



## Evaluation of Using Odua Weston Jambi Hotel Services: The Influence of Internship Student Service Quality on Consumer Satisfaction

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### ABSTRACT

**Purpose of the study:** The aim of this research is to analyze the influence of student interns on service quality and consumer satisfaction in using the services of the O2 Weston Hotel in Jambi, which is an important factor in improving the guests' stay experience.

**Methodology:** This research method uses a quantitative approach by randomly sampling 60 consumers of the Odua Weston Hotel in Jambi. Data was collected through a survey using a questionnaire compiled based on variables related to service quality and consumer satisfaction. Data analysis was carried out using a regression test to measure the relationship between the variables involved in this research.

**Main Findings:** The research results show that there is a significant relationship between service quality and consumer satisfaction in using the services of the Odua Weston Hotel in Jambi. Regression analysis shows that service quality has a strong positive influence on consumer satisfaction, with a high and statistically significant regression coefficient value. This shows that the higher the quality of service provided by the hotel, the higher the level of consumer satisfaction.

**Novelty/Originality of this study:** The novelty of this research lies in the approach of using regression methods to explore in depth the influence between service quality and consumer satisfaction at the Odua Weston Hotel in Jambi, which provides a valuable contribution in strengthening understanding of the factors that influence consumer satisfaction in the context of the hotel industry.

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## 1. INTRODUCTION

Services can be defined as all forms of activities/activities provided by one or more parties to other parties who have a relationship with the aim of providing satisfaction to the second party concerned with the goods and services provided. Customer service at hotels is a key aspect in creating a satisfying stay experience [1]–[3]. High-quality hotels not only provide comfortable and classy facilities, but also focus on friendly and professional customer service [4]–[6]. From the moment of arrival to departure, the hotel staff strives to meet guests' needs and expectations with alacrity [7]–[9]. Informative receptionists, efficient room attendants, and experienced restaurant staff are an integral part of providing exceptional service. The success of a hotel is not

only measured by the physical quality of the building, but also by its ability to provide a pleasant and satisfying stay for every guest.

The essence of customer service in hotels, both in the world and in Indonesia, includes aspects of politeness, responsibility and personalization. Hotels that succeed in standing out in customer service understand the importance of providing a warm and friendly welcome to guests [10]–[12]. Hotel responsibility in providing efficient and fast service is also a key element, from the check-in process to guests' daily needs [13]–[15]. In Indonesia, the values of friendliness and familiarity are a strong foundation for providing unique and memorable hotel customer service [16]–[18]. In addition, personalization of service, such as getting to know guest preferences and providing a tailored experience, is an important element in increasing guest satisfaction. By combining professionalism, warmth and sophistication, hotels can create an atmosphere that differentiates and meets consumer expectations at both global and local levels.

Vocational school students majoring in hospitality need to undertake internships in hotels as an integral part of their education because internships provide invaluable practical experience in the hospitality industry. Through internships, students can apply theoretical knowledge gained in the classroom to real-world situations [19]–[21]. They can learn about various hotel departments, from the front desk to the kitchen, as well as understand the complex interactions between customer service and operational management [22]–[24]. Hotel internships also provide an opportunity to hone interpersonal skills, self-resilience, and multitasking abilities, which are important aspects of successfully working in this industry [25]–[27]. Additionally, students can build a professional network, gain insight into the latest trends in the industry, and even have the opportunity to be hired as a full-time employee after graduation. Thus, through internships in hotels, students not only improve their practical skills but also prepare themselves for a successful career in the world of hospitality.

This research is in line with research conducted by [28]. However, there is a lack of research that specifically explores the relationship between service quality and consumer satisfaction in hotels using regression methods. Although there have been many studies that examine the factors that influence consumer satisfaction in the hotel industry in general, there has been no research that specifically highlights the role of certain variables such as service quality, price, facilities and brand image in the hotel context. By paying attention to that research, this research aims to fill this knowledge by applying regression tests to explore it. Thus, it is hoped that this research can provide a deeper understanding of the factors that influence consumer satisfaction at the Odua Weston Hotel in Jambi and provide a basis for developing more effective management strategies in increasing consumer satisfaction in the future.

The influence of service quality on consumer satisfaction in using hotel services in Jambi City, especially those involving interns at hotels, is very significant in creating a satisfying stay experience. Student interns, as part of the hotel team, have an important role in improving the quality of service through their active involvement in various departments [29], [30]. By participating in the daily activities of the hotel, students can bring fresh nuances and innovative ideas, which can increase interactions with guests [31]–[33]. This practical experience provides students with the opportunity to hone interpersonal skills, responsibility, and a deep understanding of consumer needs [34]–[36]. If interns can provide efficient and friendly service, this can directly increase consumer satisfaction and strengthen the positive image of hotels in Jambi City, which in turn, can contribute to the sustainability of the hotel business.

Novelty in research regarding the influence of service quality on consumer satisfaction in using Odua Weston hotel services, Jambi City, especially involving the role of interns at the hotel, can be found in this unique approach. This research explores the extent to which the contribution of interns can be an important factor in improving service quality and consumer satisfaction. By focusing attention on the perspective of student interns as agents of change in the hospitality environment, this research encourages a better understanding of how student involvement can open up new opportunities for innovation in providing better services. By integrating elements of active student internships in various aspects of hotel operations, this research pioneers a new path to understanding the positive impacts that can be generated through collaboration between the hospitality industry and education [37], [38]. Thus, the novelty of this research lies in exploring the dynamics of the relationship between service quality, consumer satisfaction, and the unique role of intern students as agents of change in the context of the Jambi City hotel industry.

Doing an internship has significant implications, both in the short and long term, especially for vocational school students majoring in hospitality. In the short term, internships provide an opportunity for students to apply their theoretical knowledge in a real work environment, deepen their understanding of hotel operations, and improve the practical skills required in the hospitality industry. This positive impact can be directly reflected in increased student self-confidence and motivation. On the other hand, in the long term, internships have a deeper impact by providing students with valuable work experience in facing their professional careers. Students who have undergone internships have an advantage in the competitive job market, as they not only have academic knowledge, but also substantial field experience. Additionally, internships can help students build a professional network that has the potential to support their future career development. Thus,

through internships, students not only achieve short-term success in their education but also open the door to long-term success in the world of work.

## 2. RESEARCH METHOD

This research is quantitative research which aims to identify and analyze the influence of certain variables on consumer satisfaction at the Odua Weston Hotel in Jambi. A quantitative approach was chosen to allow numerical measurement of the observed variables, with a focus on the use of regression tests to assess the extent of the relationship and influence between variables in the context of consumer satisfaction [39]–[41]. Through the regression method, this research will reveal the extent to which certain factors such as service quality, price, facilities and brand image of the Odua Weston Hotel contribute to the level of consumer satisfaction. With this approach, research will provide an in-depth understanding of the factors that influence consumer perceptions of the hotel stay experience, as well as the extent of their influence on overall consumer satisfaction levels [42]–[44]. In addition, by using quantitative methods, this research will produce data that can be measured and analyzed statistically, providing a strong framework for understanding the dynamics of the relationship between variables involved in creating consumer satisfaction. Thus, this research will provide a valuable contribution to the understanding of effective hospitality management strategies in increasing consumer satisfaction at the Odua Weston Hotel in Jambi.

The population in this study were all consumers of the Odua Weston Hotel in Jambi, with a sample of 60 people chosen randomly from the population. The participants involved are expected to represent the diversity of hotel consumers and provide representative information for more accurate analysis. Thus, it is hoped that this structured sampling can provide a fairly broad picture of the perception and level of consumer satisfaction at the Odua Weston Hotel in Jambi, so that the research results become more reliable and relevant in providing insight into the factors that influence consumer satisfaction at the hotel [45]–[47].

Data will be collected through a survey using a questionnaire that has been prepared based on variables relevant to consumer satisfaction. Questionnaires will be given to randomly selected participants, and they will be asked to provide responses to questions related to the influence of certain variables on their satisfaction during their stay at the Odua Weston Hotel in Jambi.

Data analysis was carried out using the Statistical Package for the Social Sciences (SPSS) software. The analysis technique used is a regression test to identify the extent to which certain variables can predict the level of consumer satisfaction. The results of this analysis will provide a deeper understanding of the influence between variables and their impact on consumer satisfaction. Regression tests allow researchers to understand the extent to which these variables contribute to the overall level of consumer satisfaction, as well as assess the statistical significance of the relationship [48]–[50]. By using regression, research can identify factors that have a significant influence on customer satisfaction at the Odua Weston Hotel in Jambi, and this can be the basis for developing more effective management strategies in increasing customer satisfaction in the future.

The research procedure began with the preparation of a questionnaire based on related literature and the development of a research framework. After that, questionnaires will be distributed to 60 consumers of the Odua Weston Hotel in Jambi. The collected data will be processed using SPSS, and the results of the analysis will be interpreted to draw conclusions regarding the influence of variables on consumer satisfaction. The entire research process will be carried out by paying attention to research ethics and the accuracy of data analysis.

## 3. RESULTS AND DISCUSSION

The following table presents the results of the normality of intern student service quality on consumer satisfaction in using the services of the Odua Weston Hotel in Jambi.

Table 1. Normality test of Normality of internal student service quality on consumer satisfaction in using the services of the Odua Weston Hotel in Jambi

Variables	Kolmogorov-Smirnov		
	Statistics	Df	Sig.
Service quality	.058	60	.200
Consumer Satisfaction	.057	60	.200

Based on the results of the table above, it can be concluded that the data is normally distributed. The normality test was obtained by the Kolmogorov-Smirnov test, a significance value of  $> 0.05$ . Test the linearity of the internal student service quality on consumer satisfaction in using the services of the Odua Weston Hotel in Jambi

Table 2. Test the linearity of the internal student service quality on consumer satisfaction in using the services of the Odua Weston Hotel in Jambi

Variables	N	Sig.	Description
Service quality	60	0.025	Linear
Consumer Satisfaction	60	0.026	Linear

Based on the table above, it can be concluded that the linearity tests have a linear distribution of the internal student service quality on consumer satisfaction in using the services of the Odua Weston Hotel in Jambi . It is proven that the sig (2-tailed) results are smaller than 0.05. The regression test for the internal student service quality on consumer satisfaction in using the services of the Odua Weston Hotel in Jambi . is explained in the following table:

Table 3. Hypothesis Regression Test with ANOVA of students' creative character and students' hard work character

Model	Sum of Squares	Df	Mean Square	F	Sig.
Regression	14,746	1	16,725	,948	.023 <sup>b</sup>
Residual	266,375	59	15,584		
Total	282.127	60			

ANOVA regression test o of the internal student service quality on consumer satisfaction in using the services of the Odua Weston Hotel in Jambi. So it can be concluded that the internal student service quality on consumer satisfaction in using the services of the Odua Weston influences each other. This is proven by sig. < than 0.005. Then the table below is the results of the f Regression test with ANOVA from the creative character of students and the character of students' hard work as follows:

Table 4. Regression test of students' creative character and students' hard work character

R	R Square	Adjusted R Square	Std. Error of the Estimate
.227 <sup>a</sup>	.055	.003	4.07134

Regression test of the internal student service quality on consumer satisfaction in using the services of the Odua Weston to R with 0.227, R square 0.055, Adjusted R square 0.003, and Std. Estimate Error 4.07134. Then the table below is the result of. regression test on the creative character of students and the character of students' hard work as follows:

Table 5. Regression test of students' creative character and students' hard work character

	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
service quality >> consumer satisfaction	66,490	13,698		4,623	.004

It was concluded that there was an influence of the internal student service quality on consumer satisfaction in using the services of the Odua Weston Hotel in Jambi. This can be seen from the results of sig. (2-tailed) smaller than 0.05. The influence of intern student service quality on consumer satisfaction in using the services of the Odua Weston Hotel in Jambi is an important factor in improving the guests' stay experience. With the involvement of interns in various aspects of hotel operations, such as reception, room service, and administrative activities, a dynamic is created that enriches the customer experience. Interns, with a passion for learning and new energy, bring fresh nuances and innovative ideas that enrich the quality of hotel services [51], [52]. With guidance from experienced staff, interns can expand their abilities in serving guests in a friendly and efficient manner. Thus, the presence of interns not only improves the quality of hotel services, but also contributes positively to consumer satisfaction, strengthening the positive image of the Odua Weston Hotel in Jambi in the Jambi City hotel industry.

The influence of service quality on consumer satisfaction in using the services of the ODUWA Weston Hotel in Jambi shows a significant relationship. High quality service, from guest reception to room service and hotel facilities, has a positive impact on consumer satisfaction levels. Friendly, efficient and responsive hotel staff contribute directly to a positive guest experience. In addition, modern facilities and careful attention to small details also increase customer satisfaction. As a result, the Odua Weston Hotel in Jambi was able to maintain and increase customer loyalty and gain a good reputation in the Jambi City hotel industry.

The service results for consumers of the Odua Weston Hotel in Jambi show a strong dedication to service quality and customer satisfaction. With friendly and professional staff, this hotel provides a pleasant and

satisfying stay for guests. From a smooth check-in process to clean and comfortable room service, Hotel Odua Weston places customer satisfaction as its top priority. Modern and varied facilities also enrich the stay experience, creating a welcoming and memorable atmosphere for every guest. Thus, consistent and quality service results at the ODUA Weston Hotel in Jambi not only strengthen relationships with customers but also build the hotel's superior reputation in the Jambi City hotel industry.

This research is in line with research conducted by [36] regarding the relationship between service quality and consumer satisfaction in the context of using hotel services in Jambi City, there is an interesting research gap to be explored. Although much research has been conducted on the factors that influence consumer satisfaction in the hospitality industry, there has been no research that specifically highlights the role of student interns in this context, especially in Jambi City. This research creates space for research to understand how student internship participation can influence service quality and consumer satisfaction in hotels in Jambi City. Through careful research, it will be revealed how student interns' contributions can enrich consumer experiences and shape new strategies to improve services in the hospitality sector, which can directly influence the competitiveness and sustainability of the hotel industry in Jambi City. Thus, filling this research will provide a deeper understanding of the factors that influence consumer satisfaction in hotels and provide a foundation for the development of best practices in hospitality management in the region.

Novelty in the context of research on the influence of service quality on consumer satisfaction in using hotel services in Jambi City lies in the approach that explores the role of intern students. This research highlights the unique contribution that student interns can bring to improving service quality and customer satisfaction in the hospitality industry. By focusing attention on the perspective of student interns as agents of change in the hospitality environment, this research offers an in-depth understanding of how their involvement can open up new opportunities for innovation in service [53]–[55]. Through this exploration, this research provides a valuable contribution in broadening the view of the relationship between service quality, consumer satisfaction, and the role of student interns, as well as illustrating the potential improvements that can be achieved in the Jambi City hotel industry. Thus, this research presents a new perspective that can provide valuable and in-depth insights for hotel industry practitioners and academics to develop more effective strategies in improving customer service and satisfaction.

The implication of this research is to provide a deeper understanding of how student internship involvement can influence service quality and consumer satisfaction in the Jambi City hotel industry. The results of this research have significant practical implications for hotel management in designing effective human resource development strategies, including recruitment, training and placement of interns. In addition, this research also makes an important contribution to educational institutions in adapting their curricula and internship programs to be more relevant to the needs of the local hospitality industry. With these implications in mind, hospitality industry practitioners and educators can work together to improve the quality of service and consumer experience in Jambi City hotels, which will ultimately strengthen the reputation of the hospitality industry in the region and increase overall competitiveness.

#### 4. CONCLUSION

It can be concluded that there is an influence of Service Quality on Consumer Satisfaction in Using Odua Weston Jambi Hotel Services for Unja economics students as proven by the regression test. This research provides an in-depth understanding of the importance of focusing on improving service quality as the main strategy for increasing consumer satisfaction and maintaining hotel competitiveness in the Jambi City hotel industry. Researchers suggest conducting similar research with different hotels.

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