The Effect of Service Quality and Product Quality (Rooms and Food) on Consumer Satisfaction of Harris Sentul Hotel Bogor

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Abstract

Research on the influence of two independent variables namely service quality and product quality (of room and food) conducted at Harris Hotel Sentul Bogor aims to examine the level of its influence either partially or simultaneously on customer's satisfaction as the dependent variable. The dimensions of service quality that are examined in terms of its influence on consumer satisfaction include elements of reliability, assurance, tangible, empathy and responsiveness. Some of the product quality indicators for the rooms quality examined to have its influence on customer satisfaction include elements of design, features, quality of performance and the perceive of quality while indicators for the quality of food products which considered to have effect on consumer satisfaction includes the element of taste of food, aroma of food and the presentation of food. The number of respondents who took part in the research was 300 of respondents who were the consumers invited to share their experience on the questioner during their stay at Harris Sentul Hotel. Data analysis techniques used in this study are linear regression analysis.

The study results have answered the 3 hypotheses and show that service quality has a positive and significant influence on customer satisfaction partially likewise, the study results has showed that the quality of room and food have a strong influence on the level of customer satisfaction who stayed at Harris Sentul as well as study has showed that simultaneously the 2 (two) independent variables had a positive and significant effect.

Keywords: Service quality, Product quality, Consumer's satisfaction.

A.   Introduction

Tourism has become one of the largest and fastest industrial sectors in term of the development of the world. The Tourism Sector has contributed greatly to economic development, poverty reduction, employment and various other positive impacts on the economy, social, politics and culture. Indonesia's national tourism in 2015 at a macro level has showed the development and contribution from tourism sector that continues to increase significantly to national GDP of 4.23% or worth Rp. 461.36 trillion, with an increase in foreign exchange generated reaching up to US $ 11.9 billion and a workforce of 12.16 million people (kemenpar.go.id accessed January 3, 2018).

Sentul City Bogor is one of the most highly visited destination by visitors not only for its location which is relatively within close distance from Jakarta and as well as to several surrounding cities such as Tangerang, Depok, Bekasi and Cikarang which can be reached within 40 minutes but also for its location which is surrounded by destination as The Theme Park Jungle Land, Golf Courses, Puncak Area, Culinary areas, The President Palace, Pancar Mountain and souvenir centers. Visitors have travelled from surrounding cities or other province to Bogor mostly for the intent of business travelling, attending a meeting or conference or enjoying a weekend or holiday in Bogor. This condition has been tempting and encourages hotel entrepreneurs to invest their assets in to hotel property business as accommodation facilities to cater a lot of visitors who come by and visit Bogor as well as establishment of other ancillary facilities such as restaurant facilities, shopping, souvenir centers and other related services to suit the needs of travelers.

Entrepreneur's interest on investing their assets in accommodation business further encourages the availability of accommodation facilities for visitors to be more varied and has become more competitive of whereas this condition encourages increasingly fierce competition among the hotel business.

Furthermore, consumers facing the situation to have more choices related to hotel services they intend to buy so they become more selective in choosing services provided by hotel service provider from which consumer buy the services. With the increasing number of available hotel service options, consumers will be more thorough and will compare the quality of services and products among of each hotel service providers, thus encouraging consumers to increasingly demanding the reliability of service quality and product quality offered by hotel service providers. Harris Sentul Hotel is a 4 (four) star rated hotel which is located at exclusive area of Sentul City Bogor where as several hotels available in the market place with further more a lot option of similar hotel service providers within close range to central Bogor City with more less offering similar type of service and product. There has been an increase in the availability of rooms in Sentul city area alone since 2015 which amounted from around 138,270 rooms available during 2015 to 264,350 rooms available during 2016 which showed an increase in the number of rooms available by 47.7%

within a year, with the occupancy rate in 2016 at level 51% or 135,162 rooms sold during the year. There have been another developments since 2017 when the number of available rooms increased to a total of 343,100 rooms per year with total rooms sold in 2017 amounting to 189,423 which this figure shows that there has been an increase in term of availability of rooms from 2016 to 2017 at 23% while the total room sold for 2017 amounting to 189,423 or 55%. Based on the business condition in exclusive area of Sentul city as described above, we can see that the hotel business in Sentul area itself are competing with each other while there are also many more supply of hotel rooms within close range in Central Bogor with many more options for consumers which obviously offering similar of hotel services whereas the classification is more less similar in term of services and product provided, even star rating or basic facilities.

There are several phenomena faced by Harris Sentul Hotel, where service quality and product quality play a very important role in creating customer satisfaction or even could create the gap on customer' expectation which possibly lead to dissatisfaction and further will mostly determine in winning or losing a greater share of consumers. Refers to service quality which is an independent variable (X_1), the examination will focus on all dimensions and indicators related as reliability, assurance, tangibles, empathy and responsiveness. Product quality of accommodation which is second independent variable (X_2) will focus on indicators as design, feature, performance quality and perceived quality, while quality of food product will focus on indicators as flavor, visual appeal (presentation) and Aromatic appeal. Realized that Harris Sentul Hotel will need to identify the relevant attributes which either are already in accorandce to consumer's satisfaction to maintain or even those are needed to develop in term of setting strategic plan for improvement. The increasing competition from year to year due to increased number of hotels providing similar services will encourage Harris Sentul Hotel to make a breakthrough to win the competition or to stay competitive in the market place in term of quality service and quality product that are in accorandce or even exceed the consumer's needs and expectation. The service quality refers to the measurement of which is stating on how well is the level of service delivered by a service provider in accorandce to what the consumer's expectations (Wijaya, 2011). It can also be interpreted that all forms of activities carried out by the service providers must be in accorandce with consumer's expectations to improve the excellence of the service to suit the consumer's wants and their satisfaction (Moha and Loindong, 2016).

Refer to those phenomena on quality of service and product quality which could lead to consumer's satisfaction or even dissatisfaction, the supply on room numbers of hotels service provider which every year increasing which lead to fierce tight competition in the market place and as well as all relevant attributes on quality service such as reliability, assurance, tangibles, empathy, responsiveness also indicators of product quality of accommodation with focus on indicators as design, feature, performance quality and perceived quality, while

quality of food product will focus on indicators as flavor, visual appeal (presentation) and Aromatic appeal are needed to examine.

B. Literature Review
1. Service Quality

Quality is defined as a dynamic condition that affects products, services, people, processes and environments that meet or exceed expectations (Tjiptono & Chandra, 2011). Zeithaml and Bitner in Tjiptono and Chandra (2011) classified 5 (five) dimensions in determining the quality of services as follows:

a. Reliability

It is the ability to provide services that are in accorandce with the promised appropriately / accurately and the ability to provide timely services without delay. Parasuraman in Ramand (2008) has several attributes such as: providing a good services from the first without dissecting consumers, providing services as promised, providing service in the right time, and could provide information to consumers. In hotel competition that is getting tighter from year to year this reliability factor plays an important role in winning market share.

b. Assurance

It include the employees abilities in product knowledge, their hospitality attention and politeness in providing services, skills in providing information, ability to provide security in utilizing the services offered and the ability to instill customer trust in the company. Parasuraman in Ramand (2008) explain several attributes such as friendly and polite in providing services, good product knowledge to answer the customers, can be trusted and can guarantee security while using services. A guarantee of security, trustworthiness, and trusted employees is very important for consumers to be calm and feel safe while using services or services.

c. Tangibles

Tangibles, including physical appearance of facilities such as buildings and rooms, availability of parking lots, cleanliness, neatness and comfort of the room, appearance of equipment and appearance of employees. According to Tjiptono (2006) the design and layout of service facilities is closely related to the formation of customer perceptions, according to him physical evidence (tangible) is an attribute that includes physical facilities, completeness of equipment, employees, and means of communication. These attributes are closely related to the appearance of physical facilities, such as buildings, front office layout, availability of adequate parking facilities, cleanliness, comfortable and tidy room layout, complete equipment including appearance of employees. In tangibles, facilities are an important element in terms of meeting consumer needs so that hotels or service providers / services can remain competitive in the competitive market.

d. Emphaty

Empathy, is the individual attention given to customers such as the ease of contacting a company, the ability of employees to communicate with

customers and the company's efforts to understand the desires and needs of its customers. While this opinion is also supported by Parasuraman in Ramand (2008) which states some attributes that are closely related to empathy dimensions are: the ability to give individual attention to consumers and the ability of employees to understand the desires of their consumers

e. Responsiveness

Responsiveness, is the response or alertness in helping customers and providing fast and responsive services such as: alertness of employees in serving customers, speed of employees in handling transactions and handling customer complaints. The better the responsiveness of employees or companies to serve the consumers, the better the level of customer satisfaction and perception will be positive.

2. Product Quality

Quality can be interpreted variously, Yamit (2004) states that quality is a dynamic condition that relates to products, services, people, processes, and environments that meet or exceed expectations. The dimensional factors of product quality are also expressed by Kotler and Keller (2009) such as: F*orm*, f*eature*, *performance quality*, *perceived quality, durability*, 6) *reability, repairability, style*, and *design.*

The dimensions used in this study are limited to room design, furniture / amenitis, quality perceived and perfomance. Quality is not only found in goods or services, but also in food products. Daryanto (2011) Products are all things that can be offered to the market to get attention, be bought, used or consumed that can satisfy the wants or needs. According to West-Wood and Harger, in Fiani and Edwin (2012) broadly the factors that affect the quality of food are as follows:

1) Color, which refers to the color of food ingredients must be combined in such a way that it does not look pale or the color is not harmonious so that food looks attractive and rise consumer appetite.

2) Appearances that refer to the freshness and cleanliness of the food served are important examples that will affect the appearance of good food or to be enjoyed.

3) Portions that refer to the importance of food portions are not only related to the appearance of food when served, but also related to digestion and calculation of food use.

4) A form that refers to the form of food, which plays an important role in the attractiveness of the customer's eyes so could attracts tha appetite.

5) Temperature, which refers to consumers temperature variations obtained from food. Temperature can also affect taste.

6) Texture that refers to the texture including smooth or not, liquid or hard solid or soft, dry or moist. Thin and smooth levels and shape of food can be felt through pressure and movement of receptors in the mouth.

7) Aroma that refers to the aroma released by food provides a very strong attraction and can stimulate the sense of smell so that it arouses appetite. The aroma that is released by each food can be caused by different ways of cooking.
8) Maturity level that refers to the level of food maturity will affect the texture and color of the food. Of course the level of maturity of the food will affect the taste of food.
9) Taste, the taste point of the tongue is the basic detecting ability of sweet, sour, salty, bitter.

3. Consumer Satisfaction

According to Zeithaml (2000) the definition of satisfaction is the response of consumers regarding fulfillment of needs. Customer satisfaction is defined as predetermined by how the expectations of the customer are met (Kotler et al in Komalasari & Budiman, 2018). Satisfaction is a cumulative process representing the overall assessment of consumers based on the overall transaction after buying and consuming the product at a time. Consumer satisfaction can also be interpreted as customer perceptions where expectations have been met or exceeded.

Tjiptono (2006) in Yunus (2014) shows 6 (six) core concepts in measuring customer satisfaction in which this research is customer satisfaction, which consists of:

1) Overall customer satisfaction), the simplest way to measure customer satisfaction is to directly ask customers how satisfied they are with certain specific products or services,
2) Dimensions of customer satisfaction, various studies sort out customer satisfaction in its components.
3) Confirmation of expectations, in this concept, satisfaction is not measured directly, but concluded based on the suitability / incompatibility between customer expectations and the actual performance of the company's products on a number of important attributes or dimensions
4) Repurchase intent, customer satisfaction is measured behaviorally by asking whether customers will shop or use the services of other companies.
5) Willingness to recommend, in the case of products that are repurchased for a long time or even only one purchase occurs, the customer's willingness to recommend to friends or family is an important measure to be analyzed.
6) Customer dissatisfaction, everal types of aspects that are often reviewed to determine customer dissatisfaction, including: a) complaints, b) return or return of products, c) warranty fees, d) product recal, e) word of mouth negative, f) defections.

C. Research Methodology

The research method in general can be interpreted as a scientific method in an effort to obtain the data needed for a study with specific purposes and uses. The type of research used is explanatory research. Explanatory research is a study that explains the causal relationship between research variables with the hypothesis testing of Singarimbun and Effendi (2009).

1. Participants / Subject / Population and Sample

Population is an area of generalization which consists of subjects or objects that have the quantity and characteristics set by the researcher to be studied and then drawn conclusions (Sugiyono, 2013). In this study the selected population were guests who stayed at Harris Hotel, while the population in this study was 73.902 people with a total sample of 300 people.

2. Instruments

Data collection techniques show ways that can be taken to obtain the data needed. In the implementation of this study using data collection techniques with questionnaires and through literature study.

3. Data Analysis

This study used descriptive data analysis techniques. Descriptive analysis is an analysis that is used to analyze data by describing data that has been collected as it is without the intention of making conclusions that apply to the public and generalization (Sugiyono 2008). The tools for data analysis in this study use simple linear regression analysis and multiple linear regression analysis using SPSS 20 and Microsoft Excel computer programs.

D. Result

1. Validity Test

Validity test is used to measure whether a questionnaire is valid or not. A questionnaire is said to be valid if the question in the questionnaire is able to reveal something that will be measured by the questionnaire (Ghozali, 2013).
Requirement that must be fulfilled according to Sugiyono (2014) if $\geq$ 0,3, then the question item from the questionnaire is declared valid and if <0.3, then the question item from the questionnaire is declared invalid. In this study, all indicator items for the question are above 0.3 so that they can be declared valid.

2. Reliability Test

From testing using SPSS, it can be seen that Cronbach's Alpha for each variable is more than 0.6.

Tabel 1. Reliability of Variables

Dimenson	Cronbach's Alpha	Result
Quality Service-X1	0.857	*Reliable*
Quality Product-X2	0.772	*Reliable*
Consumer's Satisfaction	0.789	*Reliable*

For service quality variables (X1) the Cronbach's Alpha value is 0.857, product quality (X2) is 0.772 and consumer satisfaction (Y) is 0.789. This shows that all variables, namely variables X1, X2, and Y, have met the criteria for boundary values and can be declared reliable and feasible to be distributed to respondents for research, so that the entire list of statements which are indicators of all variables is reliable.

3. **Descriptive Analysis of Service Quality on Consumers at Harris Hotel Sentul Bogor.**

In general,the quality of service at Harris Sentul Bogor Hotel is in the Good category. This means that the services provided by the hotel have been felt in accorandce with the wishes of most of the consumers of this hotel. The highest indicator is Tangible, while the lowest indicator is responsiveness which can be develop for optimization.

Table 2. Descriptive Service Quality

Item Statistics			
	Mean	**Std. Deviation**	**N**
Reliability 1	3.83670	0.89030	300
Reliability 2	3.76000	0.80284	300
Reliability 3	3.77670	0.77597	300
Assurance 1	3.67670	0.87636	300
Assurance 2	3.55670	0.81384	300
Assurance 3	3.48000	0.81557	300
Tangible 1	3.67330	0.93606	300
Tangible 2	3.71000	0.86122	300
Tangible 3	3.38330	0.81973	300
Tangible 4	3.62330	1.03523	300
Tangible 5	3.89000	0.78738	300
Tangible 6	3.38670	1.03314	300
Tangible 7	3.81330	0.84114	300
Emphaty 1	3.59330	0.88915	300
Emphaty 2	3.47000	0.83552	300
Responsiveness 1	3.27330	1.00098	300

4. **Descriptive Analysis of Product Quality on Consumers at Harris Hotel Sentul Bogor**

The overall product quality at Harris Sentul Bogor Hotel is in the Good category.

Table 3 Descriptive Product Quality
Item Statistics

	Mean	Std. Deviation	N
Room Quality-1	3.57667	0.803913	300
Room Quality-2	3.89000	0.804191	300
Room Quality-3	3.79667	0.806737	300
Room Quality-4	4.07333	0.776724	300
Food Quality-1	3.92667	0.754887	300
Food Quality-2	3.91333	0.800808	300
Food Quality-3	3.90333	0.805908	300

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This means that the products provided by the hotel have been felt in general in accorandce with mostly of consumer's need and expectation. The highest indicator is the quality of room at level 4.07, while the lowest is an indicator of the quality of accommodation at level 3.57 which indicate that mostly of indicators in average are close to satisfying. But still space for optimization for those indicators with score below 4 (four).

5. Descriptive Analysis of Consumer Satisfaction on Consumers at Harris Hotel Sentul Bogor.

The overall customer satisfaction at Harris Sentul Hotel Bogor is in the good category.

Table 4 Descriptive Product Quality
Item Statistics

	Mean	Std. Deviation	N
Confirmation of Expectation	4.0100	0.76059	300
Willingness to recommend	4.0567	0.83011	300
Overall Satisfaction 1	3.9233	0.79133	300
Overall Satisfaction 2	3.9333	0.80273	300

Result has showed that customer satisfaction with services and products in this hotel is considered good. But there are some indicators that can be increases to optimize as indicated by overall satisfaction 1 and 2 which can be higher so that at least can reach up to score 4.

6. Simple Linear Regression

Simple linear regression analysis is used to analyze the linear relationship between one independent variable, namely service quality (X1) to Customer satisfaction (Y), and product quality (X2) to Customer satisfaction (Y).

Simple linear regression of service quality (X1) to Customer satisfaction (Y):

$$Y = a + bX1$$
$$Y = 11.990 + 0.068X1$$

Based on the regression equation can be explained as follows:
- Constant value (a) of 11,990. This means that if the service quality variable is assumed (0), then customer satisfaction is 11,990.
- The value of the variable quality regression coefficient is 0.068. This means that every increase in service quality of 1 unit, it will increase consumer satisfaction by 0.068.

Simple product quality (X2) linear regression equation for Customer satisfaction (Y):

$$Y = a + bX2$$
$$Y = 4.464 + 0.423X2$$

Based on the regression equation can be explained as follows:
- Constant value (a) of 4,464. This means that if the product quality variable is assumed (0), then customer satisfaction is 4,464.
- The value of the product quality variable regression coefficient is 0.423. This means that every increase in product quality of 1 unit, it will increase consumer satisfaction by 0.423.

7. Multiple linear regression

Multiple linear regression with several independent variables and one dependent variable. Multiple linear regression is used to analyze the effect of service quality (X1) and product quality (X2) on the customer satisfaction (Y). Multiple Linear Regression are as follows:

$$Y = a + b1X1 + b2\ X2$$
$$Y = 4.369 + 0.003X1 + 0.421X1$$

Based on the regression equation can be explained as follows:
- Constant value (a) of 4,369. This means that if service quality and product quality variables are assumed (0), then customer satisfaction is 4,369.
- Service quality variable regression coefficient value of 0.003 This means that every increase in service quality of 1 unit will increase customer satisfaction by 0.003.
- The value of the product quality variable regression coefficient is 0.421. This means that every increase in product quality 1 unit will increase consumer buying interest by 0.421.

8. Coefficient of determination

The coefficient of determination (R2) is a coefficient that shows the percentage of influence of all independent variables on the dependent variable. The greater the determination coefficient, the better the dependent variable in explaining the independent variables.

Table 5 Correlation & Determination

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
	.612[a]	0.375	0.371	1.97784

a. Predictors: (Constant), Total X2, Total X1
b. Dependent Variable: Total Y

It is known that R Squere is the coefficient of determination. Simultaneously, R Square obtained service quality and product quality to Customer satisfaction of 0.375. This means that the contribution of the variables of service quality and product quality to the variable customer satisfaction at Harris Sentul Bogor Hotel is 37.5%. While the remaining 62.5% is influenced by other variables not included or not examined in this regression model.

9. Test of individual significance (T test)

The t test is intended to prove the validity of the research hypothesis that there is a partial effect between the independent variables (service quality and product quality on the dependent variable (customer satisfaction).

Table 6 Result Of Hypotheses 1

Coefficients[a]

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	11.99	1.038		11.552	0.000
TOTAL X1	0.068	0.018	0.216	3.825	0.000

Table 7 Result of T test, hypotheses 2

Coefficients[a]

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	4.464	0.864		5.164	0.00
TOTAL X2	0.423	0.032	0.612	13.373	0.00

Service quality variables to customer satisfaction: variable X1 has a significance value of 0,000 which smaller than 0.05 which means significant. Thus Ha is accepted and Ho is rejected, which means there is an influence of service quality on customer satisfaction.

Product quality variables on customer satisfaction: variable X2 has a significance value of 0,000 and smaller than 0.05 which means significant. Thus Ha is accepted and Ho is rejected, which means there is an influence of product quality on customer satisfaction.

10. Simultaneous test (F Test/ANOVA)

The F test is conducted to see whether the multiple regression coefficients obtained in the model can be used to predict the value of the non-independent variable, Y. this is done whether the independent variables have a significant effect on (Y). Thus, it is known that F arithmetic (89.141)) with sig (0,000) <0.05, which means Ha is accepted. This shows that the variables X1 and X2 together have a significant effect on changes in value (Y).

Table 8 Result of T test, hypotheses 3

ANOVAᵃ

Model	Sum of Squares	df	Mean Square	F	Sig.
					.000ᵇ
Regression	697.415	2	348.707	89.141	
Residual	1161.822	297	3.912		
Total	1859.237	299			

a. Dependent Variable: Total Y

b. Predictors: (Constant), Total X2, TotaL X1

E. Discussion

1. Service Quality Towards Consumer Satisfaction Harris Sentul Hotel Bogor

Based on the results of research conducted variable service quality (X1) partially positive and significant influence on customer satisfaction. It can also be concluded that the quality of services provided by employees of Harris Sentul Hotel Bogor will greatly determine the level of customer satisfaction during staying at Harris Sentul Hotel Bogor.

The same results were also found from research conducted by Masloman (2014) which showed that service quality significantly affected customer satisfaction. In addition, Gulla et.al (2015) produced a study that also has relatively similar conclusions, namely the influence of service quality on customer satisfaction at the Manado Grace Inn Hotel. Even with the research conducted by Dinar and Utama (2016) The results of the t test statistics for service quality variables obtained t count value of 5.494 with a significance value of 0.000 (0.000 <0.05) and the regression coefficient has a positive value of 0.245 . So that it can also be stated that the results of the research contained in hypothesis 1 are appropriate and supported by the results of previous studies.

2. Product Quality Towards Consumer Satisfaction Harris Sentul Hotel Bogor

The same results state that product quality (X2) partially has a positive and significant effect on customer satisfaction. It can also be concluded that the quality of products provided by employees of Harris Sentul Hotel Bogor will also greatly determine the level of customer satisfaction during their stay at the Harris Sentul Hotel in Bogor.

The benefits of a product are the consequences that consumers expect when buying and using a product. According to Kotler (2007). Research conducted by Dinar and Utama (2016) states that product quality affects consumer satisfaction with a value of t count of 4.404 and a significance value of 0.000 is smaller than 0.05 (0.000 <0.05) and regression coefficient has a positive value of 0.201. In addition, the research conducted by Ramadhan and Sembiring (2014) presents the results that product quality does have an influence on customer satisfaction, this is stated by the results of the test where the probability value (p-value) of 0,000 is smaller than the 0.05 significance value shows significant results.Based on several previous studies and compared with the results of this study, it can be said that the results of this study which states that product quality affects consumer satisfaction is strengthened and in accorandce with some previous studies that have been described above.

3. Service Quality and Product Quality Towards Consumer Satisfaction Harris Sentul Hotel Bogor

The results of the study concluded that the variable quality of service (X1) and variable product quality (X2) simultaneously had a positive and significant effect on the level of consumer satisfaction at Harris Sentul Hotel Bogor. It can also be concluded that the quality of independent variables X1 and X2 play a very important role in determining whether or not guests feel satisfied staying at the Harris Sentul Hotel in Bogor.

Previous research with the same theme was also carried out by Windarti and Ibrahim (2017) where the results of research conducted showed that product quality and service quality influenced consumer satisfaction. The same thing is also found from the results of research conducted by Prasastono et al (2012) which stated that based on F. statistical test Fcount> F table is 168.437> 2.76 with a probability of 0.000. Because the probability is much smaller than 0.05, it indicates that product quality and service quality simultaneously have a significant effect on consumer satisfaction. Likewise with the results of research in this paper which in the results can be concluded that there is a significant influence on service quality and product quality on consumer satisfaction at the Harris Sentul Hotel.

F. Conclusion

The main conclusions of the research are as follows :

1. There is a significant effect of service quality on consumer satisfaction of Harris Sentul Hotel Bogor
2. There is a significant influence on product quality on consumer satisfaction at Harris Sentul Hotel Bogor.
3. There is a significant influence of service quality and product quality simultaneously on consumer satisfaction at Harris Sentul Hotel Bogor.

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