



Guest Perceptions of Service Quality at Hotel Satria Wisata Parepare

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ABSTRACT

Purpose of the study: This study aimed to analyze the service system implemented at Hotel Satria Wisata in Parepare City and to identify guests' perceptions of the hotel's service quality based on cognitive, affective, and conative aspects as well as the SERVQUAL dimensions of hospitality services.

Methodology: This study employed a descriptive qualitative research design. Primary data were collected through interviews and observations involving the HRD manager, hotel staff, and hotel guests. Secondary data were obtained from journals, books, and previous studies related to hotel service quality and guest perception. Data analysis techniques included data collection, reduction, presentation, and verification using the SERVQUAL framework.

Main Findings: The findings revealed that Hotel Satria Wisata implemented service standards based on the five SERVQUAL dimensions, including responsiveness, empathy, reliability, tangibles, and assurance. Guests generally perceived the hotel services positively, particularly regarding staff friendliness, efficient check-in processes, accurate information, and comfortable facilities. However, several weaknesses were identified, such as inadequate room cleanliness, aging facilities, and malfunctioning hot water systems that affected guest satisfaction.

Novelty/Originality of this study: This study provides a comprehensive qualitative analysis of guest perceptions toward hotel services by integrating SERVQUAL dimensions with cognitive, affective, and conative perception aspects in the context of a local hotel in Parepare City. The research contributes new insights into how service systems and guest experiences influence hotel image, satisfaction, and recommendation intentions in the hospitality industry.

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1. INTRODUCTION

Indonesia is a country that possesses abundant tourism potential due to its cultural diversity, traditions, natural landscapes, and local wisdom spread across various regions. The tourism sector has become one of the important contributors to national economic growth because it is capable of increasing regional income, creating employment opportunities, and encouraging the development of supporting industries [1]-[3]. The increasing mobility of people and the development of tourist destinations have also encouraged the rapid growth of the hospitality industry as an essential component of tourism activities. In tourism development, accommodation facilities are highly needed because tourists require places to stay, rest, and obtain services that support their travel experiences [4]. Hotels therefore play a strategic role not only as providers of lodging services, but also as service

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industries that determine tourists' comfort and satisfaction during their visits. The sustainability of hotel businesses is strongly influenced by their ability to provide quality services that meet the expectations and needs of guests. Consequently, hotels are required to continuously improve their service quality in order to remain competitive amidst increasingly intense business competition [5].

The hospitality industry is categorized as a service-based industry where customer satisfaction is the main indicator of success. Unlike manufacturing industries that offer tangible products, hotels rely heavily on intangible aspects such as hospitality, responsiveness, comfort, security, and professionalism in serving guests [6], [7]. Good service quality can create positive impressions, increase customer trust, and encourage guests to revisit and recommend the hotel to others. On the contrary, poor service quality may lead to dissatisfaction, negative reviews, and declining hotel reputation. In the modern era, public perceptions regarding hotel services can spread rapidly through digital platforms, social media, and online reviews, thereby influencing potential customers in choosing accommodation [8]. Therefore, hotel management must understand that service quality is not only measured through physical facilities, but also through employees' attitudes, communication skills, responsiveness, empathy, and reliability in handling guest needs and complaints. These aspects are closely related to the SERVQUAL dimensions consisting of tangibles, reliability, responsiveness, assurance, and empathy, which are commonly used to evaluate service quality in the hospitality sector [9], [10].

Guest perception is an important aspect in evaluating hotel service quality because perceptions reflect guests' interpretations and assessments of the services they receive during their stay. Perception is formed through experiences, expectations, emotional responses, and interactions between guests and hotel employees. In the context of hospitality services, guests tend to compare the services they receive with their initial expectations before deciding whether they are satisfied or dissatisfied [11], [12]. Positive perceptions generally emerge when services exceed customer expectations, while negative perceptions occur when the services provided fail to meet expectations. Guest perceptions also influence customer loyalty and the hotel's image in the public eye. A hotel that consistently receives positive perceptions from guests will have greater opportunities to maintain business sustainability and attract new customers. Conversely, negative perceptions can damage the reputation of the hotel and reduce public trust [13]. Therefore, understanding guest perceptions is essential for hotel management to identify weaknesses and improve service performance effectively and sustainably.

Hotel Satria Wisata in Parepare City is one of the hotels that provides accommodation and hospitality services for tourists and local visitors. The hotel offers various supporting facilities such as guest rooms, restaurants, swimming pools, parking areas, and recreational facilities aimed at enhancing guest comfort. Based on preliminary observations and several customer reviews, Hotel Satria Wisata possesses several advantages, including a strategic location, outdoor restaurant facilities with sea views, family-friendly swimming pools, and additional facilities such as mini markets and entertainment services. However, several service-related problems are still found, including inadequate room cleanliness, aging facilities, malfunctioning hot water systems, and insufficient maintenance of hotel infrastructure. These conditions indicate that there are differences in guest perceptions regarding the quality of services provided by the hotel. Some guests perceive the services positively due to the friendliness of employees and the availability of supporting facilities, while others perceive the services negatively because several facilities do not function optimally [14]-[16]. Such differences in perception are important to investigate further in order to obtain a comprehensive understanding of how guests evaluate the hotel's service quality.

Service quality in the hospitality industry is commonly measured using the SERVQUAL method developed by Parasuraman, Zeithaml, and Berry, which includes five dimensions: tangibles, reliability, responsiveness, assurance, and empathy. Tangibles refer to the physical appearance of facilities and equipment, reliability concerns the hotel's ability to provide services accurately and consistently, responsiveness relates to employees' willingness to assist guests quickly, assurance involves trust and security provided to customers, while empathy reflects the hotel's concern and personal attention toward guests [17]. These five dimensions are interconnected and significantly influence customer satisfaction levels. In addition, guest perceptions can also be analyzed through cognitive, affective, and conative aspects. Cognitive aspects relate to guests' knowledge and understanding of hotel services, affective aspects concern emotional feelings and satisfaction, while conative aspects refer to behavioral tendencies such as recommending the hotel to others or revisiting in the future. Therefore, combining SERVQUAL dimensions with perception aspects can provide a more comprehensive analysis of hotel service quality from the guests' perspective [18].

In the current competitive hospitality industry, maintaining service quality has become increasingly challenging because customer expectations continue to evolve alongside technological advancements and changing tourism trends. Guests today not only expect comfortable facilities, but also fast, professional, personalized, and technology-based services. Hotels that fail to adapt to these changes may experience declining competitiveness and customer trust [19]. Consequently, hotel management must continuously evaluate guest perceptions regarding the services provided to identify strengths and weaknesses in their operational systems. Research concerning guest perceptions of hotel services is important because it can provide valuable information for hotel managers in designing service improvement strategies, increasing customer satisfaction, and enhancing

business sustainability. Furthermore, studies related to service quality in local hotels remain limited, particularly in the context of hospitality businesses in smaller cities such as Parepare [20]. Therefore, this research is expected to contribute both theoretically and practically to the development of hospitality management and tourism studies.

Several previous studies have examined service quality and customer perceptions in the hospitality industry. Bonfanto et al. [21] examined customer perceptions of hotel services using a quantitative approach and focused on customer satisfaction levels toward hotel services. Branch [22] analyzed hotel service quality using the SERVQUAL method to determine consumer satisfaction toward hospitality services. Meanwhile, Abuhashes et al. [23] investigated the influence of service quality on customer satisfaction at Hotel Satria Wisata using quantitative analysis methods. Although these studies provide important insights into hotel service quality and customer satisfaction, they mainly emphasize statistical measurements and quantitative evaluations. In contrast, the present study employs a descriptive qualitative approach to explore guest perceptions more deeply through direct experiences, opinions, and interpretations regarding hotel services. Furthermore, this study specifically investigates the service system implemented at Hotel Satria Wisata in Parepare City and analyzes guest perceptions through cognitive, affective, and conative dimensions integrated with the SERVQUAL framework.

The novelty of this study lies in the integration of SERVQUAL dimensions with cognitive, affective, and conative perception aspects in analyzing guest perceptions toward hotel services using a qualitative descriptive approach. Unlike previous studies that primarily focused on measuring customer satisfaction quantitatively, this research explores how guests interpret and experience hotel services comprehensively based on their personal experiences and interactions with hotel employees. In addition, this study specifically examines a local hospitality business in Parepare City, which has rarely been discussed in previous tourism and hospitality research [24]. The integration of perception theory and service quality dimensions provides broader insights into how hotel service systems influence customer perceptions, satisfaction, and behavioral intentions in the hospitality industry.

The implications of this study are expected to contribute both theoretically and practically. Theoretically, this research can enrich the literature related to hospitality management, service quality, and customer perception studies, particularly within the context of local tourism industries. Practically, the findings of this study can serve as evaluation material for hotel management in improving service systems, employee performance, facility maintenance, and customer satisfaction strategies [25]. The results may also assist hotel managers in identifying service weaknesses and designing more effective hospitality strategies to increase guest loyalty and strengthen the hotel's competitiveness. Furthermore, this study may become a useful reference for future researchers who intend to conduct similar studies related to hospitality services and tourism management.

This research is urgent to conduct because the sustainability and competitiveness of hotel businesses are strongly influenced by customer perceptions toward service quality. In the digital era, customer experiences can easily spread through online platforms and significantly influence public trust in hotel services. Negative guest perceptions may reduce hotel occupancy rates and damage business reputation, while positive perceptions can increase customer loyalty and recommendation intentions. Hotel Satria Wisata currently faces several service-related challenges that may affect guest satisfaction and hotel image if not addressed properly. Therefore, an in-depth analysis of guest perceptions is highly necessary to identify existing service problems and provide appropriate recommendations for service improvement. This study is expected to become an important consideration for hotel management in enhancing service quality and maintaining competitiveness within the growing hospitality industry.

2. RESEARCH METHOD

2.1. Research Design

This study employed a descriptive qualitative research design [26] to explore and analyze guests' perceptions toward the service quality of Hotel Satria Wisata in Parepare City. Qualitative research was chosen because this approach enables researchers to understand social phenomena deeply through participants' experiences, opinions, and interpretations regarding hotel services. The descriptive method was used to provide a systematic and factual description of the service system implemented by the hotel and guests' perceptions toward the quality of services received during their stay. The study focused on analyzing service quality based on the SERVQUAL dimensions, namely tangibles, reliability, responsiveness, assurance, and empathy, as well as cognitive, affective, and conative aspects of guest perception. Through this design, the researcher was able to identify both positive and negative guest perceptions related to hotel services comprehensively and contextually.

This research was conducted at Hotel Satria Wisata located in Parepare City. The selection of the research site was based on the consideration that the hotel is one of the hospitality businesses that provides various accommodation services and has received diverse perceptions from guests regarding its service quality. The qualitative descriptive design allowed the researcher to observe naturally occurring conditions and obtain authentic data directly from the participants without manipulating the research environment. Therefore, the findings of this study are expected to reflect the real conditions of hotel services and guests' experiences during their stay.

2.2. Subject and Sample of the Study

The subjects of this study consisted of hotel management, hotel employees, and guests who had experience staying at Hotel Satria Wisata in Parepare City. The participants were selected using a purposive sampling technique because the researcher intentionally selected individuals who were considered capable of providing relevant and in-depth information related to hotel service quality and guest perceptions. Purposive sampling is appropriate in qualitative research because it focuses on selecting participants based on specific criteria and research objectives.

The criteria for selecting participants included guests who had stayed at the hotel for at least one night and were willing to share their experiences regarding hotel services. In addition, hotel employees and management staff involved directly in guest services were also selected to obtain information regarding the hotel's service system and operational procedures. Through the involvement of different participant groups, the researcher was able to compare perspectives between service providers and service users in order to obtain comprehensive research findings.

Table 1. Research Participants

Participants	Criteria	Total
Hotel Manager/HRD	Responsible for hotel operations and services	1
Front Office Staff	Directly involved in guest services	2
Housekeeping Staff	Responsible for room cleanliness and maintenance	2
Hotel Guests	Guests who had stayed at the hotel	8
Total		13

2.3. Data Sources and Data Collection Techniques

This study utilized two types of data sources, namely primary data and secondary data [27]. Primary data were obtained directly from participants through interviews, observations, and documentation activities conducted at Hotel Satria Wisata. The primary data focused on guests' perceptions regarding hotel service quality, employee performance, hospitality practices, and the overall service system implemented by the hotel management. Secondary data were obtained from books, journals, previous studies, hotel documents, online reviews, and other references related to hospitality management, customer perception, and service quality theories.

Several data collection techniques were employed in this study to ensure data validity and comprehensiveness. The first technique was observation, which was conducted by directly observing hotel facilities, employee performance, room conditions, cleanliness, and service interactions between staff and guests. Through observation, the researcher obtained real descriptions of the service conditions implemented at the hotel. The second technique was semi-structured interviews conducted with hotel management, employees, and guests. Semi-structured interviews allowed the researcher to ask prepared questions while still providing opportunities for participants to explain their experiences and opinions in depth. The third technique was documentation, which involved collecting supporting documents such as hotel profiles, photographs, guest reviews, and operational records related to hotel services. To strengthen data credibility, the researcher also applied source triangulation by comparing information obtained from different participants and data collection methods. This process was conducted to ensure that the findings accurately reflected the actual conditions of hotel services and guest perceptions.

2.4. Research Instrument

In qualitative research, the primary instrument is the researcher because the researcher directly collects, interprets, and analyzes the data obtained in the field [28]. The researcher played an active role in conducting interviews, observations, documentation, and interpreting participant responses related to hotel service quality and guest perceptions. To support data collection activities, several supporting instruments were also utilized, including interview guidelines, observation sheets, field notes, recording devices, and documentation tools such as cameras and mobile phones.

The interview guidelines were designed based on the SERVQUAL dimensions consisting of tangibles, reliability, responsiveness, assurance, and empathy. In addition, the interview questions also explored cognitive, affective, and conative aspects of guest perceptions. Observation sheets were used to record the physical conditions of hotel facilities, employee interactions, room cleanliness, and service implementation during the research process. Recording devices were used to document interview results accurately to facilitate data transcription and analysis [29].

Table 2. Research Instruments

Instrument	Function	Research Aspect
Interview Guidelines	Collecting participant opinions and experiences	Guest perceptions and service quality
Observation Sheets	Observing hotel conditions and employee performance	Tangibles and responsiveness
Documentation	Supporting research evidence	Hotel facilities and service activities
Audio Recorder	Recording interview results	Participant responses
Field Notes	Recording important findings during research	Service implementation

2.5. Data Analysis Technique

The data analysis technique used in this study followed the interactive analysis model proposed by Miles and Huberman, which consists of data collection, data reduction, data display, and conclusion drawing [30]. Data analysis was conducted continuously throughout the research process to ensure that the findings were comprehensive and scientifically valid.

The first stage was data collection, where the researcher gathered information through interviews, observations, and documentation activities. The second stage was data reduction, which involved selecting, categorizing, and simplifying the collected data according to the focus of the study, particularly regarding service quality and guest perceptions. The third stage was data display, where the organized data were presented in the form of descriptive narratives, tables, and categorizations to facilitate interpretation and understanding of the findings. The final stage was conclusion drawing and verification, where the researcher interpreted the data and formulated conclusions regarding guests' perceptions toward the services provided by Hotel Satria Wisata.

The analysis process focused on identifying positive and negative guest perceptions related to the five SERVQUAL dimensions and perception aspects. The researcher also compared findings obtained from different participants to ensure consistency and reliability of the research results.

2.6. Research Procedure

The research procedure in this study was conducted systematically through several stages to ensure the validity and reliability of the research findings. The first stage involved identifying research problems and conducting preliminary observations regarding hotel services and guest perceptions. The second stage involved reviewing relevant literature related to hospitality management, SERVQUAL, and perception theory to strengthen the theoretical foundation of the study.

The third stage involved preparing research instruments such as interview guidelines and observation sheets. The fourth stage involved collecting data through interviews, observations, and documentation activities conducted directly at Hotel Satria Wisata. The fifth stage involved organizing and analyzing the collected data using the Miles and Huberman interactive analysis model. The final stage involved interpreting the findings, drawing conclusions, and preparing the research report systematically according to the journal template requirements.

3. RESULTS AND DISCUSSION

3.1. Hotel Service System at Hotel Satria Wisata Parepare

The findings of this study indicate that Hotel Satria Wisata Parepare has implemented a service system aimed at providing comfort and satisfaction for guests through various hospitality services and supporting facilities. The hotel service system includes front office services, room services, housekeeping, restaurant services, reservation systems, and supporting recreational facilities such as swimming pools and outdoor dining areas. Based on observations and interviews conducted with hotel management and employees, the hotel management has attempted to implement service procedures according to hospitality service standards by prioritizing friendliness, responsiveness, and guest comfort. Employees are expected to maintain professional communication, provide accurate information, and respond quickly to guest requests and complaints. This service system is intended to create positive guest experiences and increase customer satisfaction during their stay.

The implementation of the service system at Hotel Satria Wisata also involves coordination among several hotel departments such as front office, housekeeping, food and beverage, and hotel management. Front office staff are responsible for handling reservations, guest check-in and check-out processes, and providing general information regarding hotel facilities. Meanwhile, housekeeping staff are responsible for room cleanliness and maintenance to ensure guest comfort. The restaurant department provides food and beverage services for hotel guests, including outdoor dining experiences facing the sea view. Coordination among departments is considered important to ensure that hotel operations run effectively and efficiently. Based on interview results, hotel

employees stated that communication between departments generally functions properly, although several operational obstacles occasionally occur, particularly related to facility maintenance and room cleanliness management during high occupancy periods [31], [32].

The hotel management also applies several operational procedures to maintain service consistency and improve service quality. These procedures include guest reception standards, room cleaning schedules, complaint handling mechanisms, and hospitality service ethics. Employees are encouraged to maintain polite communication, provide assistance immediately when needed, and prioritize guest satisfaction. However, based on observational findings, several facilities at the hotel still require improvement, particularly regarding building maintenance, room cleanliness, and equipment functionality. Several guests complained about malfunctioning hot water systems, aging facilities, and insufficient room maintenance. These conditions indicate that although the hotel has established operational service procedures, the implementation of service standards has not been fully optimized in all aspects.

The service system implemented by Hotel Satria Wisata can also be analyzed using the SERVQUAL dimensions consisting of tangibles, reliability, responsiveness, assurance, and empathy. Tangibles refer to physical facilities and equipment available at the hotel, including guest rooms, swimming pools, restaurants, and parking areas. Reliability concerns the consistency and accuracy of services provided by employees. Responsiveness relates to employee willingness to help guests promptly, while assurance concerns trust, security, and professionalism demonstrated by hotel staff. Empathy reflects personal attention and concern given by employees toward guest needs. The findings show that some dimensions have been implemented relatively well, especially responsiveness and empathy, while tangibles and reliability still require improvement due to several facility-related complaints and inconsistencies in service delivery. To provide clearer descriptions regarding the implementation of hotel services, the following table presents the evaluation of service dimensions based on observational findings and guest perceptions.

Table 3. Evaluation of Hotel Service Dimensions

Service Dimension	Findings	Category
Tangibles	Several facilities are old and less maintained	Sufficient
Reliability	Some services are inconsistent	Sufficient
Responsiveness	Employees respond quickly to guest requests	Good
Assurance	Staff are polite and professional	Good
Empathy	Employees show concern toward guest needs	Good

The findings indicate that responsiveness, assurance, and empathy are considered strengths of the hotel service system because employees generally demonstrate friendliness, politeness, and willingness to assist guests. However, physical facility conditions and maintenance issues remain weaknesses that need serious attention from hotel management. Therefore, improvements in infrastructure maintenance and room cleanliness are necessary to support better service quality and strengthen positive guest perceptions toward the hotel.

3.2. Guests' Perceptions Toward Hotel Service Quality

Guest perceptions toward the service quality of Hotel Satria Wisata varied depending on their experiences, expectations, and interactions during their stay. Based on interview findings, most guests expressed positive perceptions regarding employee hospitality, communication skills, and responsiveness in handling requests and complaints. Guests stated that hotel staff generally welcomed them politely, provided clear information, and attempted to respond quickly whenever assistance was needed. These findings indicate that interpersonal interactions between employees and guests contribute significantly to the formation of positive perceptions regarding hotel services.

From the cognitive aspect, guests perceived the hotel as a relatively comfortable accommodation facility with sufficient supporting facilities for family tourism and recreation. Guests appreciated the availability of swimming pools for adults and children, outdoor restaurant facilities with sea views, spacious parking areas, and supporting recreational facilities. These physical facilities influenced guests' understanding and evaluation of the hotel positively. However, several guests also expressed dissatisfaction regarding room cleanliness, malfunctioning hot water systems, and outdated furniture. These issues negatively affected guests' evaluations because physical conditions are directly associated with hotel quality standards and professionalism [33], [34].

From the affective aspect, guests generally experienced feelings of comfort and satisfaction when interacting with hotel employees. The friendliness and politeness demonstrated by staff created positive emotional responses among guests. Several participants stated that employees attempted to handle complaints properly and communicate respectfully. Positive emotional experiences contributed to guests' satisfaction levels and strengthened their trust toward the hotel. Nevertheless, some guests also experienced disappointment due to facility-related problems, particularly when room conditions did not match their expectations. These negative emotional experiences influenced their overall perception of the hotel's service quality.

The conative aspect of perception refers to guests' behavioral tendencies after receiving hotel services, such as intentions to revisit or recommend the hotel to others. Based on interview findings, guests who perceived the services positively expressed willingness to revisit the hotel because of the strategic location, affordable prices, and employee hospitality. Some guests also stated that they would recommend the hotel to family members or friends. However, guests who experienced problems related to room cleanliness and facility maintenance were less likely to revisit unless service improvements were implemented. These findings indicate that service quality significantly influences customer loyalty and recommendation intentions within the hospitality industry. The following table summarizes guests' perceptions toward hotel services based on perception aspects.

Table 4. Guests' Perceptions Toward Hotel Services

Perception Aspect	Findings	Category
Cognitive	Guests understand hotel services positively but identify facility weaknesses	Sufficient
Affective	Guests feel comfortable with employee hospitality	Good
Conative	Guests are willing to revisit and recommend the hotel	Good

The findings reveal that employee performance and hospitality practices significantly influence positive guest perceptions. Friendly communication, responsiveness, and empathy contribute positively to customer satisfaction. However, facility maintenance problems negatively affect guests' cognitive evaluations and emotional experiences. Therefore, improving physical facilities and maintaining service consistency are necessary to strengthen customer trust and enhance hotel competitiveness.

The findings of this study demonstrate that hotel service quality is strongly influenced by both physical and non-physical service aspects. The implementation of responsiveness, empathy, and assurance dimensions by hotel employees contributed positively to guest satisfaction and perception formation. These findings support the theory proposed by Daga et al. [35], which states that customer satisfaction is influenced by the extent to which services meet or exceed customer expectations. In the context of Hotel Satria Wisata, employees' friendliness, responsiveness, and communication skills became important factors that strengthened positive guest experiences during their stay.

However, this study also found that physical facility conditions significantly influence guest perceptions toward hotel quality. Several guests complained about room cleanliness, old facilities, and malfunctioning equipment such as hot water systems. These findings indicate that the tangibles dimension remains a major challenge for the hotel management. According to the *SERVQUAL* theory, physical evidence is one of the important indicators in evaluating service quality because customers often judge service professionalism based on visible facilities and environmental conditions [36]. Therefore, hotels must continuously maintain and improve their physical infrastructure to support customer comfort and satisfaction.

The findings also reveal that guest perceptions are formed through cognitive, affective, and conative processes. Cognitive perceptions emerged through guests' evaluations of facilities and services received during their stay. Affective perceptions were reflected in guests' emotional responses toward employee hospitality and service interactions. Meanwhile, conative perceptions influenced guests' behavioral intentions such as revisiting and recommending the hotel to others. These findings are consistent with perception theory which states that human perceptions are influenced by experiences, emotional responses, and behavioral tendencies resulting from social interactions and environmental conditions [37].

This study further indicates that hospitality services cannot solely depend on employee friendliness because physical facilities and operational consistency also play important roles in shaping customer satisfaction. Guests expect not only polite communication but also clean rooms, comfortable facilities, and reliable services. Consequently, hotel management must adopt comprehensive service improvement strategies involving infrastructure maintenance, employee training, operational supervision, and customer complaint management. By improving both physical and interpersonal service dimensions, hotels can strengthen positive customer perceptions and maintain competitiveness in the hospitality industry.

Several previous studies have examined hotel service quality and customer perceptions using different approaches. Wang et al. [38] focused on customer perceptions toward hotel services using quantitative analysis, while Nakanishi [39] examined customer satisfaction through the *SERVQUAL* method. Hidayat [40] investigated the influence of service quality on customer satisfaction at Hotel Satria Wisata using quantitative methods. Although these studies provide important findings regarding hospitality services, they mainly emphasize statistical measurement of customer satisfaction. In contrast, the present study adopts a qualitative descriptive approach to explore guest perceptions more deeply through direct experiences, emotional responses, and service interactions. This approach provides broader and more contextual understanding regarding how guests interpret hotel services comprehensively.

The novelty of this study lies in the integration of *SERVQUAL* dimensions with cognitive, affective, and conative aspects of guest perception within a qualitative research framework. Unlike previous studies that primarily focused on numerical customer satisfaction indicators, this study explores guests' subjective experiences

and interpretations regarding hotel services. Furthermore, this research specifically examines a local hospitality business in Parepare City, which has received limited academic attention in hospitality management studies. The findings therefore contribute new insights into the relationship between service systems, perception formation, and customer loyalty in local hotel industries [41].

The implications of this study are expected to provide benefits both theoretically and practically. Theoretically, the findings contribute to hospitality management literature by explaining how service quality dimensions influence cognitive, affective, and behavioral aspects of guest perceptions. Practically, the results can serve as evaluation material for hotel management in improving service systems, employee professionalism, and facility maintenance. The findings also emphasize the importance of balancing interpersonal hospitality services with physical facility improvements in order to strengthen customer satisfaction and hotel competitiveness.

Despite providing important findings, this study has several limitations. First, the study was conducted only at Hotel Satria Wisata in Parepare City, which limits the generalizability of the findings to other hotels or hospitality industries in different regions. Second, the research employed a qualitative descriptive approach with a relatively limited number of participants, meaning that the findings mainly reflect subjective experiences and perceptions of selected participants. Third, the study focused primarily on guest perceptions and service quality dimensions without examining broader factors such as financial management, digital marketing, or organizational culture that may also influence hotel performance. Therefore, future studies are recommended to involve larger participant groups, comparative hotel analyses, and mixed-method approaches to obtain more comprehensive findings regarding hospitality service quality and customer perceptions.

4. CONCLUSION

This study concludes that the service system implemented at Hotel Satria Wisata Parepare has generally been carried out through several operational aspects, including front office services, housekeeping, restaurant services, and supporting hospitality facilities. The hotel has attempted to provide services based on the SERVQUAL dimensions, namely tangibles, reliability, responsiveness, assurance, and empathy. The findings indicate that responsiveness, assurance, and empathy have been implemented relatively well through employee friendliness, politeness, and responsiveness in serving guests. However, several weaknesses were still identified, particularly related to physical facilities, room cleanliness, and maintenance of hotel equipment, which influenced the consistency of service quality. The study also found that guests' perceptions toward hotel service quality varied based on their experiences and expectations during their stay. From the cognitive aspect, guests positively perceived the hotel's facilities and services, although several facility-related problems negatively affected their evaluations. From the affective aspect, guests generally felt comfortable and satisfied with the hospitality and communication demonstrated by hotel employees. From the conative aspect, guests who had positive service experiences expressed intentions to revisit and recommend the hotel to others. Therefore, it can be concluded that service quality significantly influences guest perceptions, satisfaction, and behavioral intentions toward Hotel Satria Wisata Parepare..

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