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The Analysis of Guest Satisfaction Level Towards the Teaching Factory at De Balen Soultan Hotel

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Abstract

This study aims to analyze the effect of implementing the Teaching Factory system on guest satisfaction at De Balen Soultan Hotel. The method used is a quantitative approach with descriptive and causal designs. The sample consists of 100 respondents selected using purposive sampling technique. Data were collected through questionnaires using a Likert scale to measure the dimensions in the SERVQUAL model, which include tangibles, reliability, responsiveness, assurance, and empathy. The data were analyzed using descriptive statistics and simple linear regression techniques. The results of the study show that guest satisfaction has a significant effect on the implementation of the teaching factory. The dimensions of tangibles, reliability, responsiveness, assurance, and empathy each have a significant impact on guest satisfaction. The discussion reveals that the implementation of the teaching factory improves students' practical skills, which directly affects the quality of service at the hotel. The conclusion of this study is that the implementation of the Teaching Factory at the hotel has a positive impact on guest satisfaction. Recommendations for De Balen Soultan Hotel include continuously improving service quality by paying attention to guest feedback, while for students, it is suggested to be more active in practical training to better prepare for the workforce.

Keywors: teaching factory, guest satisfaction, SERVQUAL, hospitality

A. Introduction

Many graduates of hospitality education programs are not fully prepared to enter the workforce because they mainly study theory without direct field experience. The implementation of the Teaching Factory system at De Balen Soultan Hotel serves as a solution to this issue by providing students with the opportunity to learn directly in a real-world work environment, which is expected to narrow the gap between theory and practice. This is related to the dynamics of the increasingly competitive hospitality industry, which requires a workforce with skills that are not only based on theoretical knowledge but also on practical skills relevant to industry demands.

Education quality in the hospitality field, which focuses solely on theory, tends to produce graduates who are not ready to face the real challenges in the industry (Sarifudin, 2024). Many studies show that curricula that do not integrate practical experience with theory can decrease graduates' competency levels in facing the dynamics of the workforce. Therefore, the implementation of the Teaching Factory system, which combines theory and practice, needs to be further studied to see to what extent its application can improve students' skills and readiness for work in the hospitality industry (Saputra et al., 2021).

In practice, many hotels still rely on training programs limited to theory, without providing relevant direct work experience. This leads to guest dissatisfaction with the services provided because of a workforce that is either unskilled or unprepared for the dynamics of the field. A concrete example of this is the inability of workers trained only in theory to address field issues that require practical skills. Therefore, this research is important to assess whether the implementation of the Teaching Factory at De Balen Soultan Hotel can improve students' competence, which in turn can have an impact on improving the quality of hotel services and guest satisfaction.

Previous research conducted by Sudiyono (2019) highlighted the importance of practical skills in hospitality education and the implementation of the Teaching Factory model. Then, Rahayu & Artha (2025) studied the Teaching Factory learning model, which is an innovative approach that integrates classroom theory with direct practice resembling the industry. This model aims to bridge the gap between education and industry needs by creating a learning environment that simulates a real work setting. Further research by Jannah et al. (2024) discussed the Teaching Factory learning concept through student involvement in Event Meeting services offered to consumers.

Meanwhile, research by Darmawan & Mecha (2023) on the Teaching Factory developed a hotel management system designed using a Windows-based application with a waterfall model approach. The evaluation results of the room reservation system, which included managing room types, rates, facilities, room numbers, guest inputs, reservations, and invoice printing, showed a usability score of 81.2%, ease of use at 80.2%, and ease of learning at 80%, indicating that the system is feasible to use, although further development and maintenance are needed. Research by Febrian et al. (2024) on the Teaching Factory aimed to develop a logo as a visual identity for a hotel to be

commercialized, using a Research and Development method based on the A.D.D.I.E model (Analysis, Design, Development, Implementation, Evaluation). The results showed that 90% of validators stated that the logo was suitable for implementation, and 91.11% of respondents considered it highly suitable for the hotel, supporting the strengthening of the hotel's brand image and brand awareness.

The previous studies discussed above have not yet examined the application of the Teaching Factory in hospitality, especially linking guest satisfaction with the educational system, and none have directly measured the impact of the Teaching Factory on guest satisfaction levels at hotels, which is one of the applications of this model in the hospitality industry. This study fills this gap by evaluating the impact of the Teaching Factory education system on hotel service quality and guest satisfaction.

The uniqueness of this study lies in testing the implementation of the Teaching Factory system, which combines the concepts of CBT (Competency-Based Training) and PBT (Performance-Based Training) in hotels, and its relationship with guest satisfaction levels. This research also integrates the SERVQUAL model, which is used to measure guest satisfaction, with a more applicable industry-based learning approach. By focusing on De Balen Soultan Hotel as a case study, this study offers new insights into how an industry-based education system, when directly applied, can influence service quality and guest satisfaction levels at a hotel and contribute to the development of hospitality education systems in Indonesia.

This study aims to analyze the impact of implementing the Teaching Factory system at De Balen Soultan Hotel on guest satisfaction levels, as well as to identify the key dimensions within the SERVQUAL model that influence service quality and guest satisfaction at the hotel.

B. Literature Review

Teaching Factory in Hospitality Education

The teaching factory model is an educational approach that combines theory and practice in a real work environment, with the aim of preparing students to face the challenges of the workforce (Saputra et al., 2021). This concept integrates two main training models: competency-based training (CBT) and production-based training (PBT). CBT focuses on the skills that students must master according to industry standards, while PBT emphasizes learning based on real work processes that produce products according to market demands (Sarifudin, 2024). In the hospitality industry, the implementation of the teaching factory model in hotels provides students with the opportunity to learn directly in a work environment that aligns with industry needs (Suryati et al., 2023).

Guest Satisfaction in the Hospitality Industry

Guest satisfaction is a crucial factor in the hospitality industry, as high levels of guest satisfaction can increase customer loyalty, encourage repeat

visits, and generate positive word-of-mouth promotion (Jap et al., 2023). Guest dissatisfaction can negatively impact the hotel's reputation and reduce the number of future guest visits. Therefore, it is essential for hotel management to understand guest needs and expectations in order to improve the quality of the services provided (Ratnaningtyas et al., 2023).

The SERVQUAL Model in Measuring Guest Satisfaction

The SERVQUAL model is a widely used tool to measure guest satisfaction by looking at five main dimensions is tangibles, reliability, responsiveness, assurance, and empathy (Sembiring & Sinaga, 2021). This model is highly relevant for measuring service quality in the hospitality industry, as it provides a comprehensive overview of guest expectations and how the hotel meets those expectations (Ratnaningtyas et al., 2023). The use of the SERVQUAL model allows hotel managers to identify strengths and weaknesses in their services, which in turn can help improve guest satisfaction (Prananda et al., 2019).

The Impact of Industry-Based Education on Service Quality

The impact of industry-based education on hospitality service quality shows that education programs that integrate theory with practical field experience can enhance student competence (Jayano & Syahputra, 2019). Students involved in industry-based learning will be better prepared to face real-world situations and more capable of providing services that meet industry standards (Sudiyono, 2019). The implementation of the teaching factory in hotels aims to provide students with direct experience in delivering quality services, which can ultimately impact guest satisfaction levels (Auliana & Hanadya, 2024).

Implementation of Teaching Factory in the Hospitality Sector

The implementation of the teaching factory in the hospitality sector has proven effective in improving students' practical skills, which in turn positively impacts the quality of service provided to guests (Chandra et al., 2020). This program not only teaches hospitality management theory but also helps students refine the technical and non-technical skills needed for daily work in hotels (Saputra et al., 2021). The teaching factory not only benefits students but also the hotel, as it produces a more skilled and ready-to-use workforce (Rahayu & Artha, 2025).

The tangible factor significantly influences the implementation of the teaching factory, as students directly learn how to provide services such as responding to guest requests and handling issues during their stay. Previous studies by Auliana & Hanadya (2024) and Ratnaningtyas et al. (2023) confirm that clean, comfortable, and modern physical facilities enhance guest comfort and satisfaction.

H1: Tangible has a significant influence on the implementation of the teaching factory.

The reliability factor is important because students are trained to deliver services as promised, such as fast check-ins/check-outs and ensuring that rooms match guest bookings. They also learn to manage a reliable reservation system. Tarmizi et al. (2022) and Sagala & Althalets (2022) state that consistent and trustworthy services improve guest satisfaction and loyalty.

H2: Reliability has a significant influence on the implementation of the teaching factory.

Responsiveness has a strong impact because students practice quick responses to guest needs and complaints, including urgent 24-hour room service. Irma & Saputra (2020) and Putri & Rustini (2023) found that fast and efficient staff responses provide a positive guest experience and increase satisfaction.

H3: Responsiveness has a significant influence on the implementation of the teaching factory.

Assurance is essential because students are trained to provide clear information and ensure guest security through hotel safety systems. This builds guest trust in the services provided. Wisnawa (2011) and Akbar & Christina (2020) show that professionalism and safety assurance increase guest confidence and satisfaction.

H4: Assurance has a significant influence on the implementation of the teaching factory.

Empathy plays a major role as students learn to show concern for guest needs, creating a personalized and pleasant service experience. Efendi et al. (2023) state that empathetic behavior helps build strong guest relationships, which is key to improving service quality and satisfaction.

H5: Empathy has a significant influence on the implementation of the teaching factory.

The dimensions of service quality, namely tangibles, reliability, responsiveness, assurance, and empathy, together have a significant effect on the implementation of teaching factories. Research by Auliana & Hanadya (2024) and Ratnaningtyas et al. (2023) shows that the implementation of service quality is very important in creating an optimal service experience for guests.

H6: Tangibles, reliability, responsiveness, assurance, and empathy secara bersama-sama berpengaruh signifikan terhadap dalam pelaksanaan teaching factory

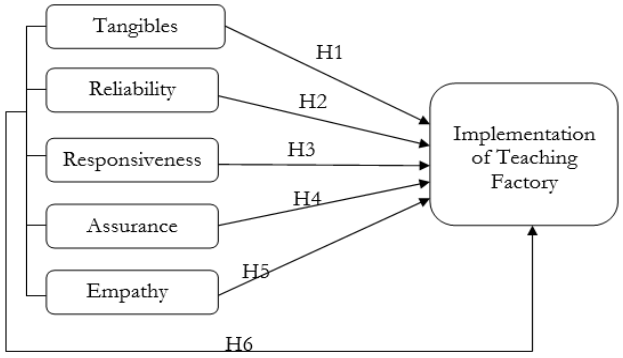


Figure 1. Framework Research

C. Research Methods

Type of Research

This study uses a quantitative approach with descriptive and causal designs. This design was chosen to analyze the impact of the implementation of the teaching factory system at De Balen Soultan Hotel on guest satisfaction levels. The quantitative approach provides an opportunity to test causal relationships between the implementation of the teaching factory and guest satisfaction by collecting numerical data that can be statistically analyzed.

Population and Sample

The population in this study consists of guests staying at Hotel De Balen Soultan who received direct service from students participating in the teaching factory program. The sample comprises 100 respondents selected using purposive sampling, which involves choosing guests who meet specific criteria, such as having had direct interaction with the students involved in the program. The selection of the sample size refers to Sugiyono's theory (2017), which states that an appropriate number of respondents for research ranges from 30 to 500.

Data Collection

Data was collected through a questionnaire distributed to 100 guests who received services from students. This questionnaire uses a 1-5 Likert scale to measure guest satisfaction across the dimensions of the SERVQUAL model, namely tangibles, reliability, responsiveness, assurance, and empathy. Additionally, interviews with hotel management were conducted to gain further insights into the implementation of the teaching factory.

Data Analysis

The research instrument used is a questionnaire consisting of the five SERVQUAL dimensions designed to measure the quality of service provided to guests. These dimensions include the physical facilities of the hotel, service reliability, staff responsiveness, professionalism assurance, and attention to guest needs and expectations.

The collected data will be analyzed using descriptive statistics and simple linear regression techniques. Descriptive analysis will be used to describe the characteristics of the respondents and the level of guest satisfaction. Meanwhile, simple linear regression will be used to test the effect of the implementation of the teaching factory on guest satisfaction, with the independent variable being the implementation of the teaching factory and the dependent variable being guest satisfaction.

D. Result and Discussion

Result

Table 1. Respondent Characteristics

Characteristic	Category	Number of Respondents	Percentage (%)
Gender	Male	55	55%
	Female	45	45%
Age	20-30 years	20	20%
	31-40 years	50	50%
	41-50 years	20	20%
	Above 50 years	10	10%
Duration of Stay	1-3 nights	60	60%
	4-6 nights	30	30%
	More than 6 nights	10	10%

Source: Processed data (2025)

The gender distribution is fairly balanced between men (55%) and women (45%), indicating that the respondents are relatively evenly distributed across gender groups. The age distribution shows that the majority of respondents (50%) are in the 31-40 years age group, which reflects a more stable career phase and likely more frequent travel for business or leisure purposes. The other age groups, 20-30 years and 41-50 years, are smaller, each accounting for 20%. The majority of respondents stayed for 1-3 nights (60%), which suggests a short-term stay such as a vacation or business trip, while fewer stayed for longer periods (4-6 nights at 30%, more than 6 nights at 10%).

Table 2. SERVQUAL Survey Results

SERVQUAL Dimension	Measured Items	Score	Description
Tangibles	Hotel room facilities, room cleanliness	4.0	Guests are satisfied, though suggestions for improving decor were made
	Cleanliness of hotel public facilities	4.2	The improvement in physical facilities was highly appreciated
Reliability	Staff reliability in service	3.8	Service met expectations, but there were suggestions to improve timeliness
	Timeliness of service	3.7	Some guests feel that timeliness could be improved
Responsiveness	Staff responsiveness to	4.2	Staff was quick to respond and responsive to guest

SERVQUAL Dimension	Measured Items	Score	Description
	guest requests		requests
	Speed of staff response	4.3	The highest score reflects excellent satisfaction
Assurance	Trust in staff	3.8	Guests feel staff are professional, but there were complaints about communication
	Staff knowledge of hotel services	3.7	Some guests wish staff understood more about the products and services offered
Empathy	Attention to guest needs	3.6	Guests feel staff need to pay more attention to specific needs
	Staff concern for guest comfort	3.5	Improvement is needed in showing empathy toward guests
Implementation of Teaching Factory	Overall reflection of SERVQUAL practices in training	3.9	Teaching factory implementation is considered good, but some areas need refinement to improve student readiness and service consistency

Source: Processed data (2025)

Table 2 shows the SERVQUAL survey results measuring guest satisfaction across five key dimensions of hotel service: tangibles, reliability, responsiveness, assurance, and empathy. Each dimension is assessed with two items reflecting specific aspects of hotel services. Tangibles scored 4.0 and 4.2, indicating that guests are satisfied with the room facilities and overall hotel cleanliness, although some suggestions were made for decor improvements. This suggests that physical facilities are an area of attention for guests, but with room for improvement. Reliability scored slightly lower (3.7 and 3.8), indicating that while guests feel services meet promises, there is a need for improved timeliness. This highlights that staff reliability in meeting service promises needs to be enhanced. Responsiveness received the highest scores (4.2 and 4.3), showing that guests are highly satisfied with staff's speed and responsiveness to requests. This indicates that hotel staff is very responsive to guest needs, enhancing satisfaction. Assurance received scores of 3.7 and 3.8, indicating that while staff are viewed as professional, there were complaints about communication and staff knowledge of hotel services. Guests expect staff to better understand the details of products and services offered. Empathy

received the lowest scores (3.5 and 3.6), suggesting that guests feel staff need to pay more attention to their specific needs and comfort. This reflects a need for staff to improve in demonstrating attention and empathy toward guests.

Table 3. Validity Test

SERVQUAL Dimension	Measured Items	r-count	r-table
Tangibles	Hotel room facilities, room cleanliness	0.721	1.984
	Cleanliness of hotel public facilities	0.759	1.984
Reliability	Staff reliability in service	0.686	1.984
	Timeliness of service	0.705	1.984
Responsiveness	Staff responsiveness to guest requests	0.803	1.984
	Speed of staff response	0.776	1.984
Assurance	Trust in staff	0.730	1.984
	Staff knowledge of hotel services	0.752	1.984
Empathy	Attention to guest needs	0.714	1.984
	Staff concern for guest comfort	0.698	1.984
Implementation of Teaching Factory	Overall reflection of SERVQUAL practices in training	0.799	1.984

Source: Processed data (2025)

Based on Table 3, all r-count values are greater than r-table (1.984), indicating that all the items measured across each SERVQUAL dimension (tangibles, reliability, responsiveness, assurance, empathy) are valid. This validity confirms that each item used in the survey accurately measures the intended aspect within the relevant SERVQUAL dimension.

Table 4. Reliability Test

SERVQUAL Dimension	Cronbach's Alpha	Description
Tangibles	0.836	Good reliability
Reliability	0.794	Good reliability
Responsiveness	0.853	Excellent reliability
Assurance	0.810	Good reliability
Empathy	0.782	Good reliability
Implementation of Teaching Factory	0.846	Excellent reliability

Source: Processed data (2025)

Table 4 shows the results of the reliability test for each SERVQUAL dimension using Cronbach's Alpha as a measure of internal consistency. All dimensions tangibles (0.836), reliability (0.794), responsiveness (0.853), assurance (0.810), empathy (0.782), and implementation of teaching factory (0.846) have cronbach's alpha values above 0.7, indicating good reliability. This means that the research instrument is dependable for generating consistent and trustworthy data, ensuring that the results of this study have a high degree of reliability in measuring guest satisfaction with hotel services.

Table 5. Coefficient of Determination (R^2)

Independent Variable	Dependent Variable	R^2	Description
Implementation of Teaching Factory	Guest Satisfaction	0.650	65% of the variation in guest satisfaction can be explained by the implementation of the Teaching Factory

Source: Processed data (2025)

Table 5 shows the coefficient of determination (R^2), which measures how much the independent variable influences the dependent variable in this study. In this case, the implementation of the teaching factory as the independent variable explains 65% of the variation in guest satisfaction. This means that about 65% of the change or variation in guest satisfaction levels can be explained by the implementation of the teaching factory system at the hotel, while the remaining 35% is influenced by other factors not included in the research model. This indicates that the implementation of the teaching factory has a significant impact on guest satisfaction, though other factors also play a role.

Table 6. Partial Test

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Std. Error	Beta	
(Constant)	2.180	0.409	-	5.340	0.000
Tangibles	0.322	0.080	0.215	4.025	0.000
Reliability	0.289	0.076	0.237	3.803	0.000
Responsiveness	0.398	0.085	0.342	4.686	0.000
Assurance	0.315	0.079	0.170	3.987	0.000
Empathy	0.341	0.073	0.138	4.671	0.000

Source: Processed data (2025)

Based on the results from the partial test in Table 6, all independent variables tangibles, reliability, responsiveness, assurance, and empathy

significantly influence the implementation of the teaching factory at De Balen Soultan Hotel compared to the t-table. The t-values for each variable are greater than the t-table value (1.984), indicating that all independent variables have a significant influence on the dependent variable (implementation of the teaching factory). For example, tangibles has a t-value of 4.025, which is much higher than the t-table value of 1.984, showing that good physical facilities have a significant influence. Similarly, reliability (3.803), responsiveness (4.686), assurance (3.987), and empathy (4.671) all have t-values higher than 1.984, confirming that these dimensions significantly affect the implementation of the teaching factory.

Table 7. Simultaneous Test (F-test)

Sumber Variasi	df	Sum of Squares	Mean Square	F-Statistic	Sig.
Regresi	1	110.50	110.50	66.43	0.000
Error	98	160.30	1.64		
Total	99	270.80			

Source: Processed data (2025)

Table 7 shows the results of the simultaneous test (F-test) used to examine the overall effect of the implementation of the teaching factory on guest satisfaction. The F-Statistic of 66.43 and a very small p-value (0.000) are far less than the significance level of 0.05, indicating that the regression model is statistically significant in explaining the variation in guest satisfaction. The variation explained by the regression model is 110.50, while the unexplained variation is 160.30, with a total variation of 270.80. This value indicates that the implementation of the teaching factory has a very significant effect on guest satisfaction, which is well-explained by the regression model used in this study.

Discussion

The tangible factor significantly influences the implementation of the teaching factory at De Balen Soultan Hotel, as it teaches students how to respond to guest requests, such as providing extra towels or addressing issues that arise during their stay. Additionally, if there are complaints or special requests from guests, the management or staff will act promptly to resolve them. Room service is also available 24 hours a day to fulfill urgent requests. Previous research aligned with these findings is a study by Auliana & Hanadya (2024), which revealed that clean, modern, and well-maintained physical facilities, such as comfortable rooms, neat lobbies, and quality room amenities, enhance guest comfort. Furthermore, a study by Ratnaningtyas et al. (2023) shows that the presence of good physical elements creates a positive impression, increases comfort, and makes guests feel valued, which ultimately contributes to their satisfaction.

Reliability significantly influences the implementation of the teaching factory at De Balen Soultan Hotel because students directly practice in the

hotel, which always provides services as promised, such as fast check-ins and smooth check-outs without issues. Additionally, students are taught how to ensure that the rooms booked are always available and match the description on the hotel's website or advertisement. Furthermore, students are trained to manage a reliable booking system with no problems in confirmations or reservation changes. Research by Tarmizi et al. (2022) shows that guests want assurance that the hotel services they receive match what was promised. Research by Sagala & Althalets (2022) indicates that when a hotel can be relied upon to provide rooms as booked, timely services, and no issues, guests feel satisfied and are more likely to return or recommend the hotel.

Responsiveness significantly influences the implementation of the teaching factory at De Balen Soultan Hotel because students can directly practice how hotel staff quickly respond to guest requests, such as providing extra towels or handling issues that arise during their stay. Students also practice how to handle complaints or special requests from guests so that they can act promptly to resolve them, and room service is available 24 hours a day to fulfill urgent requests. Research by Irma & Saputra (2020) shows that guests appreciate hotels that are responsive to their needs and requests. Research by Putri & Rustini (2023) shows that staff who are quick and efficient in responding to requests or complaints provide guests with a more positive experience, thus increasing their satisfaction.

Assurance significantly influences the implementation of the teaching factory at De Balen Soultan Hotel because students directly practice how staff provide clear explanations about facilities and services, as well as ensure security with CCTV in public areas and security services, which demonstrate high professionalism and give guests confidence that any issues can be resolved effectively. Research by Wisnawa (2011) shows that trust is key in the relationship between guests and the hotel, and when hotel staff provide professional service and clear explanations about available facilities and services, guests feel safe and comfortable. Research by Akbar & Christina (2020) shows that assurance enhances guest trust, which in turn increases their satisfaction.

Empathy significantly influences the implementation of the teaching factory at De Balen Soultan Hotel because the ability of students as staff to show care and concern for the needs and comfort of guests is crucial in creating a positive service experience. Guests who feel noticed and understood tend to have a better experience, reflecting high-quality service. Research by Efendi et al. (2023) shows that staff who demonstrate empathy provide practical examples of how to build strong relationships with guests, which is an important skill in the hospitality industry.

The service quality dimensions, namely tangibles, reliability, responsiveness, assurance, and empathy, collectively have a significant impact on the implementation of the teaching factory. These five dimensions complement each other in creating a service system that not only focuses on guest satisfaction but also serves as an effective learning platform for students.

Through this approach, students not only gain hands-on experience but also understand the importance of service quality implementation in the hospitality industry. Research conducted by Auliana & Hanadya (2024) and Ratnaningtyas et al. (2023) supports these findings, showing that the application of good service quality leads to optimal service experiences for guests, enhances satisfaction, and shapes a positive perception of the service-providing institution. Therefore, the comprehensive implementation of these five service quality dimensions is crucial for the success of the teaching factory, both in improving student competencies and in ensuring customer satisfaction.

D. Conclusion

This study shows that the implementation of the Teaching Factory system at De Balen Soultan Hotel has a significant impact on guest satisfaction. SERVQUAL dimensions such as tangibles, reliability, responsiveness, assurance, and empathy were found to influence the quality of service provided by the students involved in the program. Through this system, students gain practical skills that directly enhance the quality of service received by guests, thus creating a more satisfying experience. Therefore, the Teaching Factory not only benefits the development of students but also makes a positive contribution to the quality of hotel service, ultimately leading to increased guest satisfaction.

Based on the findings of this study, it is recommended that De Balen Soultan Hotel continue to develop and expand the implementation of the Teaching Factory system to improve service quality and guest satisfaction. The hotel should also pay attention to guest feedback, particularly related to improving service speed and staff communication, in order to create a better experience. For students, it is recommended to actively participate in training and hands-on practice to be more prepared for the challenges in the hospitality industry. For hotel guests, it is advised to provide constructive feedback that can help the hotel improve its services and enhance the guest experience, as well as continue to support initiatives that enrich the quality of service provided by the trained staff.

E. Conflict of Interest

The authors declare that they have no competing interests to report concerning the evaluation of guest satisfaction and the Teaching Factory at De Balen Soultan Hotel.

F. Declaration of AI Use

ChatGPT by OpenAI was used exclusively to assist with spelling and grammar corrections in the manuscript. The authors examined the proposed changes against the original text and retained only those that preserved the intended meaning and technical accuracy. The authors remain fully responsible for the final wording and all scholarly content.

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