QUALITY ANALYSIS OF SERVICE IN EDUCATING THE EFFECT OF PRICES, PRODUCTS, RELATIONAL MARKETING AND MCSQ ON CUSTOMER SATISFACTION OF HOTELS IN FOUR STAR HOTELS IN DISTRICT BADUNG PROVINSI BALI, INDONESIA

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Abstract: Hotel business competition in Badung regency Bali Province is increasing. Efforts to be taken by hotel management is to determine the right offer to stay afloat in the midst of competition and can increase profitability. However, companies will experience a failure if unsupported by both internal company and external parties in this company are the customers who always demand satisfaction for the performance of the hotel company. Customer satisfaction as the level of one's feelings as a result of the comparison between reality and expectations received from a product or service. This study aims to prove and analyze the influence of price, product, relational marketing and management commitment on service quality and customer satisfaction of four star hotel in Badung regency of Bali province. The population in this study is hotel guest both domestic and international staying in four star hotel in Badung regency of Bali Province and the sample is 154 people. The data analysis technique using Structural Equation Modeling with SPSS 23 and AMOS 18. The result of the discussion can be concluded that the Price is formed by the tariff as expected, the tariff according to benefit and followed by the competitive tariff, the Product is formed by the Core product and followed by additional Product, Relational Marketing is formed by Attracting, Developed, and followed by Retaining and Management Commitment on Quality Services are formed by empowerment and followed by rewards. Price, product, relational marketing and management commitment on service quality significantly influence the quality of service of four star hotel in Badung regency of Bali Province. Price, product, relational marketing and management commitment on service quality have an effect on significant to customer satisfaction of four star hotel in Badung regency of Bali Province. Service quality significantly affects the customer satisfaction of four star hotel in Badung regency of Bali province. Price, product, relational marketing and management commitment on service quality significantly influence the satisfaction customer of four star hotel in Badung regency of Bali Province with service quality variable as intervening variable.

Keywords: price, product, relational marketing, MCSQ, quality service customer satisfaction.

1. INTRODUCTION
The hotel business competition is getting tougher to be marked by the addition of facilities. Hospitality companies are starting to be driven to further strengthen their strategic base with concepts such as customer focused or market oriented culture to continue to be able to access the market profitably and guarantee sustainable growth (Ferdinand, 2006). The building design, interior and exterior of hotel rooms, the atmosphere created in hotel rooms, restaurants and the food and drinks sold along with all the available facilities are examples of products sold. While the services offered are hospitality and skills of hotel employees in serving customers. Increasing the importance of customer satisfaction, rapid technological
change and the challenges of global competition require the effectiveness of marketing strategies to maintain and develop a company's competitive advantage.

Success in competition in a turbulent business environment requires a market-oriented marketing strategy that can anticipate customer desires. This is very important to do, especially after a prolonged economic crisis since mid-2008 which resulted in the development of the hotel business in Indonesia experiencing various obstacles. Many hospitality companies are forced to do mergers or acquisitions, in order to continue to survive amid intense competition.

Bali is a popular tourist destination in Indonesia. This encourages the growth of the hospitality service industry in Bali. Based on data from the Bali Provincial Tourism Office, total hotels in 2016 were 547 hotels. The list of star-rated hotels is presented in Table 1.

Table 1
Classification of Hotels in Bali Province in 2016

<table>
<thead>
<tr>
<th>No</th>
<th>Classification</th>
<th>Number of Hotels</th>
<th>Percentage (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>5 star</td>
<td>66</td>
<td>34.74</td>
</tr>
<tr>
<td>2.</td>
<td>4 star</td>
<td>75</td>
<td>39.47</td>
</tr>
<tr>
<td>3.</td>
<td>3 star</td>
<td>49</td>
<td>25.79</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>190</td>
<td>100.00</td>
</tr>
</tbody>
</table>

Source: Bali Province Tourism Office 2016 (processed)

Based on Table 1 above shows that the number of four-star hotels has the largest percentage of 39.47%, then five-star as many as 34.74%, and at least three-star hotels as much as 25.79%. Whereas based on Room Occupancy Rate (TPK) in 2010 - 2014, in general both from three-star to five-star hotels experience varying fluctuations. There is a difference between increases and decreases in both five-star and three-star hotels. The following data on the number of rooms that can be seen in detail in Table 2.

Table 2
Number of Starred Hotel Rooms in Bali Province in 2016

<table>
<thead>
<tr>
<th>No</th>
<th>Classification</th>
<th>Number of rooms</th>
<th>Percentage (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>5 star</td>
<td>15,081</td>
<td>50.59</td>
</tr>
<tr>
<td>2.</td>
<td>4 star</td>
<td>10,732</td>
<td>36.00</td>
</tr>
<tr>
<td>3.</td>
<td>3 star</td>
<td>3,997</td>
<td>13.41</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>29,810</td>
<td>100.00</td>
</tr>
</tbody>
</table>

Source: Bali Province Tourism Office 2016 (processed)

Based on Table 2 shows that the number of five-star hotel rooms is 15,081 rooms or 50.59%. Four stars are 10,732 rooms or 36%, and at least three stars are 3,997 rooms or 13.41%. This shows that between the number of five-star hotel rooms and four-star hotels there are significant differences. A significant difference indicates that investors (owners) of hotels tend to invest in five-star hotels rather than four-star hotels. Aside from the hotel rates and facilities that are not far adrift, investors also pay attention to community trends, especially domestic tourists who want to travel and stay at star hotels. Another factor is that competitors face four-star hotels, not only hotels that have the same facilities and services, but also from hotels that have luxury facilities for tourism purposes. Various facilities and services attached to five-star hotels make starred hotel occupancy rates increase.

Room Occupancy Rates (TPK) of starred hotels in Bali in 2010 - 2014 generally experienced varying fluctuations. There is a difference between the rise and fall of star hotels. The following hotel occupancy data in detail can be seen in Table 3.
Table 3
Room Occupancy Rate (TPK) of Starred Hotels in Bali Province in 2010 – 2014

<table>
<thead>
<tr>
<th>Year</th>
<th>5 star</th>
<th>4 star</th>
<th>3 star</th>
</tr>
</thead>
<tbody>
<tr>
<td>2010</td>
<td>3.73</td>
<td>3.70</td>
<td>3.88</td>
</tr>
<tr>
<td>2011</td>
<td>3.61</td>
<td>3.50</td>
<td>3.65</td>
</tr>
<tr>
<td>2012</td>
<td>3.54</td>
<td>3.40</td>
<td>3.40</td>
</tr>
<tr>
<td>2013</td>
<td>3.51</td>
<td>3.37</td>
<td>3.43</td>
</tr>
<tr>
<td>2014</td>
<td>3.42</td>
<td>3.33</td>
<td>3.27</td>
</tr>
</tbody>
</table>

Source: Bali Province Tourism Office 2014 (processed)

In general, the difference between starred hotels is the size of the rooms provided, the number of rooms available, and the facilities available at the hotel. 4-star hotels have the same facilities as 5-star hotels, but in terms of competitive prices with 3-star hotels, it is thus interesting to study the satisfaction of 4-star hotel customers.

The effort that must be taken by hotel management is to determine the right offer so that it can survive in the midst of competition and can increase profitability. However, the company will experience a failure to satisfy the customer if it is not supported by both the company's internal and external parties. Kotler and Keller (2008: 117) define customer satisfaction as a person's feelings as a result of a comparison between reality and expectations received from a product or service. If the perceived service performance is lower than expected, then the consumer will feel disappointed and vice versa. In creating customer satisfaction, companies must be able to increase the customer value that customers need by providing product advantages and value for money. As Hu argues, Kandampully and Juwaheer (2009: 115–116) If the performance matches or exceeds the expectations, then the customer is satisfied, if the performance is below then the customer is dissatisfied”. Customer satisfaction is influenced by expectations, perceived service and perceived quality. Good service quality is also inseparable from the company's internal support, especially management support. Companies whose products are varied and of high quality, with competitive prices will be able to compete with other similar products and can attract more customers and satisfy customers. Products become vital instruments for achieving success and prosperity. Technological developments, increasing global competition, and the dynamics of market needs and desires, requires hotel companies to develop by making room rental rates per day competitive but with maximum facilities. In addition, hotels are required to provide excellent service quality. Means that customers really feel comfortable in receiving services from the hotel. The quality of service in question includes very satisfying facilities, ranging from hotel rooms, spatial planning, friendly, responsive and caring employees.

A well-managed service quality will give good results to meet customer satisfaction. Customers have the freedom to judge whether the service products offered by the hotel provide satisfaction as desired or not. Malhotra and Mukherjee (2004) and Hella (2011) concluded that there was a positive and significant influence between the quality of service provided by employees on customer satisfaction. Morgan and Hunt (2004: 23), stated that commitment is a continuous desire to maintain the quality of valuable services. Customers make a commitment to visit the hotel again to enjoy services to meet customer expectations at the hotel. Malhotra and Mukherjee (2004) stated the quality of service provided by employees who deal directly with consumers affects customer satisfaction. However, service quality cannot be optimal when it is not accompanied by organizational commitment described by MCSQ, as stated by Babakus (2003: 276) management commitment to service quality (MCSQ) is a critical determinant of employee behavior in creating service excellence. MCSQ can be interpreted as an important determinant in creating excellent service.
According to Ashill (2008: 442) supportive management characterizes management concerns and support for employee work and represents the degree to which they create a facilitative climate of support, trust and helpfulness. Management support in the form of management that focuses on the characteristics and support of employees at work and an environment that supports trust plays an important role in satisfying customers.

Customers who are met with expectations for the product or service provided, will cause customer satisfaction so that customers make repurchase (repurchase) in the future and refer others to follow (word of mouth). At the core of marketing there are three important components of activities namely the company (management) as a party offering products and setting prices to consumers (external marketing), employees as service providers require management that nurtures and develops employees (internal marketing). The third marketing activity is interactive marketing activities, by encouraging a good relationship between employees and customers (relational marketing). Building relationships with customers on service products such as hotels plays a role in attracting customers to make repeat purchases. Relationship marketing is an important sustainable competitive advantage, because it creates long-term relationships with customers, especially on non-convenient products.

Relational marketing is a philosophy of running a business that focuses primarily on improving service to existing customers compared to finding new customers. Based on this definition, it can be said that relationship marketing is an effort to get to know consumers better, so that companies can meet the needs and wants of consumers in the long run (Zeithmal and Bitner., 2006: 138). The rationale in marketing practice is that relationships with customers are considered to be very cost-effective compared to finding new customers or getting old customers who have broken up. Indeed, the long-term relationship between the marketer and the customer originates from the creation of a transaction, then similar transactions are repeated again so that eventually it becomes a long-term relationship.

The objectives of this study are:

1. To describe prices, products, relational marketing and MCSQ, service quality and customer satisfaction of four-star hotels in Badung Regency, Bali Province.
2. To analyze the effect of price, product, relational marketing and MCSQ on the quality of four-star hotel services in Badung Regency, Bali Province.
3. To analyze the effect of price, product, relational marketing and MCSQ on customer satisfaction of four-star hotels in Badung Regency, Bali Province.
4. To analyze the effect of service quality on customer satisfaction of four-star hotels in Badung Regency, Bali Province.
5. To analyze the effect of price, product, relational marketing and MCSQ on customer satisfaction through the quality of four-star hotel services in Badung Regency, Bali Province.

2. LITERATURE REVIEW
   a. Price
According to Berkowitz (2002: 314), "Price is the money or other considerations (including other goods and services) exchanged for the ownership or use of good or service." Kotler and Armstrong (2012) define price as the amount of value exchanged by customers to have benefits or use services. Means that price is a sum of money or other forms including goods and services in exchange for ownership of goods and services. Prices are things that consumers consider when making a purchase. Some consumers even identify price with value. According to Yee and Sidek (2008), price significantly influences consumers' choices and purchases. He stressed that the price cuts for household appliances make consumers change brands and buy products earlier than necessary. The price is described as the amount of
payment or compensation for something. This indicates the price as an exchange ratio between goods that pay for each other. Price is an important consideration for the average consumer. However, consumers with high brand loyalty are not price sensitive, so long as consumers are satisfied with certain brands, they will buy back products with the same brand even though the price is very expensive. The statement indicates that price has a positive influence on customer satisfaction.

b. Product
Products and consumers act as stimulus to each other (Hoch and Deighton, 2009). Kotler et al (2012) argues that a product is anything that can be offered to the market to attract attention, owned, used or consumed that can satisfy wants and needs. According to Hoch and Deighton (2009) the learning process that affects among familiarity with the product. When consumers are unfamiliar with products, companies can influence the learning process even though it is slow. Without familiarity, past beliefs tend to be weak and consumers become unable to make conjectures to organize complex experiences.

Product is anything that can be offered to the market to get attention, be bought, used or consumed and can satisfy the desires or needs of consumers (Daryanto, 2011). Product classification according to Daryanto (2011) consists of: Consumer products and Industrial products.

c. Relational Marketing
Relational marketing shows that there is an important change in the value system and philosophical orientation. This is marked by a new marketing theory, customer satisfaction is still considered necessary but is no longer enough as a marketing goal. The purpose of developing relationships is based on a long-term benefit structure and the bond between buyer and seller. The variable that marks is the network relationship which includes trust, commitment and social norms. Berry (2002: 236) termed and defined "Relationship Marketing is attracting, maintaining and - in multi-service organizations-enhancing customer relationships."

This definition emphasizes that relational marketing is a further stage to retain customers, namely by fostering relationships with customers to remain loyal to the company. Berry and Parasuraman (1991: 133) state that "relationship marketing concerns attracting, developing, and retaning customer relationships." In the same way, Morgan and Hunt (2004) argues that "relationship marketing refers to all marketing activities directed towards achieving, developing, and maintaining successful relations exchanges". It can be interpreted that relational marketing is all marketing activities aimed at building, developing and maintaining a successful relational exchange. Parvatiyar and Sheth (1995) view "relational marketing as an orientation that develops close interaction with selected customers, suppliers and competitors for value creation through cooperative efforts."

d. Management Commitment to Service Quality (MCSQ)
According to Hartline and Ferrell (1996: 59) MCSQ as "the manager's affective desire to improve his or her unit's service quality". In addition to influencing service performance, MCSQ also influences satisfaction, as Tjahyono (2012) and Kasiman (2012) view states that MCSQ has a significant effect on customer satisfaction. This view is in line with Cronin et al (1992) that service performance has a significant effect on customer satisfaction. According to Babakus (2003: 273), management commitment to service quality is a critical determinant of employee behavior in creating service excellence. It can be interpreted that management commitment plays an important role in supporting business success. Bowen and Lawler, (1995: 76), Hartline et al., (1990: 151) develop indicators of MCSQ as training, empowerment and rewards. The MCSQ indicator refers to the opinion of Ashill, et al (2008:
460-461) consisting of (1) training, (2) empowerment, (3) employee reward, (4) supportive management, (5) servant leadership and (6) investment in technology.

e. Quality of Service
   According to Duffy (2008), service quality is related to customer perceptions of the services that will be received from the company. Kotler (2011), looking at service quality in principle implies that quality must start from the needs and desires of customers, and end on customer perception. Customer perception of service quality is a comprehensive assessment of the superiority of a product or service. Service quality is an important component in consumer perception, also very important in influencing customer satisfaction. According to Engel (2005) defining service quality is a post-consumption evaluation where an alternative chosen meets or exceeds minimum expectations. Parasuraman (2012) develops the determinants of service quality, namely tangible, reliability, responsiveness, empathy and assurance.

f. Customer Satisfaction
   Customer satisfaction is a feeling of pleasure or disappointment someone who appears after comparing the performance (results) of products thought to the expected performance (Kotler, 2005: 70). In 2010, Kotler and Armstrong defined customer satisfaction as a level where the product was felt in accordance with buyer expectations. Consumer satisfaction with the purchase depends on the actual product performance, so that it matches the expectations of the buyer. If the existence of a product is below the expectations of the buyer, then the buyer is not satisfied. If it is in line with expectations, then the consumer will feel satisfied.

   Customer satisfaction is related to the level where the products and services meet the needs and desires of customers. Customer satisfaction is a comparison between customer perceptions of a product and customer expectations. Customer satisfaction is an important key to being able to retain customers. Without customer satisfaction, the company will be difficult to survive in the face of competition. This is in accordance with the definition stated by Kotler (2012: 18) namely, "The key to customer retention is customer satisfaction". Can be interpreted for customer retention is customer satisfaction.

g. Hypothesis
   \( H_1 \) : Price, product, relational marketing and MCSQ have a significant effect on service quality
   \( H_2 \) : Price, product, relational marketing and MCSQ have a significant effect on customer satisfaction
   \( H_3 \) : Service quality has a significant effect on customer satisfaction
   \( H_4 \) : Price, product, relational marketing and MCSQ have a significant effect on customer satisfaction through service quality

3. RESEARCH METHOD
a. Population, Sample, Sample Size
   The study population was domestic tourists staying in four-star hotels in Badung Regency, Bali Province, with an average of 250 people a month. The sample in this study were domestic tourists in four-star hotels in Badung Regency, Bali Province at the time of the study, which was July 1 - 31, 2016, totaling 154.
   The sampling technique used was purposive sampling. Respondents were selected based on the sample criteria were domestic tourists staying at a four-star hotel in Badung Regency, Bali Province. The method used to determine the sample size that can represent a population
is done using the Slovin formula (Husein, 2011), so that from a population of 250 respondents, the number of respondents obtained as a sample is 154 people. Thus the sampling technique was purposive sampling.

b. Definition of Variable Operations
1) Price (X₁) is the suitability of benefits with the value of sacrifice using hotel services. The price variable (X₁) is operationally measured using the following indicators: tariffs as expected (affordable), rates according to benefits and competitive rates. as measured by a Likert scale.
2) Product (X₂) is everything that the hotel offers to use or consume. Indicators of the product are as follows core products and additional products measured by Likert scale.
3) Relational Marketing (X₃) is retaining customers by building long-term relationships. Relational marketing is measured by the following indicators: attracting, developing, and retaining, which is measured by a Likert scale.
4) MCSQ (X₄) is behavior in creating excellent services. MCSQ is measured by the following indicators: empowerment and rewards as measured by a Likert scale.
5) Service quality (Y₁) is the fulfillment of service that exceeds expectations. Service quality variables (Y₁) are operationally measured using the following indicators: tangible, reliable, responsiveness, assurance and empathy as measured by a Likert scale.
6) Customer satisfaction (Y₂) is the attitude arising from feelings after using and consuming hotel services. The customer satisfaction variable (Y₂) is operationally measured using the following indicators: repurchase interest and reference as measured by a Likert scale.

c. Data Analysis Technique
The research analysis uses: Descriptive analysis to find out how the distribution of respondents' answers to the questionnaire which includes the variables along with each indicator chosen by respondents with an average and SEM (Structural Equation Modeling) analysis to test hypotheses.

4. RESULTS AND DISCUSSION
a. SEM analysis
SEM assumption test results prove the data are normally distributed and not outliers. The overall modeling test results are shown in Figure 1.
Table 4

Hypothesis Test

<table>
<thead>
<tr>
<th>Hypothesis</th>
<th>Variable</th>
<th>Coefficient</th>
<th>Direct Influence</th>
<th>Indirect Influence</th>
<th>Total effect</th>
<th>Results</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Exogen Mediation Endogen</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>H1</td>
<td>Price (X1) - Service Quality (Y1)</td>
<td>0.804</td>
<td>0.000</td>
<td>-</td>
<td>-</td>
<td>Tested</td>
</tr>
<tr>
<td></td>
<td>Product (X2) - Service Quality (Y1)</td>
<td>0.084</td>
<td>0.043</td>
<td>-</td>
<td>-</td>
<td>Tested</td>
</tr>
<tr>
<td>H2</td>
<td>Relational Marketing (X3) - Service Quality (Y1)</td>
<td>0.862</td>
<td>0.001</td>
<td>-</td>
<td>-</td>
<td>Tested</td>
</tr>
<tr>
<td></td>
<td>MCSQ (X4) - Service Quality (Y1)</td>
<td>0.044</td>
<td>0.029</td>
<td>-</td>
<td>-</td>
<td>Tested</td>
</tr>
<tr>
<td>H3</td>
<td>Service Quality (Y1) - Customer Satisfaction (Y2)</td>
<td>0.951</td>
<td>0.001</td>
<td>-</td>
<td>-</td>
<td>Tested</td>
</tr>
<tr>
<td></td>
<td>Service Quality</td>
<td>Customer Satisfaction</td>
<td>0.838</td>
<td>0.765</td>
<td>1.603</td>
<td>Tested</td>
</tr>
<tr>
<td>----------------</td>
<td>-----------------</td>
<td>-----------------------</td>
<td>-------</td>
<td>-------</td>
<td>-------</td>
<td>--------</td>
</tr>
<tr>
<td>Price (X₁)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Product (X₂)</td>
<td></td>
<td></td>
<td>0.931</td>
<td>0.080</td>
<td>1.011</td>
<td>Tested</td>
</tr>
<tr>
<td>Relational Marketing (X₃)</td>
<td></td>
<td></td>
<td>0.501</td>
<td>0.820</td>
<td>1.321</td>
<td>Tested</td>
</tr>
<tr>
<td>MCSQ (X₄)</td>
<td></td>
<td></td>
<td>0.085</td>
<td>0.042</td>
<td>0.127</td>
<td>Tested</td>
</tr>
</tbody>
</table>

* Significant at $\alpha = 5\%$

**b. Discussion**

1) Effect of Price, Product, Relational Marketing and MCSQ on Service Quality

Prices are illustrated from competitive rates, in the form of reasonable hotel additional rates. Products depicted from additional products are complete hotel facilities that exceed customer expectations, in the form of fitness facilities, spas, karaoke, and a large convention hall. Relational marketing which is drawn from attracting in the form of ease of hotel card member procedures, making it easy to use the additional products offered, and MCSQ described from hotel management is committed to empowering staff to respond to hotel guest complaints, making quality hotel services, which is described from reliable in the form of hotels seeking record keeping (records) that are free from errors, such as recording guest identity, billing, and proof of payment.

Staying at a four-star hotel is an option for customers who are on holiday for a majority of 2 - 3 days, because the additional hotel service rates are reasonable, the hotel offers additional products needed to complete the vacation experience, the ease of utilizing procedures for using a hotel member card, and hotel management responding to guest complaints hotel, then customers enjoy the services provided by the hotel.

The results of the study concur with the findings of research conducted by Parasuraman (2001), which states that price significantly influences service quality. Zeithaml *et al.* (1996), which states that the product significantly influences service quality. Berry (2002), which states that relational marketing significantly influences service quality. Tjahjono (2013), Kasiman (2014), which states that MCSQ significantly influences service quality.

2. Effect of Price, Product, Relational Marketing and MCSQ on Customer Satisfaction

Prices are illustrated from competitive rates in the form of reasonable additional hotel rates. Products are described from additional products which are products offered by hotels outside of existing core products. Provision of these additional products will be very beneficial for customers, because in addition to utilizing the core products that exist in a product the existence of these additional products will be a variety of consumer choices in determining purchases, so that with the variety of additional products this will increasingly provide attractiveness to customers. Additional products in the form of completeness of hotel facilities that exceed expectations, relational marketing are illustrated by attracting the ease of procedures for hotel card member holders, and hotel management is committed to empowering staff to respond to hotel guest complaints, making customers feel satisfied as reflected in the repurchase interest described by customers staying again at the hotel four star if you go to Bali.

Prices are reflected in competitive rates, the most appreciated is the reasonable additional hotel service fees, in the form of restaurant, fitness, karaoke, spa, cafe, and launch fees, so
that additional hotel service rates must be paid in proportion to the opportunity to obtain additional services, making customers get satisfaction from these additional services. Products are described from additional products that can satisfy the desires or needs of customers than just staying, reflected by the completeness of hotel facilities that exceed customer expectations. The availability of the complete hotel facilities provided, then the customer will feel satisfied staying in a four-star hotel because customers can enjoy the services and facilities provided by the hotel more than expected. Relational marketing is reflected in attracting, what is most appreciated is the ease of procedures for hotel card member holders. The ease of holding card members allows customers to enjoy the facilities offered by the hotel, so that customers get experience in enjoying the services of hotel card member facilities that exceed customer expectations making the experience during a four-star hotel stay satisfying. MCSQ is reflected in empowerment, what is most appreciated is that hotel management trains skilled staff in responding to hotel guest complaints, so that customers feel they are getting attention from the hotel management, this makes customers feel satisfied during their stay in a four-star hotel and want to stay again in the same hotel. The results of the study concur with the findings of research conducted by Parasuraman et al., (1999), Parasuraman (2001), which states that price significantly influences customer satisfaction. Humphreys (1998), Prasastono and Pradapa (2012), which states that the product significantly influences customer satisfaction. Sefesiyani et al. (2015) and Mutholib (2016), who state that relational marketing significantly influences customer satisfaction. Babakus et. al. (2003); Nicholas and Jayne (2006), which states that MCSQ significantly influences customer satisfaction.

3. Effect of Service Quality on Customer Satisfaction
Service quality is depicted from reliable in the form of providing careful service, meaning without any mistakes, and delivering services in accordance with the agreed time that is reflected by the hotel striving for records that are free of errors, will make customers feel satisfied because they do not experience errors in recording, registration, payment, and any recording and services that are presented according to the promised time, thus encouraging customers to be interested in staying back to a four-star hotel in Bali. Quality of service is the expected excellence and control over the level of excellence is to meet customer desires. The way to retain customers is to provide services with a higher quality of service than competitors consistently and meet customer expectations. Good service quality will increase customer satisfaction. Conversely poor service quality will reduce customer satisfaction. Quality of service can affect customer satisfaction. The results of the study concur with the findings of research conducted by Zeithaml et al. (1996), Prasastono and Pradapa (2012), Zeithaml & Parasuraman (1996), Duffy and Ketchan (2008), who stated that service quality significantly influences customer satisfaction.

4. Effect of Price, product, relational marketing and MCSQ on customer satisfaction of four-star hotels with service quality as an intervening variable Service quality mediates the effect of price, product, relational marketing and MCSQ on customer satisfaction. Prices depicted from competitive rates in the form of reasonable hotel additional rates, products portrayed from additional products in the form of hotel amenities that exceed customer expectations, and relational marketing are illustrated by attracting procedures in the ease of hotel card holder holders, and MCSQ as described by hotel management is committed to empowering staff responding to hotel guests' complaints, accompanied by reliable service quality reflected from the hotel striving for error-free records, will make customers feel satisfied because they
do not experience errors in recording, registration, payment, and any recording and services that are presented on time promised, thus encouraging customers to be interested in staying back at a four-star hotel in Bali.

Price has a dominant effect on customer satisfaction by mediating service quality. This shows that the price is reflected from competitive rates, in the form of reasonable hotel additional service rates, supported by quality services that are reflected by reliable, reflected from the records that are free from errors, because they do not experience errors in recording, for example recording registration and payment, the customer does not suffer losses due to payment errors or customer data, so that the customer feels satisfied and encourages repurchase interest to stay again at the same hotel if the customer needs lodging services. Thus, competitive prices, hotel additional products that are met, the establishment of relational marketing and MSCQ that empowers staff to handle customer complaints, along with faultless service quality makes customers feel the satisfaction of staying at a four star and intending to stay again.

5. CONCLUSIONS AND SUGGESTIONS
a. Conclusion
1) Price, product, relational marketing and MCSQ affect the quality of four-star hotel services in Badung Regency, Bali Province. Prices are reflected by hotel rates that match customer expectations, core hotel service products that are met through attractive membership into hotel customers and management commitment in empowering hotel staff make quality hotel services in customer perceptions as reflected by online booking guarantees.
2) Price, product, relational marketing and MCSQ affect customer satisfaction of four-star hotels in Badung Regency, Bali Province. Tariffs that are in line with customer expectations, core hotel service products are met, attractive membership to become a hotel customer and management commitment in empowering hotel staff will provide hotel customer satisfaction, so that referring others to stay in the same hotel if you go to Badung Regency, Bali Province.
3) Service quality affects customer satisfaction of four-star hotels in Badung Regency, Bali Province. Booking a room that can be done online makes consumers feel satisfaction that encourages referring to others.
4) Price, product, relational marketing and MCSQ to customer satisfaction through the quality of four-star hotel services in Badung Regency, Bali Province. Booking a hotel room online will determine the price, product, relational marketing and MCSQ for customer satisfaction which is reflected in recommending staying in the same hotel with another party.

b. Suggestion
1) For Science Development
   Enriching the concept of service quality and customer satisfaction so that it can be applied in hospitality marketing.
2) For Hotel Management Leaders
   a) Develop a marketing strategy, especially on prices to always be attractive, by providing tariff rates that are appropriate for the benefits of the additional services provided.
   b) Hotel management is committed to empowering staff through training in order to handle hotel guest complaints.
3) For Further Research
Researchers further continue / develop research now by adding the influence of lifestyle on customer satisfaction.

REFERENCES


