I CAN'T GET NO SATISFACTION: EXPLORING INDONESIAN GUESTS' SATISFACTION AND SERVICE QUALITY IN SOUTH AFRICAN HOTELS

M. Ikhwan Maulana HAERUDDIN[*]
Universitas Negeri Makassar, Department of Management, Faculty of
Economic and Business, Makassar, Indonesia, e-mail: ikhwan.maulana@unm.ac.id

Zwelibanzi MPEHLE
Tshwane University of Technology, Department of Public Management,
Faculty of Humanities, Pretoria, South Africa, e-mail: mpehlez@tut.ac.za

Muhibah MUHIBAH
Sekolah Tinggi Ilmu Ekonomi Tri Dharma Nusantara, Department
of Management, Makassar, Indonesia, e-mail: muhibah.rustam@stie-tdn.ac.id

Tenri S.P. DIPOATMODJO
Universitas Negeri Makassar, Department of Management, Faculty of
Economic and Business, Makassar, Indonesia, e-mail: tenrisayu4g@gmail.com

Uhud Darmawan NATSIR
Universitas Negeri Makassar, Department of Management, Faculty
of Economic and Business, Makassar, Indonesia, e-mail: uhud.darmawan@unm.ac.id

Abstract : This study aims to determine whether the dimensions of service quality affect the satisfaction of Indonesian tourists who visit South Africa and use hotel services, as well as to analyse the most dominant factors in influencing Indonesian tourists' satisfaction toward hotels' service in South Africa. The population in this study were Indonesian tourists who had just returned from South Africa and used hotel accommodations. Samples were obtained randomly at the Soekarno Hatta International Arrival Terminal, Tangerang, Indonesia in 2019 before the Covid-19 pandemic. The sample was taken around 100 respondents by using non-probability sampling approach with the accidental sampling method. It is discovered that Indonesian guests are pleased with the service quality of the hotels during their stay in South Africa and that the Indonesia guest's revisit intention quite high. Also, it is suggested that the hotel managements in South Africa need to maintain the elements that have been rated satisfactory by Indonesian guests and need to improve the things that are still lacking. This study contributes an empirical basis in strategic aspect for managing foreign tourists/hotel guests' satisfaction from abroad perspective.

Key words: service quality, consumer's satisfaction, tourism, hospitality, consumer's behaviour

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INTRODUCTION

In the era of globalization, there are more and more products or services that compete in one market due to market openness. So that there is intense competition between producers to be able to meet consumer needs and provide maximum satisfaction to guests, because basically the purpose of a business is to create a sense of satisfaction for consumers. Consumers' satisfaction is a feeling of pleasure or disappointment that arises after comparing the performance of the product thought to the expected performance, where one of the actions to satisfy consumers is to provide the best service to consumers (Jasmani et al., 2020). Lam et al. (2021) argues that service quality can be interpreted as an effort to fulfil consumer needs and desires as well as the accuracy of delivery in balancing consumer expectations. Service quality can be determined by comparing consumers' perceptions of the services they actually receive or get with the services they actually expect or want on the service attributes of a company (Muskat et al., 2019).

Hotel is an accommodation service business in which there are elements of service, comfort, and lodging facilities needed for those who want lodging facilities for vacation and meeting purposes. In the service business, particularly in geotourism sector, the hotel business is also experiencing swift development (Ilieș et al., 2020). In addition, hotel business is a cutthroat business competition, ranging from five-star hotels to special lodgings for studio room, not to mention the competition from the community based online platform such as Airbnb business model (Aznar et al., 2019). The competition in question could be a factor of cheaper room rates, satisfying service to guests, strategic locations, hotel facilities provided and other factors that are able to convince consumers or guests to use the hotel's services (Musa et al., 2019).

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* Corresponding author

International tourists, particularly Indonesian tourists (henceforth called guests) are best known for their selective behaviours in travelling abroad (Ghorbanzadeh et al., 2021; Kusumaningrum and Wachyuni, 2020; Mahmud et al., 2021; Wachyuni and Kusumaningrum, 2020; Senbeto and Hon, 2020; Teng, 2021; Tse and Tung, 2022; Wijaya et al. 2019), this includes how to choose the destination abroad (Wijaya et al., 2018). According to several studies (Michael et al., 2004; Reisinger and Turner, 1997; Saragih and Jonathan, 2019; Wijaya et al., 2019), most of the tourist are highlighting the importance of service quality, which eventually will influence their satisfaction level.

Along similar lines, Minister of Indonesian Tourism and Creative Economy argue that Indonesian tourist are accounted for around six to seven million people up to December 2020 (Ramadhian, 2020a). This increasing number is a great opportunity to reap the potential financial revenue which can be retrieved from Indonesian tourists alone (Kusumaningrum and Wachyuni, 2020; Wachyuni and Kusumaningrum, 2020), not to mention if the pandemic is under-controlled. If the country of destination and the hotels fail to meet the tourist's satisfaction, particularly from Indonesia, then it is a loss for the country national revenue (Bogale et al., 2021; Chashina et al., 2020). According to Matshusa et al. (2021), geotourism is a type of tourism that conserves and strengthens territorial geographical identity by recognising its unique geological aspects, environment, culture, aesthetics, heritage, and the well-being of its inhabitants. Next, Ramadhian (2020b) argues that South Africa is one of the top-of-mind destinations of Indonesian tourists' preference in overseas in terms of geotourism activities. In the same vein, Putri (2015) asserts that The South African Ministry of Tourism is encouraging overseas tourists, particularly from Indonesia to visit the country more often, as it offers many interesting geotourism programs such as Boulders beach, Cheese Festival, Cape Town Jazz, Klein Karoo Festival and Philippolis Witblits Festival. Hotel activities are renting out rooms, selling food, drinks and providing commercial support services. These supporting facilities are intended to increase the attraction for guests, so that guests are expected to be satisfied with the services provided so that they feel at home and stay long at the hotel. Quality improvement is one of the marketing strategies that emphasizes on fulfilling guest desires. To create a high quality of service, a hotel must offer services that are able to be received and felt by guests in accordance with or exceeding what guests expect. The higher the perceived service quality compared to expectations; the more satisfied guests will be (Sánchez-Pérez et al., 2021).

The satisfaction felt by guests will have a positive impact on the hotel, which will encourage the creation of guest loyalty and the reputation of the hotel will be more positive in the eyes of society in general and guests in particular (Haeruddin and Haeruddin, 2020; Hussein et al., 2018). Therefore, every hotel needs to make an effort to understand the values that guests expect and, on that basis, then try to fulfil those expectations as much as possible. Efforts to achieve overall guests' satisfaction are indeed not easy, that it is not a reality if a company expects no dissatisfied guests. But of course, every company must try to minimize guest dissatisfaction by providing better service. And at the same time, companies need to pay attention to dissatisfied guests in order to manage guest's personal experiences.

Hence, it is a call to contribute by answering the gap in the extant literature to help decision makers in the hotels to understand the guest' personal experience and apply such proper strategies in order to be able to increase their global competitiveness. More so, as argued by Ugwuanyi et al. (2021), the dimensions of guest's experiences demanding context-specific studies and "the exploration of the relationship between guest experience and satisfaction continues to evolve" (2021: 408), therefore, it is vital to pursue further understanding. Furthermore, understanding that guest's experience is individualized and unique, it is fair to offer a study which highlight the personal perception of guests from an emerging hotel industry considering that values, believes, background, and attitude vary across country and nations (Knutson et al., 2009). Moreover, realizing that guests' satisfaction is a distinctive personal experience, then it is fair to propose a study from overseas guests, whose different values, background, beliefs, and nationalities.

Due to the aforementioned reasons, this study will focus on Indonesian guests who stayed in Hotels in South Africa. Also, in this study, guests' satisfaction will be measured through 5 dimensions (tangible, reliability, responsiveness, assurance, empathy) based on Parasuraman et al.'s theory (1988). This present study contributes to the field of knowledge on guest's satisfaction, particularly in tourism field and hotel service sub-sector in exploring guests' experience in post-purchase evaluation. Moreover, this present study examines the service quality and its relationship with guests' satisfaction and their revisit intention. The following section will present the review of literature.

LITERATURE REVIEW
Service Quality
The quality of service is an essential aspect for the company in order to thrive and gain consumer's loyalty (Hussein et al., 2018). Consumption patterns and lifestyles of consumers compel organization to provide excellent quality services. The company's success in providing quality services can be determined by the service quality approach that has been developed by Parasuraman et al. (1988). Service Quality is how far the difference between the expectations and reality of guests for the service they receive. Service Quality can be identified by comparing guest perceptions of the service they actually receive with the actual service they expect. Service quality is the main thing that is seriously considered by the company, which involves all the resources owned by the company. The definition of service quality is concentrated on meeting the needs and desires of guests and the accuracy of delivery to balance guest expectations. According to Maria et al. (2020), service quality is the expected level of excellence and control over the level of excellence to meet guest desires. If the service received is as expected, then the service quality is perceived as good and satisfying. If the service received exceeds guest expectations, then the service quality is perceived as ideal.

Conversely, if the service received is lower than expected, then the service quality is considered poor (Ju et al., 2019). People always expect that hotel services must provide good and satisfying services for every guest. Guests want

better facilities from the hotel, the responsiveness, ability, and sincerity of hospital staff. Thus, the hotel is required to always try to improve services to patients. Guests as guests will be satisfied if the perceived performance is in line with their expectations, otherwise they will be disappointed if the perceived performance is below their expectations. Furthermore, guests will be very satisfied if the perceived performance exceeds their expectations. In this regard, to win satisfaction and loyalty, hotel guests' satisfaction becomes an important thing to be managed more seriously (Hussein et al., 2018). Companies must start thinking about the importance of more mature guest service programs through service quality. What data can be exploited so that guest satisfaction can be exceeded properly, because guest satisfaction is not only obtained from the quality of the products they consume, but also from the services provided by the company to its guests. Guests not only want certain services, but also in the right level and quality of service. Companies need to pay attention to or even prioritize orientation to serve guests that can satisfy guests. Parasuraman et al. (1988) define service quality as a comparison between the services expected by guests and the services they receive. The main factors that affect service quality are the expected service and the perceived. Then the good or bad quality of service is not based on the perception of the service provider but based on the guest's perception of the process as a whole. Perception of service quality is a guest's belief about the service received or the service experienced (Parasuraman et al., 1988). Service quality can be seen from the dimensions of reliability (ability to fulfil promises), responsiveness (responsiveness in providing services), assurance (ability to provide service guarantees), empathy (ability to understand guest desires), and tangibles (physical appearance of services) (Parasuraman et al., 1988), which called as SERVQUAL (Service Quality).

Guests' satisfaction

Nowadays, attention to guest satisfaction and dissatisfaction has increased because basically the purpose of a company is to create a sense of satisfaction for guests. The higher the level of guest satisfaction, it will bring greater profits for the company, because guests will repurchase the company's products. However, if the level of satisfaction felt by the guest is small, then there is a possibility that the guest will switch to a competitor's product. According to El-Adly (2019), satisfaction is a person's feelings of pleasure or disappointment that arise after comparing the performance (results) of the product thought to the expected performance. While Wu and Gao (2019) state that satisfaction is an emotional state, their post-purchase reaction can be anger, dissatisfaction, irritation, neutrality, joy and pleasure. Satisfaction is influenced by the comparison of perceived service with expected service, and as a guest's short-term emotional reaction to the performance of a particular service. Guest satisfaction with a product or service, is actually something that is difficult to obtain if the service company or industry does not really understand what is expected by guests. For products or services with the same quality, it can provide different levels of satisfaction for different guests. Therefore, a company must always pay attention to the quality of products and services provided to guests.

Relationship among Variables

In this study, guests' satisfaction is influenced by five dimensions of service quality, namely: tangible, reliability, responsiveness, assurance, and empathy. The following is an explanation of the relationship between the independent variable and the dependent variable.

- Tangible relationship with guest satisfaction. According to El-Adly (2019), because a form of service cannot be seen, cannot be smelled and cannot be touched, the aspect of physical appearance becomes important as a measure of service. Guests will use the sense of sight to assess the quality of service. Good physical evidence will affect guest perception. At the same time, this aspect is also one of the sources that influence guest expectations. Because with good physical evidence, guest expectations are higher. Therefore, it is important for the company to find out how far the most appropriate physical aspect is, which still gives a positive impression on the quality of service provided but does not cause guest expectations that are too high so that it can meet guest needs and provide satisfaction to guests.

- Relationship between Reliability and Guest Satisfaction. According to Wu and Gao (2019), reliability is the ability to provide services in accordance with what was promised accurately and reliably. Performance must be in accordance with guest expectations which means timeliness, the same service for all guests without errors, a sympathetic attitude, and with high accuracy. Fulfilment of promises in service will reflect the credibility of the company.

- Responsiveness Relationship with Guest Satisfaction. According to Wu and Gao (2019), responsiveness is a response or alertness in helping guests and providing fast and responsive service, which includes alertness in serving guests, speed in handling transactions and handling guest complaints. Responsiveness or responsiveness given by service providers will increase the satisfaction felt by guests., and if the hotels let guests wait, it can lead to negative perceptions of service quality.

- Assurance Relationship with Guest Satisfaction. Wu and Gao (2019) define assurance as knowledge of the right product, politeness of employees in providing services, skills in providing information, ability to provide security and ability to instil trust and confidence in guests. According to Maria et al. (2020), assurance incorporates the ability of employees for their knowledge of the product appropriately, hospitality, attention and courtesy, skills in providing information, the ability to provide security in utilizing the services offered and the ability to instil guest trust, the nature of trustworthiness of the staff, free from danger, risk or doubt. Assurance which includes the knowledge and skills of employees in serving guest needs, employee ethics, and security guarantees from the company for guests when visiting hotels. The existence of a security guarantee from a company will make guests feel safe and without any hesitation. In addition, the guarantee from a company will affect guest satisfaction because what the guest wants can be fulfilled by the company, namely with the knowledge and skills of the employee. Politeness and friendliness of employees will make guests feel valued so that they are satisfied with the services provided by the company.

• Empathy Relationship with Guest Satisfaction. According to El-Adly (2019), empathy is attention by giving a sincere and individual or personal attitude given by service providers to guests such as the ability of employees to communicate with guests and the company's efforts to understand guest wants and needs. Where a company is expected to have a sense of understanding and knowledge about its guests, understand specific guest needs, and have a comfortable operating time for guests. Therefore, it can be concluded that empathy is the special attention given by individuals to all guest needs and complaints, and good communication between employees and guests. With special attention and good communication from employees to guests, it will affect guest satisfaction, because guests will feel cared for by the company if their needs and complaints are responded to properly by the company.

METHODS

This research employs a quantitative method. Respondents in this research were Indonesian tourists who had just returned from South Africa and used hotel accommodations in the country. Samples were obtained randomly at the Soekarno Hatta International Arrival Terminal, Tangerang, Indonesia in 2019 before the Covid-19 pandemic. Researchers waited on the International Arrival terminal and waited on the flight from South Africa and distributed the questionnaires while the respondents were waiting to collect their luggage. The sample was taken as many as 100 respondents using the non-probability sampling technique with the accidental sampling method. The methodology flowchart of the study is illustrated as follows:

Figure 1. Methodology flowchart

Moreover, the questions in the questionnaire are based on indicators of satisfaction level that are influenced by personal experiences during their visit in South Africa. The questionnaire items were measured on a 5-point scale ranging from Strongly Disagree (1) to Strongly Agree (5) to with a middle point (3) to show Neutral response. The respondents' demographics are as presented in following figures.
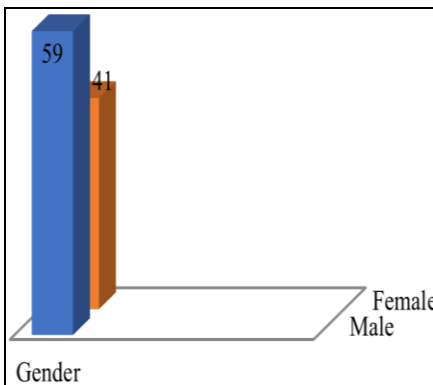

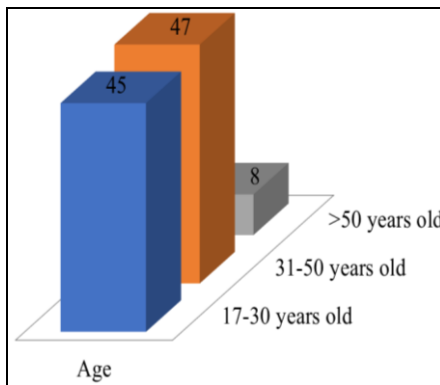Figure 2. Respondent's characteristics based on gender

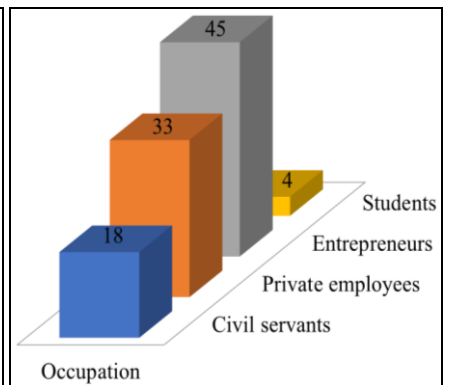Figure 3. Respondent's characteristics based on age group

Figure 4. Respondent's characteristics based on occupation

RESULTS
Analysis for survey response index

Based on the Likert's scale which ranges from (1= strongly disagree (SD), 2= disagree (D), 3= neutral (N), 4= Agree (A), and 5= strongly agree (SA)), the mean score of the variables was analysed for each variable. In this research questionnaire, the number of respondents' answers does not start from number 0, but from numbers 1 to 5.

Therefore, the index number generated will start from numbers 20 to 100 with a range of 80. In this study, the three-box method was used, then the range of 80 will be divided by 3 and will produce a range of 26.67.

This range will be used as the basis for determining the index of consumer/guest's perceptions of the variables used in this study (Parasuraman et al., 1998), as 73.36 – 100 will be categorized as **High**, whereas 46.68 – 73.35 will be categorized as **Medium**, and 20.00 – 46.67 categorized as **Low**.

Index of Respondents' Responses to tangible dimension

Tangible evidence shows the location's ability to show its existence to external parties. The condition of equipment, buildings and physical equipment is a form of tangible evidence of the possibility of the high quality of service provided by a hotel. This study uses 4 tangible questionnaire items to measure consumer's perceptions of physical evidence from the

Hotels in South Africa. The following table is respondent's responses to tangible variable. Respondents' responses as shown in Table 1 show that most of the respondents responded that there was a fairly high agreement on the tangible evidence owned by the hotels in South Africa, with a high index value of 83.55. This means that the respondent's response shows a fairly good acknowledgment of the condition of the physical evidence (tangibility) of the hotels. This is supported by the condition of the physical facilities owned by the hotel in the form of a high assessment of the condition of equipment, building conditions, and facilities. Some of the reasons expressed by respondents for their positive assessment of the hotel's buildings and interiors are related to the hotel model that appears different from other hotels, namely showing a beautiful environment full of plants and trees and the beach view it displays because it has a building above the sea. However, several respondents stated that the condition of the hotel was less visible because there was no renovation of the damage and no new innovations were displayed. The cleanliness and comfort of the hotel were also perceived positively by respondents where many of them considered that the convenience of the location could be shown by the cleanliness of the hotel. With regard to hotel facilities, many respondents said that these hotels have complete facilities that are not inferior to other hotels they have stayed in before in another countries. The neat appearance of hotel employees shows that hotel employees can look clean and tidy. This is indicated by the use of clean clothes and always looks neat and attractive.

Table 1. Index of Respondents' Responses Regarding Tangible dimension (Source: Processed data, 2021)

No	Indicator	Score					Freq	Index	Results
		SA	A	N	D	SD			
1	The building and interior of the South African Hotels are nice and attractive	29	61	10	0	0	419	83.8	High
2	South African Hotels are clean and comfortable	35	53	11	1	0	401	84.4	High
3	The facilities offered by the Hotels are complete and as expected	29	59	9	3	0	414	82.8	High
4	The employees and staffs of the South African Hotels look clean, neat and attractive	30	57	12	1	0	416	83.2	High
	Total						1671		
	Mean						417.75	83.55	High

Respondent's Response Index Regarding Reliability

Reliability indicates the company's ability to provide prompt, accurate, and satisfying service. This study uses a 3-item reliability questionnaire to measure consumer's perceptions of service reliability during their stay at the South African Hotels. Respondents' responses as shown in Table 2 show that most of the respondents agreed with the aspect of reliability or reliability of the services provided by the hotels in South Africa, with a high index value of 77.4. This means that respondents get reliable service by South African hotels. Such conditions are supported by the existence of fast and precise service procedures, serious attention, satisfying service and uncomplicated service. Some of the reasons expressed by respondents regarding the speed of the receptionist in service include the time required which is not more than 5 minutes so that guests do not wait too long in service and wait to be served.

Table 2. Respondents' Response Index Regarding Reliability (Source: Processed data, 2021)

No	Indicator	Score					Freq	Score	Results
		SA	A	N	SD	D			
1	The receptionist at the hotels is fast in serving guests	16	66	16	1	1	395	79	High
2	The service procedure or registration for guests of the Hotels is not complicated	16	58	22	3	1	385	77	High
3	The services provided by the Hotels have met expectations/satisfying	19	55	20	6	0	387	77.4	High
	Total						1167		
	Mean						389	77.8	High

Respondents' Response Index Regarding Responsiveness

Responsiveness is the provision of services to guests quickly and responsively. This study uses a 3-item responsiveness questionnaire to measure consumer's perceptions of the responsiveness of South African hotel employees. The following table 3 is the respondent's reaction on responsiveness.

Table 3. Respondents' Response Index Regarding Responsiveness (Source: Processed data, 2021)

No	Indicator	Score					Freq	Score	Results
		SA	A	N	SD	D			
1	The employees and staff of the South African Hotels are responsive to guest complaints	26	41	23	9	1	382	76.4	High
2	The employees and staff of the South African Hotels are always ready to help guests/guests	24	35	33	7	1	374	74.8	High
3	The employees and staff of the South African Hotels are quick to solve problems	28	38	27	7	0	387	77.4	High
	Total						1143		High
	Mean						381	76.2	High

Respondents' responses as shown in Table 3 show that most of the respondents gave a dominant positive response to the responsiveness of the services provided by the South African hotels with a high index value of 76.2. This means that consumer's give a good assessment of the responsiveness of the South African hotels. This is indicated by the attitude of employees who do not discriminate between every consumer, solving every problem is done appropriately and decisively and solving every consumer need is responsively anticipated and without delay. The readiness of hotel employees can also

be seen from their agility and speed when consumers need help from employees for guest service and requests, besides that employees can try to solve problems related to performance mismatches or benefits from existing facilities in the hotel.

Respondents' Responses Index Regarding Assurance

Assurance shows the knowledge, courtesy and trustworthiness of service providers. This study uses a 3-item assurance questionnaire to measure consumer's perceptions of the guarantee provided by the South African hotels to its guests. The results of the response to assurance can be described in Table 4 as follows:

Table 4. Respondents' Responses Regarding Assurance (Source: Processed data, 2021)

No	Indicator	Score					Freq	Score	Results
		SA	A	N	D	SA			
1	The employees and staff of the hotels in South Africa are friendly in serving guests / guests	61	36	2	0	1	456	91.2	High
2	The employees and staff of the hotels in South Africa have extensive knowledge	73	23	3	1	0	469	93.6	High
3	Hotels in South Africa guarantee the safety of guests who stay	68	29	0	2	1	461	92.2	High
	Total						1385		
	Mean						461.67	92.33	High

Respondents' responses as shown in Table 4 show that most of the respondents gave a large agreement response to the assurance variable provided by Hotels in South Africa, with a high index value of 92.33. This means that respondents assess the existence of a good guarantee provided by the Hotels in South Africa. This is supported by the presence of friendly employees in providing services, the ability of staffs and employees in their knowledge and providing a sense of security for hotel visitors. The friendliness aspect can be seen from the facial expressions of hotel employees in listening to or responding to requests from guests, so that guests feel respected by hotel employees. On the experience side, employees are considered to have quite good experience in serving and meeting guests' needs. Last but not least, the security and safety of hotel visitors and the belongings brought by hotel visitors can be well guaranteed.

Respondents' Responses Index Regarding Empathy

Empathy describes a statement of concern and concern for consumers individually. This study uses a 3-item empathy questionnaire to measure consumer's perceptions of the attention given by the Hotels in South Africa.

Table 5. Respondents' Responses Regarding Empathy (Source: Processed data, 2021)

No	Indicator	Score					Freq	Score	Results
		SA	A	N	D	SA			
1	24-hour service is available for guests staying at South African Hotel	74	23	1	2	0	469	93.8	High
2	The employees and staff of the Hotels in South Africa understand the wishes of guests / guests	63	34	2	1	0	459	91.8	High
3	The employees and staff of the Hotel in South Africa are able to communicate well	69	28	2	0	1	463	92.8	High
	Total						1392		
	Mean						464	92.8	High

Respondents' responses as in Table 5 show that most of the respondents gave a very agree response to the care and attention of the employees and staff of the Hotels in South Africa in delivering services they provide, with a high index value of 92.8. This is supported by the presence of good attention from the hotel individually to guests. The hotel's attention is shown by the existence of 24-hour service for hotel stays when there is an emergency or needed visitor need, hotel employees provide 24-hour manpower. Hotel employees with a high sense of empathy for each guest and accompanied by good communication skills, so that consumer requests can be responded to properly.

Respondent Response Index Regarding Satisfaction

Satisfaction is a feeling of pleasure or disappointment felt by consumers after comparing the perceived service with the expected service. Hotels are required to provide the best service so that consumers feel satisfied with the service. Guests will feel satisfied when what they want or expect is fulfilled, and conversely guests will feel disappointed if what they expect does not match what they want. Respondents' responses as in Table 6 above show that most of the respondents gave a high satisfaction response to the quality of service provided by the South African Hotel, with a high index value of 92.75. This shows that the quality of service provided by the hotel to Indonesian guests is good and provides satisfaction to consumers who stay at the hotels in South Africa.

Table 6. Respondent Response Index Regarding Satisfaction (Source: Processed data, 2021)

No	Indicator	Score					Freq	Score	Results
		SA	A	N	D	SA			
1	I feel comfortable when the employees of the Hotel in South Africa provide services	67	31	0	2	0	463	92.6	High
2	I feel confident about the services provided by the South African Hotel	64	34	0	2	0	460	92	High
3	I am always interested in returning to stay at the hotel in South Africa	78	19	1	1	1	472	94.4	High
4	I am satisfied with the attention and service provided by the employees of the South African hotels	64	34	0	2	0	460	92	High
	Total						1855		
	Mean						463.75	92.75	High

Analysis of multiple regressions

Multiple linear regression was employed in this study in order to corroborate the hypothesis about the effect of the service quality dimensions (tangible, reliability, responsiveness, assurance, and empathy) partially and simultaneously on the variable of guest satisfaction at the South African Hotels. The regression equation that can be formulated from these calculations as follows:

Table 7. Results of Multiple Linear Regression Analysis

Coefficients^a					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	1.750	1.220		1.434	.155
TOTALX1	.032	.054	.037	.600	.550
TOTALX2	.129	.062	.125	2.079	.040
TOTALX3	.082	.048	.108	1.704	.092
TOTALX4	.336	.088	.283	3.826	.000
TOTALX5	.658	.095	.524	6.934	.000
a. Dependent Variable: TOTALY					

Y = 1.750 + 0.032 X1 + 0.129 X2 + 0.082 X3 + 0.336 X4 + 0.658 X5 + e

The regression equation can be elaborated in details as follows:
- Y is the guests' satisfaction (independent variable).
- The constant value is 1.750.
- The regression coefficient of the tangible variable (X1) has a positive tendency in its effect on guest's satisfaction.
- The coefficient of the reliability variable (X2) has a positive tendency in its influence on guest's satisfaction.
- Regression coefficient of responsiveness variable (X3) has a positive tendency in its effect on guest's satisfaction.
- The regression coefficient of the assurance variable (X4) has a positive tendency in its influence on guest's satisfaction.
- The regression coefficient of the empathy variable (X5) has a positive tendency in its influence on guest's satisfaction.

From the results of the multiple regression coefficients described in the description above, hypothesis testing will be carried out partially or simultaneously. To understand the meaning of regression model partially for every variable, it can be achieved by using the t test as follows.

- Tangible (X1)

The t value for the tangible variable is 0.600 with a significance of 0.550 > 0.05. As the value is above 0.05, it indicates that physical evidence has an insignificant impact on guest's satisfaction. The direction of the positive regression coefficient means that physical evidence has a positive and insignificant effect on guests' satisfaction. The better the physical evidence that exists in the hotels will affect guests' satisfaction but does not have a big impact, on the contrary, the less good the physical evidence in the hotels will affect guests' satisfaction.

- Reliability (X2)

The t value for the reliability variable is 2.079 with a significance of 0.040 <0.05. As the value below 0.05, then it suggests that reliability has a substantial impact on guests' satisfaction. The direction of the positive regression coefficient means that reliability has a positive and significant effect on guests' satisfaction. The higher the reliability of the services provided, the higher the guests' satisfaction, on the contrary, the lower the reliability of the services provided, the lower the guests' satisfaction.

- Responsiveness (X3)

The t value for the responsiveness variable is 1.704 with a value of 0.092 > 0.05. As the value above 0.05, it shows that responsiveness does not have a significant influence on guests' satisfaction. The direction of the positive regression coefficient means that responsiveness has a positive and insignificant effect on guests' satisfaction. The higher the responsiveness that exists in the hotels will affect guests' satisfaction but does not have a big impact, on the contrary the less good responsiveness that exists in the hotels will affect guests' satisfaction.

- Assurance (X4)

The test results obtained the value of t for the assurance variable shows the value of t = 3.826 with a value of 0.000 <0.05. As the value under 0.05, it suggests that assurance has an important consequence on hotel guests' satisfaction. The direction of the positive regression coefficient means that the guarantee has a significant positive effect on guests' satisfaction. The greater the guarantee provided by the hotels, the higher the guests' satisfaction, on the contrary, the lower the guarantee provided by hotels in South Africa, the lower the guests' satisfaction.

- Empathy (X5)

The test results obtained the t value for the empathy showing the t value = 6.934 with a value of 0.000 <0.05. As the value under 0.05, it means that empathy has a substantial impact on guest's satisfaction. The direction of the positive regression coefficient means that empathy has a significant positive effect on guest's satisfaction. The greater the empathy showed by the hotels, the higher the guest's satisfaction, on the contrary, the lower the empathy expressed by the hotels, the lower the guests' satisfaction will be.

Moreover, results of the simultaneous regression can be seen in the following Table 8:

Table 8. F Test

ANOVA^a					
Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	238.484	5	47.697	48.593	.000^b
Residual	92.266	94	.982		
Total	330.750	99			
a. Dependent Variable: TOTALY					
b. Predictors: (Constant), TOTALX5, TOTALX1, TOTALX2, TOTALX3, TOTALX4					

Table 9. Coefficient of Determination

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.849^a	.721	.706	.991
a. Predictors: (Constant), TOTALX5, TOTALX1, TOTALX2, TOTALX3, TOTALX4				

The results of statistical calculations showed the calculated F value = 48.593 with a significance of 0.000 <0.05. With a significance value below 0.05, it shows that all the variables have a significant and positive influence toward guests' satisfaction.

Coefficient of Determination

The coefficient of determination is used to determine how much influence the independent variables have on the dependent variable. The value of the coefficient of determination is determined by the value of R square. The results of the regression calculation can be seen that the coefficient of determination (R^2) obtained is 0.721. This means that 72.1% of guest satisfaction is influenced by empathy, assurance, responsiveness, reliability, and tangibility, while the remaining 27.9% of guests' satisfaction level is shaped by other factors not investigated in this research.

DISCUSSION

This research' purposes are to explore the effect of service quality with its five dimensions on guest satisfaction during their stay at hotels in South Africa. In general, this study shows that the results of service quality are satisfying. The results of the descriptive analysis show that the quality of service provided by the hotels in South Africa is generally good. This can be shown from the number of high satisfaction responses from respondents to the conditions of each research variable. El-Adly (2019) argues that service quality can be interpreted as an effort to fulfil guest needs and desires as well as the accuracy of delivery in balancing guest expectations. Based on the expert opinion, the hotel hopes to be able to balance guest expectations and provide satisfaction to guests through good service quality. From the results of the study, it was found that the service quality variable in its five dimensions has three dimensions that have a positive and significant influence on guest satisfaction while the other two dimensions have a positive and insignificant effect. Based on the F-test that was carried out, the results showed that the quality of service with its five dimensions had a significant and positive impact on guest' satisfaction. This is because by providing quality services, it will create satisfaction in guests. Based on the results of the coefficient of determination test, the result is 72.1%, which means that the service quality with tangible, reliability, responsiveness, assurance, and empathy dimensions has an influence of 72.1% on guest satisfaction and the remaining 27.9% is influenced by factors that were not investigated in this study.

The results showed that the physical appearance variable had a positive and insignificant effect on satisfaction. This is in accordance with the opinion of Ju et al. (2019) and Kuhzady et al., (2020), because a form of service cannot be seen, cannot be smelled and cannot be touched, the aspect of physical appearance becomes important as a measure of service. Good physical evidence will affect guest perception. The results of this study are in line with research conducted by Knutson et al. (2009), namely service quality has a positive effect on service quality, especially in the dimensions of physical appearance. Slightly different from the results of research conducted by Kusumaningrum and Wachyuni (2020) which results that the effect of physical evidence has a positive and significant effect on satisfaction. Based on respondents' answers to this research questionnaire, it can be seen that the highest indicator affecting guest satisfaction is the building and interior of the South African hotel are good and attractive. These results provide empirical evidence that physical evidence from service providers is shown by the appearance of the hotel which is different from other hotels that display cottages buildings that describe ethnic traditional ornaments and houses in South Africa which can be seen from the upper part of the cottages building. In terms of the hotel environment, it looks beautiful and clean because the hotel staff always cleans it all the time to make guests feel comfortable. In addition, employees as service providers also appear neat, clean and polite. It can be seen from the clothes used are office uniforms which will certainly give satisfaction to guests but the effect is not too big or insignificant because the location of this hotel is very strategic and has its own charm, although many of the physical appearances have been damaged and there has been no improvement. and new innovations that have been shown in the past few years by the hotels themself, but guests still choose these hotels as a place to stay.

The results showed that the reliability variable had a positive and significant effect on guest's satisfaction. The results of this study are in line with research conducted by Ugwuanyi et al. (2021), namely the reliability variable has a positive influence on guest satisfaction and research conducted by Lam et al. (2021) namely the reliability variable has a positive and significant effect on guest satisfaction. In contrast to the results of research conducted by Saragih and Jonathan (2019), the reliability variable has no significant effect on guest satisfaction. Based on respondents' answers to this research questionnaire, it can be seen that the highest indicator that affects guest satisfaction is the receptionist at South African hotels who is fast in serving guests. These results provide empirical evidence that the reliability of service providers is indicated by reliability in the form of the receptionist's speed in serving guests who want to check in or check out which does not take a long time, only takes less than five minutes. This is because the procedure applied by the hotel is not complicated and only requires a guest identity card if guests want to use the services of the Hotels in South Africa. The reliability of employees in serving guests will be considered in shaping guest's satisfaction.

The results showed that the responsiveness variable had a positive and insignificant effect on guest satisfaction. The results of this study are in line with research conducted by Ju et al. (2019), namely the reliability variable has a positive influence on guest satisfaction. The results of this study are not in line with research conducted by El-Adly (2019) and Wu and Gao (2019), namely the reliability variable has a positive and significant effect on guest satisfaction. Based on respondents' answers to this research questionnaire, it can be seen that the highest indicator affecting guest satisfaction is that the employees and staff of the South African hotels are responsive to guest complaints. These results provide empirical evidence that the responsiveness of service providers is indicated by the willingness of employees to help guests when in the hotel environment such as helping to bring guest goods, being responsive to complaints felt by guests and solving problems experienced by guests. Fast and precise will have an influence on the formation of guest satisfaction but the

impact is not too big. The impact caused by the responsiveness variable is not significant or not too large because most guests who stay want to relax with their families, and the guests have no complaints about the facilities and others provided by the hotel, so the responsiveness variable is not too felt by guests who stay at the Hotels in South Africa.

The results showed that the guarantee variable had a positive and significant effect on satisfaction. The results of this study are in line with research conducted by Ju et al. (2019), namely the guarantee variable has a positive influence on guest satisfaction. Likewise, with the research conducted by Wachyuni and Kusumaningrum (2020) and Bogale et al. (2021), namely the guarantee variable has a positive and significant effect on guest satisfaction.

Based on respondents' answers to this research questionnaire, it can be seen that the highest indicator affecting guest satisfaction is that the employees and staff of the Hotels in South Africa have extensive knowledge. These results provide empirical evidence that guarantees from service providers will provide an increase in guest satisfaction (Flavián et al., 2019). This is shown by the friendliness of employees in serving guests by always giving a smile, greeting and always asking the needs desired by guests, employees who have extensive knowledge about hospitality, especially regarding the South African hotels itself related to the number of rooms, types provided, prices, facilities offered to guests and furthermore, guest safety is guaranteed with 24-hour security from security and local police.

The results showed that the empathy variable had a positive and significant influence on guest satisfaction. The results of this study are in line with research conducted by Ju et al. (2019), namely the empathy variable has a positive influence on guest satisfaction. Similar with the research conducted by Ugwuanyi et al. (2021), namely the empathy has a positive and significant effect on guest satisfaction. Based on the respondents' answers to this research questionnaire, it can be seen that the highest indicator affecting guest satisfaction is the availability of 24-hour service for guests staying at the hotels in South Africa. These results provide empirical evidence that there is attention from hotels as lodging service providers in the form of attention given to guests by constantly asking guests' needs, the existence of 24-hour service provided to guests who need assistance, the ability of employees to communicate with guests politely and using a soft tone, not arguing with guests, and apologizing if an error occurs in the service. The ability to meet guest needs and understanding each guest's condition will increase the positive view of each guests towards the hotel. This in turn will provide higher guests' familiarity, satisfaction, and higher possibility of revisiting these hotels in the near future (Park et al., 2019; Vada et al., 2019).

CONCLUSION

This research results reveal that Indonesian guests are satisfied with the service provided by the hotels in South Africa. All of the dimensions of service quality as asserted by Parasuraman et al. (1988) have significant impact on the guest's satisfaction which eventually led to their intention to stay at the hotel in their coming vacation (Vada et al., 2019). Also, this research answers the calls for an investigation as proposed by Ugwuanyi et al. (2021) and Knutson et al. (2009) in understanding the international guests' satisfaction in tourism destination perspective, vice versa.

This study contributes an empirical basis in strategic aspect for managing foreign tourists/hotel guests' satisfaction from abroad perspective. To conclude, hotels in South Africa have implemented such good marketing strategies in order to retain their international guests. The local tourist attractions coupled with the hotels' excellent service unquestionably will be a value added for Indonesian tourists/guests in spending their holiday abroad. For further research within the field, it is recommended to explore other relevant variables to service quality other than those five dimensions. Also, in order to grasp the lived experience of the international guest during their stay in particular country, a qualitative approach is encouraged to be taken in the near future.

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