



# Female Business Travellers Satisfaction on Hotel Attributes in Indonesia

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## Abstract

With the steep growth of female business travellers in Indonesia, it is indeed a challenge to chase the opportunity offered by them . Since there is limited research in Indonesia to explain this issue, many hoteliers will need to take advantage of new research with this trend of growing numbers of female travellers in Indonesia. The objective of this study was to briefly examine the satisfaction of female business travellers in Indonesia related to desired hotel attributes. This research used a quantitative analysis and structured questionnaires which were distributed to 150 respondents who were female business travellers. The method of collecting the data was by spreading online questionnaires through Google forms. To analyze the data, SPSS statistics software was used to run multiple linear regression tests. The results of the research indicate that the facility safety and security and room quality are the key significant factors for female business traveller's satisfaction with hotel attributes considered. It can be said that Indonesians female business travellers prefer valuing their satisfaction of hotel attributes depending on facilities provided by the hotel industry. So, using this research the hotel industry can perhaps gain female business traveller satisfaction based on the attributes provided by focusing on the provision of a facility which has safety and security, clean rooms and things such as fast internet connections, and entertaining TV cable channels.

**Keywords:** Female business traveller, satisfaction, Indonesia, facility, hotel industry.

## Introduction

Hotels are one of the main businesses in the travel and tourism industry. Currently, meeting sustainable customer satisfaction is the biggest challenge for managers in the hotel industry (Dominici & Guzzo, 2010). In order to meet the market expectation, hoteliers need to always offer the main points sought at their service delivery and the best marketing strategy of their services is vital (Hao & Har, 2014). The main factors of hotel customer satisfaction are the facilities and



services of the hotel itself (Gumaste, 2019). Considering the customer of the hotel industry, there are many segments such as inter alia, leisure traveller and business traveller to contend with. Specifically, the female segment it seems is a promising one to cater for the gains sought by the hotel industry. As the tourist market grows identification of gender variances in tourist behaviours and the capacity to meet gender needs will be the key to effective distinction in service in the hotel industry.

The Central Bureau Statistics of Indonesia, as known as Badan Pusat Statistik (BPS) reported in February 2018 that there is an increase in the women's labour force participation rate to 55.4 % in 2018 from 55 % in the previous year. Currently, the growth of females in Indonesia is at the increasing trend that makes the female segment is automatically going up and forecasted will be at an equal percentage at year 2032 with the male (BPS, 2019). With female traveller growth described in two factors above, there is some certainty that in future, Indonesia will have many female workers who will often need to go to take care of their business. Female business travellers are now one of the major markets for the growing hotel industry. Hotels need to offer products to meet and exceed the needs of the market. Female business travellers have some needs such as inter alia a separate check in desk, a good meeting room space, in room fax facilities (Baker et al., 2000).

Female business travellers are defined as women wanderers whose expenditures are spent by the company she works for (AskOxford.com, 2014). Although female business travellers are considered as a minor position demand today, they are evolving into a significant market leverage (Hao & Har, 2014). To continue competitiveness in the market, it seems obvious that the hotel industry must be eligible to improve and concentrate its assistance to fulfil the requirements and expectations of female business travellers (Brownell, 2011). Based on the rapid enlargement of worldwide tourism and female tourists, the circumstance of gender importance and character of hotels has become a crucial prosperity for tourism commodity differentiation. Prior research affirmed that there is an apparent appetite to incorporate gender varieties and tourism marketing studies (Hao & Har, 2014). To travel independently, female travellers have a concern which is mainly safety and security and uncertainty of problems faced in an uncommon terrain with no family help close by (Ying, Khairil & Jamil, 2017). Travellers satisfaction for each hotel segmentation which has low and high price is dependent on the service quality they get (Qu, Ryan & Chu, 2000; Nicolaidis, 2008). In a previous study that was conducted in China, the provision of good facilities and attributes in the hotel room are specifically related to the level of guest satisfaction (Zhou et al., 2014).

Referring to predictions on the future growth of female business travellers, there is a requirement to specifically know about the satisfaction of female business travellers for hotel attributes so as to gain knowledge in how to sustain this segment of the market. However, there is a lack of information about the female business traveller requirements for hotel safety, services, and desired attributes in Indonesia. The objective of this study was to examine the satisfaction of female business travellers in Indonesia for the desired hotel attributes. The factors of hotel attributes including facilities, safety, and services were adopted in this research in accordance with female business travellers satisfaction needs. This research seeks to help the hotel industry to perceive in greater detail of female business traveller satisfaction needs in hotel attributes due to the current and future growth of this segment. With the said information in the mentioned factors, the hotel industry can maybe capture the segment and take the opportunity to maximize the gain generated by the female business traveller.



## Literature Review

A hotel is an establishment that provides services to guests or temporary residents who intend to stay at there and give them accommodation, good facilities, safety, food and drinks (Medlik & Ingram, 2000). Hotels are generally known as the lodging sector which provides overnight accommodations for guests (Jones & Lockwood, 1989). According to Hayes and Ninemeir (2007), hotels are defined as companies that provide bedrooms or various other service facilities to guests. As the guests stay at the hotels, they will spend their money on the hotel services, safety, facilities and then spend money for products from hotel shops, and this will contribute to the local economy and finally contribute to the economy of the country (Sahida et al., 2011). Therefore, hotels can be defined as an infrastructure that operates to provide services, facilities, and security for people who are far from home.

In a competitive world with fluctuating customer needs and demands, the marketer has to investigate the customers' profile and information in order to capture the market segments to develop new products or services so as to be able to meet and exceed, if possible customer expectations (Kozak & Baloglu, 2010; Ramphal & Nicolaidis, 2014). Information and profiles obtained through market research can be used as a guide for hoteliers to sustain the future of their businesses by performing an action plan which details the effective product and safety, services and attributes which satisfy the customer. Based on those, the hotelier thus has to know facilities, service, and safety aspects which establish or improve and satisfy the demand and needs of the guests, and so get more of their market segment, especially for the female business traveller segment.

## Business Traveller

Business travel are defined as all who travel for work purposes, or by chance go on a trip to do related to work activities (Ritchie, 2000). Individuals who travel for business purposes such as general business trips, exhibitions, and conferences are thus defined as business traveller in accordance with Seo (1997). In this study using female business traveller as respondents means a female who travels or take a trip with an intention related to work activities. There are researches which purpose to identify the hotel service products which are important to the business traveller. General amenities, hotel core service, convenience service, room amenities, and ambience facilities are the important factor for the business traveller (Nicolaidis & Peristeris, 2011; Tsai, Wu & Chen, 2015). Therefore, for example, a parking area which is secure and hotel staff performing professionally is important for the business traveller (Brownell, 2011). In addition, the room and hotel cleanliness, friendly staff, good quality of food, and the existence of the entertainment system in the room are the most preferred by the business travellers of all genders (Amin et al., 2013; Dominici & Guzzo, 2010; Nicolaidis, 2008; Marzuki, Chin, & Razak, 2012). Similar finding by Gumaste (2019) are relevant where he mentions that to business guests the cleanliness of the hotel was the most significant factor in accommodation selection, besides the quality of the bathroom, frequent bedroom maintenance, comfortable pillows and a firm mattress. Different findings by Chen et al. (2018) found business travellers prefer quietness because they were often affected by noise from both outside and inside their room. In accordance with Fawzy (2010) the important factors for a business traveller choosing a hotel by its attributes are the accuracy of wake-up calls for 5 stars hotel and security and safety of the room for 4 star rated hotel.

Knowing information on the importance level of attributes related to safety, service, and facility which is required for business guests in hotel selection, can help the hotelier to design competitive marketing strategies in an effort to meet the needs that ultimately satisfy business travellers, and



also help to improve customer service by developing the business to gain a larger target market segment for especially the female business travellers who are the object of this study.

### **Female Business Travellers Satisfaction**

The meaning of satisfaction is a matter of perception where the needs, desires, and expectations of customers in all products or services have been approved or exceeded customer expectations thereby fostering repurchase and loyalty (Nicolaidis & Peristeris, 2011). Satisfaction is the feeling of pleasure or disappointment of someone which generates from feelings created and the results of the performance of a product or service, which is related to his or her expectations, needs, and demands (Kotler, 2000). Customer satisfaction is thus defined as the result of customer evaluations from experience with the service of the product which has different levels of satisfaction because they have different attitudes toward the performance of product or service. So, in order to know the service, facilities, and safety of the hotel product which are satisfying guests, the hotelier must focus on what hotel attributes affect customer satisfaction the most and strive to improve these aspects of service provision (Ramphal & Nicolaidis, 2014).

The success of companies in the hospitality, catering and tourism industries can be gained from performing of best quality service and high levels of customer satisfaction. Therefore, hotel providers must provide customers with unmatched satisfaction that will build loyalty (Emir & Kozak, 2011) and generate repeat purchases and patronage (Alegre & Garau, 2010; Barber, Goodman & Goh, 2011; Han & Ryu, 2012; Ramphal & Nicolaidis, 2014). Qiu, Ye, Bai, & Wang, 2015) and issue a profitable word of mouth (Cetin & Dincer, 2013; Fakharyan et al., 2014). If customers are satisfied with the perceived performance of product service, facilities, and safety, they will more likely become loyal and continuously repurchase the same hotel products in their future consumption behaviors because of they already familiar and satisfied with the establishment. Hotels need to take care to accommodate female guests who have different wants and needs when compared to male customers (Bedford & Burrell, 2000).

The results of research from Usta and Berezina (2011) showed that there is a positive correlation between hotel attributes and overall satisfaction levels, and their likelihood of returning. Ramanathan and Ramanathan (2011) revealed that, from an experimental viewpoint, hotel personnel quality, room quality and food quality is a dissatisfier and value of money is a critical attribute to be the highest aspects that deduced general traveller satisfaction grade. There was also similar result in research by Baniya and Thapa (2017) indicating that service quality, front desk and rooms are significant predictors of guest satisfaction which influence to intentional of loyalty and revisit to hotels. Customer satisfaction in the hotel is important in determining a customer intention to repurchase or revisit, recommend to other and exhibit loyalty (Nicolaidis, 2008; Usta & Berezina, 2011; Baniya & Thapa, 2017) and generating positive word of mouth (Baniya & Thapa, 2017; Barreda, Bilgihan, & Kageyama, 2015; Berezina et al., 2012). One of the important hotel consumers are female business travellers, and hoteliers must maintain their safety, desired service by them and appropriate facilities to meet their many needs because the absence or failure of such factors to meet their desires and expectations can result in customer dissatisfaction and no repeat business.

Taking a cue from in-house feedback, Rahul Pandit, president & executive director of New Delhi-based Lemon Tree Hotel Company, said when it comes to women travelers, two things are happening today: Women are more empowered economically, and there is a need for extra security to ensure women's safety. That's why Lemon Tree created women-only wings in its



hotels. “When we decided to introduce women-friendly floors in all our Lemon Tree Hotels we had based our decision on an internal survey of our guest profiles that showed single lady travelers constituted 16% of our customer base,” Pandit said. Lemon Tree recently partnered with ixigo.com, an India-based travel planning and search engine, to conduct a survey of more than 550 women. Of the respondents, 18% suggested separate floors for women would make their stay safer and more comfortable. (Balasubramaniam, 2014).

Based on a study by Brownell (2011), a crucial aspect in the chain of customer satisfaction for female travellers is the awareness of hotel managers considering female’s intentions. Hotel managers’ views are essential because they are responsible for formulating and executing the components of the guest experience that should develop the beneficial atmosphere needed by their female guests. The female business travellers first need to feel secure. Good and well planned services and conveniences make female guests feel more safe and secure. The hotel industry should decrease uncertainty about risks related to personal safety and the security of belongings. In the second place they tend to feel convenience and relief. Services and amenities improve guests’ comfort and they can completely relax when things are well planned. Next is the feelings of empowerment. The services and amenities must allow guests to pursue their personal well-being and make the most of their hotel stay. The hotel industry should develop a feeling of liberation through service offerings. The last is a feelings of being valued as a female traveller. Services and amenities must make female business travellers feel that they are pampered and acknowledged as having special importance and desires. It is known that from the study by Brownell (2011) the female traveller will be satisfied with hotel services and security or safety if the hotelier finds particular or specific attributes of safety, service and facility of hotel products in order to satisfy guests, especially the female business traveller segment.

Addition for new program or strategies which aim at specific weakness can be used to improve customer satisfaction (Akbar et al., 2010; Dominici & Guzzo, 2010; Shrivastava & Verma, 2014). In responding to weaknesses that are noted, the hotelier should focus on those critical factors and improve the strategy so as to increase performance of service and finally promote customer satisfaction. Therefore, knowing the level of customer interest in hotel attributes is very necessary in order to determine the satisfaction of guests and the possibility of suggesting it to other travellers by word-of-mouth marketing. Ignoring the importance of hotel attributes that are considered most needed by guests, and this can lead to a negative evaluation of the hotel, thereby reducing the opportunity for repeat purchases which also negatively impacts the success of the hotel business and its ultimate sustainability. The aspects expected by the business traveller in Indonesia such as facilities, safety and services are the key elements and the researcher formulated a very basic conceptual framework for female business traveller satisfaction as shown in Figure1.

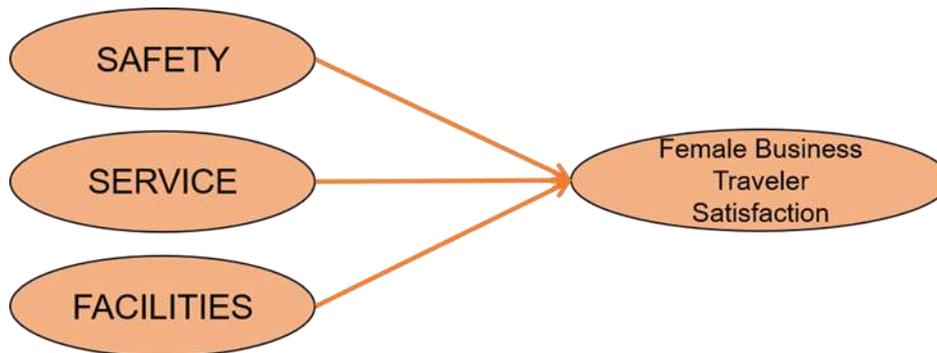


Figure. 1 Proposed theoretical framework



## **Safety**

Safety is an important factor that considered by the customer in accordance with the hotel choice (Chan & Lam, 2013). Hotel industry must consider the common law and take into account the safety of the guests, therefore, safety is a priority aspect for guests when they stay at a hotel (Irvania, Nurazizah & Kusumah, 2019; Marzuki, Chin & Razak, 2012). Some previous studies suggest that the paradigm of female travellers is sensitive with intangible measures so that hotel preferences were affected by safety and security factors based on gender, the purpose of visit, nationality, first time or repeat trips, and levels of education (Chan & Lam, 2013). In accordance with the research conducted for England's female business traveller, safety was the most important factor that is required for their satisfaction (Hirst, 2019). Previous research also stated that with the female business traveller's preference regarding safety, hoteliers must capture this as an opportunity in accordance with the female business traveller's growth in numbers over time (Brownell, 2011). There is a gap between the hotel managers and the guests regarding safety perceptions, and it is a must to know how the guest's point of view regarding safety stands, in order to optimize the expense for that factor (Chan & Lam, 2013). Sometimes, safety is described as an isolation event by the guests reminding all of the processes against it (Roni, 2011).

Security is very important for most female business travellers. Safe rooms are thus essential as is a safe and secure car park and such a feature can prevent them from having any unforeseen incidents in the dark and in an empty car park area. Soundproof rooms are also important to an extent (Gray & Kerstetter, 2001). Safety and security help the travellers to have greater trip satisfaction, especially if they stay longer and enjoyed their trip without any irregular circumstances occurring (Tasci & Boylu, 2010). The performance of locking systems is a key factor by female business travellers especially when they are alone on a trip. Last but not least, availability of a safe car parking facility for female business travellers is the main thing they are concerned about when they bring their own car to a venue (Hao & Har, 2014).

So, based on the literature review stated above, the hypothesis can be stated as follows;

*H1: There is a relationship between safety and female business travellers satisfaction*

## **Service**

The global competition in the hotel industry requires service and process innovation to make a sustainable success of a business (Nicolaidis, 2008; Chen, 2011). Reviews by the customers and considering the competitor's service has become very important in order to look to the best practice in the hotel industry (Campos & Marodin, 2012). The hotel industry should have a strategy like "value for money trade-off" while they initiate new things to give the customers valuable service and to ultimately gain the satisfaction of the customer (Radojevic et al., 2018). Marzuki, Chin and Razak (2012) stated that female travellers gave significance to the hotel cleanliness and friendly services from the hotel personnel as well as bathrobes and towels in the hotel bathroom, also temperature control inside the room hotel was considered important during hotel selection. A review of literature for the hospitality industry suggests that attributes such as quality of staff performance, quality of room hotel, and facilities of the hotel seem to dominate the criteria used by female travellers for examining hotel services for females (Brownell, 2011). The business traveller is an evaluator, and they are continuously weighing up the services provided by the hotel industry (Radojevic et al., 2018).

So, based on the literature review stated above, the hypothesis can be stated as follows;



## *H2: There is a relationship between services and female business travellers satisfaction*

### **Facilities**

Hotel facilities include general infrastructure, buildings, tools and equipment which are provided for particular purposes in hotel services and are for hotel guests satisfaction of their diverse demands or needs. There are hotel facilities such as general facilities, sports facilities, business facilities, nursery facilities, leisure or recreational facilities, cooking facilities, parking facilities, and other facilities that are important. General facilities of the hotel are provided to travellers and include for example, a minibar, various food and beverage facilities, alarm clock, laundry service, room service and desk availability, and others. In addition, there are also hotel business facilities such as the availability of meeting rooms, business areas, and the availability of other facilities related to business. However, the availability of general or business facilities is not necessarily a hotel guest who will use all of these facilities. Knowing the specifications and availability of general facilities or business facilities can influence travellers in hotel selection, regardless of whether the traveller is a business-type traveller or not.

Previous studies indicate room and hotel cleanliness, location, room rates, and employee attitudes are valued as important hotel facilities service by business and leisure travellers (Lee & Jang, 2011; Marzuki, Chin & Razak, 2012; Shoal, Mc Kercher, Ng & Birenboim, 2011; Yang, Mao, & Tang, 2018). According to Albayrak and Caber (2015), services and facilities that hotels must offer and are deemed to be important in the eyes of customers are quality of food and beverage, quality of personnel, and overall cleanliness that must be available and improved to avoid customer dissatisfaction. The provision of room services is regarded as the core product of a hotel, moreover there are facilities attributes such as furniture quality, the attractiveness and decoration of hotel rooms which also have some significance in obtaining customer satisfaction (Li, Ye & Law, 2013). To improve customer satisfaction, the quality of hotel services such as hotel facilities, staff competence, and service credibility must be maintained, and improved, so that hotel customer satisfaction levels are always well maintained (Artaya & Arimbawa, 2018). Physical hotel facilities including general and business facilities, bedroom attributes, quality of staff, price, and technology factors are significant for generating business traveller satisfaction (Nicolaidis, 2008; Herjanto, Erickson & Calleja, 2017). So, either main facilities and supporting facilities also general services and specific services contribute to customer satisfaction as findings in the study of Kuo, Chen, and Lin (2010) suggest.

Based on those above there are many perceptions on to satisfy hotel guests by using hotel facilities. Especially, for female business travellers who stays at the hotel, it seems they will be satisfied if their expectations regarding service and facilities quality are met. The hotelier has to know which facilities need to be established or improved which are needed for hotel guests if they want to capture the female market segment.

So, based on the literature review stated above, the hypothesis can be stated as follows:

### *H3 : There is a relationship between facilities and female business travellers satisfaction*

### **Research Methodology**

To examine the female business travellers' satisfaction toward hotel attributes in Indonesia, this study using a quantitative approach. To collect data this study utilized an online questionnaire method using Google forms and distributed this in social media to the groups of females who



work. The questionnaire consisted of five segments (services, facilities, securities, satisfaction, and socio-demographic) and was allocated randomly to female employees in different companies in Indonesia. A convenience sampling method was assigned for this research to aim to get basic data and understand the trend of female business travellers' satisfaction toward hotel attributes in Indonesia. The questionnaire was designed based on a review of prior research and was adjusted by the researchers using the literature review also as a measure of content validity.

The first segment of the questionnaire contained 9 questions and assessed several aspects of safety at the hotel referred to satisfaction of female business travellers using a seven-point Likert scale (1 = strongly disagree to 7 = strongly agree). The questions in this section were established in a prior study (Chan & Lam, 2013; Marzuki, Chin & Razak, 2012).

The second part of the questionnaire contained 9 questions that assessed different aspects of service at a hotel referred to satisfaction of female business travellers (Marzuki, Chin & Razak, 2012; Qu, Ryan & Chu, 2000).

The third segment of the questionnaire was also contained 9 questions and assessed several aspects of the facility at the hotel referred to satisfaction of female business travellers. The questions in this section were established in a previous study (Qu, Ryan & Chu, 2000).

The fourth segment of the survey contained 3 questions and assessed several aspects of satisfaction toward hotel attributes (Qu, Ryan & Chu, 2000). The last part of the survey referred to the socio-demographic characteristics of the participants (age, marital status, work, education, monthly income, and hotel decision). To assure the reliability of the questionnaire a pilot test was distributed among twenty-five (25) female business travellers. The reliability test of Cronbach's alpha result for safety, service, facility, and satisfaction were respectively 0.736, 0.737, 0.897, and 0.700. The Cronbach's alpha results in this study were a common principle that accepted by general (Ursachi, Horodnic & Zait, 2015).

The sample size was 150 respondents which is a generally accepted number of respondents for research (Roscoe, 1975) and all were used to examined female business travellers' satisfaction toward hotel attributes. The questionnaires were distributed in December 2019. Frequency and multiple linear regression were used to analyse the questionnaires. The data were processed using SPSS version 22.0 (SPSS, Inc., Chicago, IL) to achieve the aim of this study.

## **Result**

The profiles of respondents indicated that most of the respondents' education was a bachelor's degree (68 percent) with the majority of group age in ranged between 31 to 40 years old (54,7 percent). In terms of marital status, the most of the respondents were married travellers (69,3 percent). Most of the respondents were self-employed (37,3 percent). The majority of the respondents' monthly income was in the range less than IDR 10.000.000 (36,7 percent). The majority hotel decision of the respondents in this study was decided by guests by themselves (69,3 percent). Table I presents the profile of the respondents.



**Table I. Profile of Respondents**

<b>Socio-demographic aspects</b>	<b>No.</b>	<b>%</b>
<b>Marital Status</b>		
Single	44	29,33%
Married	104	69,33%
Widowed/Divorced	2	1,33%
<b>Age</b>		
20-39 years old	52	34,67%
31-40 years old	82	54,67%
41-50 years old	14	9,33%
>50 years old	2	1,33%
<b>Level of Education</b>		
Senior High School	1	0,67%
Diploma	9	6,00%
Bachelor Degree	102	68,00%
Master Degree	35	23,33%
Doctoral Degree	3	2,00%
<b>Occupation</b>		
Lecturer	33	22,00%
Self Employee/Business	56	37,33%
Private Employee	46	30,67%
Government Employee	15	10,00%
<b>Monthly Income</b>		
<IDR 10.000.000,-	55	36,67%
IDR 10.000.000,- - IDR 14.999.999,-	43	28,67%
IDR 15.000.000,- - IDR 19.999.999,-	23	15,33%
IDR 20.000.000,- - IDR 24.999.999,-	12	8,00%
>IDR 25.000.000,-	17	11,33%
<b>Hotel Choice</b>		
By Own	101	67,33%
By Company	49	32,67%

The impact of hotel attributes on overall satisfaction toward female business travellers in Indonesia is explained in Table II. The data in the table shows the findings of a multiple linear regression analysis. This analysis was used to calculate the coefficients of the linear equality implicate the three factors predicting the overall satisfaction of female business travellers in Indonesia. The effect of hotel attributes to female business travellers satisfaction was significant [(F 3, 146) = 4,005,  $p = 0,000$ ] and contributed 13,5 per cent ( $R^2 = 0,135$ ) to the overall female business travellers satisfaction. The outcomes indicated that “facility” ( $\beta = 0,233$ ,  $p = 0,018$ ) was



the only significant factor affecting the overall female business travellers' satisfaction with hotel attributes.

**Table II. Multiple linear regression result**

Multiple linear regression					
Dependent variable	Independent variables	R <sup>2</sup>	Unstandardized	Standardized	Significance
Satisfaction	Safety	0,135	0,198	0,169	0,076
	Service		0,069	0,054	0,638
	Facility		0,189	0,233	0,018

## Discussion

The findings of this research indicate that the facilities at the hotel are the most significant factors that influences female business travellers' satisfaction in Indonesia. This finding was a fit with to prior studies which indicated that amenities were one of the factors that directly influence the customers' satisfaction (Baniya, & Thapa, 2017). Researchers have mentioned that customer satisfaction is a supreme aspect of the success of the business (Nicolaidis, 2008; Nasution, & Mavondo, 2008). Therefore, it is important to know which factors of the hotel's attributes gain customer satisfaction.

This study results confirmed that service in the hotel was not significant to the female business travellers' satisfaction in Indonesia. This outcome was not consistent with the previous study in which service in the hotel is most significant for female business travellers' satisfaction (Marzuki, Chin & Razak, 2012). In another prior study it was also identified that hotel customers are commonly pleased with the service quality delivered by the hotel industry (Amin et al., 2013; Nicolaidis, 2013). These studies stated that service quality and hotel attributes such as restaurants, are the major factors influencing customer satisfaction. Service factors at the hotel was not significantly impacting upon the female business travellers' satisfaction in Indonesia probably because the hotels in Indonesia in some aspect have less concern about service quality.

This research findings also indicated safety in the hotel would not significantly influence female business travellers' satisfaction in Indonesia. This result was not in line with a prior study which indicated female business travellers were more concerned for their safety at a hotel than other attributes (Brownell, 2011). Also, another earlier research identified that women were indeed willing to pay above regular hotel rates for safety features and more so than men guests (Feickert et al., 2006).

Thus, previous studies stated that safety is a priority factor in hotel attributes that have a significant and positive impact on the customers' satisfaction. Safety in the hotel in this study was not significantly influencing female business travellers' satisfaction in Indonesia likely because the hotel industry in Indonesia still has not distinguished between male and female needs toward the safety aspects at the hotel. In Indonesia's hotel industry, the hotel which provides a dedicated floor for female guest only, were very limited and rare to find.



## Conclusion

Safety, service and facility factors as hotel attributes are essential to influences customer satisfaction (Nicolaidis, 2008). However, the amount of the exact studies that indicate its importance for female business travellers' satisfaction in term hotel attributes in Indonesia is limited. Therefore, this research was begun to represent the concerns of safety, service and facility in the hotel which are considered to be important for female business travellers in Indonesia and also to better comprehend factors that influence their satisfaction. The facility is seemingly the only hotel attribute factor that has a significant and positive impact on the satisfaction of the female business travellers in Indonesia.

## Practical Implications

In accordance with the results of this study, facilities are the most factor considered by female business travellers compared with safety and service. This finding is essential for the hotel industry in Indonesia to match hoteliers' services offered and customers' satisfaction. If hotel managers aware of facility factors that affect the satisfaction of female business travellers in Indonesia toward the hotel attributes, they will be in a promising position to improve hotel facilities and use the information of improved hotel facilities as useful marketing and promotion tools. Providing more facilities in hotels such as high-quality wi-fi internet or high-quality tv channels in the hotel can also be used to promote marketing and promotion strategies in order to try to gain more of female business travellers market in Indonesia.

The amenities offered to women guests in hotels in Indonesia during check-in and how the lobby area looks might encourage repeat visits by women. Importantly the room women seem to prefer must be well-lit, spacious and comfortable to sleep in. Comfort is critical. So hotels should try to for example have luxury linen and quality towels. From the perspective of management, this research can be a basis for a strategic market plan that will be applied to get female business traveller satisfaction. As per the findings of this study, female business traveller satisfaction depends on how the hotel provide the facility-related. Therefore, This finding is important especially for the hotel industry in Indonesia, if they want to attract female business travellers as their customers, hotel managers should be more concerned about the facility at the hotel to gain the satisfaction of the female business travellers. The first step hoteliers will need to do is improve the hotel facilities in order to gain e the female business travellers market as their customers. Hotel managers also have to be in a good position to design marketing and promotion strategies to entice female business travellers by evolving more advertising tools such as effective brochures, using websites and social media, and using the hotel facilities as information in marketing tools, so, that these marketing tools will be more effective because the information is what the female business travellers want as the hotel target market. Lastly, by knowing what the female business travellers in Indonesia most need, the hotel industry stakeholders would be able to attain greater market share more among the competitors, and so hotel business will be likely be improved financially and be more sustainable and customer services can be improved, which is a critical aspect of operation (Nicolaidis, 2008, 2012).

This study also indicated "service and safety" factors were not significantly impacted toward female business travellers' satisfaction in Indonesia. However, from the findings, hotel managers in Indonesia may expand the market by improving safety and service in the hotel such as providing a dedicated floor for females only, fast responses for room service, and by providing transportation services to the airport.



## Theoretical Implications

Hotel attributes are fundamental to satisfied guest hotels and meeting needs and want of travellers. Even though studies many studies on hotel attributes and customer satisfaction are conducted worldwide, research on female business travellers' satisfaction particularly in Indonesia is somewhat limited. Therefore, this study has attempted to reduce the lack of knowledge. Examining prior research and outcomes in customers' satisfaction toward hotel attributes, this study offered information about female business travellers' satisfaction on hotel attributes in the Indonesian market. Moreover, this study specified the significant aspects that influence satisfaction through hotel attributes in Indonesia such as the facilities in the hotel, while safety and service factors in the hotel seem not to have enough significance to influence the customer's satisfaction. This finding could be helpful to set up measured variables for future studies on this subject. The facility at the hotel as a significant factor in this study can be used as the basis of a study to be explored in which factors in a facility that can impact customers satisfaction, and which might provide more detail information about what factors in the facility at the hotel have the most influence on the female business travellers satisfaction, especially in Indonesia, could be very useful.

## Limitations

In this study, the respondents were surveyed using questionnaires by means of a quantitative method. It us suggested that future studies should use a qualitative approach in order to have a deeper understanding of the needs and wants of female business travellers' from their own rich descriptions. This research also used convenience sampling to collect data. Future studies are proposed to use a probability sampling approach to collect data, consequently, the outcome can be considered to be the generalized behaviour of the female business travellers' population. This study examined only three factors of hotel attributes that influence female business travellers' satisfaction in Indonesia. Future studies suggested could expand on hotel attributes factors that influence female business travellers' satisfaction, then, the findings can likely offer more information about factors in hotel attributes that influenced the female business travellers' satisfaction in Indonesia.

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