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THE EFFECT OF LOCATION, FACILITIES, AND SERVICE QUALITY ON GUEST SATISFACTION AT WIMARION HOTEL SEMARANG

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Abstract

The purpose of this study is to determine the most important variable and to examine how the Wimarion Hotel Semarang's location, amenities, and level of service affect visitor satisfaction. Purposive sampling was used in a quantitative study with 95 respondents. Multiple linear regression, validity and reliability tests, and hypothesis testing (t-test and F-test) were used to assess the data. The findings show that: (1) location has a positive and significant impact on guest satisfaction; (2) facilities have a positive and significant impact on guest satisfaction; (3) service quality has a positive and significant impact on guest satisfaction; and (4) location, facilities, and service quality all have a positive and significant impact on guest satisfaction at the same time. Service quality is found to be the most important of these factors. The most important element affecting client satisfaction among these variables is found to be service quality. This study fills a research gap caused by contradictions in earlier findings about the impact of location and facilities on customer satisfaction, especially in the hospitality business.

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INTRODUCTION

The growth of the tourism sector in Semarang City over the years has created opportunities for investors to invest their capital. This condition has stimulated an increase in investment, as reflected in the development of various tourism destinations, shopping centers, and other business areas. Hotels are one of the essential components in supporting tourism development, as they provide accommodation facilities for both domestic and international tourists.

Location is the site where a business works and carries out activities relating to the production of goods or services. This is dependent on the type of the business and is closely related to economic concerns (Tjiptono, Fandy & Chandra, 2014). Location has a strong relationship with guest satisfaction. In service industries, a strategic location often has a greater impact on revenue than on cost, indicating that location decisions should focus on maximizing business volume and revenue. Location has a major impact on consumer satisfaction, according to earlier research by (Ubaidillah, 2017), which looked at the effects of service quality, pricing, and location on customer satisfaction. This result implies that location is a significant factor in determining visitor pleasure.

Facilities refer to the provision of physical resources that support guests' activities and enhance their comfort during their stay (Yunus, 2014). Previous research by (Falakh, 2016) shown that customer happiness is positively impacted by facilities.Facilities serve as a benchmark for the overall service provided and have a substantial influence on guest satisfaction. Adequate and well-maintained facilities enable guests to carry out their activities conveniently and comfortably, thereby contributing to higher satisfaction levels. The desired level of perfection and the ability to control it in order to satisfy guests' expectations are represented by service quality (Tjiptono, Fandy & Chandra, 2014). When the perceived service meets or exceeds expectations, it is considered satisfactory; otherwise, it is perceived as poor. Previous research by (Moha et al., 2016) discovered that customer satisfaction is significantly impacted by service quality. These findings indicate that delivering high-quality service plays a crucial role in enhancing guest satisfaction.

According to (Kotler, 2022), guest satisfaction is the reaction of consumers to their demands being met, which represents the contrast between perceived performance and expectations. Customer satisfaction is positively impacted by amenities, location, and service quality, according to research by (Utama, 2020). This suggests that these factors have a major role in determining how satisfied guests are.

Hotels have various types and classifications, one of which is the four-star hotel category, which has been rapidly developing in Semarang. In choosing a hotel, location is a primary consideration for guests, as a strategic and accessible location can enhance attractiveness and convenience. Additionally, sustaining guest happiness depends heavily on the quality of the services provided. Location factors include accessibility, proximity to activity centers such as shopping areas, surrounding environment, availability of supporting facilities, and adequate parking space. These aspects are key considerations for guests in selecting a hotel. Wimarion Hotel Semarang is one of the four-star hotels in the city, which needs to

ensure strategic location, adequate facilities, and optimal service quality to enhance guest satisfaction.

Wimarion Hotel Semarang was selected as the object of this study because it represents a four-star hotel operating in a highly competitive hospitality industry in Semarang. Furthermore, the hotel has unique characteristics as a boutique hotel that combines local cultural elements with modern services, making it an interesting context for examining guest satisfaction. Based on customer reviews on Online Travel Agent (OTA) platforms, several issues have been identified, including a less strategic location, limited facilities, and suboptimal service quality. These conditions indicate a gap between guest expectations and actual experiences, making Wimarion Hotel a relevant case study for analyzing the factors influencing guest satisfaction.

METHODS

With the objective to investigate the correlations between variables through hypothesis testing, this study uses a quantitative technique. The study uses a regression and correlational design to examine the link between the dependent variable, guest satisfaction (Y), and the independent factors, location (X_1), facilities (X_2), and service quality (X_3).

The dependent variable analyzed in this study is visitor satisfaction (Y), and the independent factors are location (X_1), facilities (X_2), and service quality (X_3). The dependent variable can be estimated using the values of the independent variables thanks to the regression design, which is used to examine the influence between variables.

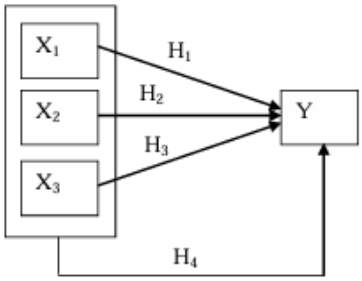


Figure 1. Research design.
Source: (Sugiyono, 2022)

Description:
X_1 = Location
X_2 = Facilities
X_3 = Service Quality
Y = Guest Satisfaction

This study was conducted in the hospitality service sector at Wimarion Hotel, located at Jl. Wilis No. 2A, Semarang. The research project was conducted during August and October of 2025. The population of this study consisted of the average number of guests staying at Wimarion Hotel Semarang during the period of March to May 2025, totaling 1,637 guests. The following section presents data on guests who stayed at Wimarion Hotel Semarang during the period of March to May 2025.

Table 1. Guest Visit Data 2025

No	Month	Total of guest	Occupancy
1.	March	1.670	34%
2.	April	1.600	32.57%
3.	May	1.461	29.74%
4.	Total	4.911	100%
	Avarage	1.637	33.33%

The technique of non-probability sampling, the sampling method employed in this study, does not give every member of the population an equal chance of being chosen as a sample. Accidental sampling was used to determine the number of respondents; in this method, respondents were chosen at random depending on their interactions with the researcher (Sugiyono, 2022). Data collection was conducted from guests staying at Wimarion Hotel Semarang during the research period. The Slovin formula was used to calculate the minimal sample size.

$$n = \frac{N}{1+N.e^{\,2}} \quad (1)$$

Description:
n : Sample size
N : Population size
e : Margin of error (the allowable level of sampling error)

The average number of visitors to the Wimarion Hotel Semarang between March and May of 2025 was 1,637, which made up the study's population. As a result, the following number of samples were used in this investigation:

$$n = \frac{N}{1 + N * (0{,}1)^2}$$

$$n = \frac{1637}{1 + 1637 * (0{,}1)^2}$$

$$n = \frac{1637}{1+ 16.37}$$

$$n = \frac{1637}{17.37}$$

$$n = 94.24$$

The calculated sample size was 94.24, which was rounded up to 95 for practical purposes. Therefore, based on these results, the total number of samples used in this study was 95 guests. The sampling technique applied was accidental sampling, in which guests staying at the hotel who were willing to complete the questionnaire were selected as research samples.

Primary and secondary data were the two categories of data sources used in this investigation. Questionnaires were distributed to 95 Wimarion Hotel Semarang guests in order to collect primary data directly from respondents, which were developed based on the research variables, namely location, facilities, and service quality in relation to guest satisfaction. These data reflect respondents' perceptions of their experiences during their stay. Meanwhile, secondary data were obtained through a literature review, including books, journals, and other relevant sources, as well as documents related to the research object, namely Wimarion Hotel Semarang. This study employed questionnaires, interviews, and a review of the literature as data collection methods. Interviews were conducted to obtain direct information through question-and-answer interactions with respondents. The primary tool was a questionnaire with both closed-ended and open-ended questions that respondents answered using the available alternatives. In addition, a literature review was conducted to obtain theoretical foundations and supporting information from various relevant sources.

Research variables are defined as attributes or characteristics determined by the researcher to be studied and from which conclusions are drawn (Sugiyono, 2022). This study includes two types of variables: dependent and independent variables. The dependent variable (Y) is guest satisfaction, which is influenced by other variables. The independent variables (X) consist of location (X_1), facilities (X_2), and service quality (X_3), which are assumed to influence guest satisfaction. These variables were operationalized into measurable indicators and used as the basis for constructing the research instrument employing a Likert scale.The Likert scale, which ranges from positive to negative responses, is used to gauge pe ople's or groups' attitudes, opinions, and perceptions regarding a specific topic (Sugiyono, 2022).

Conceptual definitions describe the characteristics of the variables based on theoretical foundations. In this study, location is defined as the place where a company operates to carry out economic activities (Buchari, 2018). Facilities refer to the company's efforts in providing supporting resources to attract and retain customers (Kotler, 2022). Service is defined as a series of continuous activities aimed at fulfilling customer needs (Moenir, 2015). Meanwhile, guest satisfaction is defined as a condition that arises when customers compare their expectations with the performance of the services received (Kotler, 2022). Operational definitions refer to the translation of research variables into measurable indicators (Sugiyono, 2022). Accessibility, visibility, and environment are used to measure the location variable in this study; completeness, condition, and comfort are used to measure facilities; tangibles, dependability, responsiveness, assurance, and empathy are used to measure service quality; and satisfaction level, expectation conformity, and intention to return are used to measure guest satisfaction. The operational definitions applied in this study are as follows:

Table 2. Operational Definition

No	Variable	Concept Definition	Operational Definition		measurement
			Dimension	Indicator	
1.	Location (X1)	The location of a company is the location it conducts business or where it produces goods and services with an emphasis on economic considerations. (Buchari, 2018).	1. Access	1. The hotel location is easy to reach. 2. The hotel location is easy to find.	5 Point skala Likert. SS = 5 S = 4 CS = 3 TS = 2 STS = 1
			2. Visibility	1. The hotel building is easy to find. 2. There are clear road signs.	
			3. Traffic	1. Traffic around the hotel is smooth. 2. Many people are walking around the hotel.	
			4. Parking	1. Availability of spacious parking. 2. Ensured security.	
			5. Expansion	1. The hotel is expanding its area. 2. The hotel's expansion is increasing.	
2.	Facilities (X2)	Facilities are one of the efforts made by company management, especially those directly related to consumers, namely providing as many facilities as possible in order to attract and retain customers. (Kotler, 2022)	1. Guest room	1. Has complete facilities. 2. Matches the image at the time of the reservation process.	5 Point skala Likert. SS = 5 S = 4 CS = 3 TS = 2 STS = 1
			2. Meeting room	1. Able to accommodate a large capacity. 2. Can be arranged in any table form.	
			3. Restaurant	1. Has a variety of food menu options. 2. Comfortable atmosphere.	
			4. Gym Center	1. Availability of complete equipment. 2. There are trainees who assist guests.	
			5. Sky lounge Bar	1. Able to create an entertaining atmosphere. 2. Has a wide variety of drink menu.	
3.	Guest Service (X3)	In that services is a process, it is essentially a set of activities that occur regularly and continuously throughout the	1. Direct evidence	1. Employees of Wiamarion Hotel are dressed and appear neat 2. The physical facilities of Wimarion Hotel have appeal	5 Point skala Likert. SS = 5 S = 4 CS = 3 TS = 2 STS = 1

		organization's and society's whole existence. (Moenir, 2015)	2. Reliability	1. Wimarion Hotel is sympathetic towards customer problems 2. Wimarion Hotel is reliable/trustworthy	
			3. Responsiveness	1. The Wimarion Hotel Semarang is always ready to provide services 2. The Wimarion Hotel Semarang is quick in providing services	
			4. Guaranteed	1. The employees of Wimarion Hotel Semarang are polite. 2. You can trust the employees of Wimarion Hotel Semarang.	
			5. Empathy	1. Wimarion Hotel Semarang gives individual attention to you. 2. Wimarion Hotel Semarang truly pays attention to your interests.	
4.	Guest satisfaction (Y)	Guest satisfaction is the core that achieving long-term profitability occurs when consumers have made a purchase of a product or service, which will then be followed by after-sales behavior in this case, whether consumers feel satisfaction or dissatisfaction with the quality of service provided. (Kotler, 2022)	1. Comparing	1. I am satisfied with the service at Wimarion Hotel Semarang according to my perception. 2. I am satisfied with the location according to my perception.	5 Point skala Likert. SS = 5 S = 4 CS = 3 TS = 2 STS = 1
			2. Confirming	1. Prices at Wimarion Hotel Semarang are not the same as prices at other hotels. 2. The service is not the same at other hotels.	
			3. Actual performance	1. I am satisfied with the service provided at Wimarion Semarang. 2. I feel comfortable with the service provided at Wimarion Semarang.	
			4. Hope	1. I am satisfied with what I expected. 2. The service provided met my expectations.	
			5. To differentiate	1. I feel satisfied and will return to Wimarion Hotel again. 2. I prefer another hotel.	

Instrument Feasibility Test

Validity Test

The questionnaire is a primary instrument used in data collection; therefore, it must be tested prior to use. Studies employing questionnaires as measurement tools require validity testing to ensure the accuracy of the instrument. This study's validity test was carried out utilizing SPSS version 21 and Pearson Correlation (Santoso, 2022), with the following criteria : The instrument is deemed legitimate if the computed correlation value (r-value) is higher than the crucial value (r-table). The instrument is deemed invalid if the computed correlation value (r-value) is less than the crucial value (r-table).

Reliability Test

An instrument is considered reliable if it produces consistent results when used to measure the same object at different times. Reliability testing in this study was conducted using Cronbach's Alpha coefficient (Ghozali, 2018), with the following criteria: If Cronbach's Alpha value is greater than 0.60, the data are considered reliable. If Cronbach's Alpha value is less than 0.60, the data are considered not reliable.

Data Analysis Technique

Multiple Linear Regression Analysis

The impact of location (X_1), facilities (X_2), and service quality (X_3) on guest satisfaction (Y) was investigated using multiple linear regression analysis. SPSS version 21 was used to analyze the research data. In a linear regression model, two or more independent variables (X_1, X_2, X_3) are utilized to predict the dependent variable (Y), according to (Sihombing et al., 2024). Regression Equation

The following is the expression for the regression model utilized in this investigation:

$$Y = \beta 1X1 + \beta 2X2 + \beta 3X3 \qquad (2)$$

β1 : regression coefficient of location
β2 : regression coefficient facilities
β3 : regression coefficient of service quality
X1 : location
X2 : facilities
X3 : service quality
Y : guest satisfaction

Model Testing

ANOVA Test (F-Test)

The significance of the independent factors' simultaneous impact on the dependent variable is ascertained using the F-test. Put differently, it evaluates if the combination of location, amenities, and service quality significantly affects visitor happiness. The following formula is used to conduct the test:

$$F = \frac{R^2 / k-1}{(1-R^2)(N-k)} \qquad (3)$$

R^2 : coefficient of determination
N : number of samples
k : number of independent variables

RESULT AND DISCUSSION

Wimarion Hotel Semarang is a four-star boutique hotel located at Jl. Wilis No. 2A, Semarang. The hotel features 62 rooms across four categories, along with a restaurant, skylounge, two meeting rooms, sky pool, spa, and fitness center. Adopting a boutique hotel concept, (*Wimarion Hotel*, n.d.) Wimarion combines modern Javanese elements through music, ornaments, and interior designs such as *joglo*, *gebyok*, as well as wayang and Peranakan decorations, creating a distinctive and unique atmosphere. Situated in the upper hill area of Semarang, the hotel began its operations on September 28, 2016, and has emerged as a new destination contributing to the city's tourism sector. With the tagline *"stay with us and feel like home,"* Wimarion offers comfortable services while remaining competitive with similar hotels. The variables examined in this study include respondents' perceptions of location, facilities, service quality, and guest satisfaction.

Location Variable

In this study, the description of respondents' perceptions regarding the location variable at Wimarion Hotel Semarang is as follows:

Table 3. Respondents' Responses to the Location Variable

Location (X1)							
No	**Statement**	**STS**	**TS**	**CS**	**S**	**SS**	**Mean**
		1	**2**	**3**	**4**	**5**	
Access Dimension							
1	Hotel Wimarion Semarang can be easily reached because it is located in the center of Semarang city	0	22	19	41	13	3,47
2	Hotel Wimarion Semarang is easy to find because there are road direction signs.	0	27	39	19	10	3,13
Avarage Dimension		**0**	**24,5**	**29**	**30**	**11,5**	**3,3**
Visibility Dimension							
1	The Wimarion Hotel building in Semarang is easy to find because it is located in a clear place.	0	12	30	41	12	3,56
2	The location of Wimarion Hotel has clear directions, making it easy to find	0	28	37	21	9	3,12
Avarage Dimension		**0**	**20**	**33,5**	**31**	**10,5**	**3,34**
Traffic Dimension							
1	Traffic around Wimarion Hotel Semarang is smooth so it does not cause congestion.	0	11	22	52	10	3,64
2	The surroundings of Hotel Wimarion Semarang have many people coming and going..	0	14	43	33	5	3,31
Avarage Dimension		**0**	**12,5**	**32,5**	**42,5**	**7,5**	**3,47**
Parking Space dimension							

1	Hotel Wimarion Semarang provides a spacious parking area, thus accommodating many guest vehicles.	1	26	45	16	7	3,02
2	The security of guest vehicles in the parking area is ensured because there is 24-hour security on duty.	0	9	17	34	35	4
Avarage Dimension		**0,5**	**17,5**	**31**	**25**	**21**	**3,51**
Expansion Dimension							
1	Hotel Wimarion Semarang will conduct area surveillance.	1	10	50	27	7	3,31
2	The expansion of the Wiamrion Hotel Semarang has increased.	1	11	49	25	9	3,32
Avarage Dimension		**1**	**10,5**	**49,5**	**26**	**8**	**3,31**
Variable Average		**0,3**	**17**	**35,1**	**30,9**	**11,7**	**3,38**

Primary data processed in 2025

In general, respondents' responses to the location variable averaged 3.38, with the majority of answers being Agree to Some Extent. This indicates that guests have a positive and fairly agreeable response to the location variable at Wimarion Hotel Semarang.

Facility Variable

In this study, the description of respondent responses regarding the facility variables at Hotel Wimarion Semarang is:

Table 4. Respondent Responses to Facility Variables

FACILITIES (X2)							
No	**Statement**	**STS**	**TS**	**CS**	**S**	**SS**	**Mean**
		1	**2**	**3**	**4**	**5**	
Guest room dimensions							
1	Hotel Wimarion Semarang has complete room facilities that are good and in good condition.	0	1	8	50	36	4,27
2	The rooms at Hotel Wimarion Semarang are as informed at the time of making the reservation.	0	1	10	56	28	4,17
Average Dimension		**0**	**1**	**9**	**53**	**32**	**4,22**
Meeting room dimensions							
1	The meeting room at Hotel Wimarion is spacious, allowing it to accommodate a large number of people	0	4	34	42	15	3,72
2	The meeting room area at Hotel Wimarion Semarang can be arranged in any table setup.	0	1	25	52	17	3,89
Average Dimension		**0**	**2,5**	**29,5**	**47**	**16**	**3,8**
Restaurant Dimension							
1	Restaurant Hotel Wimarion Semarang has a variety of food menu options.	0	1	21	58	15	3,92
2	The atmosphere of Restaurant Hotel Wimarion Semarang is comfortable with a Javanese ambiance.	0	2	12	46	35	4,20
Average Dimension		**0**	**1,5**	**16,2**	**52**	**25**	**4,06**
Gym Center Dimension							
1	There is complete fitness equipment that meets the guests' needs during fitness.	0	13	36	28	18	3,54
2	There is a trainee who assists guests, making it easier for them.	1	23	25	30	16	3,39

Average Dimension		**0,5**	**18**	**30,5**	**29**	**17**	**3,46**
Sky Lounge Bar Dimension							
1	Sky Lounge Bar Wimarion Semarang is able to create an entertaining atmosphere with live music and other events.	0	2	8	55	30	4,19
2	Sky Lounge Bar Wimarion has a variety of drink menu options.	0	1	17	62	15	3,96
Average Dimension		**0**	**1,5**	**12,5**	**58,2**	**22,5**	**4,07**
Variable Average		**0,1**	**4,9**	**19,54**	**47,84**	**22,5**	**3,92**

Primary data processed in 2025

In general, respondents' responses to the facility variable averaged 3.92, with the majority agreeing. This indicates that guests have a positive and fairly agreeable response to the facilities available at Hotel Wimarion Semarang.

Service Variable

In this study, the description of respondents' responses in terms of guest service variables at Hotel Wimarion Semarang is:

Table 5. Respondents Responses to Guest Service Variables

Guest Service (X3)							
No	**Statement**	**STS**	**TS**	**CS**	**S**	**SS**	**Mean**
		1	**2**	**3**	**4**	**5**	
Dimension of Direct Evidence							
1	Wimarion Hotel employees are neatly dressed and groomed.	0	13	36	28	18	3,54
2	The physical facilities of Wimarion Hotel are attractive.	0	1	22	57	15	3,91
Average Dimension		**0**	**7**	**29**	**42,5**	**16,5**	**3,72**
Reliability Dimension							
1	Wimarion Hotel is sympathetic to customer problems.	1	9	50	27	9	3,34
2	Wimarion Hotel can be relied on/trusted in maintaining guest privacy.	0	1	21	58	15	3,92
Average Dimension		**0,5**	**5**	**35,5**	**42,5**	**12**	**3,63**
Responsiveness Dimension							
1	The Wimarion Hotel staff is always ready to provide the best service.	0	4	34	42	15	3,72
2	The Wimarion Hotel staff is quick in providing service to guests.	0	1	15	53	26	4,09
Average Dimension		**0**	**2,5**	**24,5**	**47,5**	**20,5**	**3,90**
Dimensions of Guarantee							
1	Wimarion Hotel employees are polite.	0	2	28	49	16	3,83
2	You can trust the employees of Wimarion Hotel Semarang.	0	3	18	58	16	3,92
Average Dimension		**0**	**2,5**	**23**	**53,5**	**16**	**3,87**
Dimension of Empathy							
1	Wimarion Hotel gives individual attention to you.	0	13	26	28	16	3,54
2	Wimarion Hotel really pays attention to your interests.	1	23	25	30	16	3,39
Average Dimension		**0,5**	**18**	**25,5**	**29**	**16**	**3,46**
Variable Average		**0,3**	**7**	**24,9**	**47,4**	**16**	**3,71**

Primary data processed in 2025

In general, respondent responses to the service variable averaged 3.71, with the majority agreeing. This indicates that guests have a positive response and quite agree with the service variable at Hotel Wimarion Semarang.

Guest Satisfaction Variable

In this study, respondents' responses to the guest satisfaction variables are based on the following table:

Table 6. Respondents Responses to Guest Satisfaction Variable

Guest Satisfaction (Y)							
No	**Statement**	**STS**	**TS**	**CS**	**S**	**SS**	**Mean**
		1	**2**	**3**	**4**	**5**	
Comparing Dimension							
1	I am satisfied with the service at Hotel Wimarion Semarang compared to my perception.	0	1	14	55	25	4,09
2	I am satisfied with the location that is easy to find, which is in accordance with my perception..	0	2	28	49	16	3,83
Average Dimension		**0**	**1,5**	**21**	**52**	**20,5**	**3,96**
Confirmation Dimension							
1	The room rates at Hotel Wimarion Semarang are not the same as the rates at other hotels.	0	3	18	58	16	3,92
2	The service at Hotel Wimarion Semarang is not the same as at other hotels.	0	1	13	60	21	4,06
Average Dimension		**0**	**2**	**15,5**	**59**	**18,5**	**3,99**
Actual Performance Dimension							
1	I feel satisfied with the service that has been provided during my stay at Hotel Wimarion Semarang.	0	1	7	46	41	4,34
2	I feel comfortable with the service given during my stay at Wimarion Semarang.	0	0	20	55	20	4,00
Average Dimension		**0**	**0,5**	**13,5**	**50,5**	**30,5**	**4,17**
Dimension of Hope							
1	I feel satisfied with what I expected.	0	1	11	59	24	4,12
2	During my stay at Hotel Wimarion Semarang, the service provided was in accordance with what I expected.	0	2	9	56	28	4,16
Average Dimension		**0**	**1,5**	**10**	**57,5**	**26**	**4,14**
Distinguishing Dimension							
1	I feel satisfied and will return to Hotel Wimarion Semarang.	0	1	11	52	32	4,19
2	I will base my decision to stay at another hotel on my experience while staying at Hotel Wimarion Semarang.	2	39	12	36	6	3,05
Average Dimension		**1**	**20**	**11,5**	**44**	**19**	**3,62**
Variable Average		**0,2**	**5,2**	**14,3**	**52,6**	**22,9**	**3,97**

Primary data processed in 2025

In general, respondents' responses to the guest satisfaction variable averaged 3.97 with the majority of answers agreeing. This shows that guests have a positive and fairly agreeable response to the guest satisfaction variable at Hotel Wimarion Semarang.

Multiple Regression Test

The degree to which the independent variables Location (X1), Facilities (X2), and Service (X3) affect the Guest Satisfaction measure (Y) at Wimarion Hotel Semarang both partially and simultaneously is ascertained using multiple regression analysis. The multiple regression equation that follows can be used to determine it:

Table 7. Multiple Linear Regression Calculation Results

Coefficient	B	Beta	T	Sig. t
Location	0,037	0,064	0,847	0,399
Facilities	0,880	1,095	7,475	0,000
Services	0,393	0,506	3,464	0,001
F				33,050
Sig. F				0,000
Adj. R^2				0,521

Primary data processed in 2025

Based on Table 7. the regression equation obtained is: Y = 0.064 X1 + 1.095 X2 + 0.506 X3
From the equation above, it can be explained that:

1. The Location variable (X1) has a positive impact on Guest Satisfaction (Y), as indicated by the regression coefficient of 0.064 (positive).
2. The Facilities variable (X2) has a positive impact on Guest Satisfaction (Y), as indicated by the regression coefficient of 1.095 (positive).
3. The Service variable (X3) has a positive impact on Guest Satisfaction (Y), as indicated by the regression coefficient of 0.506 (positive).

Based on the analysis above, it can be seen that the Facilities variable has the most dominant effect compared to the Location variable and the Service variable.

F Test (Anova)

As indicated by table 6, the F test is utilized to ascertain the degree to which the independent variables location (X1), facilities (X2), and service (X3) simultaneously (collectively) affect the dependent variable visitor satisfaction (Y).

- Calculated F Value = 33.050
- F Table Value (α = 0.05, numerator df = k = 3, denominator df = n-k-1 = 95-3-1 = 91) is 2.70
- Calculated F (33.050) > F Table (2.70)
- Significance value = 0.000 < 0.050.

The aforementioned criteria indicate that location, facilities, and service collectively have a good and considerable impact on guest satisfaction; as a result, the factors under study can be approved and carried out.

Determination Test (Adjusted R^2)

The determination coefficient test is used to find out how much influence location (X1), facilities (X2), and service (X3) have in explaining variations in guest satisfaction (Y).

The adjusted R^2 value of 0.521 means that the combined influence of the variables location (X1), facilities (X2), and service (X3) on guest satisfaction (Y) is 52.1%, while the remaining 47.9% is influenced by other variables not included in the study. Thus, the selected variables, namely location, facilities, and service, are acceptable and feasible to be studied.

Hypothesis Test

Through a calculated t value of 0.847 < t table 1.661 and a significance level of 0.399 (> 0.05), the partial test (t-test) results indicate that the location variable has no significant impact on visitor satisfaction. On the other hand, it has been demonstrated that the factors related to facility and service quality significantly and favorably impact visitor satisfaction. The computed t values for facilities and service quality, respectively, are 7.475 > 1.661 with a significance of 0.000 (< 0.05) and 3.464 > 1.661 with a significance of 0.001 (< 0.05).

With a computed F value of 33.050 > 2.70 and a significance level of 0.000 (< 0.05), the simultaneous test (F-test) results indicate that the variables of location, facilities, and service quality collectively have a substantial impact on visitor satisfaction.

The Effect of Location, Facilities, and Service Quality on Guest Satisfaction

The correlation between location (X_1), facilities (X_2), and service quality (X_3) on guest satisfaction (Y) is represented by a correlation coefficient (R) of 0.696, according to the findings of data analysis using SPSS. This shows a high correlation, with these three factors accounting for 69.6% of visitor satisfaction and other factors not included in this study influencing the remaining 30.4%.

The findings also reveal that the satisfaction variable ranks first in respondents' perceptions, with a mean score of 3.97. This is followed by facilities with a mean score of 3.92, service quality with 3.71, and location with 4.38, where the majority of respondents expressed agreement across all variables.

These results imply that, in general, the facilities at Wimarion Hotel Semarang are considered good and should be maintained through continuous improvement and regular maintenance. Similarly, the service quality provided by the staff is also perceived as good, indicating the need to sustain and further enhance service performance. However, regarding location, some guests reported difficulty in identifying the hotel due to limited directional signage, leading them to rely on map-based applications for navigation.

Therefore, it is recommended that the General Manager of Wimarion Hotel Semarang maintain the existing standards of facilities and service quality while improving accessibility by providing clearer directional signage to the hotel location.

The Effect of Location on Guest Satisfaction

According to the results of the first hypothesis test, location significantly affects visitor pleasure. The t-test results, which show that the regression coefficient value (2.244) is higher than the t-table value (1.661) at a significance level of 0.027 (< 0.05), corroborate this. Thus, it

can be said that at the Wimarion Hotel Semarang, location has a big impact on visitor pleasure.This finding confirms that the first specific hypothesis is accepted.

The study's findings also show that location significantly and favorably affects visitor pleasure. This suggests that the location of Wimarion Hotel Semarang is easily accessible to guests. The influence of location on guest satisfaction is also supported by questionnaire results. These findings indicate that guest satisfaction is affected not only by accessibility but also by other factors such as cost, pricing, service quality, emotional factors, and customer value, as stated by (Kotler, 2022).

The Effect of Facilities on Guest Satisfaction

According to the results of the second hypothesis test, facilities significantly and favorably impact visitor pleasure. The t-test results, which show that the regression coefficient (2.273) is higher than the t-table value (1.661) at a significance level of 0.025 (< 0.05), corroborate this. Therefore, it can be concluded that facilities significantly influence guest satisfaction at Wimarion Hotel Semarang. Thus, the second specific hypothesis is accepted.

Based on the analysis of respondents' perceptions, most respondents agreed that the facilities provided by Wimarion Hotel Semarang are satisfactory. These findings suggest that the hotel has delivered facilities in accordance with guests' expectations. Guest satisfaction can be enhanced through the improvement of facility-related dimensions. When guests feel satisfied while using the services provided, it indicates that the facilities meet their expectations.

Therefore, facilities play a crucial role in determining guest satisfaction at Wimarion Hotel Semarang. This finding is consistent with previous research by (AS, Roy, Rahayu T., 2019), which states that facilities have a significant effect on customer satisfaction.

The Effect of Service Quality on Guest Satisfaction

According to the third hypothesis test, visitor satisfaction is positively and significantly impacted by service quality. The Wimarion Hotel Semarang's service leaves a positive impression that entices visitors to return. The t-test results, which show that the regression coefficient (3.464) is higher than the t-table value (1.661) at a significance level of 0.001 (< 0.05), corroborate this conclusion. Thus, it can be said that at Wimarion Hotel Semarang, visitor happiness is greatly influenced by service quality. As a result, the third particular hypothesis is approved. This outcome is in line with earlier research by (Ubaidillah, 2017) ,which discovered that customer happiness is significantly impacted by service quality.

Based on the analysis of respondent perceptions, most respondents agreed that the service provided by Wimarion Hotel Semarang is satisfactory. These findings indicate that the hotel has delivered service quality in accordance with guests' expectations. Guest satisfaction can be enhanced by improving service-related dimensions. When guests feel satisfied with the services provided, it reflects that the service performance meets their expectations.

CONCLUSION

The analysis and hypothesis testing results show that all three factors work together to improve client satisfaction at the Wimarion Hotel Semarang. When service quality improves, the hotel location is easily accessible, and the available facilities become more adequate, guest

satisfaction tends to increase. More specifically, the findings reveal that the location variable has a significant effect on guest satisfaction; therefore, the second hypothesis (H2) is supported. Facilities also show a positive influence on guest satisfaction, indicating that the third hypothesis (H3) is accepted, as the completeness of facilities enhances the overall guest experience during their stay. In addition, the service quality variable has a significant effect on guest satisfaction, leading to the acceptance of the fourth hypothesis (H4), which confirms that better service quality increases the level of guest satisfaction.

For hotel management, it is recommended to install clear directional signage to improve accessibility for guests, expand the parking area to enhance convenience, provide regular training for employees to improve service quality, and upgrade fitness equipment that is currently insufficient. For employees, it is essential to maintain and continuously improve service quality by being polite and friendly to guests, as well as being responsive and attentive to guest needs, in order to create a more satisfying stay experience.

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