



## Employee Service and Hotel Facilities as Determinants of Visitors' Interest in Staying

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### ABSTRACT

**Purpose of the study:** This study aims to analyze the influence of employee service and hotel facilities on visitors' intention to stay at Hotel Semesta Semarang. The study also seeks to examine how Islamic hospitality values contribute to shaping visitors' perceptions and behavioral intentions in the hospitality industry.

**Methodology:** This study employed a quantitative explanatory survey design involving 100 hotel visitors selected using purposive sampling techniques. Data were collected through questionnaires, observations, interviews, and documentation. The research instrument used a Likert scale and was tested using Pearson Product Moment validity and Cronbach's Alpha reliability tests. Data analysis was conducted using descriptive statistics and multiple linear regression analysis with SPSS software.

**Main Findings:** The findings revealed that employee service and hotel facilities positively and significantly influence visitors' intention to stay at Hotel Semesta Semarang. Employee friendliness, responsiveness, professionalism, cleanliness, comfort, and security were identified as dominant factors influencing visitors' behavioral intentions. The implementation of Islamic hospitality values also strengthened visitors' emotional comfort and increased their intention to revisit and recommend the hotel to others.

**Novelty/Originality of this study:** The novelty of this study lies in the simultaneous examination of employee service and hotel facilities within the context of an Islamic-themed hotel. Unlike previous studies focusing mainly on customer satisfaction, this research specifically analyzes visitors' intention to stay while integrating Islamic hospitality values, employee ethical behavior, and religiously oriented facilities into hospitality management research.

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## 1. INTRODUCTION

Humans as caliphs on earth have the responsibility to manage resources productively and economically through ethical work and business activities [1]-[3]. In the Islamic perspective, hard work, professionalism, and responsibility are considered forms of righteous deeds that provide benefits for both individuals and society. Beekun explains that Islamic business ethics emphasize a balance between economic profit and moral values in

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business practices. This principle is strengthened by Rasmuddin [4], who state that Islamic business should prioritize justice, honesty, social responsibility, and respect for consumers' rights. In the service industry, particularly the hospitality sector, these values become an essential foundation in developing service quality oriented toward customer satisfaction and loyalty. Therefore, the integration of religious values and modern business practices has become increasingly relevant to be studied within the development of tourism and hospitality industries based on Islamic principles [5], [6].

The tourism industry is one of the strategic sectors contributing significantly to economic growth through job creation, increased community income, and service sector development. According to the United Nations World Tourism Organization, tourism plays an important role in supporting global economic growth through tourism activities and supporting industries such as transportation, accommodation, culinary services, and entertainment [7]-[9]. In Indonesia, tourism is also an important component of national development as regulated by the Ministry of Tourism and Creative Economy. The increasingly competitive tourism industry requires service companies, particularly hotels, to continuously improve service quality and facilities to maintain consumer interest. Intense competition forces hotel management not only to focus on profit generation but also to provide high-quality and valuable experiences for visitors [10].

Hotels, as part of the service industry, possess intangible product characteristics, making service quality one of the primary indicators in shaping consumer perceptions. Research conducted by Usman et al [11]. explains that service quality significantly influences customer satisfaction and repurchase intention. In the hospitality industry, the quality of interaction between employees and guests becomes an important factor in determining the overall image of a hotel. Research by Dian [12] found that friendliness, responsiveness, politeness, and professionalism of hotel employees positively affect customer loyalty and strengthen visitors' intention to revisit. Furthermore, Dwon [13] explains that positive service experiences create emotional satisfaction that influences future consumer behavior in selecting hotels. Therefore, employee service becomes a strategic variable that deserves further investigation in modern hotel management.

In addition to employee service, hotel facilities are also important factors directly experienced and evaluated by consumers during their stay. Hotel facilities include physical building conditions, room comfort, environmental cleanliness, security, and the completeness of supporting amenities that can enhance visitors' staying experiences. Research by Rusydiana [14] indicates that hotel facilities significantly influence customer satisfaction and loyalty. These findings are supported by research conducted by Limna [15]., which states that facility quality is one of the main considerations for tourists in making hotel stay decisions. The better the facilities provided, the higher the perceived quality and consumers' intention to choose the hotel. Consequently, hotel facilities become an inseparable part of strategies aimed at improving competitiveness in the hospitality industry [16].

The development of modern society has also changed consumer behavior in selecting hospitality services. Today's consumers not only consider functional aspects such as price and facilities but also pay attention to emotional, cultural, and spiritual values embedded within a service. Kumar and Santhani [17]. explain that increasing religious awareness among society encourages the demand for tourism and accommodation services based on Islamic values. Hotels with Islamic or sharia concepts have significant opportunities to attract consumers who prioritize spiritual comfort during travel. Research conducted by Hiu Lhie et al. [18] also found that Islamic hotel concepts improve customer satisfaction and loyalty by providing safety, comfort, and services aligned with religious values. However, empirical studies integrating employee service, hotel facilities, and Islamic values simultaneously remain relatively limited, particularly in the Indonesian hospitality context.

Hotel Semesta Semarang, as one of the Islamic-themed hotels, faces increasingly complex competition within the hospitality industry. This competition is characterized by the growing number of sharia-based and conventional hotels offering competitive facilities and services. Internal hotel data indicate fluctuations in visitor numbers during certain periods, suggesting challenges in maintaining visitors' intention to stay. Such conditions imply that hotel management needs a deeper understanding of the factors influencing visitors' behavioral intentions in order to formulate effective service and facility management strategies.

Based on previous studies, several research gaps provide the foundation for conducting this research. First, research conducted by Ilyas dan Mustafa [19]. mainly focused on the influence of service quality on customer satisfaction in general contexts without specifically examining Islamic-themed hotels. Second, studies by Kenyama [20] emphasized hotel facilities and customer loyalty separately without integrating employee service variables simultaneously. Third, research by Jaksen et al. [21] focused more on customer satisfaction rather than intention to stay as a representation of consumer behavioral intention. Moreover, most previous studies were conducted in conventional hotel settings, leaving limited studies specifically investigating Islamic-based hotels with religious service characteristics. Therefore, a more contextual and comprehensive study examining the influence of employee service and hotel facilities on visitors' intention to stay in Islamic-themed hotels is necessary.

The novelty of this study lies in examining the simultaneous influence of employee service and hotel facilities on visitors' intention to stay within the context of an Islamic-themed hotel. Unlike previous studies that

focused only on general hospitality services or customer satisfaction, this study specifically investigates intention to stay as the dependent variable directly representing consumer behavioral tendencies. In addition, this study integrates Islamic hospitality values reflected through employee attitudes, hotel atmosphere, and religiously oriented facilities, thereby offering new perspectives in hospitality management research [22], [23].

The urgency of this study becomes increasingly important considering the intense competition within the hospitality industry and the continuously evolving behavior of consumers. Visitors' intention to stay serves as an initial indicator of hotel business sustainability because it is closely related to occupancy rates and customer loyalty [24]. If hotels fail to provide satisfying services and facilities aligned with consumer expectations, visitors' intention to stay may decline and negatively affect business continuity. Therefore, this study is expected to provide practical contributions for hotel management in improving service quality and facilities based on Islamic values to strengthen competitiveness in the modern tourism industry [25].

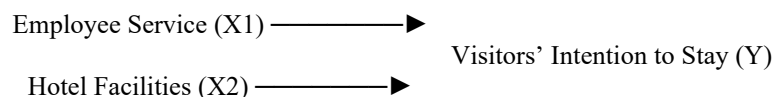
The implications of this study are expected to contribute theoretically to the development of hospitality management and consumer behavior studies, particularly regarding Islamic hospitality concepts. Practically, the findings may serve as references for hotel management in designing effective service strategies and improving facilities that align with visitors' needs and expectations [26]. Furthermore, the study may contribute to the development of more competitive, innovative, and customer-oriented sharia hospitality concepts. The findings are also expected to become useful references for future researchers examining Islamic hotels and consumer behavior within the tourism sector.

Based on the background described above, the research questions of this study are: (1) Does employee service influence visitors' intention to stay at Hotel Semesta Semarang?; (2) Do hotel facilities influence visitors' intention to stay at Hotel Semesta Semarang?; and (3) Do employee service and hotel facilities simultaneously influence visitors' intention to stay at Hotel Semesta Semarang? Therefore, the purpose of this study is to analyze the influence of employee service and hotel facilities on visitors' intention to stay at Hotel Semesta Semarang.

## 2. RESEARCH METHOD

### 2.1. Research Design

This study employed a quantitative research approach using an explanatory survey design [27] to analyze the influence of employee service and hotel facilities on visitors' intention to stay at Hotel Semesta Semarang. Quantitative research was selected because the study aimed to measure the relationship and influence between independent and dependent variables objectively through numerical data analysis. The explanatory survey method was used to explain the causal relationship between employee service quality, hotel facilities, and visitors' intention to stay based on respondents' perceptions. According to Sugiyono, quantitative research is appropriate for examining relationships among variables through statistical analysis. Furthermore, survey methods are widely applied in hospitality research because they allow researchers to obtain empirical data directly from hotel visitors regarding service quality and consumer behavior. The research design of this study can be illustrated in Figure 1.



### 2.2. Population and Sample

The population of this study consisted of all visitors who had stayed or were staying at Hotel Semesta Semarang during the research period. Because the exact number of visitors could not be determined with certainty, the sampling process employed a non-probability sampling technique using purposive sampling. Purposive sampling was selected because respondents had to meet specific criteria, namely visitors who had experienced the services and facilities provided by the hotel [28].

The sample size in this study consisted of 100 respondents, which is considered adequate for quantitative analysis in hospitality research. According to Hair, the minimum sample size in quantitative research should be sufficient to represent the population and support statistical testing. Respondents were selected based on the following criteria, (1) Visitors aged above 17 years old. (2) Visitors who had stayed at Hotel Semesta Semarang at least once. (3) Visitors willing to complete the research questionnaire. The characteristics of respondents included gender, age, occupation, and frequency of stay, which were analyzed descriptively to provide an overview of the research subjects.

### 2.3. Data Sources and Data Collection Techniques

This study used both primary and secondary data sources [29]. Primary data were obtained directly from respondents through questionnaires distributed to hotel visitors. Secondary data were collected from hotel documents, literature studies, journals, books, and previous research relevant to hospitality management, service quality, hotel facilities, and visitors' intention to stay.

Data collection techniques in this study included questionnaires, observation, interviews, and documentation. The questionnaire was used as the primary instrument to measure respondents' perceptions regarding employee service, hotel facilities, and intention to stay. The questionnaire items were arranged using a Likert scale with five alternative responses ranging from strongly disagree to strongly agree. Observation techniques were conducted directly at Hotel Semesta Semarang to examine service conditions and available facilities. Interviews with several visitors and hotel management were carried out to strengthen the findings obtained from questionnaires. Documentation techniques were also employed to collect supporting data such as hotel profiles, visitor statistics, and photographs related to hotel facilities and services.

#### 2.4. Research Instrument

The research instrument used in this study was a structured questionnaire developed based on indicators derived from theories and previous studies related to hospitality management [30]. The employee service variable included indicators such as friendliness, responsiveness, politeness, professionalism, and communication skills. The hotel facilities variable included room comfort, cleanliness, completeness of facilities, security, and supporting amenities. Meanwhile, the visitors' intention to stay variable consisted of interest in revisiting, willingness to recommend the hotel, and intention to choose the hotel in the future.

Before being distributed to respondents, the questionnaire instrument was tested for validity and reliability. The validity test used Pearson Product Moment correlation, while reliability testing used Cronbach's Alpha. An instrument was considered valid if the correlation coefficient was greater than the r-table value at a significance level of 5%, and reliable if the Cronbach's Alpha coefficient exceeded 0.70.

Table 1. Research Instrument Indicators

Variable	Indicators	Number of Items
Employee Service (X1)	Friendliness, responsiveness, politeness, professionalism, communication skills	10
Hotel Facilities (X2)	Cleanliness, comfort, security, completeness of facilities, supporting amenities	10
Visitors' Intention to Stay (Y)	Intention to revisit, recommendation intention, future stay intention	8

The instrument indicators were adapted from previous hospitality and service quality studies to ensure the accuracy and relevance of the measurement process.

#### 2.5. Data Analysis Technique

The data obtained from questionnaires were analyzed using descriptive and inferential statistical techniques [31]. Descriptive analysis was used to describe respondents' perceptions regarding employee service, hotel facilities, and visitors' intention to stay. The descriptive results were presented in the form of percentages, mean scores, tables, and categories.

Table 2. Category Criteria of Respondents' Responses

Variable Score	Category	Percentage (%)
1.00 – 1.80	Very Poor	0–20
1.81 – 2.60	Poor	21–40
2.61 – 3.40	Fair	41–60
3.41 – 4.20	Good	61–80
4.21 – 5.00	Very Good	81–100

Inferential statistical analysis was conducted using multiple linear regression analysis to determine the influence of employee service and hotel facilities on visitors' intention to stay. Prior to regression analysis, classical assumption tests consisting of normality, multicollinearity, and heteroscedasticity tests were conducted to ensure the appropriateness of the regression model. Hypothesis testing was carried out using t-tests, F-tests, and coefficient of determination ( $R^2$ ) analysis with a significance level of 5%. Data analysis was performed using SPSS software.

#### 2.6. Research Procedure

The research procedure was conducted systematically through several stages. The first stage involved identifying research problems, reviewing relevant literature, and preparing the research proposal. The second stage included determining research variables, developing research instruments, and conducting validity and reliability tests. The third stage was data collection, where questionnaires were distributed to hotel visitors who met the

research criteria. Observations, interviews, and documentation were also conducted during this stage to strengthen the research findings.

After the data collection process, the researcher conducted data coding, tabulation, and statistical analysis using SPSS software. The final stage involved interpreting the research findings, discussing the results based on supporting theories and previous studies, and drawing conclusions from the study.

### 3. RESULTS AND DISCUSSION

Based on the results of data collection obtained from 100 respondents who had stayed at Hotel Semesta Semarang, the findings of this study describe the influence of employee service and hotel facilities on visitors' intention to stay. The collected data were analyzed using descriptive statistics and multiple linear regression analysis with the assistance of SPSS software. The discussion in this section explains the descriptive findings, hypothesis testing, and interpretation of the results based on supporting theories and previous studies.

#### 3.1. Respondents' Characteristics

The characteristics of respondents in this study consisted of gender, age, occupation, and frequency of stay at Hotel Semesta Semarang. The respondent profile is important to provide an overview of the visitors participating in this study.

Table 3. Characteristics of Respondents

Characteristics	Category	Frequency	Percentage (%)
Gender	Male	46	46%
	Female	54	54%
Age	17–25 Years	35	35%
	26–35 Years	41	41%
	>35 Years	24	24%
Occupation	Student	18	18%
	Employee	52	52%
	Entrepreneur	20	20%
	Others	10	10%
Frequency of Stay	1–2 Times	44	44%
	3–5 Times	37	37%
	>5 Tim	19	19%

Based on Table 3, most respondents were female visitors with a percentage of 54%, while male respondents accounted for 46%. The majority of respondents were aged between 26–35 years, indicating that productive-age consumers dominate hotel visitors. Furthermore, most respondents worked as employees, suggesting that Hotel Semesta Semarang is frequently selected by working individuals for business trips, vacations, or temporary accommodation. In terms of stay frequency, most respondents had stayed at the hotel between one and two times, indicating that respondents had sufficient experience to evaluate hotel services and facilities objectively.

#### 3.2. Descriptive Analysis of Employee Service

Employee service was measured through indicators including friendliness, responsiveness, politeness, professionalism, and communication skills. The results showed that respondents generally gave positive evaluations regarding the quality of employee service at Hotel Semesta Semarang.

Table 4. Descriptive Analysis of Employee Service

Indicator	Mean Score	Category	Percentage (%)
Friendliness	4.42	Very Good	88.4
Responsiveness	4.30	Very Good	86.0
Politeness	4.36	Very Good	87.2
Professionalism	4.25	Very Good	85.0
Communication Skills	4.18	Good	83.6
Average	4.30	Very Good	86.0

Based on Table 4, the employee service variable obtained an average score of 4.30, categorized as "Very Good." The friendliness indicator achieved the highest score, indicating that hotel employees were perceived as polite, welcoming, and capable of creating positive interactions with visitors. The responsiveness indicator also showed a high score, meaning that employees responded quickly to visitor requests and complaints.

These findings indicate that employee service quality plays an important role in shaping positive visitor perceptions toward the hotel. In the hospitality industry, excellent service becomes one of the main determinants influencing customer satisfaction and behavioral intention. This finding supports the theory proposed by Setyaningrum [32], who stated that service quality significantly affects customer perceptions and repurchase intention. Similarly, research conducted by Fitri and Fina [33] found that employee friendliness and professionalism contribute positively to hotel customer loyalty.

The positive evaluation of employee service also reflects the successful implementation of hospitality values within the hotel environment. Since Hotel Semesta Semarang adopts an Islamic hotel concept, employee attitudes emphasizing politeness, friendliness, and ethical behavior become important competitive advantages. Visitors not only assess technical services but also value emotional comfort and respectful interactions during their stay. This finding aligns with studies explaining that consumers increasingly consider emotional and moral aspects when evaluating hospitality services.

### 3.3. Descriptive Analysis of Hotel Facilities

Hotel facilities were analyzed through indicators such as cleanliness, comfort, security, completeness of facilities, and supporting amenities. The findings showed that hotel facilities were generally evaluated positively by visitors.

Table 5. Descriptive Analysis of Hotel Facilities

Indicator	Mean Score	Category	Percentage (%)
Cleanliness	4.40	Very Good	88.0
Comfort	4.32	Very Good	86.4
Security	4.28	Very Good	85.6
Completeness of Facilities	4.15	Good	83.0
Supporting Amenities	4.10	Good	82.0
Average	4.25	Very Good	85.0

Based on Table 5, the hotel facilities variable obtained an average score of 4.25, categorized as “Very Good.” The cleanliness indicator achieved the highest score, indicating that visitors perceived the hotel environment, rooms, and public facilities as clean and well-maintained. Comfort and security also received high evaluations, showing that visitors felt physically and psychologically comfortable during their stay.

The findings indicate that hotel facilities significantly contribute to visitors’ positive experiences and intention to stay. Facilities represent the tangible aspect of hotel services that can directly influence customer satisfaction and behavioral intention. This result supports research conducted by Kandampully and Suhartanto, which found that hotel facilities positively affect customer satisfaction and loyalty. Saputera et al. [34] reported that facility quality strongly influences hotel selection decisions among visitors.

The high evaluation of hotel facilities also demonstrates that Hotel Semesta Semarang successfully provides physical environments aligned with visitor expectations. In the modern hospitality industry, visitors not only seek accommodation but also comfort, safety, and supporting facilities capable of enhancing overall experiences [35]. Facilities such as prayer rooms, halal food services, and Islamic ambience also strengthen the hotel’s identity and attract consumers seeking spiritually comfortable accommodation.

### 3.4. Descriptive Analysis of Visitors’ Intention to Stay

Visitors’ intention to stay was measured through indicators including intention to revisit, willingness to recommend the hotel, and intention to choose the hotel again in the future.

Table 6. Descriptive Analysis of Visitors’ Intention to Stay

Indicator	Mean Score	Category	Percentage (%)
Intention to Revisit	4.36	Very Good	87.2
Recommendation Intention	4.30	Very Good	86.0
Future Stay Intention	4.22	Very Good	84.4
Average	4.29	Very Good	85.8

The results indicate that visitors generally possess high intention to stay at Hotel Semesta Semarang. Respondents expressed willingness to revisit the hotel and recommend it to others because of satisfying service quality and hotel facilities. The findings suggest that customer behavioral intention is strongly influenced by positive service experiences and comfortable hotel facilities. According to consumer behavior theory, positive experiences encourage repeat purchase intention and customer loyalty. This finding is consistent with research conducted by Fauzi [36], who explained that customer satisfaction with hotel services significantly influences revisit intention and word-of-mouth recommendations.

### 3.5. Multiple Linear Regression Analysis

Multiple linear regression analysis was conducted to determine the influence of employee service and hotel facilities on visitors' intention to stay. The regression equation used in this study is as follows:

$$Y = a + b_1X_1 + b_2X_2 + e$$

Where:

- $Y$  = Visitors' Intention to Stay
- $a$  = Constant
- $b_1$  = Regression coefficient of employee service
- $X_1$  = Employee service
- $b_2$  = Regression coefficient of hotel facilities
- $X_2$  = Hotel facilities
- $e$  = Error term

Table 7. Multiple Linear Regression Results

Variable	Regression Coefficient	t-value	Significance
Constant	3.125	2.104	0.038
Employee Service (X1)	0.421	5.876	0.000
Hotel Facilities (X2)	0.367	4.992	0.000

Based on Table 7, employee service and hotel facilities both have positive and significant influences on visitors' intention to stay. Employee service obtained a regression coefficient of 0.421 with a significance value below 0.05, indicating that better employee service significantly increases visitors' intention to stay. Similarly, hotel facilities obtained a regression coefficient of 0.367, showing that improved facilities positively affect visitors' behavioral intention.

The findings confirm that service quality and physical facilities are strategic determinants in the hospitality industry. Visitors tend to evaluate hotel experiences holistically, combining emotional interaction with employees and tangible evaluations of hotel facilities. This result is consistent with studies by Alghorbany [37], which demonstrated that service and physical environment significantly influence customer satisfaction and revisit intention.

Previous studies regarding hotel management generally focused on service quality and facilities separately without considering the contextual characteristics of Islamic hotels. Research conducted by Sugiarto [38], emphasized the influence of service quality on customer satisfaction but did not specifically examine intention to stay within religious-based hospitality contexts. Furthermore, research by Mahafzah and Mohammad [39] mainly discussed facilities and customer loyalty without integrating employee service variables simultaneously. In Indonesia, studies such as those conducted by Chen et al. [40] focused more on customer satisfaction rather than visitors' intention to stay in Islamic hotels. Therefore, previous studies have not comprehensively analyzed the simultaneous influence of employee service and hotel facilities on visitors' intention to stay within Islamic hotel environments.

The novelty of this study lies in its comprehensive examination of employee service and hotel facilities simultaneously within the context of an Islamic hotel. Unlike previous studies that focused only on general hospitality services or customer satisfaction, this study specifically investigates visitors' intention to stay as the dependent variable. Furthermore, the integration of Islamic hospitality values, employee ethical behavior, and religiously oriented hotel facilities provides new insights into hospitality management research. This study also contributes empirical evidence regarding how Islamic hotel concepts influence customer behavioral intention in the Indonesian hospitality industry [41].

The findings of this study provide important theoretical and practical implications for hospitality management. Theoretically, this study strengthens service quality and consumer behavior theories by confirming that employee service and hotel facilities significantly influence visitors' intention to stay. Practically, hotel management should improve employee professionalism, responsiveness, and hospitality attitudes while continuously maintaining facility quality, cleanliness, comfort, and security. Islamic hotel managers should also strengthen religious-based service values as a unique competitive advantage [42]. Additionally, policymakers and tourism stakeholders may use these findings to develop hospitality strategies capable of improving hotel competitiveness and visitor loyalty within the tourism sector.

This study has several limitations that should be acknowledged. First, the study involved respondents from only one Islamic hotel, limiting the generalizability of findings to broader hospitality contexts. Second, the study employed a quantitative approach using self-reported questionnaires, which may contain subjective bias

from respondents. Third, this study focused only on employee service and hotel facilities without examining other potential variables such as price perception, customer satisfaction, hotel image, or digital marketing factors. Furthermore, the cross-sectional research design only captured respondents' perceptions during one specific period. Therefore, future studies are recommended to involve larger samples, compare several Islamic hotels, apply mixed-method approaches, and include additional variables to obtain more comprehensive findings regarding visitors' intention to stay in the hospitality industry.

#### 4. CONCLUSION

Based on the findings of this study, it can be concluded that employee service and hotel facilities significantly influence visitors' intention to stay at Hotel Semesta Semarang. High-quality employee service reflected through friendliness, responsiveness, politeness, professionalism, and effective communication successfully creates positive experiences and emotional comfort for visitors. In addition, hotel facilities such as cleanliness, comfort, security, and completeness of supporting amenities also contribute positively to increasing visitors' interest in revisiting and recommending the hotel to others. The integration of Islamic hospitality values further strengthens the hotel's attractiveness by providing services and facilities that align with visitors' expectations and spiritual comfort. Therefore, improving employee performance and maintaining facility quality are essential strategies for enhancing visitors' intention to stay and sustaining competitiveness within the hospitality industry.

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