International Journal of Travel, Hospitality and Events
https://journal.polteksahid.ac.id/index.php/ijothe
E-ISSN: 2828-2590, P-ISSN: 2828-5093
159-168

THE INFLUENCE OF SERVICE QUALITY ON GUEST SATISFACTION AT OAKWOOD PREMIER COZMO HOTEL RESTAURANT JAKARTA

Anik Yuniati[1]*, Yulianti[2], Alex Setiawan[3], Marcella Zailanty Destria[4]
[1,2]Politeknik Sahid, Indonesia

Correspondence: anikyuniarti@polteksahid.ac.id

Article Info

Keywords:
Service Quality, Guest Satisfaction, Oakroom Restaurant, SERVQUAL, Responsiveness, Quantitative Associative, SPSS version 29 software

Received:
February 03, 2026
Approved:
April 17, 2026
Published:
May 29, 2026

Abstract

Purpose: This study aims to analyze the influence of service quality on customer satisfaction at Oakroom Restaurant, Oakwood Premier Cozmo Jakarta. Although the SERVQUAL model is widely utilized, there remains a research gap in context-specific studies within the luxury hospitality sector in Indonesia, where guest expectations adhere to significantly higher standards. **Research Methods:** This study employs an associative quantitative approach. Data were collected through questionnaires distributed to 50 respondents who had visited the restaurant at least twice. Data analysis was conducted using simple linear regression and t-tests via SPSS version 29 software.

Results and Discussion: The results indicate that service quality has a positive and significant influence on customer satisfaction, with a regression coefficient of 0.353 ($p < 0.001$). Uniquely, the findings reveal that among the five SERVQUAL dimensions, responsiveness emerged as the most dominant predictor. This provides a new analytical insight: in five-star hotel segments within urban business districts, speed and timeliness of service are more highly valued than mere physical luxury. This dynamic occurs because guests in this segment typically possess high mobility and perceive time efficiency as a primary form of luxury service.

Implication: Practically, the management of Oakroom Restaurant is advised to prioritize "speed-of-service" training and the streamlining of operational workflows. Academically, these findings reinforce the theory that in the high-end service industry, while physical tangibles are fundamental, proactive responsiveness serves as the critical differentiator that determines guest satisfaction and loyalty in emerging markets like Indonesia.

How to cite:
Yuniati, A., & Destria, M. Z. (2026). The Influence of Service Quality on Guest Satisfaction at the Restaurant of Oakwood Premier Cozmo Jakarta. *International Journal of Travel, Hospitality and Events*, 5(2), 159-168. https://doi.org/10.56743/ijothe.v5i2.804

INTRODUCTION

"In the era of globalization, the hospitality industry faces intense competition, where service quality and customer satisfaction are the primary determinants of business success. Customer satisfaction arises when the perceived service meets or exceeds the expected service.One of the crucial elements of service quality is service speed. Delays in the service process—such as in food delivery or staff responsiveness—can diminish the overall perception of quality, even if the staff's hospitality meets expectations. The consequence of this slow service is guest dissatisfaction and a negative impact on the hotel's image.Oakwood Premier Cozmo Jakarta, particularly the Oakroom Restaurant, continues to strive to maintain exclusive service standards amidst operational challenges related to service speed."

In this context, service quality becomes a fundamental element. According to Philip & Keller (2012), quality is the overall characteristics of a product or service that determine its ability to meet consumer needs, both implied and explicit. Service quality. itself arises from the comparison between expected service (customer expectations) and perceived service (perceptions of the service received) (Pujawan, 2010). The result of this comparison generates satisfaction, which is defined as an emotional reaction—pleasure or disappointment—after assessing service performance against initial expectations (Kusuma & Suwitho, 2015).

The aspect of service speed (responsiveness) emerges as a critical determining factor. In service-oriented industries such as hospitality and restaurants, the speed of service greatly influences perceptions of quality and guest satisfaction (Kotler & Keller, 2016). The inability to provide prompt service, which may be caused by limitations in human resources, infrastructure, or systems, has the potential to generate dissatisfaction. Zeithaml et al. (2018) emphasise that long waiting times can reduce the overall assessment of service quality, even if other aspects such as friendliness are met.

Operational challenges of this nature are also faced by the Oakroom Restaurant at the Oakwood Premier Cozmo Jakarta Hotel, a five-star hotel offering exclusive services. Delays in food service or slow employee response risk spoiling the guest experience and the establishment's image.

Based on the identified issues, this study is formulated with two main objectives. First, the study aims to measure and analyse the level of guest satisfaction specifically regarding the service provided by the staff at Oakroom Restaurant, Oakwood Premier Cozmo Jakarta. This measurement is conducted to obtain an objective picture of the extent to which the service experience meets or even exceeds guests' expectations.

Second, the study aims to identify and analyse service quality indicators that most significantly affect guest satisfaction at the restaurant. By examining various service dimensions, such as reliability, responsiveness, assurance, empathy, and tangibles, this study is expected to reveal key factors that management needs to prioritise to enhance overall customer satisfaction.

Therefore, this study entitled "THE EFFECT OF SERVICE QUALITY ON GUEST SATISFACTION AT THE OAKROOM RESTAURANT, OAKWOOD PREMIER COZMO JAKARTA HOTEL" is expected to contribute by examining more deeply the influence of service quality, particularly the aspect of speed, towards the improvement of comprehensive service standards.

RESEARCH METHODS

This study employs quantitative analysis using **SPSS 29.0** to examine the relationship between the independent and dependent variables through the following tests:

1. Validity and Reliability Tests

- **Validity:** Assessed using the Pearson Product-Moment correlation. An item is considered valid if the R_(calculated) > R_(table) at a 0.05 significance level.
- **Reliability:** Measured using **Cronbach's Alpha**. Following Ghozali (2017), an instrument is deemed reliable if the Alpha coefficient is > 0.60, ensuring internal consistency across multiple measurements.

2. Descriptive Statistical Analysis

This technique provides an objective overview of the data collected from questionnaires. Findings are presented through tables and charts to describe the general trends of service quality and guest satisfaction at Oakroom Restaurant.

3. Normality Test

The **Kolmogorov-Smirnov** test is utilized to ensure that the residual values in the regression model are normally distributed. A good regression model requires residuals to follow a diagonal pattern, ensuring the validity of subsequent statistical inferences.

4. Simple Linear Regression Analysis

This method identifies the linear relationship and the direction of influence between Service Quality (X) and Guest Satisfaction (Y). The regression equation is defined as:

$Y = a + bX$

Where **a** is the constant and **b** represents the regression coefficient, indicating the magnitude of change in satisfaction for every unit increase in service quality.

5. Hypothesis Testing (t-Test)

The **t-test** is conducted to determine the significance of the influence of the independent variable on the dependent variable.

- **Significant Influence:** If < 0.05.
- **No Significant Influence:** If > 0.05.

RESULT DAN DISCUSSION

General Overview of the Research Object

Oakwood Premier Cozmo Jakarta (OPCJ), which officially began operations on 8 January 2008, has established itself as a luxury property integrating hotel and apartment services in the heart of the Mega Kuningan business district, South Jakarta. This five-star property offers 197 accommodation units, ranging from hotel rooms to one- to three-bedroom apartments equipped with full facilities such as kitchens and furnishings. OPCJ complements its services with a variety of premium amenities, including a fitness centre, swimming pool, as well as laundry and housekeeping services. One of its main facilities is the Oakroom Restaurant, offering a range of international, local, and Asian cuisines. The restaurant is designed with four different areas—indoor dining, lounge, bar, and outdoor (al fresco) space—which together can accommodate 144 guests, making it a culinary destination as well as a venue for social and business events.

Customer Reviews via Google Reviews and Tripadvisor

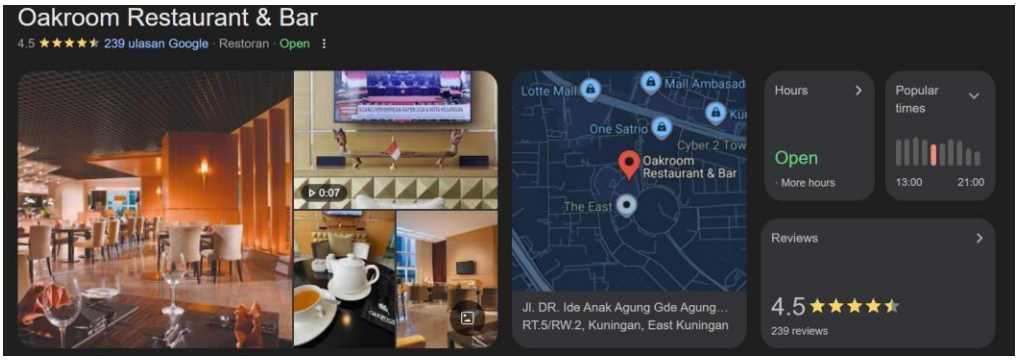


Figure 1. Google Review Data
[Source: Google Review, 2025]



Figure 2. TripAdvisor Data
[Source: TripAdvisor, 2025]

Based on the analysis of reviews from Google Review and TripAdvisor, it can be concluded that Oakroom Restaurant generally receives positive feedback from visitors, particularly in three main aspects: service quality, food taste, and atmosphere. The majority of guests praise the friendliness, responsiveness, and professionalism of the staff in providing service. On the other hand, there are some criticisms regarding the inconsistency in the behaviour of certain staff members who are considered unfriendly and less attentive in handling orders. In terms of cuisine, Oakroom Restaurant's dishes are regarded as tasty and offering a sufficient menu variety, commensurate with the price set. However, some reviews highlight that the flavours served are still at a standard level and not entirely satisfying.

In terms of ambiance, the restaurant's environment is widely praised for creating a calm, comfortable, and private impression, making it suitable for various purposes, whether business meetings or casual gatherings. Nevertheless, some visitors complain about it being too crowded at certain times, which reduces comfort. Overall, Oakroom is considered successful in creating an enjoyable dining experience thanks to the supportive atmosphere and good service. However, to meet the expectations of all customers, efforts for improvement are still necessary, particularly regarding consistency in service quality and refinement of the dishes' flavour

Frequency Results Based on Gender and Age

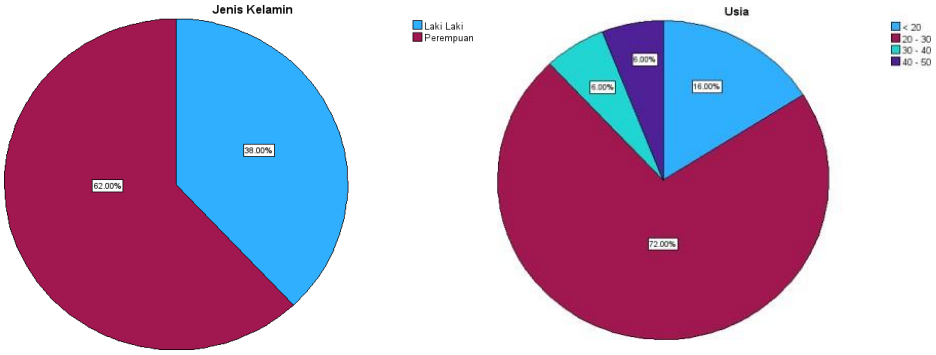


Figure 3. Composition of Respondents by Gender and Age
[Source: Researcher Data Processing, 2025]

Based on the demographic data of the 50 respondents, the composition of the research sample characteristics is identified as follows. First, in terms of gender, the majority of respondents are female at 62%, while male respondents make up 38% of the total sample. Second, in terms of age distribution, the 20-30 age group dominates with the highest percentage of 72%. The rest are distributed among the under 20 age group (16%) and the 30-40 and 40-50 age groups, each at 6%. This data indicates that the research respondents' profile is dominated by young adults with a gender composition that tends to be predominantly female.

Questionnaire Validity and Reliability Test

Table 1. Validity Test of Variable X: Service Quality

No	R count	R table	Description
1	0.735	0,2787	Valid
2	0.768	0,2787	Valid
3	0.695	0,2787	Valid
4	0.750	0,2787	Valid
5	0.637	0,2787	Valid
6	0.699	0,2787	Valid
7	0.674	0,2787	Valid
8	0.761	0,2787	Valid
9	0.750	0,2787	Valid
10	0.732	0,2787	Valid
11	0,600	0,2787	Valid

[Source: Researcher Data Processing, 2025]

Table 2. Validity Test of Variable Y: Guest Satisfaction

No	R count	R table	Description
1	0.790	0,2787	Valid
2	0.830	0,2787	Valid
3	0.779	0,2787	Valid
4	0.875	0,2787	Valid

[Source: Researcher Data Processing, 2025]

Based on the results of the instrument validity tests presented in both Tables, it can be concluded that all statement items for the Service Quality (X) variable and the Guest

Satisfaction (Y) variable are declared valid. This conclusion is based on a comparison of the correlation coefficient values R-count for each question item with the critical value R-table. The validity condition is met if the R-count value exceeds the R-table value, and this condition is achieved for all statement items in both research variables. Thus, the questionnaire instrument used has been proven capable of accurately measuring what it is supposed to measure, making the data obtained suitable for use in the next stage of analysis.

Table 3. Reliability Test

Variable	Cronbach's Alpha	R table	Description
Service Quality (X)	0.895	0.60	Reliable
Guest Satisfaction (Y)	0.834	0.60	Reliable

[Source: Researcher Data Processing, 2025]

Based on the results of the reliability test shown in the Table, it can be concluded that the research instruments for both variables are reliable. The Cronbach's Alpha coefficient for the Service Quality (X) variable is 0.895 and for the Guest Satisfaction (Y) variable is 0.834. Both values far exceed the generally agreed critical reliability threshold, which is > 0.60. Meeting this criterion indicates that the questionnaire items have excellent internal consistency and are capable of producing stable and trustworthy (reliable) data.

Service Quality

Table 4. Service Quality

No	Service Quality Indicators	Mean
1	Reliability	4,38
2	Tangibles	4,45
3	Responsiveness	4,20
4	Assurance	4,52
5	Emphaty	4,46

[Source: Researcher Data Processing, 2025]

Based on the data analysis presented in the Table, indicators influencing Service Quality at Oakroom Restaurant, Oakwood Premier Cozmo Jakarta Hotel can be identified. The findings reveal that the Assurance aspect emerges as the main determinant shaping service quality, achieving the highest average score of 4.52. This high score is supported by respondents' assessments stating that the waitstaff appeared professional, displayed friendly and polite behaviour, and were able to create a sense of safety and comfort for guests, further strengthening this aspect's position as the foundation of service.

On the other hand, the Responsiveness aspect recorded a relatively lower influence compared to other indicators, with an average score of 4.20. This value indicates that there is room for improvement, particularly in terms of the speed of waitstaff in responding to and taking orders, as well as in providing clear explanations regarding current promotional offers. These findings highlight specific areas that should be a focus of management improvement to enhance overall service quality.

Guest Satisfaction

Table 5. Guest Satisfaction

No	Guest Satisfaction Indicators	Mean
1	Feeling of Satisfaction	4,42
2	Always Buy Products	4,22
3	Would Recommend to Others	4,20
4	Meeting Customer Expectations	4,32

[Source: Researcher Data Processing, 2025]

Based on the data processing results in Table, the indicators forming Guest Satisfaction at Oakroom Restaurant can be identified. The analysis revealed that the aspect of emotional satisfaction is the main determinant, achieving the highest average score of 4.42. This high score, supported by guest statements regarding overall satisfaction and evaluations of good service, indicates that the direct experiences of guests are the foundation of their satisfaction.

On the other hand, the indicator of intention to recommend the restaurant to others recorded a relatively lower score of 4.20. Although still within the good category, this gap indicates that while guests feel personally satisfied, their level of loyalty and enthusiasm to actively act as brand advocates can still be improved. This finding highlights the importance of additional strategies to transform guest satisfaction into loyalty expressed through recommendations.

Descriptive Analysis Statistic

Table 6. Description of Respondent Assessment of Service Quality and Guest Satisfaction Variables

No	Statement	Answer Score					Mean	Description
		1	2	3	4	5		
1	Q1	-	-	5	21	24	4,38	Very High
2	Q2	-	-	2	22	26	4,48	Very High
3	Q3	-	1	5	16	28	4,42	Very High
4	Q4	-	1	5	18	26	4,38	Very High
5	Q5	-	6	7	19	18	3,98	High
6	Q6	-	1	5	16	27	4,40	Very High
7	Q7	-	1	8	19	22	4,24	Very High
8	Q8	-	-	6	16	28	4,44	Very High
9	Q9	-	1	2	13	34	4,60	Very High
10	Q10	-	1	3	15	31	4,52	Very High
11	Q11	-	1	5	14	30	4,46	Very High
12	Q12	-	1	2	22	25	4,42	Very High
13	Q13	-	1	6	24	19	4,22	Very High
14	Q14	-	1	9	19	21	4,20	Very High
15	Q15	-	2	3	22	23	4,32	Very High

[Source: Researcher Data Processing, 2025]

Based on primary data processed, variations in respondents' responses to Service Quality indicators were identified. Tabular data revealed that the statement "The waiter serves in a friendly and polite manner" received the highest positive response with an average score of 4.60. A total of 34 respondents (68%) stated Strongly Agree and 13 respondents (26%) stated Agree, indicating strong consistency in the perception of staff friendliness.

Conversely, the statement regarding "Waitstaff appear professional in providing service" recorded the lowest average score of 3.98. The distribution of responses showed that 18

respondents (36%) strongly agreed, 19 respondents (38%) agreed, but 7 respondents (14%) were neutral and 6 respondents (12%) disagreed. These findings suggest that the aspect of professionalism—which includes technical competence, efficiency, and appearance—is an area that requires special attention, even though friendliness has been well maintained.

Normality Test

Table 7. Normality Test

One-Sample Kolmogorov-Smirnov Test			
			Unstandardized Residual
	N		50
Normal Parameters[a,b]	Mean		.0000000
	Std. Deviation		1.36097859
Most Extreme Differences	Absolute		.166
	Positive		.090
	Negative		-.166
	Test Statistic		.166
	Asymp. Sig. (2-tailed)[c]		.148
Monte Carlo Sig. (2-tailed)[d]	Sig.		.146
	99% Confidence Interval	Lower Bound	.139
		Upper Bound	.153

[Source: Researcher Data Processing, 2025]

Normality testing is a test aimed at determining whether the independent or dependent variables have a normal distribution or not. A good regression model is one whose distribution is normal or close to normal. Based on the results of the normality test, a significance value of 0.148 was obtained. Since this value is greater than 0.05, it can be concluded that the research data is normally distributed. The fulfilment of the normality assumption indicates that the data comes from a normally distributed population, thus proving the data's suitability for further parametric statistical analysis.

Simple Linear Regression Analysis

Table 8. Simple Linear Regression Analysis

Coefficients[a]						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.683	3.664		.243	.961
	Service Quality	.353	.034	.831	5.335	<,001

a. Dependent Variable: Guest Satisfaction

[Source: Researcher Data Processing, 2025]

Based on the results of the simple linear regression analysis presented in the table, it can be interpreted that the regression equation formed is Y = 1.683 + 0.353X. The constant value of 1.683 indicates that without the influence of the service quality variable (X), the level of guest satisfaction (Y) will be at a baseline value of 1.683.

The regression coefficient for the service quality variable of 0.353 confirms a positive relationship between service quality and guest satisfaction. Each one-unit increase in service quality will contribute to an increase of 0.353 units in guest satisfaction. Therefore, it can be

concluded that a significant improvement in service quality will be followed by an increase in guest satisfaction at Oakroom Restaurant.

Partial Hypothesis Test (T Test)

Table 9. T Test

Coefficients[a]						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.683	3.664		.243	.961
	Service Quality	.353	.034	.831	5.335	<,001

a. Dependent Variable: Guest Satisfaction

[Source: Researcher Data Processing, 2025]

Based on the results of the partial hypothesis test using the t-test, a t-count value of 5.335 was obtained, which far exceeds the t-table value of 2.04841, with a significance value of 0.001 < 0.05. Supported by a positive regression coefficient of 0.353, these results statistically prove that the service quality variable (X) has a positive and significant partial effect on guest satisfaction (Y). This finding indicates that each one-unit increase in service quality will contribute to a 0.353 unit increase in guest satisfaction. Thus, the alternative hypothesis (Ha) is accepted and the null hypothesis (H0) is rejected, confirming that service quality is a determining factor that significantly affects guest satisfaction at the Oakroom Restaurant. Based on data analysis from 50 respondents, this study proves a positive and significant effect of service quality on guest satisfaction at the Oakroom Restaurant, Oakwood Premier Cozmo Jakarta. This is shown through the results of a simple linear regression test with a coefficient of 0.353 and a significance value < 0.001, as well as a t-count value (5.335) > t-table (2.01063), confirming the acceptance of the alternative hypothesis. All research instruments have been tested for validity and reliability, and the research data meet the normal distribution assumption.

These findings confirm that the five dimensions of service quality—reliability, responsiveness, assurance, empathy, and tangibles—play a crucial role in shaping customer satisfaction. It is evident that improvements in service quality correlate directly with increases in guest satisfaction levels. Therefore, restaurant management is advised to continuously maintain and enhance service quality standards, particularly in aspects that directly affect the guest experience, to ensure the achievement of optimal customer satisfaction.

CONCLUSION

This study concludes that service quality has a significant, positive impact on guest satisfaction at Oakroom Restaurant, Oakwood Premier Cozmo Jakarta (regression coefficient: 0.353, p < 0.001). Among the SERVQUAL dimensions, responsiveness specifically the speed and timeliness of service emerges as the most dominant factor in shaping guest satisfaction. This finding reinforces the applicability of the SERVQUAL model within luxury restaurant settings, confirming that in high-end dining, efficiency is as critical as professional conduct.

For management, these results highlight the urgent need to optimize operational

workflows and order handling. Implementing targeted training programs focused on time management and service agility is essential to reduce waiting times and elevate the dining experience.

Future research should expand beyond service quality to explore additional determinants such as atmosphere, menu innovation, or pricing strategies. Utilizing a mixed-methods approach could further enrich these findings by capturing deeper qualitative insights. Ultimately, this study underscores that prioritizing responsiveness is a fundamental necessity for maintaining excellence in the competitive hospitality industry.

REFERENCES

Kotler, P., & Keller, ,. (2016). *Marketing Management (15th ed.)*. London: Pearson Education Limited.

Kusuma, R., & Suwitho,, S. (2015). The effect of product quality, price, facilities and emotions on customer satisfaction. *Jurnal Ilmu dan Riset Manajemen (JIRM), 4(12),* 1-17.

Philip, K., & Keller, K. (2012). *Marketing Management (14th ed.).* Pearson Education, Inc.

Pujawan, I. (2010). *Manajemen rantai pasok (edisi revisi).* Guna Widya.

Zeithaml,, V., Bitner,, M., & Gremler D, .. (2018). *Services Marketing: Integrating Customer Focus Across the Firm (7th ed.).* New York: McGraw-Hill Education.