

## Factors Influencing Customer Satisfaction in Hospitality Services at Eden Residence Hotel

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### Abstract

This study aimed to identify and analyze the key factors influencing customer satisfaction in the hospitality services of Eden Residence Hotel. The research focused on multiple dimensions, including service quality, cleanliness, pricing, food and beverage services, location and accessibility, customer expectations, and technology. Data were collected from 19 guests through a structured questionnaire and analyzed using descriptive statistics, including the mean and standard deviation (S.D.) generated by the SPSS program. The findings revealed that service quality ( $\bar{x} = 4.55$ , S.D. = 0.76) was the most influential factor in determining guest satisfaction, followed by technology ( $\bar{x} = 4.20$ ) and customer expectations ( $\bar{x} = 4.33$ ). Cleanliness ( $\bar{x} = 4.23$ ), location ( $\bar{x} = 3.97$ ), and pricing ( $\bar{x} = 4.00$ ) were also identified as important contributors. While most guests expressed satisfaction with the hotel's services, areas for improvement were noted in pricing transparency, food freshness, housekeeping responsiveness, and signage to improve accessibility. The study concludes that customer satisfaction at Eden Residence Hotel is shaped by both tangible services and intangible experiences. The results suggest that continued investment in service training, technological upgrades, and accurate marketing communications will enhance guest satisfaction and strengthen the hotel's competitive advantage. Recommendations were provided to address specific operational gaps and better align services with guest expectations.

**Keywords:** *Customer satisfaction, Service quality, Technology, Hospitality, Pricing*

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## 1. Introduction

### 1.1. Background and problem statement

Customers play a central role in every business, and no company can succeed without them. Building close relationships with customers is essential because they form a vital part of both the business and the marketplace. To remain competitive, organizations must provide high-quality products and services that create highly satisfied and loyal customers. Customer satisfaction refers to the feedback or evaluation customers give after purchasing a product or service, based on how well it meets their expectations. Razak, Nirwanto, and Triatmanto (2016) explain that customer satisfaction is measured by comparing customer expectations with the actual performance of the product or service and how well it fulfills their needs. When customers are satisfied, it means the performance matches their expectations, which encourages them to purchase again. Conversely, dissatisfied customers may discourage others from buying and may shift to a different provider. Therefore, customer satisfaction is a crucial component of business strategy, along with customer retention and repeat purchasing. It also serves as a strong indicator of future customer loyalty (Hill, Roche, & Allen, 2007).

The hospitality industry is a broad and diverse sector. Many people recognize well-known hospitality brands, but only a small number can clearly and accurately explain what the industry truly involves. This industry reflects the nature and evolution of organizations, including the types of food and events they offer, as well as the level of knowledge and expertise applied across all departments.

Overall, the hospitality industry includes a wide range of businesses and services related to leisure and customer satisfaction. According to Hallak, Rob, & et al. (2019), the defining feature of the hospitality sector is that it emphasizes luxury, enjoyment, and memorable experiences rather than simply meeting basic needs or essential requirements. Customer satisfaction in the hospitality industry is shaped by a range of interconnected factors. These elements influence how guests perceive their overall experience and significantly impact customer retention, positive word-of-mouth, and brand loyalty. Major determinants include service quality, cleanliness, pricing, facilities, food and beverage offerings, location and accessibility, customer expectations, and the use of technology and

innovation. In addition, factors such as brand popularity and credibility, delivery time reliability, and mailing security also commonly affect customer satisfaction (Zheng Lei & Huawei Duan, 2022).

### 1.2. Research questions

1. What are the key factors that ensure customers' satisfaction in hospitality at Eden Residence Hotel?
2. How are the factors influencing customers' satisfaction in hospitality at Eden Residence Hotel?

### 1.3. Research objectives

1. To identify the key factors influencing customers' satisfaction in hospitality at Eden Residence Hotel.
2. To analysis the factors influencing customers' satisfaction in hospitality at Eden Residence Hotel.

## 2. Literature review

### 2.1. Key Factors Influencing Customer Satisfaction in Hospitality

The hospitality industry plays a critical role in satisfying customer needs and supporting economic growth. Customer satisfaction is influenced by service quality, hotel facilities, pricing, and the interaction between these factors (Adiza Sadik, 2020; Nathanael Abel Adrianto & Pasla, 2024). Other studies emphasize the influence of service encounters, visitor characteristics, hotel attributes, and destination features (Radojevic, 2017; Nguyen Thi Thanh Xuan, 2002; Kongoley, 2022; Jain, 2019; Tran, 2023). High-quality, expectation-aligned, and emotionally engaging services remain essential for guest loyalty, repeat visits, and industry sustainability (AbdelHamid & Fawzy, 2023).

### 2.2. Service Quality

Service quality reflects how well a hotel meets or exceeds guest expectations through professionalism, responsiveness, reliability, and tangibles (Venkateswarlu & Jawahar Babu, 2020). Key dimensions include empathy, responsiveness, assurance, tangibles, and reliability, which strongly influence customer satisfaction and loyalty (Bayad Jamal Ali et al., 2021; Shrivastava & Saxena, 2021; Bhuian, 2020; Sadik, 2020). Continuous evaluation and improvement of both tangible and intangible service elements are critical for competitiveness.

### 2.3. Cleanliness

Cleanliness, maintained by housekeeping, is a core determinant of guest satisfaction, comfort, and repeat visits (Hülya Taştan & Soylu, 2023; Ahmad, 2024; Noor Faiq & Supriyanto, 2023). Effective sanitation, well-maintained facilities, and standard housekeeping practices positively influence guest perceptions and overall satisfaction (Cano, 2019; Sumayang, 2013; Indonesian Ministry of Health, 2014).

### 2.4. Price

Price affects customer perceptions, satisfaction, and loyalty. Reasonable, fair pricing aligned with service quality enhances perceived value (Law et al., 2008; Köseoglu, 2016; Saputra & Djumarno, 2021; Putri Nilam Kencana, 2018; Jin et al., 2012). Price serves as a signal of product or service quality, influencing customer purchase decisions and long-term loyalty (Khan, 2011; Andaleeb & Conway, 2006).

### 2.5. Food and Beverage

F&B services strongly influence guest satisfaction and loyalty. Quality, hygiene, freshness, service, and organizational culture determine customer experience (Davidson & Manning, 2003; KAYA, 2018; Ko & Su, 2015; Ryu, Lee & Kim, 2012). Satisfying F&B experiences encourage positive word-of-mouth and repeat visits.

### 2.6. Location and Accessibility

Hotel location affects guest convenience, satisfaction, and business performance (Latinopoulos, 2020; Lee, 2012; Tutuncu, 2017; Faajir, 2022). Proximity to attractions, transportation, safety, and accessibility are crucial, and strategic location decisions directly influence customer behavior and competitive advantage (Zekiri & Hasani, 2015; Suwarman, 2014; Tresnanda, 2014).

### 2.7. Customer Expectations

Customer satisfaction results from meeting or exceeding pre-purchase expectations (Zeithaml et al., 2009; Beard, 2013). Expectations evolve with external trends, hotel communications, and technology. Aligning services with expectations enhances perceived value, satisfaction, loyalty, and positive word-of-mouth (Saut, 2022; Nowlis, 2015).

### 2.8. Technology

Technological integration in hospitality, including self-service technologies (SSTs), enhances guest satisfaction and behavioral intentions (Ujang, 2016; Zhang, 2022; Kansakar et al., 2019; Leung, 2019). Key factors influencing technology adoption include ease of use, reliability, interactivity, personalization, and readiness. Technology improves efficiency, personalization, and service delivery, becoming essential for competitive hotels (Torres et al., 2015; Talwar, 2012; Lukanova & Ilieva, 2019; Beldona et al., 2018; Pham et al., 2020; Xiang et al., 2015).

## 3. Research methodology

### 3.1. Research design

The purpose of this study on the factors influencing customer satisfaction in the hospitality services of Eden Residence Hotel is to identify and analyze the key determinants affecting guest experiences. Therefore, a quantitative research approach was employed. This approach was used to analyze and describe the data collected, allowing the researcher to identify and examine the factors that influence customer satisfaction at Eden Residence Hotel.

### 3.2. Participants

The sample for this research consisted of 19 customers of Eden Residence Hotel, located in Soununtha Village, Kaison Phomvihhan City, Savannakhet Province. The participants were selected using an accidental (convenience) sampling method.

### 3.3. Research instruments

#### 3.3.1. Data collection

Data for this study were collected through questionnaires. The study used two sources of information: primary data and secondary data, to investigate the factors influencing customer satisfaction in hospitality at Eden Residence Hotel.

#### 3.3.2. Primary Data Collection

Primary data were collected using a questionnaire distributed to customers of Eden Residence Hotel, located in Soununtha Village, Kaison Phomvihhan City, Savannakhet Province. The questionnaire was prepared in two versions: Lao and English, depending on the respondents' preference. It was divided into three parts:

Part I: General and Background Information

This section collected demographic and background information from the respondents, including age, gender, educational background, work experience, and frequency of visits to Eden Residence Hotel.

#### Part II: Key Factors Influencing Customer Satisfaction

This section investigated the factors influencing customer satisfaction at Eden Residence Hotel using close-ended statements on a five-point Likert scale:

- 5 = Strongly Agree
- 4 = Agree
- 3 = Moderately Agree
- 2 = Disagree
- 1 = Strongly Disagree

An open-ended question was also included in this section to allow respondents to provide additional opinions or identify other issues not covered in the questionnaire.

#### 3.3.3. Secondary Data Collection

Secondary data were collected from existing sources, including documents, textbooks, the internet, reports, and prior research relevant to the topic. These sources provided contextual information and theoretical support for the study.

#### 3.3.4. Tools and Data Analysis

After data collection, the researchers manually coded the responses and analyzed them statistically. Descriptive statistics were computed, including percentages, mean, and standard deviation, to interpret the key factors influencing customer satisfaction. Mode was used as a measure of central tendency to identify the most common responses.

##### 3.3.4.1. Data Collection Procedure

The questionnaires were administered to all participants in Lao, with English translation provided as needed. Each participant was guided through the questionnaire, and the researchers explained the research objectives and instructions for answering the questions. Respondents were asked to describe their experiences as customers of Eden Residence Hotel.

After completion, all questionnaires were collected, and the data were analyzed using the Statistical Package for the Social Sciences (SPSS) and Microsoft Excel. The results were summarized and interpreted based on percentages, mean scores, and standard deviations.

#### 3.4. Data analysis

The data from this study that the research brings to analyze are the following:

Bring the finished questionnaire that was checked to analyze by using an algorithm to calculate

the statistics as frequency, mean ( $\bar{x}$ ) and standard deviation (SD). The percentage (%) is used to calculate the description in the first section from the question interview, which was general information.

Mean ( $\bar{x}$ ) and standard deviation (SD) are used to analyze the second section from the question, as the analysis of factors influencing English speaking of staff at Eden Residence Hotel gives them the benefit of them for measuring the importance of using.

The research uses questionnaires of scale with a rating scale of 1-5 to measure the level of the importance factors as follows:

Average mean score between 5.00 and 4.20 = Strongly Agree

Average mean score between 4.19 and 3.40 = Agree.

Average mean score between 3.39 and 2.60 = Moderate.

Average mean score between 2.59 and 1.80 = Disagree

Average mean score between 1.79 and 1.00 = Strongly Disagree

By: (Likert Scale, 1932)

#### ▪ Percentage

Percentage is a number or ratio expressed as a fraction of 100. It is often denoted using the percent sign (%) or the abbreviations; sometimes the abbreviation is also used. A percentage is a dimensionless number (pure number). Percentages are understood by nearly everyone; therefore, they are the most popular statistics cited in research. Researchers are often interested in comparing two percentages to determine whether there is a significant difference between them. Implementation of a learning community strategy to know the analysis on factors influencing customers' satisfaction in hospitality at Eden Residence Hotel to collect the information from the staff.

$$P = \frac{F}{N}100$$

P : Represents percent

F: Represent frequency changing in percent

N: Represent number

#### ▪ Average

Average is the middle or typical number of a list of numbers; different concepts of average are different contexts. Often "average" refers to the sum of the numbers divided by how many numbers are being averaged; in mathematics and statistics this is called the arithmetic mean. In statistics, mean, median, and mode are all known as measures of central tendency, and in colloquial usage, sometimes any of them may be called average value.

$$\bar{X} = \frac{\sum X}{N}$$

$\bar{X}$ : The average

$\sum X$ : The summation

N: The number of sources

▪ **Standard deviation**

In statistics, the standard deviation (S.D) is a measure that is used to qualify the amount of variation or dispersion of a set of data values. A low standard deviation indicates that the data points tend to be close to the mean of the set, while a high standard deviation indicates that the data points are spread out over a wider range of values.

$$S.D. = \sqrt{\frac{\sum(X - \bar{X})^2}{N - 1}}$$

S.D: The standard deviation

$\Sigma$ : The summation

x: Each value in the population

$\bar{x}$  : The mean of the value sample

N: The number of the sample

This statistical approach allowed the researchers to quantify respondents' perceptions, evaluate the importance of each factor, and present the findings clearly using percentages, mean scores, and standard deviations.

**4. Results**

4.1. General Information

4.1.1. Gender

Table 1: Gender

No	Gender	Frequency	Percent (%)
1	Female	13	68.42
2	Male	6	31.57
Total		19	100

Table 1 presents the gender distribution of the respondents. The findings indicate that the majority of respondents were female, accounting for 68.42% of the total sample, while male respondents represented 31.57%. This suggests that female customers constituted a larger proportion of hotel guests who participated in this study.

4.1.2. Age

Table 2: Age

No	Age	Frequency	Percent (%)
1	21–25 years old	2	10.52
2	26–40 years old	5	26.32
3	Over 41 years	12	63.16
Total		19	100

Table 2 shows the age distribution of the respondents. The majority of participants were over 41 years old, representing 63.16% of the total

respondents. This was followed by respondents aged between 26–40 years old (26.32%), while the smallest group consisted of those aged 21–25 years old (10.52%). These results indicate that middle-aged and older customers formed the dominant group of hotel guests in this study.

4.1.3. Factors Influencing Customer Satisfaction in Hospitality

4.1.3.1. Service Quality

Table 3: Service Quality

Service Quality	N	Mean ( $\bar{x}$ )	Std. Deviation (S.D)	Level
Service quality is a key factor in sustainable competitive advantage	19	4.54	0.77	Strongly Agree
I am satisfied with the overall quality of service at this hotel.	19	4.60	0.69	Strongly Agree
The hotel experience met or exceeded my expectations.	19	4.30	0.84	Strongly Agree
I would stay at this hotel again in the future.	19	4.77	0.89	Strongly Agree
The service quality significantly contributed to my satisfaction.	19	4.59	0.73	Strongly Agree
Staff showed genuine concern for my comfort.	19	4.40	0.68	Strongly Agree
My check-in and check-out were handled efficiently.	19	4.78	0.73	Strongly Agree
I felt safe during my stay at the hotel.	19	4.46	0.79	Strongly Agree
Total	19	4.55	0.76	Strongly Agree

Table 3 illustrates respondents' perceptions of service quality at the hotel. The overall mean score for service quality was 4.55 with a standard deviation of 0.76, indicating a **strongly agree** level. High mean

scores were recorded for efficient check-in and check-out procedures, intention to revisit the hotel, and overall service satisfaction. These findings suggest that service quality played a significant role in enhancing customer satisfaction and contributed strongly to the hotel's competitive advantage.

4.1.3.2. *Cleanliness*

Table 4: *Cleanliness*

Cleanliness	N	Mean ( $\bar{x}$ )	Std. Deviation (S.D)	Level
My room was thoroughly cleaned and well-maintained during my stay	19	4.55	0.70	Strongly Agree
I am satisfied with the cleanliness and housekeeping services at this hotel.	19	3.90	0.69	Agree
Housekeeping quality positively influenced my experience at this hotel.	19	4.00	0.79	Agree
The cleanliness and facilities met my expectations.	19	4.35	0.83	Strongly Agree
I would recommend this hotel to others based on its cleanliness and service.	19	4.00	0.79	Agree
I would consider returning to this hotel in the future.	19	4.60	0.63	Strongly Agree
The furniture and equipment in the room were in good condition.	19	4.59	0.78	Strongly Agree
Housekeeping staff followed up on requests promptly (e.g.,	19	3.90	0.79	Agree

Cleanliness	N	Mean ( $\bar{x}$ )	Std. Deviation (S.D)	Level
extra towels, amenities).				
Total	19	4.23	0.75	Strongly Agree

Table 4 presents respondents' perceptions of cleanliness and housekeeping services. The overall mean score was 4.23 with a standard deviation of 0.75, reflecting a strongly agree level. Respondents expressed high satisfaction with room cleanliness, furniture condition, and maintenance. Although some items were rated at an agree level, the results clearly indicate that cleanliness had a positive influence on guests' experiences and overall satisfaction with the hotel.

4.1.3.3. *Price*

Table 5: *Price*

Price	N	Mean ( $\bar{x}$ )	Std. Deviation (S.D)	Level
The prices charged are fair considering the quality of service and products.	19	4.33	0.77	Strongly Agree
I believe I received good value for the money I paid.	19	4.00	0.69	Agree
Price influences my overall satisfaction with the hotel/restaurant.	19	4.15	0.70	Agree
The quality of food/service matches the price I paid.	19	3.93	0.93	Agree
I would describe the pricing as reasonable and transparent.	19	3.44	0.77	Agree
I feel the price reflects the professionalism and ambiance of the	19	3.79	0.89	Agree

Price	N	Mean (x̄)	Std. Deviation (S.D)	Level
hotel/restaurant. I feel loyal to this brand because it offers good value for money.	19	4.38	0.73	Strongly Agree
Total	19	4.00	0.78	Agree

Table 5 shows respondents' perceptions of pricing and value for money. The overall mean score was 4.00 with a standard deviation of 0.78, indicating an agree level. The findings reveal that respondents generally perceived the prices as fair, reasonable, and reflective of service quality. However, compared to service quality and cleanliness, price was rated slightly lower, suggesting that while pricing influenced satisfaction, it was not the strongest determining factor.

4.1.3.4. Food and Beverage

Table 6: Food and Beverage

Food and Beverage	N	Mean (x̄)	Std. Deviation (S.D)	Level
The food served was fresh and well-prepared.	19	3.77	0.69	Agree
The F&B staffs were polite, helpful, and attentive.	19	3.90	0.75	Agree
The dining area was clean and hygienic.	19	4.00	0.69	Agree
The food and beverage prices were fair for the quality received.	19	3.85	0.77	Agree
I am satisfied with the overall food and beverage service at Eden Hotel.	19	4.00	0.83	Agree
I am likely to share my positive experience	19	3.95	0.78	Agree

Food and Beverage	N	Mean (x̄)	Std. Deviation (S.D)	Level
through word-of-mouth or reviews. I felt relaxed and satisfied while dining at the hotel.	19	4.00	0.77	Agree
Total	19	3.93	0.75	Agree

Table 6 presents respondents' evaluations of food and beverage services at the hotel. The overall mean score was 3.93 with a standard deviation of 0.75, indicating an agree level. Respondents were generally satisfied with food quality, staff behaviour, dining environment, and pricing. The results suggest that food and beverage services contributed positively to customer satisfaction, although further improvements could enhance guests' dining experiences.

4.1.3.5. Location and Accessibility

Table 7: Location and Accessibility

Location and Accessibility	N	Mean (x̄)	Std. Deviation (S.D)	Level
The hotel is easy to find and reach from transportation hubs.	19	4.00	0.66	Agree
Public transportation is conveniently available near the hotel.	19	4.34	0.98	Strongly Agree
The hotel is located near tourist attractions or cultural sites.	19	3.97	0.79	Agree
Noise levels around the hotel are manageable and did not disturb me	19	3.88	0.77	Agree
The location of the hotel enhanced my overall satisfaction.	19	4.00	0.69	Agree

Location and Accessibility	N	Mean ( $\bar{x}$ )	Std. Deviation (S.D)	Level
It is convenient for my professional networking or corporate events.	19	4.24	0.77	Strongly Agree
Shops, restaurants, or basic services (e.g., pharmacy, ATM) are nearby.	19	3.93	0.73	Agree
The hotel's location allowed me to save time in commuting.	19	3.90	0.69	Agree
Road access and signage to the hotel are clear and sufficient.	19	3.65	0.96	Agree
The hotel is located in a visually pleasant or attractive environment.	19	3.79	0.76	Agree
Total	19	3.97	0.78	Agree

Table 7 summarizes respondents' perceptions of the hotel's location and accessibility. The overall mean score was 3.97 with a standard deviation of 0.78, reflecting an **agree** level. Respondents highlighted convenient access to public transportation, nearby services, and suitability for professional or corporate activities. These findings indicate that location and accessibility positively influenced customers' overall satisfaction with the hotel.

## 5. Discussion

This chapter discusses the research findings in relation to the research objectives and relevant literature.

### 5.1. Key Factors Influencing Customer Satisfaction at Eden Residence Hotel

Based on the data analysis, several key factors were identified as influencing customer satisfaction at Eden Residence Hotel. These factors

include service quality, cleanliness, technology, customer expectations, price and value, food and beverage services, and location and accessibility. Among these, service quality emerged as the most influential factor, followed by cleanliness, technology, and customer expectations.

### 5.2. Service Quality

Service quality recorded the highest overall mean score ( $\bar{x} = 4.55$ , S.D. = 0.76) and was rated at the *Strongly Agree* level across all items. Respondents expressed particularly high satisfaction with the efficiency of check-in and check-out procedures, staff attentiveness, safety, and their intention to revisit the hotel. These results clearly demonstrate that service quality is a critical determinant of customer satisfaction at Eden Residence Hotel.

This finding is consistent with Nguyen Thi Thanh Xuan (2002), who reported that both tangible and intangible elements of service quality positively influence customer satisfaction, with intangible aspects exerting the strongest effect. Similarly, Kongoley (2022) found that customer expectations and perceived service performance significantly affect satisfaction in the hotel industry, emphasizing the importance of delivering excellent services. Jain (2019) also highlighted that staff professionalism, responsiveness, and reliability are central components shaping service quality perceptions. Overall, the findings reinforce the notion that superior service quality is fundamental to achieving high customer satisfaction in the hospitality industry.

### 5.3. Cleanliness

Cleanliness achieved a high overall mean score ( $\bar{x} = 4.23$ , S.D. = 0.75), indicating a *Strongly Agree* level. Guests highly appreciated the cleanliness of rooms and the condition of furniture and facilities. However, some aspects related to housekeeping responsiveness were rated slightly lower, suggesting room for improvement in service consistency.

These findings align with Taştan and Soylu (2023), who found that perceived cleanliness significantly explains customer satisfaction and revisit intention. Ahmad (2024) further demonstrated that cleanliness and physical facilities have a statistically significant impact on customer satisfaction. In addition, Noor Faiq and Supriyanto (2023) reported that sanitation, cleanliness, and service quality jointly explain a substantial proportion of customer satisfaction. Thus, maintaining high cleanliness standards and improving housekeeping responsiveness remain essential for enhancing guest satisfaction.

### 5.4. Price

Price was rated at an *Agree* level, with an overall mean score of 4.00 (S.D. = 0.78). Respondents generally perceived the prices as fair and reflective of the service quality received. However, pricing transparency received the lowest mean score, indicating that clearer communication regarding pricing could improve customer trust and satisfaction.

This result supports Kencana (2018), who found that price and product quality positively influence customer satisfaction. Ryu et al. (2012) also demonstrated that perceived price fairness contributes to both satisfaction and loyalty. From a marketing perspective, price serves as an important signal influencing purchase decisions (Khan, 2011). Therefore, while price was not the most influential factor, improving transparency and aligning price with perceived value could further enhance customer satisfaction.

### 5.5. Food and Beverage Services

Food and beverage services received an overall mean score of 3.93 (S.D. = 0.75), indicating an *Agree* level. Guests were generally satisfied with dining area cleanliness and the overall dining experience. However, food freshness and service consistency were rated slightly lower.

Davidson and Manning (2003) found that organizational climate significantly influences customer satisfaction with food and beverage services. Similarly, Kaya (2018) emphasized that food and beverage services play a crucial role in meeting customer expectations and maintaining competitiveness in the hospitality industry. The findings suggest that improving food quality consistency and service efficiency could further strengthen customer satisfaction in this area.

### 5.6. Location and Accessibility

Location and accessibility were rated at an *Agree* level, with an overall mean score of 3.97 (S.D. = 0.78). Respondents particularly valued proximity to public transportation and convenience for business-related activities. However, road access and signage received the lowest ratings, indicating potential challenges for first-time or international guests.

This finding is consistent with Latinopoulos (2020), who emphasized the importance of hotel location in shaping guest satisfaction. Location has also been identified as a critical competitive factor influencing consumer decision-making (Kwang-Woo Lee, 2012). Improving road signage and accessibility could therefore enhance guest convenience and overall satisfaction.

### 5.7. Customer Expectations

Customer expectations recorded a high mean score ( $\bar{x} = 4.33$ , S.D. = 0.74) and were rated as *Strongly Agree*. Guests indicated that promotional materials, online information, and technological features strongly influenced their expectations, which were largely met during their stay.

Zeithaml et al. (2009) emphasized that customer satisfaction is achieved when service performance meets or exceeds expectations. Beard (2013) further described expectations as a benchmark against which service quality is evaluated. These findings highlight the importance of accurate marketing communication and consistent service delivery in meeting customer expectations.

### 5.8. Technology

Technology usage in hotel services also received a high mean score ( $\bar{x} = 4.20$ , S.D. = 0.78), rated as *Strongly Agree*. Guests expressed strong preferences for digital services such as online booking, mobile applications, and technology-enhanced services.

This result supports Zhang (2022), who found that technology amenities significantly influence guest satisfaction and behavioral intentions. Kansakar et al. (2019) also noted that technological advancements have transformed service delivery in the hospitality industry. The findings indicate that adopting and continuously improving technological solutions is essential for enhancing customer satisfaction and maintaining competitiveness.

### 5.9. Summary of Discussion

In summary, the findings reveal that service quality, technology, and customer expectations are the most influential factors affecting customer satisfaction at Eden Residence Hotel. While all factors contributed positively, areas such as pricing transparency, food freshness, housekeeping responsiveness, and road signage present opportunities for improvement. Addressing these areas strategically will enable the hotel to enhance customer experience, strengthen its reputation, and sustain competitive advantage in the hospitality industry.

## 6. Conclusion

This study provided a comprehensive examination of the key factors influencing customer satisfaction at Eden Residence Hotel, drawing on data collected from 19 hotel guests. The analysis focused on seven core dimensions: service quality, cleanliness, price, food and beverage services, location and accessibility, customer expectations, and technology. Using descriptive statistical analysis, including mean scores and standard deviations obtained through SPSS, the study identified the relative importance of each factor in shaping guests' overall satisfaction. The findings revealed that service quality was the most influential determinant of customer satisfaction ( $\bar{x} = 4.55$ , S.D. = 0.76). Guests expressed particularly high satisfaction with staff professionalism, efficient check-in and check-out procedures, and their willingness to revisit the hotel. This underscores the central role of service delivery and employee performance in creating positive hospitality experiences. Customer

expectations ( $\bar{x} = 4.33$ ) and technology ( $\bar{x} = 4.20$ ) were also identified as highly influential factors, highlighting the growing importance of accurate marketing communication, digital service integration, and modern technological amenities in meeting contemporary guest demands.

Cleanliness emerged as another critical contributor to customer satisfaction ( $\bar{x} = 4.23$ ), indicating that well-maintained rooms, hygienic environments, and functional facilities significantly enhance guests' perceptions of service quality. Meanwhile, price ( $\bar{x} = 4.00$ ), food and beverage services ( $\bar{x} = 3.93$ ), and location and accessibility ( $\bar{x} = 3.97$ ) were rated as important but moderately influential factors. Although guests generally perceived prices as fair and services as satisfactory, areas such as pricing transparency, food freshness, housekeeping responsiveness, and external signage were identified as aspects requiring improvement.

Overall, the study concludes that customer satisfaction at Eden Residence Hotel is shaped by both tangible elements (such as cleanliness, food quality, location, and pricing) and intangible experiences (such as service quality, technology use, and expectation management). The results emphasize that consistent service excellence, investment in technological innovation, and alignment between promotional content and actual service delivery are essential for enhancing guest satisfaction.

From a managerial perspective, the findings provide valuable insights for hotel management in prioritizing strategic improvements. By strengthening service training programs, improving technological systems, ensuring transparent pricing policies, enhancing food quality, and improving accessibility and signage, the hotel can further elevate guest satisfaction, foster customer loyalty, and maintain a competitive advantage in the hospitality industry. In conclusion, this study confirms that service quality, customer expectations, and technology are the most influential drivers of customer satisfaction at Eden Residence Hotel, followed by cleanliness. While price, food and beverage services, and location are moderately important, targeted improvements in these areas can substantially enhance overall satisfaction. The findings offer a strong empirical foundation for future research and practical decision-making in hospitality service management.

## 7. Recommendations

Based on the findings of this study, the following recommendations are proposed for the place of study, future researchers, and further academic investigation:

### 7.1. For the Place of Study (Eden Residence Hotel)

**Enhance Price Transparency:** Since pricing transparency received relatively lower ratings, the hotel should clearly communicate prices for services and amenities through websites, brochures, and front-desk interactions. This will improve trust and perceived value.

**Improve Housekeeping Follow-up:** Although cleanliness was rated highly, some guests were less satisfied with the promptness of housekeeping services. Management should invest in staff training and workflow efficiency to ensure quick response to guest requests.

**Refine Food & Beverage Offerings:** As freshness and food preparation were the lowest-rated in the F&B category, the hotel can focus on improving food quality, introducing variety, and maintaining consistent culinary standards.

**Upgrade Road Signage and Access:** The hotel should work with local authorities or property management to improve road access and directional signage, ensuring easier navigation for guests.

**Continue Investing in Technology:** Guests appreciated the presence of self-service technologies. To maintain a competitive edge, the hotel should continue adopting user-friendly, personalized tech solutions and offer training for staff and guests on digital service use.

**Align Marketing with Actual Experience:** The hotel's promotional content and online presence significantly shape guest expectations. Therefore, it is vital that advertisements accurately reflect services and facilities to reduce any mismatch between expectations and reality.

### 7.2. For the Researcher

**Consider a Mixed-Methods Approach:** While this study used a quantitative method, combining it with qualitative interviews or focus groups in future research may uncover deeper insights into customer experiences and emotions.

**Use a Larger and More Diverse Sample:** To increase the generalizability of findings, future research should involve a larger number of

participants from different nationalities and customer types (business travellers, families, etc.).

**Explore Seasonal or Event-Based Satisfaction Trends:** Customer satisfaction may vary depending on the time of year, occupancy rates, or events. Tracking these variations can yield more actionable insights for hotel operations.

### 7.3. For Further Research

**Compare Multiple Hotels:** Future studies could compare customer satisfaction across different hotels in the region or country to benchmark performance and identify best practices in the hospitality industry.

**Examine Post-Stay Behavior:** Investigate how satisfaction influences customer loyalty, repeat visits, and word-of-mouth behavior to understand the long-term effects of service quality.

**Study the Role of Staff Behavior in Greater Depth:** Given the importance of service quality, more focused research could explore how staff attitudes, communication skills, and cultural competence affect satisfaction.

**Evaluate the Impact of Emerging Technologies:** With the growing role of hotel tech solutions (e.g., AI concierge, mobile check-in), future research could analyze how such innovations affect different customer segments' satisfaction and decision-making.

These recommendations aim to guide not only Eden Residence Hotel in enhancing customer satisfaction but also assist future researchers in advancing hospitality service studies and management practices.

## 8. Limitations

First, the sample size was relatively small, consisting of only 19 respondents. This limited number of participants may not fully represent the diverse population of hotel guests, which restricts the generalizability of the findings to a wider customer base or to other hotels within the hospitality industry.

Second, the study was conducted at a single hotel, Eden Residence Hotel. As a result, the findings are context-specific and may not be applicable to other hotels with different service standards, target markets, pricing strategies, or geographical locations.

Third, the research relied solely on quantitative data collected through structured questionnaires. While this method is effective for measuring satisfaction levels, it may not capture deeper insights into guests' personal experiences,

emotions, and expectations. The absence of qualitative data such as interviews or open-ended responses limits the depth of interpretation.

Fourth, the use of descriptive statistics only (mean and standard deviation) restricts the ability to examine causal relationships between the independent variables and customer satisfaction. More advanced statistical analyses, such as correlation or regression analysis, could provide stronger evidence of the influence of each factor.

Fifth, the study depends on self-reported data, which may be affected by response bias, including social desirability bias or respondents' mood at the time of completing the questionnaire. This could influence the accuracy of the results.

Finally, the study was conducted within a specific time frame, and customer satisfaction levels may vary due to seasonal factors, changes in hotel management, or service improvements over time. Therefore, the findings represent only a snapshot of guest perceptions at the time of data collection.

## 9. References

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