

The Influence of Service Quality, Facilities and Price on Guest Satisfaction at the Tirtha Khayangan Canggü Hotel

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Abstract

Guest satisfaction is one of the important aspects of the hospitality industry that can be influenced by service quality, facilities, and price. This study aims to analyze the effect of service quality, facilities, and price on guest satisfaction at Tirtha Khayangan Canggü Hotel. This study employed a quantitative approach with an associative research design. The population consisted of 24,637 guests, and 100 respondents were selected as the sample using the Slovin formula with a purposive sampling technique. Data were collected through observation, interviews, documentation, and questionnaires, and were then analyzed using SPSS through validity testing, reliability testing, classical assumption testing, multiple linear regression analysis, correlation analysis, coefficient of determination, t-test, and F-test. The results showed that service quality, facilities, and price had positive and significant effects on guest satisfaction, both partially and simultaneously. These findings indicate that guest satisfaction can be improved by enhancing service quality, providing clean, comfortable, complete, and well-maintained facilities, as well as setting prices that are appropriate to the quality and benefits received by guests



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Introduction

The tourism industry is one of the sectors that continues to grow along with the increase in people's mobility and lifestyle changes that make tourism activities part of recreational needs. These developments have also encouraged the growth of the hotel industry as one of the accommodation providers for tourists. Hotels not only offer rooms as a place to stay, but also provide various services and supporting facilities to provide comfort and a good experience for guests, such as restaurants, swimming pools, meeting rooms, recreation areas, and other facilities (Dewangga et al., 2024).

The rapid growth of the hotel industry is also followed by increasingly competitive competition. Every hotel needs to be able to maintain the quality of products and services in order to meet the needs and expectations of guests. The success of hotels in providing a satisfactory experience is one of the factors that determine guests' decisions to choose, reuse, and recommend

a hotel. Therefore, improving the quality of service, providing adequate facilities, and setting appropriate prices are important concerns for hotel managers in maintaining guest satisfaction (Jaya et al., 2023; Putri et al., 2025).

Guest satisfaction is basically formed from a comparison between expectations before receiving services and the experience gained after using the service. In choosing a hotel, guests generally consider several aspects, including the quality of service, available facilities, and the price to pay. These three aspects can shape guests' perception of the value obtained during their stay and subsequently affect their satisfaction level (Apriliani et al., 2022).

Service quality is one of the aspects that determines the guest experience while using hotel services. Service that is fast, friendly, responsive, and in accordance with the needs of guests can create a positive experience. On the other hand, service that does not meet expectations can cause dissatisfaction and affect guests' assessment of the hotel. The quality of service also needs to be maintained consistently because the expectations of each guest can be different and continue to develop along with the experience gained (Widyaningsih et al., 2025).

In addition to service quality, facilities have a role in supporting guests' comfort during their stay. Facilities that are clean, complete, well-functioning, and in accordance with needs can provide added value for the hotel. On the other hand, facilities that are poorly maintained or do not match the information provided can cause discomfort. The condition of facilities such as rooms, bathrooms, beds, swimming pools, restaurants, and other supporting facilities are part of the experience that is directly felt by guests (Juniasih et al., 2023; Pande et al., 2025; Nurcahyo et al., 2017).

Price is also an important consideration in a guest's decision when choosing accommodation. Price is not only seen from the amount of costs incurred, but also compared to the benefits and quality obtained during the stay. When the price paid is considered proportional to the services and facilities received, guests tend to have a positive perception of value. Conversely, the mismatch between price and the experience gained can lower guest satisfaction (Ador et al., 2025).

One of the hotels that faces these conditions is the Tirtha Khayangan Canggu Hotel which is located in the Berawa Beach area, Tibubeneng, North Kuta District, Badung Regency, Bali. This hotel offers relatively affordable room prices and various facilities to support the needs of guests, such as an outdoor swimming pool, restaurant, 24-hour front desk, parking area, and Wi-Fi access.

The rooms are also equipped with basic facilities in the form of air conditioning, television, private bathroom, shower, and toiletries. The combination of price, service, and facilities is part of the value offered to guests.

However, based on guest reviews on accommodation booking platforms, there are still a number of complaints during the period 2023 to 2026. These complaints are mainly related to the cleanliness and condition of room facilities, such as stained sheets and towels, unclean bathrooms, mattresses that feel damp, incomplete room facilities, rooms that smell bad, and some facilities that do not function properly. There are also complaints about the condition of the room that is considered not in accordance with the photos displayed on the booking platform. These problems show that the condition of the facilities received by some guests has not fully met their expectations.

Complaints were also found in the aspect of service quality. Some guests considered the staff service to be quite friendly, but there were also reviews about staff who were less responsive to guest requests. Requests to clean the room or provide certain needs were not immediately followed up. In addition, staff activities with sounds that are considered to interfere with the comfort of guests are also one of the complaints. This condition shows that the quality of interaction and service response is still an aspect that needs to be considered in providing a better stay experience.

In terms of price, a number of reviews show that there is a perception that the fee paid is not fully proportional to the conditions received. The assessment arises when guests find room conditions and facilities that are not in line with expectations, such as low bathroom cleanliness, stained linens, and room conditions that differ from the information or photos displayed. Thus, guests' perception of the suitability between the price and the benefits received can be one of the factors that affect satisfaction during the stay.

These various complaints show that there is a difference between guest expectations and the experience gained while using hotel services. Based on *the Expectancy-Disconfirmation Theory*, consumer satisfaction is formed through a comparison between expectations and perceived performance. If the performance received is below expectations, then there is *negative disconfirmation* that can cause dissatisfaction. The problems seen through the guest reviews are a reason to further examine factors related to guest satisfaction at Hotel Tirtha Khayangan Canggu, especially the quality of service, facilities, and prices.

Research on these three variables is important to obtain an empirical picture of the factors that affect guest satisfaction partially or simultaneously. The results of the study are expected to provide information for the management of Hotel Tirta Khayangan Canggu in evaluating the quality of service, improving the condition and completeness of facilities, and setting prices that are in accordance with the benefits received by guests. Based on this description, this study aims to analyze the influence of service quality, facilities, and prices on guest satisfaction of Hotel Tirta Khayangan Canggu, both partially and simultaneously.

Research Methods

This study uses a quantitative approach with an associative research design to analyze the influence of service quality, facilities, and prices on guest satisfaction. The research was conducted at the Tirta Khayangan Canggu Hotel, located on Jl. Pantai Berawa, Tibubeneng, North Kuta District, Badung Regency, Bali. The research objects consisted of service quality (X_1), facilities (X_2), price (X_3), and guest satisfaction (Y).

The research population is all guests who have stayed at Hotel Tirta Khayangan Canggu. Based on data for 2025, the total population is 24,637 guests. The sample was determined using a non-probability sampling technique with a purposive sampling method. The respondent criteria included guests who had stayed at Hotel Tirta Khayangan Canggu, were at least 17 years old, and were willing to fill out a questionnaire. The number of samples was determined using the Slovin formula with an error rate of 10%, so that 99.59 respondents were obtained and rounded to 100 respondents.

The research data consisted of primary data and secondary data. Primary data was obtained through the distribution of questionnaires to respondents, while secondary data was obtained from scientific journals, books, and guest reviews on the hotel booking platform. Data collection was also supported by observation and interviews to obtain information about the condition of hotel services and facilities. The research instrument was compiled based on the indicators of each variable and measured using a five-point Likert scale, namely 1 = strongly disagree, 2 = disagree, 3 = neutral, 4 = agree, and 5 = strongly agree.

Service quality variables are measured through five indicators, namely *tangibles*, *reliability*, *responsiveness*, *assurance*, and *empathy*. Facility variables are measured through facility cleanliness, room comfort, and completeness of public facilities. Price variables are

measured through price affordability, price suitability with quality, price competitiveness, and price suitability with benefits. Meanwhile, guest satisfaction is measured through the suitability of expectations, interest in returning visits, and willingness to recommend.

Before being used in the analysis, the research instrument was tested for validity and reliability. The validity test was carried out by comparing the *value of r calculated* with *the r table*, while the reliability was tested using *Cronbach's Alpha* with an acceptance limit of 0.60. Furthermore, a classical assumption test was carried out which included normality, multicollinearity, and heteroscedasticity tests to ensure that the regression model met the necessary assumptions.

Data analysis was carried out using multiple linear regression analysis to determine the influence of service quality, facilities, and prices on guest satisfaction. The regression equation model used is:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \varepsilon$$

Description: Y = Guest Satisfaction

a = Konstanta

b₁, b₂, b₃ = Regression coefficient

X₁ = Quality of Service

X₂ = Facilities

X₃ = Price

E = Error

In addition to regression analysis, this study uses correlation analysis to determine the degree of closeness of the relationship between independent and dependent variables and the determination coefficient (R²) to determine the ability of the variables of service quality, facilities, and prices to explain variations in guest satisfaction. Hypothesis testing was carried out through a t-test to determine the influence of each independent variable partially and an F test to determine the simultaneous influence of service quality, facilities, and prices on guest satisfaction. Decision making was carried out based on a significance value of 5% ($\alpha = 0.05$).

Results and Discussion

Results

Before further analysis was carried out, the research instrument was tested to ensure that

each statement item could measure the research variables accurately and consistently. The results of the validity test showed that all indicators in the variables of service quality, facilities, price, and guest satisfaction had a *greater r value* than the *r of the table* of 0.196. The *r-value* of the variable in service quality was in the range of 0.835–0.873, facilities 0.904–0.926, price 0.870–0.899, and guest satisfaction 0.890–0.923. The results showed that all indicators were declared valid. The reliability test also showed a Cronbach's Alpha value of 0.905 for service quality, 0.899 for facilities, 0.908 for price, and 0.887 for guest satisfaction. All of these values were above 0.60, so the research instrument was declared reliable and suitable for use in future analysis.

Next, a classical assumption test was carried out. The classical assumption test was carried out to ensure that the regression model met the analysis requirements. The results of the normality test using the Kolmogorov-Smirnov showed a significance value of 0.200, greater than 0.05, so that the residual in the regression model was normally distributed. Furthermore, the results of the multicollinearity test showed a *Tolerance* value of 0.843 for service quality, 0.828 for facilities, and 0.738 for price, while the VIF values were 1.187, 1.208, and 1.354, respectively. These values met the *criteria of Tolerance* > 0.10 and $VIF < 10$, so that no symptoms of multicollinearity were found. The results of the heteroscedasticity test using the Glejser method also showed a significance value of 0.145 for service quality, 0.069 for facilities, and 0.905 for price. All significance values were greater than 0.05, so the regression model did not show any symptoms of heteroscedasticity.

Next, multiple linear regression analysis was used to determine the direction and magnitude of the influence of service quality, facilities, and prices on guest satisfaction of Hotel Tirtha Khayangan Cangu. The results of regression analysis are presented in Table 1.

Table 1. Number of Tourists to Bali 2017-2021

Variabel	Unstandardized Coefficient		Standardized Coefficients Beta (β)	t	Sig.	Partial
	B	Hours Error				
Konstanta	-1,534	1,019		-1,506	0,135	
Quality of Service(X1)	0,310	0,047	0,443	6,562	0,000	0,620
Facilities (X2)	0,376	0,066	0,390	5,714	0,000	0,583
Price (X3)	0,178	0,056	0,230	3,181	0,002	0,562

R	0,794
Rsquare	0,631
Adjusted R Square	0,619
t Table	1,98
Regression equations	$Y = -1.534 + 0.310X_1 + 0.376X_2 + 0.178X_3$
F count	54,683
F table	2,70
Sig F calculates	0.000

Based on the results of the analysis in Table 1, the following regression equations were obtained:

$$Y = -1.534 + 0.310X_1 + 0.376X_2 + 0.178X_3 + \varepsilon$$

The value of the service quality regression coefficient of 0.310 indicates a positive influence on guest satisfaction. This means that the improvement of service quality, assuming that other variables are fixed, followed by an increase in guest satisfaction. The facility has a regression coefficient of 0.376 which also indicates a positive direction. Meanwhile, the price has a regression coefficient of 0.178, which shows that the better the guest's perception of the suitability of the price with the quality and benefits received, the higher the guest satisfaction.

Hypothesis testing was carried out to determine the influence of independent variables on guest satisfaction partially and simultaneously. The results of the partial test showed that the quality of service had a t-value of 6.562 with a significance of 0.000. This value showed that the quality of service had a positive and significant effect on guest satisfaction. The facility obtained a t-value of 5.714 with a significance of 0.000, so that the facility also had a positive and significant effect on guest satisfaction. Furthermore, the price obtained a t-value of 3.181 with a significance of 0.002, which shows that the price has a positive and significant effect on guest satisfaction.

Simultaneous testing resulted in an *F* value of 54.683 with a significance of 0.000. This value shows that the quality of service, facilities, and price together have a positive and significant effect on guest satisfaction at Hotel Tirtha Khayangan Canggu. Thus, all research hypotheses regarding partial and simultaneous influences are acceptable.

The results of the analysis showed an *R* value of 0.794 and an *Adjusted R Square* of 0.619. This value showed that the quality of service, facilities, and price together were able to explain the variation in guest satisfaction by 61.9%, while the remaining 38.1% was influenced by other factors outside the variables used in this study.

Discussion

The results of the study show that the quality of service has a positive and significant effect on the satisfaction of guests of Hotel Tirta Khayangan Canggu. The results of the analysis showed a regression coefficient of 0.310 with a significance value of 0.000. This shows that the better the service received by guests, the higher the satisfaction felt. Service that is friendly, fast, reliable, responsive to needs, and able to provide a sense of security can create a positive stay experience. For hotel guests, the quality of interaction with employees is one of the important parts in shaping the assessment of the experience while using hotel services.

These results are in line with Harwina (2021) research which found that service quality has a significant effect on consumer satisfaction in the hospitality industry. Similar findings were also obtained by Rachim et al. (2025) which showed that *the dimensions of tangibles, reliability, responsiveness, assurance, and empathy* have an effect on guest satisfaction. Research by Oktania et al. (2026) at COMO Uma Canggu also showed that there is a positive and significant influence of service quality on guest satisfaction. The similarity of these results shows that the hotel's ability to provide services according to the needs of guests is one of the factors that supports the formation of satisfaction.

The influence of service quality can be explained through the *Expectancy-Disconfirmation Theory* proposed by Oliver (1980). Satisfaction is formed through a comparison between consumer expectations before using the service and the perceived performance after receiving the service. When the service received meets or exceeds expectations, the assessment of the stay experience becomes more positive. On the other hand, service that is below expectations can cause dissatisfaction. Thus, the consistency of service in meeting the needs and expectations of guests is an important part that needs to be maintained by Hotel Tirta Khayangan Canggu.

In addition to service quality, the results of the study show that facilities also have a positive and significant effect on guest satisfaction. The facility variable has a regression coefficient of 0.376 with a significance value of 0.000. These results show that the improvement in the quality of facilities is followed by an increase in guest satisfaction. Cleanliness, comfort, completeness, and well-maintained facilities are part of the lives that are directly felt by guests during their stay. Room facilities, bathrooms, beds, internet networks, parking areas, swimming pools, and other public facilities can affect the comfort and experience of guests during their stay at the hotel.

The findings are in line with the research of Oktania et al. (2026) on the COMO Uma

Canggu Hotel which found that facilities have a positive and significant effect on guest satisfaction. Similar results were also found by Cholis et al. (2023) and Adrian et al. (2024) which showed the influence of facilities on consumer satisfaction. These results show that the existence of facilities is not only assessed based on their number, but also on their condition, cleanliness, completeness, and ease of use. Facilities that are not maintained or not in accordance with expectations can reduce comfort and ultimately affect guest satisfaction.

These results can also be explained through *Expectancy-Disconfirmation Theory* (Oliver, 1980). Before staying, guests have expectations for the facilities that will be obtained. When the facilities received are in accordance with expectations, satisfaction can be formed, while facilities that exceed expectations can result in a more positive experience. On the other hand, facilities that are below expectations can cause dissatisfaction. Therefore, continuous maintenance and improvement of facilities is one of the efforts that can be made to maintain guest satisfaction.

Price was also shown to have a positive and significant effect on guest satisfaction at Hotel Tirta Khayangan Canggu, with a regression coefficient of 0.178 and a significance value of 0.002. These results show that guest satisfaction is related to how they assess the price paid compared to the quality and benefits obtained. The positive influence on the price variable does not mean that the higher the price, the higher the satisfaction, but it does show that the better the perception of the price affordability and price suitability with the quality and benefits received, the higher the satisfaction felt.

The results of this study are in line with the research of Oktania et al. (2026) which found that price has a positive and significant effect on guest satisfaction. Similar findings were also obtained by Cholis et al. (2023) and Naibaho (2023), which show that price has a positive and significant effect on consumer satisfaction. The similarity of these results shows that guests not only consider the amount of costs that must be incurred, but also assess whether the price is proportional to the services, facilities, and benefits obtained during their stay.

The effect of price on satisfaction can also be understood through *Expectancy-Disconfirmation Theory* (Oliver, 1980). Guests will compare the benefits and quality received with the expectations formed before using hotel services. Prices that are considered commensurate with quality and benefits can result in positive evaluations. On the other hand, when guests feel that the costs incurred are not in accordance with the experience obtained, dissatisfaction can arise. Therefore, pricing needs to be balanced with the quality of service and facilities that are able to

provide value according to guests' expectations.

Simultaneously, the quality of service, facilities, and price are proven to have a significant effect on guest satisfaction at Hotel Tirtha Khayangan Canggu. The results of the F test resulted in a score of 54,683 with a significance of 0.000. This finding shows that guest satisfaction is not formed from just one aspect, but is the result of an assessment of the overall stay experience. Good service will be more meaningful if it is supported by clean and comfortable facilities and a price that is considered in accordance with the benefits obtained. On the other hand, weaknesses in one aspect can affect a guest's assessment of the overall stay experience.

The results of this study are in line with Oktania et al. (2026) who found that the quality of service, facilities, and prices simultaneously have a positive and significant effect on guest satisfaction at COMO Uma Canggu. These findings are also supported by Adhitama (2022) and Wijayanti and Hutaaruk (2023), who show that the quality of service, facilities, and prices together affect customer satisfaction. The similarity of these results reinforces that the integrated management of these three aspects can be part of efforts to improve hotel guest satisfaction.

The *Adjusted R Square* value of 0.619 shows that the quality of service, facilities, and prices is able to explain 61.9% of the variation in guest satisfaction, while the other 38.1% is influenced by other factors outside the research model. When viewed from the *Standardized Beta* value, the quality of service has the largest value of 0.443, followed by facilities of 0.390 and price of 0.230. This shows that service quality is the variable that has the greatest relative influence on guest satisfaction compared to the other two variables. These findings show that increasing satisfaction is not enough only through the provision of facilities or price adjustments, but needs to be accompanied by an improvement in the quality of interaction and service provided to guests.

CONCLUSION

Based on the results of the study regarding the influence of service quality, facilities, and price on guest satisfaction of Hotel Tirtha Khayangan Canggu, it can be concluded as follows:

1. The quality of service has a positive and significant effect on guest satisfaction at Hotel Tirtha Khayangan Canggu. The test results show a regression coefficient value of 0.310, a t-value of 6.562, and a significance of 0.000. These results show that the improvement in the quality of service provided to guests is followed by an increase in guest satisfaction. Service that is able

to meet needs, provide a good response, and create a sense of comfort is an important part of forming a positive stay experience.

2. Facilities have a positive and significant effect on guest satisfaction at Hotel Tirtha Khayangan Canggu. The test results show a regression coefficient value of 0.376, a calculated t-value of 5.714, and a significance of 0.000. These results show that the condition of the facility that is getting better, complete, comfortable, and well-maintained can increase guest satisfaction while using hotel services. Facilities are one of the aspects that need to be considered because they are directly related to the comfort and experience of guests during their stay.
3. Price has a positive and significant effect on guest satisfaction at Hotel Tirtha Khayangan Canggu. The test results obtained a regression coefficient value of 0.178, a calculated t-value of 3.181, and a significance of 0.002. These results show that the better the guest's perception of affordability and price suitability with the quality and benefits received, the higher the satisfaction felt. Thus, the price needs to consider the value received by guests to stay in line with the services and facilities provided.
4. The quality of service, facilities, and prices simultaneously have a significant effect on guest satisfaction at Hotel Tirtha Khayangan Canggu. This is shown by an F value of 54.683 with a significance of 0.000. The Adjusted R Square value of 0.619 shows that the three variables are able to explain the variation in guest satisfaction by 61.9%, while the other 38.1% are influenced by other factors outside the research model. These results show that guest satisfaction is formed through the interconnectedness of various aspects, so that improving service, maintaining facilities, and setting appropriate prices needs to be done in an integrated manner.

The results of this study can be considered for the management of Hotel Tirtha Khayangan Canggu in improving guest satisfaction through improving the quality of service, maintenance and improvement of facilities, as well as evaluating the suitability of prices with the benefits received by guests. The prospects for further research development can be directed to testing other factors that have not been researched, such as hotel image, location, guest experience, and customer trust, so as to provide a broader picture of the factors that affect guest satisfaction in the hospitality industry.

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