Original Research Article

The Influence of Service Quality and Price on Customer Satisfaction at Novo Turismo Hotel, Dili, Timor-Leste

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Abstract - *This study aims to find out and analyze the influence of service quality and price on customer satisfaction in Novo Turismo Hotel, Dili, Timor-Leste. The research method used is a quantitative correlational method. The population of this research is 300 people, and the sample used by the population is 150 people to answer the questions based on Likert scale values. Data collection methods through participatory observation methods, questionnaires, documentation, and literature, and elaborated all through the SPSS application program with version 25. The results of this research showed that the service quality variable has no influence on customer satisfaction, the price variable has a positive influence on consumer satisfaction, and the service quality and price variables simultaneously have an influence on consumer satisfaction in Hotel Novo Turismo, Dili.*

Keywords - *Service Quality, Price, Customer Satisfaction, Hospitality Industry, Hotel Management, Tourism Services, Timor-Leste.*

I. INTRODUCTION

Tourism is an activity that becomes important in the world economic context as a source of employment and income, so tourism is a movement that people do only temporarily and carry out with a travel model that goes from one place to another, where the influence on the place of history, culture, environment, landscape, human life, and tourist objectives is unique in one place. Tourism is also an essential element of economic development for society in a place where tourists visit to benefit from the social and economic aspects. Tourists visit and seek tourist sites and local communities in relevant aspects, in places such as communities that come with local community organizations organized, where they can collaborate with tourism services. Therefore, the tourism objectives that exist as a tourist destination require favorable conditions for basic infrastructure such as roads, clean water, and accommodations. According to Enden (2021), tourism is an activity of travel to natural areas conducted to conserve the environment and preserve the lives and prosperity of local people. Tourism is a trip that people make and live in a place or region other than the place where they live every day, with the objective of pleasing themselves, business objectives, and others.

The presence of tourists in a country, especially Timor-Leste, can help the private sector increase economic growth. Private sectors that engage in tourism, especially hotels, can offer accommodation and food to tourists who come to visit. According to Putra et al. (2023), a hotel is a business in the business world, as are companies that focus on the service industry and have the concept of combining a product with service. There are a variety of products commonly offered by accommodation or hospitality providers, including hotel architectural design concepts, building interiors and exteriors, rooms and restaurants, hotel room atmosphere, hotel restaurant facilities, and all facilities contained within. Meanwhile, various forms of services are selling rooms to customers, including the friendly attitude of providing services and the skills of hotel staff in providing services to visiting customers. A hotel is a type of commercially managed accommodation, or it includes all buildings that provide accommodation services, food, beverages, and other services for guests and the public who stay overnight. According to Azhar (2022), a hotel is a place that provides accommodation, food, and beverages, as well as other

services that are offered to customers. A hotel is an institution that provides guests with a place to rest, where everyone can stay, eat, drink, and enjoy other facilities to make payment transactions, so the hotel is a place where they manage to provide complete facilities and services as received by visiting customers.

Quality of service is an important way to attract guests who come to visit the place, and the best service is when we show guests who come to visit tourist attractions and rest in the hotel. Providing satisfactory service involves having conversations with guests using appropriate attitudes. Even with outstanding service, customers may also perceive service quality as lacking if their expectations are too high. Service quality is the action of an organization or individual to provide satisfaction to customers. According to Dedy and Alfiandi (2022), service quality is a way to serve, prepare, manage, and complete all customer needs individually or in groups to meet or exceed customer expectations.

To provide high-quality services and satisfy its customers, customer satisfaction closely relates to the quality of service, and the company uses all activities to meet consumer expectations, increasing their awareness of the company's existence. The quality of service that provides satisfaction to customers indicates the existence of a remarkably close relationship between the organization and customer; the quality of service encourages customers to establish a strong relationship with the organization or institution. Service quality is an effort to meet consumer needs for products and services; we can see how well a service meets consumer needs and wants to measure service quality. According to Fadilah & Supendi (2024), service quality is a form of reference for consumer evaluation of services provided. Service quality is influenced by products and services; this is closely related to consumer value and satisfaction. Service quality is a dynamic study in close relationship with human resources, products, and services.

Price is the amount of money that consumers exchange to get the benefits of companies and services; prices depend only on each company. Price is a substitute for value, a necessary amount paid or exchanged by consumers for something offered for a product; payment can be in the form of money/services. Pricing is one of the most important decisions in marketing; pricing is the only element of the marketing mix that brings income or revenue to the company. Price is the important amount of money needed to obtain several products or a combination of goods and services; price is the amount of money needed to obtain several products or a combination of goods and services. According to Tjiptono in Safitri, (2020), price is an element of the marketing mix that provides income to the company, such as products, places, and promotion, or the amount of money used to obtain a combination of products and services contained in the product. Price is a factor that influences purchase decisions; consumers' awareness of prices has a significant impact on their expectations regarding the relationship between prices and product quality, and the functions of price as an economic mechanism that uses the possible supply between customers in the market.

Customer satisfaction is the feeling of happiness or disappointment that arises when comparing the food and service received in the hotel to the customer's expectations. Customers will feel satisfied when they compare the food and service received in the hotel to their expectations. Customers will be satisfied if the performance is appropriate to expectations, or if it exceeds expectations, they will be happy. Customer satisfaction is the customer's response in the form of feelings or evaluations to the use of the product in terms of expectations and needs. Customer satisfaction is of utmost importance. When consumers are satisfied, the company must try to continue to establish and maintain relationships with consumers; if consumers are not satisfied, then the company must find out the cause of dissatisfaction and try to regain consumer interest. This can be used as a reference for strategies to attract consumer interest in the use of services and products and maintain consumer loyalty to a company.

According to Oktaviani & Hernawan (2022), it states that consumer satisfaction is a feeling of satisfaction obtained by consumers with products and services that have been purchased. Furthermore, according to Estamarinda et al (2021), it is stated that customer satisfaction is a level of feeling where one states the results of a comparison of the performance of the products and services received and expected. Customer satisfaction is a comparison of consumer expectations to actual service perceptions or interactions. Consumer desires have been fulfilled by the company with the added value of a product. Customer satisfaction will increase, and they will be

more likely to keep buying the product in the long term. Novo Turismo Hotel, an international hotel in Dili, boasts an attractive interior. However, during a three-month internship, researchers observed guest complaints regarding service, high room rates, and malfunctioning room facilities. These issues led to considerable dissatisfaction and a perception of poor value for money among guests. Furthermore, the hotel's location, while central, was perceived as noisy, adding to the negative experiences. A comprehensive investigation into these operational shortcomings is recommended to enhance guest satisfaction and maintain the hotel's competitive standing in the Dili hospitality market.

II. LITERATURE REVIEW

A. Definition of Service Quality

The service quality is essential for the company to increase customer satisfaction and loyalty, which will provide benefits for the company itself. According to some experts such as Fadilah & Supendi (2024), service quality is the extent to which a service meets customer expectations and provides satisfaction. This quality of service encourages the establishment of a strong relationship between customers and companies and focuses on meeting customer needs and expectations in each type of service provided. Purba et al. (2023) emphasized that service quality is a vital component to provide excellent quality, becoming the center of the company's attention because it has a direct effect on customer satisfaction. Irawan et al. (2022) added that service quality builds a long-term beneficial relationship with customers, while Rahmah (2020) stated that service quality involves all company resources. Satisfied customers are more likely to buy back and recommend the company's products or services to others.

Therefore, companies need to pay special attention to the service quality, considering that customer satisfaction is the key to surviving and winning business competition. Putra et al. (2023) explained that service quality is a company's effort to meet customer expectations, as well as a measure of its ability to provide appropriate services. Service quality creates convenience and satisfaction for customers. Mirnawati et al. (2024) also underline that good service quality creates customer satisfaction, which then triggers repeat purchases and recommendations. From the various definitions above, it can be concluded that service quality is the action of the company to provide the best service to customers, which can be judged from the performance of the staff.

Khaerudin et al. (2023) identified five dimensions of service quality, namely: attractive physical appearance; reliability in providing the promised service; responsiveness in providing fast service; assurance through the knowledge and trust built by employees; and empathy or personal concern for customers.

1. Meanwhile, according to Adolph (2023), the quality of interaction during service hours is also an important dimension in service quality. Adolph put forward the dimensions of service quality, including:
2. Quality of interaction: behavior and actions shown to customers during service, as well as the provision of excellent service.
3. Quality of results: consumers' assessment of the suitability between the products and services received and their expectations.
4. Environmental quality, which is a clean and quiet environmental condition to create comfort for customers in hotels or restaurants.

B. Definition of Price

According to Sudana et al. (2021), price reflects a person's level of satisfaction with a product they want to buy, because consumers tend to choose products at prices that match their quality. Price is the amount of money that customers exchange to benefit from products and services. Nurhayati (2022) states that price is the amount of money charged for goods or services, which represents the value that customers receive for the benefits of using those goods and services. Ariyanti & Supriyatna (2024) define price as the amount of money charged for a product. Pricing varies, determined by top management in small companies, while large companies assign product managers to do so. Price is an element of the marketing mix that generates a company's revenue through products, locations, and promotions, and includes all the value that the company offers. Satdiah et al. (2023) explain price as the value of money that buyers pay to sellers for an item, or the value of an item set by the seller.

Oktaviani & Hernawan (2022) added that price is a sum of money spent to obtain the right to use a product, namely payments from buyers to sellers to get goods and services. Khaerudin et al. (2023) argue that price is the amount of money needed to acquire a combination of goods and services and is a principal factor in determining purchasing decisions. Price is the value imposed on the customer to obtain the benefit of the product, where the seller makes a profit and the customer gets their needs. Hasan (2024) defines price as the amount of money, monetary units, or other aspects that affect the quality or utility of something used to obtain a product. Price influences consumers' choice in purchasing goods and services, and for companies, is an element of the marketing mix that generates revenue.

Based on the description of these experts, it can be concluded that price is the value charged and must be paid by the customer in exchange for the desired product or service. Price is the value of money that a customer pays to the seller, as well as the value of an item determined by the seller. Companies need to set prices that match the quality of the product, as prices that are too high can encourage consumers to switch to more affordable alternatives. Lacarso, et.all (2021) put forward three indicators related to prices, namely: first, the ability of the product to convince consumers to buy in large quantities by meeting their expectations; second, increasingly diverse consumer lifestyles; and third, product quality that satisfies consumers.

Indrasari (2019) added the following price-related indicators: affordability of prices that consumers expect when shopping; price conformity with product quality, where consumers tend to accept high prices for quality products; price competitiveness that encourages companies to consider competitors' prices so that their products are competitive in the market; a price that reflects the benefits of the product, so that consumers will buy if the benefits are appropriate; price influence on purchase decisions, where a mismatch between price and quality or benefits may cause consumers not to make a repeat purchase; and finally, price as the first factor that consumers pay attention to in assessing the benefits of the product.

C. Definition of Customer Satisfaction

Amanda et.all (2024), defined customer satisfaction as their level of happiness or disappointment after comparing product performance with initial expectations. To effectively understand customer needs, companies need to increase the number of customers and provide better products and services. Customer satisfaction is reflected when they choose to shop somewhere and tend to be loyal and recommend the product to others if they feel satisfied.

Customer satisfaction defined as an evaluation that a person makes after comparing the performance or results of a product with their initial expectations (Oktaviani & Hernawan, 2022; Ariyanti & Supriyatna, 2024; Lilia, 2022). This involves feelings of pleasure or dissatisfaction arising from the comparison (Ariyanti & Supriyatna, 2024; Lilia, 2022). For companies, customer satisfaction is crucial because satisfied customers tend to be more loyal, reluctant to switch to competitors, and can even become promoters (Khaerudin et al., 2023). Furthermore, customer satisfaction is a determinant of business success, especially related to service quality and price (Mirnawati et al., 2024). From a psychological perspective, customer satisfaction arises when there is an alignment between expectations and the experience of using a product or service (Amanda et al., 2024). Meeting customer needs and wants will increase their satisfaction and encourage long-term loyalty (Amanda et al., 2024; Lilia, 2022). Pokhrel (2024) added that customer satisfaction is the level of satisfaction felt after comparing the service or product received with the expectations had. Based on the theory it can be concludes that customer satisfaction is the result of a subjective assessment based on the compatibility between perceived reality and customer expectations; Products or services that meet expectations lead to satisfaction, while those that don't meet expectations can lead to disappointment.

According to Sinaga (2022), five factors affect customer satisfaction, namely:
1. Product quality (satisfaction arises when the product is considered good),
2. Service quality (satisfaction is achieved if the service meets expectations),
3. Customer emotional aspects (customers feel proud and confident in the services provided),
4. Price (lower prices for the same quality increase value for consumers), and
5. Convenience (ease and efficiency in obtaining products or services increases satisfaction).

Rahmah (2020) stated that customer satisfaction indicators include:
1. Price (which is an important component in the industry),
2. Promotions and discounts (as the main attraction for customers),
3. Place or location (which is an important part of the company for customers), and
4. Facilities (which support smooth service).

Wati et.all (2020) added the following indicators of customer satisfaction: conformity with expectations (satisfaction is judged from the comparison between expectations and the company's actual performance), return interest (satisfaction encourages repeat purchases), and willingness to recommend (customers recommend good quality products to others).

III. METHOD OF RESEARCH

This study applies a quantitative approach with a correlational design. The data used was quantitative data collected through a questionnaire distributed to customers of Hotel Novo Turismo in Dili, Timor-Leste. The study population consisted of three hundred (300) customers of the hotel during the January-March 2025 period. The sample was used by 150 people using the accidental sampling technique. Data collection was conducted through direct participatory observation by researchers during the internship, the use of questionnaires, and literature studies. Data analysis uses multiple linear regression analysis techniques, which aim to evaluate the relationship between two or more independent variables and one dependent variable, as well as to predict the value of dependent variables based on these independent variables.

IV. RESULT AND DISSCUSSION

Data analysis in this study includes the study of the characteristics of sample respondents, including gender, age, level of education, and nationality. The data analyzed was sourced from respondents' answers obtained through questionnaires that were distributed and filled out independently at the research site.

A. Characteristics of Respondents by Gender
Based on gender, the characteristics of respondents can be presented in the following table:

Table 1. Distribution of Respondents by Gender

Nu	Gender	Frequency	Percentage (%)
1	Woman	66	44%
2	Man	84	56%
Total		150	100%

Based on the table above, out of the total respondents totaling one hundred and fifty (150), the most respondents came from the male gender with a total of 84 people (56%) and the female gender minority with a total of 66 (44%).

B. Characteristics of Respondents by Age
A breakdown of respondents' characteristics based on age can be seen in the table below:

Table 2. Distribution of Respondents by Age

No	Age	Frequency	Percentage (%)
1	<25 years old	3	2%
2	25-35 years old	70	47%
3	36-45 years old	66	44%
4	>46 years old	11	7%
Total		150	100%

The table above shows that as many as 150 respondents participated in this survey. The age distribution of respondents was as follows: 3 people (2%) were under 25 years old, 70 people (47%) were 25-35 years old, 66 people (44%) were 36-45 years old, and 11 people (7%) were 46 years old or older. Thus, the age group of 25-35 years is the largest group in this survey, with a total of 70 respondents.

C. Characteristics of respondents based on Education Level

A description of the characteristics of the respondents based on the level of education can be seen in the table below:

Table 3. Distribution of Respondents by Education Level

No	Education Level	Frequency	Percentage (%)
1	Senior High School	4	3%
2	Bachelor (Licentiate)	80	53%
3	Master	55	37%
4	Doctor	11	7%
Total		150	100%

The table shows the variation in the level of education of the respondents, with the following details: 4 respondents or 3% have a high school education, 80 respondents or 53% have a bachelor's education, 55 respondents or 37% have a master's education, and 11 respondents or 7% have a doctoral education.

D. Characteristics of Respondents by Nationality

The characteristic description of respondents based on nationality can be seen in the table below:

Table 4. Distribution of Respondents by Nationality

No	Citizenship	Frequency	Percentage (%)
1	International	100	67%
2	National	50	33%
Total		150	100%

From the data presented, most of the customers come from abroad, namely 100 people (67%), while domestic customers amount to 50 people (33%).

E. Validity and Reliability Test

Before analyzing and interpreting the data obtained from the questionnaire, the researcher will test the validity and reliability of the instrument. Validity tests aim to ensure that the instrument is measuring the variables it is supposed to measure, while reliability tests aim to measure the consistency of the questionnaire, i.e., whether it will produce similar results if reused.

Table 5. Results of Validity Test for Research Variables

Variable	Item	R_{count}	R_{table}	Observation
Service Quality (X1)	$X1_{.1}$	0.663	0.1603	Valid
	$X1_{.2}$	0.774	0.1603	
	$X1_{.3}$	0.425	0.1603	
	$X1_{.4}$	0.789	0.1603	
	$X1_{.5}$	0545	0.1603	
	$X1_{.6}$	0.582	0.1603	
Price (X2)	$X2_{.1}$	0.743	0.1603	Valid
	$X2_{.2}$	0.762	0.1603	
	$X2_{.3}$	0.733	0.1603	
	$X2_{.4}$	0.488	0.1603	
	$X2_{.5}$	0.430	0.1603	
	$X2_{.6}$	0.335	0.1603	
Customer Satisfaction (Y)	Y1	0.475	0.1603	Valid
	Y2	0.613	0.1603	
	Y3	0.616	0.1603	
	Y4	0.597	0.1603	
	Y5	0.557	0.1603	
	Y6	0.620	0.1603	

The table above shows that the validity tests for the variables Service Quality (X1) with six questions, Price (X2) with six questions, and Customer Satisfaction (Y) with six questions showed good results. All question items in each variable have an R-count value that exceeds the R-table value of 0.1603, so it can be concluded that all questions in the questionnaire are valid.

Table 6. Results of Reliability Test (Cronbach's Alpha)

No	Variable	Cronbach's Alpha	Observation
1	**Service Quality (X1)**	0.712	Reliable
2	**Price (X2)**	0.655	Reliable
3	**Customer Satisfaction (Y)**	0.600	Reliable

The reliability test, as presented in the table above, yielded a Cronbach alpha value of 0.712 for the Service Quality variable, 0.655 for the Price variable, and 0.600 for the Customer Satisfaction variable. These values, all of which were above 0.60, indicated that each variable in the study had an acceptable level of reliability or consistency.

F. Normality Test

The normality test aims to determine and assess whether the data collected follows a normal distribution, as well as whether the data comes from a normally distributed population. If the probability or significance value is greater than 0.05, then the data is normally distributed. Conversely, if the probability or significance value is less than 0.05, then the data is not normally distributed. The following are the results of the normality test from this study, presented in the table:

Table 7. Results of Normality Test Using One-Sample Kolmogorov–Smirnov Test

One-Sample Kolmogorov-Smirnov Test		
N		**Unstandardized Residual**
		150
Normal Parameters[a,b]	Mean	0E-7
	Hours of deviation	2.85822410
Most Extreme Differences	Absolute	.106
	Positive	.070
	Negative	-.106
Kolmogorov-Smirnov Z		1.303
Asymp. Sig. (2-tailed)		.067
a. Test distribution is Normal.		
b. Calculated from data.		

The results of the normality test with the Kolmogorov-Smirnov method of one sample showed an Asymp value. Sig. (2-tailed) is 0.067. This value is greater than 0.05, so it can be concluded that the data of this study is normally distributed.

G. Multicollinearity Test

The multicollinearity test aims to detect a strong correlation between independent variables in a regression model. The decision based on this test is: If the tolerance value is greater than 0.10 and the VIF value is less than 10.00, then it can be concluded that there is no multicollinearity between free variables in the regression model.

Conversely, if the tolerance value is less than 0.10 and the VIF value is greater than 10.00, then it can be concluded that there is multicollinearity between the free variables in the regression model. The following are the results of the Multicollinearity test in this study:

Table 8. Results of Multicollinearity Test

Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	Service Quality	.812	1.231
	Price	.812	1.231
a. Dependent Variable: Customer Satisfaction			

From the table above, multicollinearity testing revealed that the service quality and price variables had a tolerance of 0.812 and VIF 1.231. These values, with a tolerance above 0.10 and a VIF below 10.00, indicate the absence of multicollinearity problems in the regression model.

H. Heteroscedasticity Test

The heteroscedasticity test aims to detect whether there is a difference in the variance of residual observations in the regression model. The condition when the residual variance is constant on each observation is called homoscedasticity, while the non-constant variance is known as heteroscedasticity. The following are the criteria for determining heteroscedasticity: if the significance value is less than 0.05 indicates the presence of heteroscedasticity. Conversely, if the significance value is greater than 0.05, it indicates that there is no heteroscedasticity. The results of the heteroscedasticity test in this study are as follows:

Table 9. Results of Heteroscedasticity Test

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.387	1.035		2.306	.023
	Service Quality	.031	.043	.066	.723	.471
	Price	-.042	.048	-.080	-.880	.380
a. Dependent Variable: ABS_RES						

Based on the analysis of the data in the table above, a significance value of 0.471 was found for the service quality variable and 0.380 for the price variable. These values had significance values higher than 0.05, indicating that there was no heteroscedasticity in the regression model used.

I. Multiple Linear Regression Analysis

This study uses multiple linear regression analysis to predict the influence of independent variables on dependent variables. The following are the results of the analysis obtained using SPSS version 25, presented in the form of a table:

Table 10. Results of Multiple Linear Regression Analysis

Variable	B	Beta	t-count	Itself
Constanta	16.957		10.805	0,000
Quality of Service (X1)	0,060	0,081	0.927	0,355
Price (X2)	0,201	0,240	2.741	0,007
R = 0.285			F count = 6.511	
R Square = 0.081			Sig F = 0.002	
Adjusted R Square = 0,069				

From the results of the calculation in the Table above, the regression equations obtained are as follows: Y = 16.957 + 0.060 X1 + 0.201 X2.

With this equation, it can be explained that the value of 16,957 shows that if the quality of service and prices do not change or are constant, then customer satisfaction at Hotel Novo Turismo is 16,957. The value of the service quality regression coefficient of 0.060 means that if the service quality changes one unit while the price is constant, then customer satisfaction at the Novo Turismo Hotel will increase by 6.0%. Meanwhile, the value of the price regression coefficient of 0.201 means that if the price changes one unit while the service quality is constant, customer satisfaction with the Novo Turismo Hotel will change by 20.1%.

Based on the results of the analysis, it was found that the value of the Coefficient of determination (R Squared = R2) by 0.081. These results show that service and price influence customer satisfaction by 8.1 percent. While the remaining 91.9% percent showed the presence of other variables that were not observed in this study, which could affect customer satisfaction at the Novo Turismo Hotel, Dili. Data analysis showed that the service quality variable did not have a partial significant effect on customer satisfaction at Hotel Novo Turismo, Dili, with a t-statistical value of 0.927 and a significance of 0.355 (due to 0.355 > 0.05). However, the price variable was shown to have a partially significant effect on customer satisfaction, shown by a t-statistical value of 2.741 and a significance of 0.007 (due to 0.007 < 0.05). Furthermore, the results of variance analysis (ANOVA) with a value of F calculated as 6.511 and a significance of 0.002 (due to 0.002 < 0.05) indicate that the variables of service quality and price together have a positive effect on customer satisfaction at the Novo Turismo Hotel, Dili.

V. CONCLUSION

A. Conclusion

In the service industry, service quality is a crucial factor. Satisfactory service can increase customer satisfaction among those who buy and use hotel products. In addition, price is also an important aspect of hotel services, which is the overall cost borne by customers to enjoy the services offered. Based on the research conducted, the following conclusions were obtained:

1. The quality of service does not have a significant impact on customer satisfaction at Hotel Novo Turismo, Dili, Timor-Leste.
2. Prices have a significant influence on customer satisfaction at Hotel Novo Turismo, Dili, Timor-Leste.
3. The quality of service and price together have a significant influence on customer satisfaction at Hotel Novo Turismo, Dili, Timor-Leste.

B. Suggestion

This research resulted in several recommendations for the Novo Turismo Hotel in Dili, Timor-Leste, which aims to improve the performance and progress of the restaurant.

1. Maintain good service quality. Excellent service is key to creating a pleasant customer experience and building loyalty.
2. Hotels should set competitive prices to attract customer interest and be able to compete with similar businesses in the market.
3. Increased promotion and marketing are also recommended by leveraging various channels such as social media, advertising, and collaboration, to increase public awareness and reach new customers.
4. Hotels need to continue to innovate in menus to maintain appeal and provide customers with diverse choices, so they are always interested in coming back.
5. Hotel cleanliness and comfort should be a top priority, as a clean and comfortable environment contributes to customer satisfaction.

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