

The Influence of Atmospheric Elements on The Overall Guest Impression: The Case of Lobbies in Three Star Hotels in Bandung City

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Abstract—This study aims to analyze the influence of lobby atmospheric elements on the overall impression of guests who come to three-star hotels in Bandung City. The research method used is quantitative descriptive. The data was taken using a questionnaire and the sampling technique used was purposive sampling through Instagram social media. There were 200 respondents participated. Structural Equation Modeling (SEM) analysis is used to analyze the data obtained. This study found that the color element significantly influences the overall guest impression in the lobby of three-star hotels in Bandung City, while the other six elements, namely style, layout, lighting, furniture, music, and scent have no significant effect.

Keywords—*atmospheric elements; guest impression, hotel lobby, three star hotels*

1. I. INTRODUCTION

The hotel lobby is the first place seen by guests when they enter the hotel for the first time. It is also the first and last place that is visited for the guests since they have to make check-in and check-out transactions. The hotel lobby is required to impress guests so that guests feel comfortable and impressed while booking a room. One way to make guests feel memorable experience while in the hotel lobby is to pay attention to the atmospheric elements in the hotel lobby. The atmosphere itself is part of a room arrangement that is consciously made to create certain effects on the buyer/guest [1].

Some previous research were already conducted by [2] and [3] regarding the effects of atmospheric elements of hotel lobby on guest impressions. However, both studies only discussed five atmospheric elements namely style, layout, color, lighting, and furniture. Based on the results of the literature review, the researchers found that there were still other atmospheric elements that could be used to analyze the atmosphere of lobby, as stated in a study conducted by [4], namely the discovery of sound elements or music and aroma. Therefore, in this study, the researchers will collaborate the

atmospheric elements in the research of [3] with the atmospheric elements in [4]. As the result, there are seven elements of the atmosphere that are obtained, namely style, layout, color, lighting, furniture, music, and aroma that will be related with the whole guest impression in the hotel lobby. In addition, to assessing the overall impression, the researchers determine the indicators based on the research of [2], which are beautiful, interesting, and comfortable.

This study aims to analyze the perception of the three-star hotel's guests in Bandung City toward the seven elements of the atmosphere and the overall impression felt in the hotel lobby. In addition, this study will analyze which element that have most significant effect.

This research is considered important because it can be a consideration for practitioners in designing hotel lobbies. Therefore, they can impress their guests by improving the lobby of the three-star hotels in Bandung.

II. LITERATURE REVIEW

A. Hotel Lobby Impression

The appearance of a hotel has a direct impact in the form of physical stimulation on human emotions and the effects of physical stimuli on various behaviors, such as work performance or social interaction [5]. According [6], lobbying and physical design of a hotel affect customer's purchasing decisions. Therefore, it is important to pay attention to lobby design. One way to design a lobby is to pay attention to the visual dimensions that can be seen by guests. That way, the visual dimension will create a positive impression for visitors when they see the hotel. Since the lobby is the first place that is visited and seen by guests, it is important to pay attention to the visual elements of the lobby. One way is to pay attention to the atmosphere forming elements.

B. Elements of the Lobby Atmosphere

[1] takes a narrower perspective on the atmosphere by focusing on consumer behavior and the effects, which include physical environments in it. Kotler argues that there are four aspects measured in the atmosphere, namely visual aspects (color, lighting, proximity, and some other visual elements), aural (certain types of music, loudness level), tactile/touch (cleanliness and tidiness), and complementary smells. Environmental conditions where services are provided.

However, in [2], they divided atmospheric elements into 5 elements, namely style, layout, lighting, color and furniture. The result of their research shows that color, lighting, and style have significant impact on the guest's overall impression created in the hotel lobby. Whereas in the research of [3], it was found that lighting has significant impact on the guest's impression in the lobby of Boutique Hotel and Convention Hotel.

III. METHODS

This study uses a quantitative approach with questionnaires as a media for collecting data. The researchers begin by conducting a literature review, where the researchers examine various research journals related to the topic discussed. The researchers determine to examine the lobby of three-star hotels in Bandung because most hotels in Bandung are three star. In detail, there are forty two three star hotels in the city. The number of samples is as many as two hundred respondents. There are several sampling techniques used, namely by purposive sampling. After obtaining the required data, the next step is the process of analysis using SEM (Structural Equation Modeling) assisted with the AMOS 24 program with an estimate of Maximum Likelihood (ML). In this stage, the analysis process will be done by analyzing the suitability of the model that will be made.

IV. FINDINGS AND DISCUSSION

A. The level of guest's perception toward the atmospheric elements in the lobby of three-star hotels in Bandung

TABLE I. THE AVERAGE SCORE OF RESPONDENTS' RESPONSES TO SUB-VARIABLES OF THE ATMOSPHERIC ELEMENTS

No	Atmospheric Elements	Mean Total	Detail
1	Style	3,80	High
2	Layout	3,86	High
3	Lighting	3,93	High
4	Colour	3,89	High
5	Furniture	3,83	High
6	Music	3,67	High
7	Aroma	3,68	High
Total		3,80	High

Source : Processed by researchers, 2018

Based on table I, it can be seen that the respondents consider lighting element, which has the average score of 3.93, as the element that has dominant impact on guest's impression in hotel lobby. In the second rank, there is color

element, which has the average score of 3.89. Whereas layout and furniture are ranked third and fourth with the average score of 3.86 and 3.83. For the fifth and sixth ranks are the elements of style and aroma with the average score of 3.80 and 3.68. As for the element with the lowest average value is music with the average score of 3.67.

From the explanation above, we can conclude that the respondents have perception that lighting is the most dominant atmospheric element in forming impression in the hotel lobby. However, the respondents gave high value to each of element of the atmosphere in general. It can be seen from the average score given by the respondents, which is 3.80. This score is at a high level or categorized as good. Therefore, it can be concluded that the respondents' perception of atmospheric elements in the lobby of three-star hotels in Bandung City is high or good.

B. Guest's Perception of the Overall Impression in the Lobby of Three-Star Hotels in Bandung City

TABLE II. RESPONDENTS' RESPONSES REGARDING THE OVERALL IMPRESSION IN THE LOBBY OF THREE-STAR HOTELS IN BANDUNG CITY

No	Indicator	Mean	Detail
1	Beautiful Lobby	3,81	High
2	Attractive Lobby	3,83	High
3	Comfortable Lobby	3,95	High
Average		3,86	High

Source : Processed by researchers, 2018

Based on table II, it can be seen that the respondents put high score for each indicator on average. However, most of them give the biggest score in the third indicator. The overall average score given for all indicators is 3.86, which is at a high interval level. It means that the feeling of comfortable is the most common impression felt by visitors of three star hotels of Bandung. In conclusion, the overall impression felt by guests of three-star hotels in Bandung is at a high level or categorized as good.

C. SEM Analysis Result (Structural Equation Modeling)

Structural relationship that occur between variables can be tested for conformity with the goodness of fit index. If the appropriate model has not been obtained, the model needs to be modified. Modifications are made when there are problems arise from the analysis. The following is the result of the model tested.

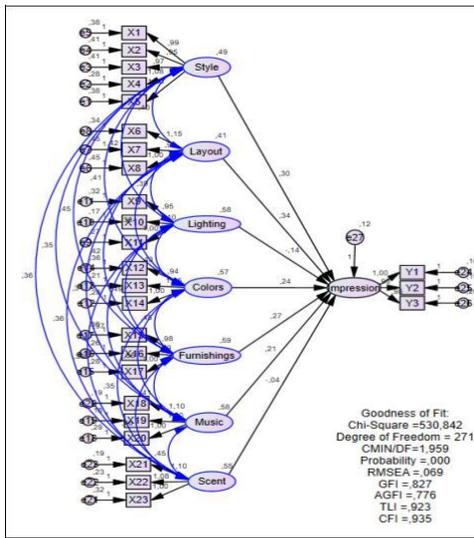


Fig I Result of Structural Equation Modeling (SEM)
Source : AMOS 24 calculation results, 2018

From the picture above, the goodness of fit value of the full SEM model can be seen in the table below:

TABLE III. TEST OF FULL MODEL GOODNESS OF FIT SEM

Goodness of Index	Cut of Value	Model Result	Model Evaluation
Chi Square	Expected to be small	530,846	Bad
Probability	> 0,05	0.00	Bad
RMSEA	< 0,08	0,069	Good
GFI	> 0,90	0,827	Marginal
AGFI	> 0,90	0,776	Bad
CMIN/DF	< 2	1,959	Good
TLI	> 0,90	0,923	Good
CFI	> 0,90	0,935	Good

Source : AMOS Calculation Results,2018

These results indicate that the model used is acceptable. CMIN / DF value is 1.959, this result shows a good structural equation model. The RMSEA measurement index is 0.069, which is in the expected value score of <0.08. However, chi-square, probability, and AGFI are considered bad because their scores are not as expected, while GFI is assessed marginally. From several model feasibility tests, the model is said to be feasible if at least one of the feasibility testing methods is met [7]. In an empirical study, a researcher is not required to fulfill all the criteria for goodness of fit, but depends on the judgment of each researcher.

The chi square value was 530,842. Joreskog and Sobron in [7] said that Chi-Square cannot be used as the only measure of the overall suitability of the model, one reason is because chi-square is sensitive to sample size. When the sample size increases, the chi-square value will increase as well and lead to the rejection of the model even though the difference between

covariance matrix sample with matrix covariance model has been minimal or small. Chi-square is also closely related to the degree of freedom. The bigger it is, the greater it will affect the chi-square value. The degree of freedom value in this study is quite large, which is 271. Therefore, it affects the chi-square value. From the output of the model in the table above, GFI is at marginal value. Marginal value is the condition of the suitability of the measurement model under the criteria of absolute fit and incremental fit measures, yet it can still be forwarded to further analysis because it approaches the criteria of good fit.

D. Hypotesis Test

TABLE IV. VARIABLE INFLUENCE

Regression Weights: (Group number 1 - Default model)

		Estimate	S.E.	C.R.	P	Label
Impression <---	Style	,302	,180	1,678	,093	par_40
Impression <---	Layout	,342	,256	1,337	,181	par_41
Impression <---	Lighting	-,145	,128	-1,136	,256	par_42
Impression <---	Colors	,242	,102	2,359	,018	par_43
Impression <---	Furnishings	,275	,190	1,447	,148	par_44
Impression <---	Music	,206	,108	1,901	,057	par_45
Impression <---	Scent	-,042	,151	-,275	,783	par_46

Source :AMOS 24 Calculation Results, 2018

Based on the table above, it can be seen that there are five atmospheric elements that have positive effect, namely style, layout, colors, furnishings, and music. At the same time, there are two variables that have negative effect, namely lighting and scent. Variables are stated to have significant influence if the probability value (P) is <0.05. Based on the table above, the results of testing the hypothesis are as follows:

- H1 : The Influence of Style (Style) Elements on Guest Impressions in the Lobby of Three Star Hotels in Bandung City.

Based on the results of data processing, it is known that the p value (probability) is 0.93. This result is not qualified because it is more than 0.05. So that it can be concluded that Ha in this study was rejected and H0 was accepted.

- H2 : The Influence of Atmospheric Elements on Layout of Guest Impressions in the Lobby of Three Star Hotels in Bandung City.

Based on the results of data processing, it is known that the p value (probability) is 0.181. This result is not qualified because it is more than 0.05. So that it can be concluded that Ha in this study was rejected and H0 was accepted.

- H3 : The Influence of Lighting Elements on Guest Impressions in the Lobby of Three Star Hotels in Bandung City.

Based on the results of data processing, it is known that the p value (probability) is 0.259. This result is not qualified because it is more than 0.05. So that it can be concluded that H_0 in this study was rejected and H_1 was accepted.

4. H_4 : The Influence of the Color Elements of Colors (Colors) on Guest Impressions in the Lobby of Three Star Hotels in Bandung City.

Based on the results of data processing, it is known that the p value (probability) is 0.018. The results meet the requirements of less than 0.05, thus it has significant influence. So that it can be concluded that H_0 in this study was accepted and H_1 was rejected.

5. H_5 : The Influence of Furnishings Elements on Guest Impressions in the Lobby of Three-Star Hotels in Bandung City.

Based on the results of data processing, it is known that the p value (probability) of 0.148 results do not meet the requirements because it is more than 0.05. So that it can be concluded that H_0 in this study was rejected and H_1 was accepted.

6. H_6 : The influence of Atmospheric Elements of Music (Music) on Guest Impressions in the Lobby of Three Star Hotels in Bandung City.

Based on the results of data processing, it is known that the p value (probability) is .057. The result is less qualified because it is more than 0.05. So that it can be concluded that H_0 in this study was rejected and H_1 was accepted.

7. H_7 : The Influence of Scent Elements on the Guest Impression in the Lobby of Three Star Hotels in Bandung City.

Based on the results of data processing, it is known that the p value (probability) is 0.7823. This result does not meet the requirements because it is more than 0.05. So that it can be concluded that H_0 in this study was rejected and H_1 was accepted.

V. CONCLUSION AND RECOMMENDATION

From the results of the analysis carried out through a quantitative approach with SEM (Structural Equation) analysis modeling using the AMOS 24 program, the influence of atmospheric elements on guest impressions in the lobby of hotels in Bandung can be concluded as follows.

1. The guests who stay at three-star hotels in Bandung were asked about their opinion toward the atmospheric elements of the hotel lobby, which consist of style, layout, lighting, color, furniture, music, and aroma. The elements that get the highest score are lighting, color, layout, and furniture, while the lowest elements are style, aroma, and music. Most of the respondents also have the

perception that lighting is the most dominant element in creating impression in the hotel lobby.

2. In general, the guests of three-star hotels in Bandung gave high scores in the impression assessment, which means the hotel lobby in three-star hotels in Bandung were categorized as good.
3. From the results of the SEM (Structural Equation Modeling) analysis, it was found that of the seven atmospheric elements analyzed, the element of color is the most significant element in creating impression in the three-star hotel lobby in Bandung.

Further research are expected to examine atmospheric elements in other parts of the hotel, such as rooms and restaurants. They also should add other atmospheric elements which were not analyzed in this study, such as temperature, symbols, and service. In addition, further research is not expected to be limited only to the classification of hotels based on stars, but also based on the type of hotel or hotel brand.

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