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# THE EFFECT OF PRICE, PRODUCTS AND RELATIONAL MARKETING ON CUSTOMER SATISFACTION IN THE FOUR STAR HOTELS IN THE DISTRICT BADUNG PROVINSI BALI, INDONESIA

**Dr. I Wayan Majuarsa, S.Sos, MM**
University of Mahendradatta, Bali Indonesia

## ABSTRACT

*Four-star hotels in the province of Bali attract investors to invest because of the natural panorama and friendly Balinese culture, politely making visitors want to come back. This research is motivated by the high level of competition in four-star hospitality services that makes consumers have many choices. Therefore it is necessary to identify the factors that can influence customer satisfaction for making decisions to stay at consumers so that they can compete with competitors*

*The purpose of this research is to determine the effect of price, product and relational marketing on customer satisfaction of four-star hotels in Badung Regency, Bali Province. The study population was domestic tourists staying in four-star hotels. By using the Slovin formula, a total of 100 research samples were obtained. Researchers obtained respondent data using interview methods, distributing questionnaires or questionnaires, documentation studies, and literature studies. After the data is obtained, the researcher processes it with inferential analysis techniques, namely the product moment correlation coefficient, the classic assumption test consisting of the normality test, heterokedasticity test, and multicollinearity test, after conducting the prerequisite test the researcher proceeds to the multiple linear regression and determinant coefficient. The data analysis technique using SPSS 23.*

*The result of the discussion can be concluded that the Price influences customer satisfaction in four-star hotels in District Badung, Province Bali. Rates that meet customer expectations will provide hotel customer satisfaction, so refer others to stay in the same hotel if you go to District Badung, Province Bali. Product influences customer satisfaction in four-star hotels in District Badung, Province Bali. The core products of hotel services that are met will provide hotel customer satisfaction, so that referring others to stay at the same hotel if you go to District Badung, Province Bali.Relational marketing influences customer satisfaction in four-star hotels in District Badung, Province Bali. An attractive membership to a hotel customer will give hotel customer satisfaction that is reflected by recommending that you stay at the same hotel with another party*

***Keywords**: price, product, relational marketing, customer satisfaction*

## INTRODUCTION

Hotel companies are service companies that combine products and services. The hotel functions only as a place to spend the night for consumers who travel on business or travel and do not have relations at their destination. But over time, the function of the hotel has increased its function, the hotel became a commercial business that provides lodging, food, and other services to the public.

The hotel business competition is getting tougher to be marked by the addition of facilities. The hotel is used for weddings, company meetings, launching new products for a company and not infrequently the hotel is used for weekends for the upper middle class.

Hoteliers are expected to be responsive and have a fast response to these changes. 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 sold are hospitality and skills of hotel employees in serving their customers

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). 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. It 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 things like mergers or acquisitions, this is done in order to continue to survive. Various efforts made by hospitality companies to survive (survive) in the period after this prolonged crisis, besides having to face very tight competition among other hospitality companies.

Bali is a popular tourist destination in Indonesia. For foreign tourists, Bali is better known than Indonesia. This encourages the growth of the hospitality service industry. Based on data from the Bali Provincial Tourism Office, a total of one, two, three, four and five star hotels in Denpasar, Badung, Kuta and Gianyar in 2016 there were 547 starred hotels starting from 1 (one) to five star hotels. List of star hotels in Denpasar, Badung, Kuta and Gianyar Beach as shown in Table 1.

*TABLE 1.*Classification of Hotels in Bali Province in 2016

| **No** | Classification | **Hotel Total** | Percentage **(%)** |
|---|---|---|---|
| 1. | 5 Star | 66 | 12,07 |
| 2. | 4 Star | 75 | 13,71 |
| 3. | 3 Star | 49 | 8,96 |
| 4. | 2 Star | 22 | 4,02 |
| 5. | 1 Star | 335 | 61,24 |
| | **Total** | **547** | **100,00** |

Based on Table 1 above shows that the number of one-star hotels has the largest percentage of 61.24%, then four-star as many as 13.71%, five-star as many as 12.07, three-star as many as 8.96% and at least two-star hotels as many as 4.02%. Whereas based on the Room Occupancy Rate (TPK) of five-star hotels in the Province of Bali in 2010 to 2014 in general both from one star to five stars experienced varying fluctuation. There is a difference between increase and decrease in both five-star and one-star hotels.

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 if without the support of both the company's internal and external parties, in this case the customers who always demand satisfaction from the performance of the hospitality company. Kotler and Keller (2008: 117) define customer satisfaction as the level of one'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. If service perceptions meet or

exceed consumer expectations, then consumers will feel satisfied and there is a tendency of consumers to use these service providers

In creating customer satisfaction, companies must be able to increase customer value by providing product advantages and value for money. Good service quality is also inseparable from the company's internal support, especially support from management. Companies whose products are varied and of high quality, with competitive prices so that they can compete with other similar products, will be able to attract more customers and satisfy customers.

Products become a vital instrument for achieving success and prosperity in a modern company. 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. Building relationships with customers on service products such as hotels plays an important role in attracting customers to make repeat purchases. Relationship Marketing (relational marketing) is the advantage of sustainable competitiveness, because creating long-term relationships with customers, especially on non-convenient products is important.

Relational marketing is a philosophy of running a business that focuses primarily on improving service to existing customers compared to finding new customers. From this definition it can be said that relationship marketing is an effort to get to know consumers better, so that companies can meet their needs and wants in the long run (Zeithmal et al., 2006: 138). Based on the background that has been described, the writer is interested in researching with the title "Effect of Price, Product and Relational marketing on Customer Satisfaction of four-star Hotels in District Badung, Province Bali.

## LITERATURE REVIEW

### Price

Kotler and Keller (2016: 483) price is the sum of all values given by customers consisting of various components to benefit from owning or using a product, both goods and services. Engel in Nursida (2014) defines price as the amount of money (plus some products) needed to get a combination of products and services. According to Stanton in Putri (2014: 7) price is the amount of value exchanged by consumers for the benefit of owning or using a product or service whose value is determined by the buyer or seller (through bargaining) or set by the seller for an equal price to all buyers.

Berkowitz et al. (2002: 314), "Price is the money or other considerations (including other goods and services) exchanged for the ownership or use of good or service." 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.

Price is the amount of money billed for a product or the amount of value that consumers exchange for the benefit of owning or using a product (Daryanto, 2011). Private and Irawan (2008), "price is a sum of money plus a number of goods if possible which is needed to get a combination of goods and services". Price is often used as an indicator of value when the price is associated with the perceived benefits of goods or services. Thus it can be concluded that at a certain price level, if the benefits felt by consumers increase, the value will increase as well (Tjiptono, 2006). Consumers choose a product because they really want to feel the value and benefits of the product, because they see the opportunity to have the product at a cheaper price than usual so that it is more economical, because there is an opportunity to get a gift from purchasing the product, or because they want to be considered other consumers that know a lot about these products and want to be considered loyal.

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 also conveys to the market the company that is intended to place the value of the product or brand.

**Product**

A product is something that is traded for the purpose of benefiting from the creativity of a person, marketing team, or company. Wijayanti (2012: 13). According to Kotler and Armstrong in Ginting (2011: 90) defining a product is anything that can be offered to the market for attention, acquisition, use and consumption that can satisfy wants or needs. Products are more than just measurable items. In a broad sense the product includes physical goods, services, people, organizations, ideas, or a combination of these. Meanwhile, according to Abdullah and Tantri (2012: 155) product quality means the product's ability to carry out its functions including durability, reliability, accuracy, ease of use and repair as well as other valuable attributes.

Product Level

Kotler in Ginting (2011: 90) places products on four levels:

1. Core products, The core product is the most basic level of problem solving in the product service package, which is the main product sought by the customer. In this case the core product referred to is the core benefit of the non-physical product.
2. Products to make it easier, Products to make things easier are goods or services that must be presented to guests when they use core products.
3. Supporting products, Core products require products to make things easier but don't require supporting products. Supporting products are extra products that are held to add value to core products and differentiate them from competitors.
4. Combined products, Combined products include ease of access, atmosphere, customer interaction with service organizations, customer participation, and interaction between customers

   Each product is hierarchically related to another particular product. This product hierarchy starts from basic needs to the type of product that will satisfy those needs.

**Relationship Marketing**

In the world of marketing the relationship between the seller and the consumer is important because this relationship will create an exchange that is the main goal. Relationship Marketing (relational marketing) plays an important role as the advantage of sustainable competitiveness that is used to create long-term relationships with customers, especially on non-convenient products, as Kotler (2000: 578) argues. Relationship marketing is attracting, maintaining, and enhancing strong relationship with customers and other stakeholders. It can be interpreted that relationship marketing is attracting, maintaining, and enhancing strong relationships with customers and other stakeholders

A close relationship between the seller and the buyer will have a positive impact on the exchange process. In the context of the science of social exchange, trust has been widely studied. Relationships between companies that produce service products and employees as service providers with buyers or customers can be created if there is trust and confidence. So that it can be stated that the measure will be built relational marketing is trust and confidence.

Sivesan (2012) relationship marketing is a very important concept to attract and retain customers in an organization. In the modern business world, the focus of marketing reflects the changing movement from transactional marketing to relationship marketing. Building, maintaining, and always improving customer relationships is an important aspect of business.

The concept of relationship marketing is widely understood, both academically and professionally, where the aim is to enhance strong relationships and indifferent customers indifferent to being loyal.

A close relationship between the seller and the buyer will have a positive impact on the exchange process. In the context of the science of social exchange, trust has been widely studied. Relationships between companies that produce service products and employees as service providers with buyers or customers can be created if there is trust and confidence. So it can be stated that the relational marketing measures will be built through trust and confidence.

**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). Whereas Sumarwan (2003: 322), consumer satisfaction is the impact of the comparison between customer expectations before the purchase and what consumers actually obtain from the product purchased.

Prasasti (2003), defines satisfaction as a post-consumption evaluation where an alternative chosen does not meet or exceed expectations. Kotler and Armstrong (2000: 546) define customer satisfaction as a level where the product is 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. Consumers have various levels of satisfaction. 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. Consumer satisfaction is the level of consumer feelings after comparing with expectations.

Customer satisfaction is associated with the level at which 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.

Engel, et al (2005) revealed that customer satisfaction is a post-purchase evaluation in which the alternative chosen at least provides the same results or exceeds customer expectations, while dissatisfaction arises when the results obtained do not meet customer expectations. To anticipate increasingly fierce competition in the service industry, hotels must be able to provide services that can meet customer needs and satisfaction. The quality of services that are managed well will give good results to meet customer satisfaction has the freedom to judge whether the mix of services offered provides satisfaction as desired or not.

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**Analytical framework**

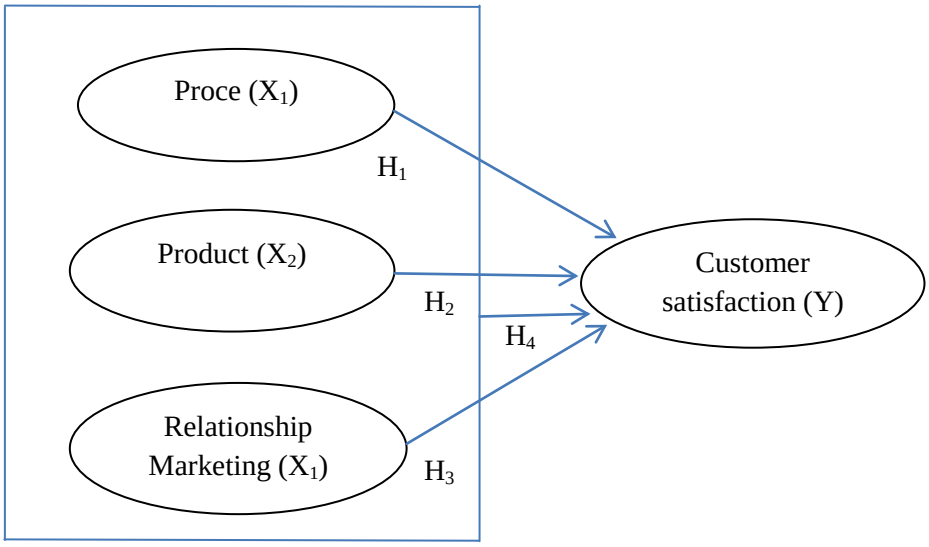


Figure 1. Analytical framework

***Hypothesis***

$H_1$ : Price influences customer satisfaction in four-star hotels in District Badung Province Bali.

$H_2$ : Product influences customer satisfaction in four-star hotels in District Badung Province Bali.

$H_3$ : Relationship marketing influences customer satisfaction in four-star hotels in District Badung Province Bali.

$H_4$ : Price, product and relationship marketing simultaneously influence customer satisfaction in four-star hotels in District Badung Province Bali.

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## RESEARCH METHODS

*Design Research*

This is a type of research hypothesis research with a research design in the form of causal research. Causal research is used to analyze the relationship between one variable with another variable or how a variable affects other variables. The hypothesis in this study aims to determine the effect of price, product and relational marketing on the customer satisfaction of 4-star hotels in Bali

*Populations and Samples*

The study population was domestic tourists staying in four-star hotels in Badung Regency, Bali Province, with an average of 134 people. The sample in this study were domestic tourists in four-star hotels in Badung Regency, Bali Province. 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 134 respondents, the number of respondents obtained as a sample is 100 people. Thus the sampling technique was purposive sampling.

**Data Analysis Techniques**

**Test Validity**

According to Sugiyono (2015:267), Valid means the instrument can be used to measure what was about to be measured. In other words, it is useful to indicate the validity of the instruments used in measuring a attribute does exactly measure the attribute in question, so

that the note instrument is useful or not. If the value is less than 0.05 probability then the statement is said to be valid.

**Test Reliability**

According to Ghozali (2009:45) is a device used to measure reliability a questionnaire that is an indicator of variable or invalid constructs. A questionnaire said reliability or reliable if the answers someone against a statement is consistent or stable over time. Reliability measurement can be done by One Shot or the measurement is done only once and the results were compared with another question or measure the correlation between ' answers to questions. SPSS provides facilities for measuring reliability with test statistics cronbach alpha. An invalid constructs or variables are said to be reliability if cronbach alpha value above 0.6 (Nunnally, 1960) in Ghozali (2009:46). After a test validity and reliability tests, then conducted further analysis.

**Classic assumption test**

Before a regression analysis is performed, the analysis requirements test is performed first. The analysis test includes: Juliandi (2013: 174), including:

*Normality Test*

Normality test in this study is used to test whether the model regression, the independent variable and the dependent variable both have a distribution normal or not. Normality test used in this study is graph analysis and statistical data analysis using Kolmogorov- Smirnov Z (1-Sample K-S). The basis for decision making for statistical tests

*Multicollinearity Test*

Multicollinearity is used to test whether the regression model found a strong correlation between independent variables

*Heterokedasticity Test*

Heterokedastisitas is used to test whether in the regression model, there is an inequality of residual variance from another observation. If the residual variation from one observation to another observation is fixed, then it is called homokedastisitas, and if the variance is different it is called heterokedastisitas. A good model is not heterokedastisitas.

**Multiple Linear Regression**

Multiple linear regression is a technique to determine the correlation between a criterion variable with a combination of two or more predictor variables. In the multiple regression prediction error can be minimized, because in the prediction included other variables (factors) that influence the prediction. The formula is as follows: Jogiyanto (2012: 181)

$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + e$

Information:

Y = Customer Satisfaction

$\alpha$ = Constant

$\beta_{1,2,3}$ = Multiple Linear Regression Coefficient

$X_1$ = Price

$X_2$ = Product

$X_3$ = relational marketing

e = Confounding Variable (standard error)

**Hypothesis Testing**

Testing the hypothesis in this study are as follows:

*1. Simultaneous test (F-Test)*

This test is conducted to see whether all independent variables entered in the model have a simultaneous effect on the dependent variable.

The form of testing is as follows:

a. $H_0$: $\beta_1=\beta_2=\beta_3 = 0$, (does not affect simultaneously the independent variable on the dependent variable)
b. $H_0$: $\beta_1=\beta_2=\beta_3 \neq 0$, (simultaneously influences the independent variable on the dependent variable).

Freg decision making criteria are as follows:

a. $H_0$ is rejected if Fcount <F table or Sig <α (0.05)
b. $H_0$ is accepted if Fcount> F table or Sig> α (0.05)

*2. Partial / individual test (t-test)*

This test is carried out to find out how far the influence of one independent variable partially (individually) explains the variation of the dependent variable.

The form of testing is as follows:

a. $H_0$ : $\beta_i = 0$,, (has no partial effect on the independent variable on the dependent variable).
b. $H_1$: $\beta_i \neq 0$, (partially influences the independent variable on the dependent variable)

The decision making criteria are as follows:

a. $H_0$ is accepted if tcount <ttabelpada α = 5%
b. $H_0$ is accepted if t> t table at α = 5%

*3. Determinant Coefficient (R2)*

The coefficient of determination is used to measure how far the ability of the independent variables in explaining the variation of the dependent variable. The coefficient of determination ($R^2$) ranges from zero to one ($0 \leq R \leq 1$), where the higher $R^2$ (close to 1) means that the independent variables provide almost all the information needed to predict the variation of the dependent variable and if $R^2 = 0$ indicates Free variables as a whole cannot explain the dependent variable.

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## RESULTS AND DISCUSSION

### Data Quality Test

### Test Validity

Validity test is done by comparing the calculated value with Correlated Item Total Correlation, which compares the r count with r table. Pearson correlation value (r arithmetic) obtained from all questions for all variables, both price, product and relational marketing and customer satisfaction have a calculated value on corrected item-total correlation is greater than $r_{table} = 0.1854$. Because the value of r table for a sample of 100 at a significant level of 0.05 is 0.1854. Based on the previous validity criteria, it can be concluded that all questions for all variables in this study are valid.

### Reliability Test

The reliability test in this study uses the Cronbach's Alpha formula. Something the research questionnaire can be declared reliable if the calculated value is greater than 0.60. All variables have Cronbach's Alpha values above 0.60. Based on the reliability test criteria, it can be concluded that different from the whole the variables in this study are reliable.

### Classical Assumption Test

### Normality Test

Residual normality testing is carried out using the Kolmogorov test - Smirnov. What is significant from the Kolmogorov-Smirnov test or more probability greater than 0.05, then the data distribution is normal. Testing shows

that the Kolmogorov-Smirnov value is 0.081; 0.068; 0.057 and 0.078, more greater than 0.05. Based on the previous normality test criteria, it can it was concluded that the residual data were normally distributed.

**Multicollinearity Test**

Multicollinearity testing used is to calculate whether the value Variance Inflation Factor (VIF) is smaller than 10 and tolerance value is greater of 0.10 or around the number 1. The test results indicate a value tolerance is 1.192; 1.278 and 1.284 greater than 0.10 and the value of Variance Inflation Factor (VIF). Based on the multicollinearity test criteria, it can be concluded that free construct of multicollinearity.

**Heterokedasticity Test**

Heteroscedasticity test in this study uses the Glejser method. Results The test shows that the Sig. for all independent variables > alpha ($\alpha$ = 0.05) so that it can be concluded that the research model is not contains symptoms of heteroscedasticity.

**Results of Multiple Linear Regression Analysis**

To determine the effect of price, product and relational marketing on customer satisfaction, used linear regression analysis multiple. Based on the results of processing statistical data through SPSS, obtained output as follows:

*TABLE 2.* SPSS Output for Multiple Linear Regression Analysis

| | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|---|---|---|---|---|---|
| | β | Std.Error | Beta | | |
| Constant | 0.977 | 0.385 | | 2.573 | 0.013 |
| Price ($X_1$) | 0.167 | 0.083 | 0.168 | 2.007 | 0.048 |
| Product ($X_2$) | 0.273 | 0.080 | 0.295 | 3.397 | 0.001 |
| Relational marketing ($X_3$) | 0.310 | 0.071 | 0.382 | 4.393 | 0.000 |

Based on the multiple linear regression calculation shown the table above, then the regression equation model as follows:

$Y = 0.977 + 0.167X_1 + 0.273X_2 + 0.310X_3 + e$

**Determination Analysis Results**

Determination analysis test using Adjusted $R^2$.

The adjusted $R^2$ value is 0.433, or close to 1. This means that 43.3% of the variation in customer satisfaction can be explained by variations of the three variables, namely price, product and relational marketing. The remainder of 100% - 43.3% = 56.7% is explained by other causes outside this regression model.

**Simultaneous Influence Test Results**

Based on testing, obtained $F_{table}$ of 2.7031 and $F_{count}$ of 24.483 with a probability of 0.000 because the value of $F_{count} > F_{table}$ and the significance value is much smaller than 0.05. It can be concluded that the regression model can be used to predict customer satisfaction, or it can be said that price, product and relational marketing jointly affect customer satisfaction.

*Partial Test Results (t Test)*

The results in Table 1. show that all three variables are independent entered into the regression model can be analyzed as following:

1. Price variable ($X_1$) has a coefficient value of 0.167 and a significance value of 0.048 < significance level of 0.05. Thus, there is an effect of Price on customer satisfaction. Therefore, the research hypothesis ($H_1$) is accepted.
2. Product variable ($X_2$) has a coefficient value of 0.273 and a significance value of 0.001 < significance level of 0.05. Thus, there is an effect of Product on customer satisfaction. Therefore, the research hypothesis ($H_2$) is accepted.
3. Relational marketing Variable ($X_3$) has a coefficient value of 0.310 and a significance value of 0.000 < significance level of 0.05. Thus, there is an effect of relational marketing on customer satisfaction. Therefore, the research hypothesis ($H_3$) is accepted.

From the results of the analysis above, only the Relational marketing variable has a dominant significant influence on customer satisfaction.

Hyphotesis 1.Price affects customer satisfaction

The results of this study support the first hypothesis that there is influence price is positive towards customer satisfaction. This matter indicated by the regression coefficient $X_1$ of 0.167 states that every increase in price of 1 unit will increase customer satisfaction of 0.167 units. t value is equal to 2.007 is greater than table 1,6849 indicating that the variable price has a positive and significant effect on customer satisfaction. This is supported by a significance of 0.048 smaller than 0.05 states that price variable has a positive and significant effect on customer satisfaction. From the research results obtained by R square value of 0.775 which means price affects customer satisfaction 77.5% while the remaining 22.5% is explained by other factors in outside this research.

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. The results of this study support the research conducted by Majuarssa, Astuti and Chandrarin (2020) which concluded that the price has a significant effect on customer satisfaction in hotels in Bali. 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.

Hyphotesis 2.Product affects customer satisfaction

The results of this study support the first hypothesis that there is influence product is positive towards customer satisfaction. This matter indicated by the regression coefficient $X_2$ of 0.273 states that every increase in product of 1 unit will increase customer satisfaction of 0.273 units. t value is equal to 3.397 is greater than table 1,6849 indicating that the variable Price has a positive and significant effect on customer satisfaction. This is supported by a significance of 0.001 smaller than 0.05 states that product variable has a positive and significant effect on customer satisfaction. From the research results obtained by R square value of 0.775 which means product affects customer satisfaction 77.5% while the remaining 22.5% is explained by other factors in outside this research.

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. The results of this study support research conducted by Majuarssa, Astuti and Chandrarin (2020) which concluded that the product has a significant effect on customer satisfaction in hotels in Bali. The results of the study concur with the findings of research conducted by Humphreys (1998),

Prasastono and Pradapa (2012), which states that the product significantly influences customer satisfaction.

Hypothesis 3. Relational marketing influences customer satisfaction

The results of this study support the first hypothesis that there is a positive relationship between relational marketing and customer satisfaction. This is indicated by the regression coefficient X2 of 0.310 which states that each increase in relational marketing by 1 unit will increase customer satisfaction by 0.310 units. T value equal to 4.393 is greater than table 1.6849 which shows that the relational marketing variable has a positive and significant effect on customer satisfaction. This is supported by the significance of 0,000 less than 0.05 which states that the relational marketing variable has a positive and significant influence on customer satisfaction. From the research results obtained R square value of 0.775 which means that relational marketing affects customer satisfaction 77.5% while the remaining 22.5% is explained by other factors outside this study.

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. The results of this study support the research conducted by Majuarssa, Astuti and Chandrarin (2020) which concluded that relational marketing has a significant effect on customer satisfaction in hotels in Bali. The results of the study concur with the findings of research conducted by Sefesiyani et al. (2015) and Mutholib (2016), who state that relational marketing significantly influences customer satisfaction.

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## CONCLUSIONS AND SUGGESTIONS

### Conclusion

1. Price influences customer satisfaction in four-star hotels in District Badung, Province Bali. Rates that meet customer expectations will provide hotel customer satisfaction, so refer others to stay in the same hotel if you go to District Badung, Province Bali.
2. Product influences customer satisfaction in four-star hotels in District Badung, Province Bali. The core products of hotel services that are met will provide hotel customer satisfaction, so that referring others to stay at the same hotel if you go to District Badung, Province Bali.
3. Relational marketing influences customer satisfaction in four-star hotels in District Badung, Province Bali. An attractive membership to a hotel customer will give hotel customer satisfaction that is reflected by recommending that you stay at the same hotel with another party.

### Suggestion

1) For Hotel Management Leaders
   a) Develop a marketing strategy, especially on customer satisfaction.
   b) Hotel management is committed to empowering staff through training in order to handle hotel guest complaints.
2) For Further Research
   Researchers further continue / develop research now by adding the influence of lifestyle on customer satisfaction.

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