation between linked variables.
5. Test coefficient of determination is used to find out how large the percentage of variable influence is free to bound variables. According to Ghozali (2012) Coefficient of determination ( $R^2$ ) is a tool to measure how far the ability of the model in describing variable variations.
6. Simple Linear regression test, explained by to Sugiyono (2019) is based on functional relationships or one independent variable with one dependent variable.
7. T test (hypothesis Test). Hypothesis in this study are as follows:  
H0: The absence of influence of quality of service and product quality to consumer satisfaction,  
Ha: Existence of quality influence of ministry and product quality to consumer satisfaction,  
 $T_{count} > T_{table} = H_0$  rejected and  $H_a$  acceptable

## 4. Results

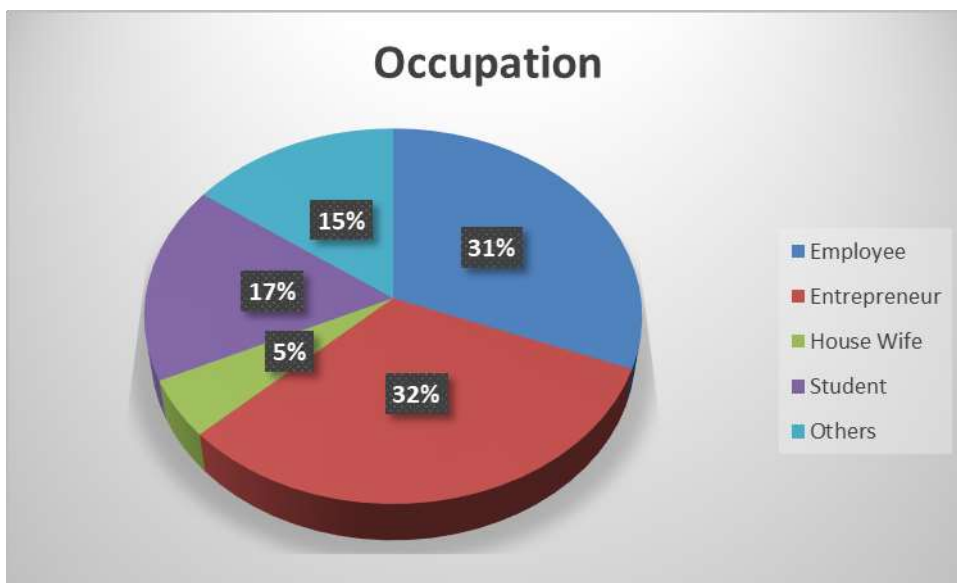
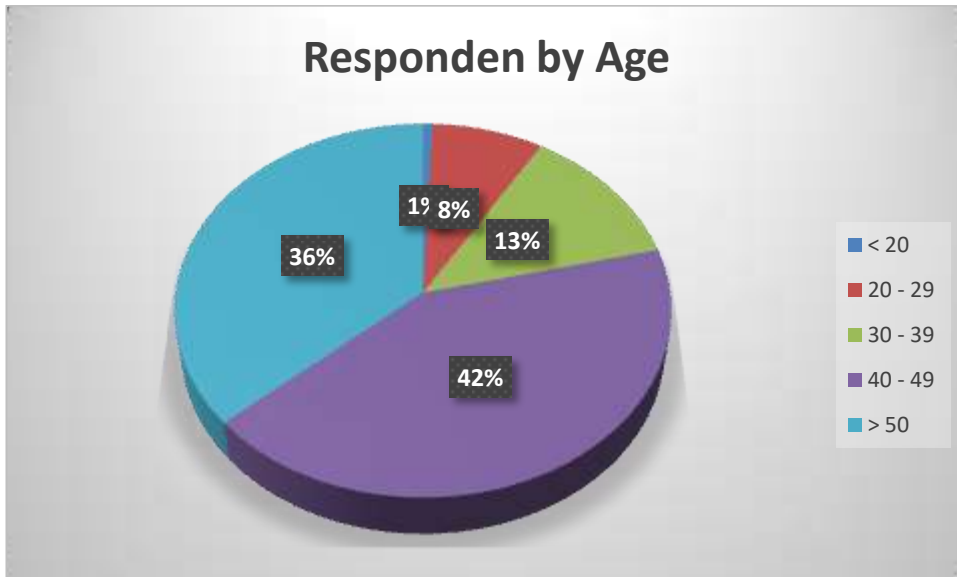
### Characteristics of Respondents

From 100 respondents, it can be noted that there are 1 respondents aged  $< 20$  years with a percentage value of 1%, 64 respondents who are 20 -29 years old with a percentage value of 64%, 19 respondents who are 30 – 39 years with a percentage value of 19%, 4 respondents who are aged 40 – 49 with a percentage value of 4%, 12 respondents who are  $> 50$  years (12%). From that percentage, it can be concluded that consumers at Swissbel Residence Kalibata are mostly at productive age between the ages of 20 – 29 years old, possibly because consumers at this age prefer activities outside the home and get together with friends or family outside the home.

It is known that there are 31 respondents who are employees with a percentage value of 31%, 32 respondents who are self-employed with a percentage value of



32%, 5 respondents working as a housewife with a percentage value of 5%, 17 respondents who work as students or students with a percentage value of 17%, and last, 15 respondents who are diverse among others namely designer, stewardess, et cetera. It can be concluded that most respondents who are self-employed.



### Validity Test Results

The validity of a measuring instrument is to demonstrate the suitability of the measuring instrument, which is the statement items in the questionnaire, with what they want to measure. Therefore, all the statement items used in this study are based on an item statement that has been used in previous studies. The criteria



used in determining the valid absence of statements used in this study are as follows:

- a. Significant status (confidence level) = 5%
- b. Degrees of freedom (DF) =  $N - 2 = \text{Total Sample } 100 - 2 = 98$ , then r table is obtained 0.196. If the Hi Tung R is greater than R table then the statement in the variable then it is said to be valid. The validity test of 35 item statement is declared valid because all of its correlation is above 0.196. In conclusion, statements about service quality, product quality and consumer satisfaction in questionnaires used can be understood by respondents in this study.

### **Realibility Test Results**

Questionnaires used to measure service quality ( $X^1$ ), product quality ( $X^2$ ), and consumer satisfaction (Y) have the value of Cronbach's Alpha ( $\alpha$ ) greater than 0.600. Thus it can be concluded that the measuring instrument used in this research is reliable.

Questionnaires used to measure service quality considered reliable because of Cronbach's Alpha value greater than 0.600. Cronbach's Alpha value is 0.877 ( $0,877 > 0,600$ ) therefore the reliability rate for the  $X^1$  variable is very high. That is, each item of statements on the questionnaire is stated to be able to obtain consistent answers from time to time.

Questionnaires used to measure product quality variables are reliable because of Cronbach's Alpha value greater than 0.600. Cronbach's Alpha value amounted to 0.840 ( $0,840 > 0,600$ ). The reliability level for variable  $X^2$  is very high. That is, each item of statements on the questionnaire is stated to be able to obtain consistent answers from time to time.

Questionnaires used to measure consumer satisfaction variables were reliable because of Cronbach's Alpha value is greater than 0.600. Cronbach's Alpha value amounted to 0.860 ( $0,860 > 0,600$ ). The degree of reliability for variable Y is very high. That is, each item of statements on the questionnaire is stated to be able to obtain consistent answers from time to time.

### **Descriptive Test Result**

Descriptive statistics discuss and know the respondent answers spread and how far it varies from each dimension of the study. It is seen by looking at the average value (mean), and the most common value (mode).

For service quality variables, direct proof sub variables obtains an average value of 4.190 (good) which interpreted as the open kitchen, toilets and rooms are rated clean enough by customers. For reliability sub-variables, the result of an average value of 4.055 (good) which means the staffs at the hotel are assessed to have good product knowledge and because thus able to serve guests well. For sub variables the response has an average value of 3.953 (well) assessed by the customer that the staff in the hotel is able to present the service quickly and thoroughly according to the guest's request. For sub-variables the guarantee earned an average value of 3.886 (well) which means that customers are satisfied



and assessing the hotel staff has good communication with customers, can be friendly to all customers so that customers have no trouble when making a reservation. For sub-variables empathy earns an average value of 3.915 (well) that indicates customers feel satisfied because the staff of the hotel can respond to complaints well and understand the wishes of guests.

The performance sub-variables achieve an average value of 3.885 (well) which means that the product has fulfilled the expectation of the consumer. For the durability sub-variable, from both these statements get an average value of 3.760 (well) which means the product presented (in this case the food) does not change from time to time the quality. Appropriateness obtains an average value of 4.230 (very good) which is where the customer is satisfied because the original product corresponds to what is generated in the photo display in the advertisement. Sub-variables the feature obtains an average value of 4.050 (well) which means that customers feel the complement and packaging used by the hotel makes them want to feel the product. The reliability obtains an average value of 4.045 (well) the customer assesses that the materials used in the hotel product are of good quality material. Aesthetic sub variable obtains an average value of 4.190 (well). This shows that customers feel the product presentation in the hotel is very interesting. For sub-variables impression, the average value of 4.170 (well) that shows that the customer interested because the product presentation is attractive to buyers. For sub-variables serviceability obtain an average value of 4.010 (good) because customers feel satisfied with the service provided and assess the staff to have good knowledge of the products sold and always ready to help customers.

For product quality sub variables achieve an average value of 4.165 (well) that indicates product quality at the hotel fits to consumer expectations and is able to attract buyers' interest. For sub-variable price, the average value of 3.795 (good) indicates that the price of the product is sold accordingly between the price and quality. For service quality sub variables, the average value of 3.865 (good) indicates that the staff is caring and able to understand the needs of customers. So in this case the consumers are satisfied with the quality of service provided by the staffs at the hotel. For the sub variable emotional factor earns an average value of 4.090 (well) thus it shows that customers are satisfied with the products and services provided by the hotel. Sub variable cost earns a result of an average value of 3.545 (well) indicating that the price given by the hotel tends to be more affordable compared to other hotels and customers do not feel overwhelmed with the tax and service charge.

Based on the explanation above, it can be concluded that the variable quality service ( $X^1$ ), product quality ( $X^2$ ) and consumer satisfaction ( $Y$ ) have a good average value, visible from the mean with the highest result contained in the variable product quality of 4.042 (good) and the lowest mean result found in the variable consumer satisfaction of 3.891 (good). It indicates consumer satisfaction with the services and products provided by Swiss-Belresidence Kalibata, Jakarta. However, service quality ( $X^1$ ) is still lower compared to product quality ( $X^2$ ). Thus it indicates that there are still some services need to be improved in order to make consumers happier and more satisfied with the services provided.





The result of this research shows that actually both service quality and product quality impact on the satisfaction of hotel customer. This finding is supported by previous research done by Anggraeni et al. (2016) and Gumussoy and Koseoglu (2016) that describes how customer satisfaction influenced by product quality and services provided. However, this research shows that the direct proof is in the highest value of service quality. It shows that the physical condition of building and so on are still more important than the atmosphere created by the people/employees. It is different from the result of Dewangg et al. (2014) which shows that the non-physical play more important role on customer satisfaction.

### **Correlation Test**

Correlation between service quality variables ( $X^1$ ) and consumer satisfaction (Y) is 0.498 which means the service quality ( $X^1$ ) has influence towards consumer satisfaction (Y) meanwhile product quality ( $X^2$ ) and consumer satisfaction (Y) has the value of 0.700 which indicates that product quality ( $X^2$ ) has strong relationships to consumer satisfaction (Y)

### **Multiple Linear Regression Test Result**

Service quality ( $X^1$ ) has a positive regression value which means that every improvement in service quality ( $X^1$ ) of 1 unit, making an increase in consumer satisfaction (Y) of 0.172, likewise vice versa, therefore both have a positive relationship. Product quality ( $X^2$ ) has a positive regression value which means that in every product quality improvement ( $X^2$ ) by 1 unit, it will also increase consumer satisfaction (Y) by 0.582, likewise vice versa. Therefore product quality ( $X^2$ ) and consumer satisfaction (Y) has a positive relationship.

### **Coefficient test Result determination**

Independent variables of service quality ( $X^1$ ) and product quality ( $X^2$ ) have influence together amounting to 51.5% of the dependent variable that is consumer satisfaction (Y). The remaining 48.5% therefore influenced by other factors/variables that are not included in the study.

### **F/Anova Test Result**

The large value of the  $F_{table}$  at a significance level of 5% (0.05) is 3.09. This means  $F_{count} > F_{table}$  ( $51.587 > 3.09$ ). Then  $H_0$  is rejected which means service quality and product quality positively influence significantly on consumer satisfaction. The significance value of 0.000 which means lower than 0.05 or  $0.000 < 0.05$ , it can be concluded that service quality and product quality are simultaneously influential/have an influence together toward consumer satisfaction.

Based on the data above therefore concluded that:

$H_0$ : No influence of service quality and product quality toward customer satisfaction in Swiss-Belresidences Kalibata Jakarta rejected, and.

$H_a$ : Found the influence of service quality and products quality toward customer satisfaction in Swiss-Belresidences Kalibata Jakarta received



## 5. Conclusion and Suggestion

Service Quality, Product Quality and Consumer Satisfaction all have good score. It shows that actually the consumers already consider the hotel successfully fulfill their expectation. Service quality has a moderate influence towards consumer satisfaction meanwhile product quality has a stronger influence on consumer satisfaction. The two independent variables together influence consumer satisfaction, although there are still some other variables not mentioned in this research, such as price fairness and perceived value.

In service quality, the lowest mean is located under warranty. The assurance in question is product knowledge, hospitality, attention, politeness, skills in giving information and providing security to customers. Based on the aforementioned, the hotel enhances the guarantee by intensifying communication with customers with friendly and polite, skilled to provide product knowledge and give security to the supporting so as to create a good service. From product quality variable, the lowest mean lies in the durability, which means how long the product in question lasts before the product needs to be replaced. The type of product that has the nature of not being durable is mainly food and drink. The product served by the hotel restaurant is more precisely eaten right on the spot. The take away must have a packaging that can retain heat/cold to maintain the durability of the product. In the consumer satisfaction, the lowest mean lies in the cost section. We recommend the hotel to give more frequent discounts or special promo in order to make the customers less burdened by the high cost. Since the research only include two independent variables, then it is advisable for the next research to include other variables that have not been discussed in this research.

## REFERENCE

- 1) Al-Rousan, A., Ramzi, M., & Mohamed, B. (2010). Customer loyalty and the impacts of service quality: The case of five star hotels in Jordan. *International Journal of Economics and Management Engineering*, 4(7), 1702–1708. <https://doi.org/doi.org/10.5281/zenodo.1331937>
- 2) Anggraeni, D., Sumadji, S., & Sunarti, S. (2016). Pengaruh Kualitas Produk terhadap Loyalitas Pelanggan. *Jurnal Administrasi Bisnis*, 37(1), 171–177.
- 3) Assauri, S. (2008). *Manajemen Produksi dan Operasi*. Jakarta: UI Press.
- 4) Beerli, A., Martín, J., & Quintana, A. (2004). A model of customer loyalty in the retail banking market. *European Journal of Marketing*, 38(1/2), 253–275. <https://doi.org/10.1108/03090560410511221>
- 5) Citradi, T. (2020). Tempat Wisata Jorok, Ada Tak Ada Corona Wisata RI Bermasalah. Retrieved October 1, 2020, from CNBC Indonesia website: <https://www.cnbcindonesia.com/news/20200219141153-4-139024/tempat-wisata-jorok-ada-tak-ada-corona-wisata-ri-bermasalah/2>
- 6) Dewangga, N., Hidayat, W., & Widiartanto, W. (2014). Analisis Kualitas Pelayanan Terhadap Kepuasan Konsumen Jasa Hotel Santika Premiere Semarang. *Jurnal Ilmu Administrasi Bisnis*, 3(4), 140–150. Retrieved from



<https://ejournal3.undip.ac.id/index.php/jiab/article/view/6492>

- 7) Ghozali, I. (2008). *Aplikasi Analisis Multivariate dengan Program SPSS*. Semarang: Badan Penerbit Universitas Diponegoro.
- 8) Goetch, D., & Davis, S. (1995). *Implementing Total Quality*. New Jersey: Prentice-Hall.
- 9) Gumussoy, C., & Koseoglu, B. (2016). The effects of service quality, perceived value and price fairness on hotel customers' satisfaction and loyalty. *Journal of Economics, Business and Management*, 4(9), 523–527. <https://doi.org/10.18178/joebm.2016.4.9.446>
- 10) Irawan, H. (2007). *10 Prinsip Kepuasan Pelanggan cetakan 9*. Jakarta: PT. Elex Media Komputindo.
- 11) Jasinskas, E., Streimikiene, D., Svagzdiene, B., & Simanavicius, A. (2016). Impact of hotel service quality on the loyalty of customers. *Economic Research-Ekonomiska Istraživanja*, 29, 559–572. <https://doi.org/10.1080/1331677X.2016.1177465>
- 12) Kotler, P., & Keller, K. (2009). *Manajemen pemasaran*. Jakarta: Erlangga.
- 13) Kumar, V., Jones, E., Venkatesan, R., & Leone, R. P. (2011). Is Market Orientation a Source of Sustainable Competitive Advantage or Simply the Cost of Competing? *Journal of Marketing*, 75(1), 16–30. <https://doi.org/10.1509/jm.75.1.16>
- 14) Lovelock, C., Widyantoro, A., Samosir, M., & Wright, L. (2007). *Manajemen Pemasaran Jasa (terjemahan)*. Jakarta: Indeks.
- 15) Lupiyoadi, R., & Hamdani, A. (2014). *Pemasaran Jasa*. Jakarta: Salemba Empat.
- 16) Parasuraman, A., Zeithaml, V. A., & Berry, L. L. (1985). A Conceptual Model of Service Quality and Its Implications for Future Research. *Journal of Marketing*, 49(4), 41–50. <https://doi.org/10.1177/002224298504900403>
- 17) Priyatno, D. (2008). *Mandiri Belajar SPSS bagi Mahasiswa dan Umum*. Yogyakarta: Mediakom.
- 18) Sarwono, J. (2006). *Metode Penelitian Kuantitatif dan Kualitatif*. Yogyakarta: Graha Ilmu.
- 19) Sudjana, N., & Laksamana, U. (1992). *Menyusun Karya Tulis Ilmiah*. Bandung: Penerbit Sinar Baru.
- 20) Sugiyono, S. (2019). *Metode penelitian kuantitatif, kualitatif, dan R&D*.
- 21) Tjiptono, F. (2005). *Strategi Pemasaran (3rd Editio)*. Yogyakarta: Penerbit Andi.
- 22) Tjiptono, F. (2013). *Service Management Mewujudkan Layanan Prima*. Yogyakarta: Penerbit Andi.
- 23) Wu, C. (2007). The impact of customer-to-customer interaction and customer homogeneity on customer satisfaction in tourism service—The service encounter prospective. *Tourism Management*, 28, 1518–1528. <https://doi.org/10.1016/j.tourman.2007.02.002>

