

The Influence of Hospitality Culture, Psychological Wellbeing, and Life Satisfaction on the Quality of Employee Services at the Hotel Marilyn Serpong

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Abstract:- This research aims to examine and analyze the Influence of Hospitality Culture, Psychological Wellbeing and Life Satisfaction on the Quality of Employee Services at the Hotel Marilyn Serpong. This research uses a comparative causal design with quantitative methods. The sample used in this research were all employees who's working at the Marilyn Serpong hotel by using the technique of determining the sampling of saturated data of 130 employees. Data were analyzed using multiple linear regression with the help of SPSS. The results of this research indicated that (1) there is a positive and significant influence of Hospitality Culture on service quality; (2) there is a positive and significant influence of psychological wellbeing on the quality of service; (3) there is a positive and significant influence of life satisfaction on service quality; (4) there is a positive and significant influence of hospitality culture, psychological wellbeing, and life satisfaction simultaneously on service quality. Therefore, The Marilyn Serpong hotel management is advised to pay attention and ensure the effective applied of hospitality culture, strong psychological wellbeing, and good life satisfaction to improve the service quality.

Keywords:- Hospitality Culture, Psychological Well-Being, Life Satisfaction, Service Quality.

I. INTRODUCTION

The development of competition business in Indonesia is one of the very interesting phenomena for us to see, especially in globalization economic field which has increasingly opened opportunities for foreign entrepreneurs to compete in capturing the local consumers. Local companies as hosts got highly demanded to recognize consumers behavior by adjust the company's capabilities to their needs. The Consumer or customer needs become very important things to be considered and satisfied by producers or service providers. The Companies in conducting their own business should always observe the changes in consumer behavior so that they could anticipate changes in behavior, then used as a research in order to improve their marketing strategies.

The buildings design, interior and exterior of hotel rooms and restaurants, the atmosphere created in hotel rooms, restaurants alongside with food and drinks who sold with the overall facilities are examples of products sold. While if the services sold are the hospitality and the skills of hotel staff / employees in serving their customers. The quality of services should be improve continuously by the company because in essence the needs and expectations of customers are also dynamic plus with tighten the business competition. And if the company could continue to maintain and improve the quality of services it is expected to have an impact on increasing productivity. The following data describes about hotel users or commonly called room tenants in 2018 - 2019.

Hotel Classification	Room Tenants Rate			Changes in May 2019 Against May 2018	Changes in May 2019 Against April 2019
	Mei-18	Apr-19	Mei-19		
1 Star	15.00	42.50	39.54	24.54	-2.96
2 Stars	52.32	44.91	50.45	-1.87	5.54
3 Stars	52.27	43.33	35.46	-16.81	-7.87
4 Stars	45.36	45.73	42.74	-2.62	-2.99
5 Stars	39.45	40.58	45.78	6.33	5.20
Total	47.02	44.25	41.24	-5.78	-3.01

Table 1:- Room Tenants Rate Data in South Tangerang
Source: Processed from South Tangerang BPS data (2019)

Based on Table 1 above shows that the room tenants rate (TPK) which increased from May 2018 to May 2019 was a 5-star hotel with an increase of 6.33% and the most experienced reduction was the tenants rate (TPK) of 3-star hotels which was 16.81 %. Looking at the research locus

of the researcher is the Hotel Marilyn which is in the category of 3 star hotels, it shows that there is a decrease in the tenance level of 3 star hotels in South Tangerang in past year.

With the decreasing tenance level of room in 3 star hotels in South Tangerang and referring to the increasing number of hotels standing in South Tangerang, the hospitality competition in the area is very tight. With increasing competition between hotels in the South Tangerang area, hoteliers are expected to be responsive and have a fast response to these urges changes. Many things

can affect the upside down of the hotel business, one of them is how the hotel could attract the customers and retain them by providing the best quality service so that guests are satisfied with the services provided. In today's business competition, service is the most important thing for companies to differentiate strategies when they sell the same product. Good service will save bad food.

Amount	Year			
	2015	2016	2017	2018
Room	18.178	21.455	20.150	15.410
People/pax	36.337	42.890	40.280	30.800

Table 2:- Guest Data of Marilyn Serpong Hotel (2015-2018)

Source: Processed from Marilyn Hotel data (2015-2018)

The data shows that in 2015 to 2016 there was an increase in the number of guests of the Hotel Marilyn by 6,553 people with an increase in the number of rooms as many as 3,277 rooms. Then it can be seen that in 2016 to 2017 there was a decline in the number of guests of 2,610 people and the number of room use of 1,305 rooms. In 2017 to 2018 Hotel Marilyn has experienced decrease in the number of guests and the number of room usage was very significant with a decrease of 9,480 people and 4,740 rooms. This shows that there are problems with the decision of hotel guests to stay at the Hotel Marilyn.

With these phenomenon, the authors are further interested to conducted a pre-survey of service quality at the Marilyn Hotel by conducting a research. From these pre-survey data it is known that there are still many people who consider it as unsuitable or even incompatible about the quality of life satisfaction on employees at the Marilyn Serpong Hotel. So that this fact strengthens the author to make the life satisfaction of employees at the Hotel Marilyn Serpong as one of the variables which influence (independent variable). Furthermore, a factor which often associated with service quality is psychological well-being. Psychological well-being is important in human life in carrying out an activity or job, especially in service activities. Many Marilyn Serpong Hotel employees consider it to be inappropriate or even inappropriate according to the psychological well-being of employees at the Marilyn Serpong Hotel. So that this the fact was Strengthen the author's intention to make the psychological well-being of the Marilyn Serpong Hotel as an independent variable. The next factor that is often considered important in building quality of service is hospitality culture. There are still many employees at the Marilyn Hotel who consider it unsuitable and some even consider it inappropriate according to some dimensions of hospitality culture at the Hotel Marilyn Serpong. So that this fact which strengthen the author's intention to make the hospitality culture variable in the Hotel Marilyn Serpong an independent variable.

Based on this background the researchers are interested in conducting a research with title "*The Influence of Hospitality Culture, Psychological Well-Being*

and Life Satisfaction Towards the Quality of Employee Services at the Hotel Marilyn Serpong".

II. THEORITICAL REVIEW

A. Quality of Service

According to Parasuraman (2011) service quality is a measure of how well a service meets with the expectations of customers. The Implementing quality service means making compromises with customer expectations with a consistent manner. Furthermore Tjiptono & Chandra (2012: 51) explains that the quality is a dynamic condition related to products, services, people, processes, and the environment which meets or exceeds expectations.

B. Life Satisfaction

According to Neugarten in Indriyana (2012) life satisfaction is a measure of one's happiness. This happiness is general term that indicates the pleasure or satisfaction in well-being, pleasure or fulfillment of desires. Diener & Scollon in Hamdana & Alhamdu (2015) explained that life satisfaction is one of the main components of individual wellbeing. Life satisfaction refers to the process of individual cognitive assessment. Diener in Mahanta & Aggarwal (2013) added that, life satisfaction is related to real experiences of individuals during life span, such as at school or university, work and family.

C. Psychological well-being

According to Ryff in Manurung & Wijaya (2017) psychological well-being is a condition where the individuals will be able to accept themselves as they are, able to form warm relationships with others, and have independence against the social pressures and able to control the external environment, which have meaning in life and able to realize their own potential continuously. The definition of wellbeing according to Ryff in Riyadi (2014) is trying to achieve perfection that represents a form of realization of the true potential which have possessed by individuals. All activities that carried out by individuals and take place every day where in the process are likely to experience fluctuations in thoughts and feelings whose start from negative mental states to positive mental states (Zizek, 2015).

D. Hospitality Culture

The definition of hospitality culture should be include in more aspects and industrial stakeholders than the sample used in previous research works such as focusing on general themes and non-specific measurements, including the only restaurant manager, a small sample of hotel managers and students according to Dawson (2011). According to Davis and Gautam (2011) Hospitality Culture is a service mindset in organizations that focus on products and services which defines how the organization learns and develops it from the perspective of employees and customers. Liden (2014) defines that the hospitality culture as how strongly members of an organization in their work units feel attached by the leadership behavior that serves and operationalized as individual employee reports which are aggregating against the perceptions of unit behavior collectively.

E. Prior Research

The research was conducted by Thaha (2013) found that hospitality culture has a positive and significant influence on service quality, wherein the research was explained that the average customer perceptions were expressed favorably in hospitality culture in improving service quality. The research was conducted by Rina Herlina (2016) at Smart Hotel Jakarta also explained that improving service quality has very positive and significant influences not only from authentic personal but also from a good hospitality culture that later would be able to influence the results of the company's service quality.

Research who's conducted by Awwaliyah (2017) shows a sense of awareness plays a positive and significant role in the two dimensions of psychological well-being, namely the dimension of self-acceptance and environmental mastery. This description was supported by research conducted by Rudy (2010) psychological well-being has a significant relationship with performance which also very closely related to the quality of service created, with the presence of positive results that psychological well-being affects has the performance and the impact of good performance is the quality of the company's services. So indirectly psychological well-being also able to influence positively to improve the service quality.

Based on research which conducted by Duffy, Jo., Ann, M., Alice, A. Ketchand (2010) proved that service quality together with life satisfaction positively has influences to customer satisfaction. Disagreement with Duffy Jo, Ann M, Alice and Ketchan research results from Danaher, P. and Mattsson, J (2010) shows that life satisfaction positively does not affect service quality which ultimately indirectly also does not affect customer satisfaction, in other words that customer satisfaction is difficult to measure with a variety of conditions or circumstances of the patient including goals / destiny , mood / optimism, health / personal health and finances / financial guarantees which they achieved.

F. Thinking Framework

The thinking framework of this research as its follows:

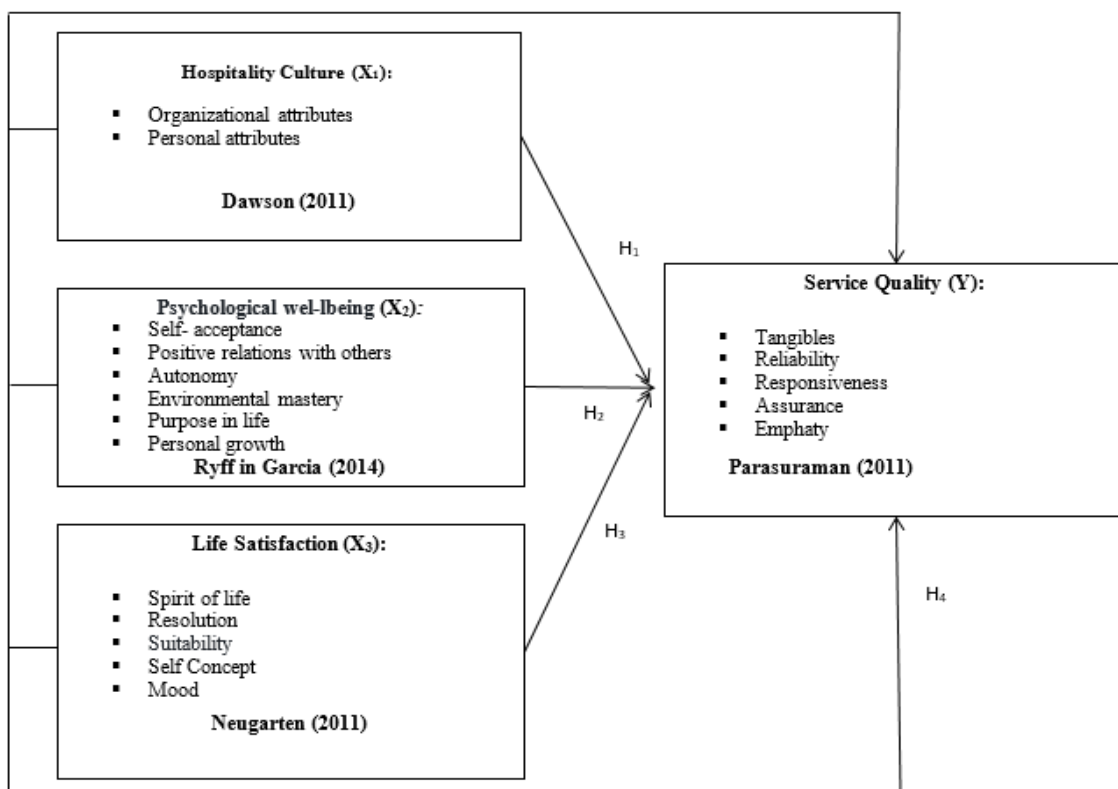


Fig 1:- Thinking Framework

G. Hypothesis

Based on the thinking framework and those description of previous research as basis for thinking there are 4 (four) hypotheses could be formulated as follows:

Hypothesis 1: Hospitality culture has a positive and significant influence on service quality at Marilyn Serpong Hotel.

Hypothesis 2: Psychological well-being has a positive and significant influence on service quality at Marilyn Serpong Hotel.

Hypothesis 3: Life satisfaction has a positive and significant influence on service quality at the Hotel Marilyn Serpong.

Hypothesis 4: Hospitality culture, psychological well-being, and life satisfaction simultaneously have a positive and significant influence on service quality at the Marilyn Serpong Hotel.

III. METHODOLOGY

This research uses a quantitative research methods. The analysis technique in accordance with the design of this research uses simple and multiple linear regression analysis to determined the effect of each variable using statistical software, namely SPSS Version 25. In this research there are three independent variables, namely the hospitality culture variable (X1), the psychological well-being variable (X2), and employee welfare variable (X3)

and there is one dependent variable, namely service quality variable (Y). The research population were employees of the Marilyn Serpong Hotel, there were 130 employees of the Marilyn Serpong Hotel. The research sampling technique use saturated samples, in other words there were only 130 employees who was became the population in this research.

IV. RESULTS AND DISCUSSION

A. Validity and Reliability Test

The Validity test in this research was carried out on 14 items of service quality questionnaire statements, 24 items of hospitality culture questionnaire statements, 12 items of psychological wellbeing questionnaire statements, and 20 items of life satisfaction questionnaire statements. From the results of thess validity test that has been done, 11 items of service quality questionnaire statements, 21 items of the hospitality culture questionnaire statement, 11 items of psychological wellbeing questionnaire statement, and 17 items of life satisfaction questionnaire statement are declared valid because the rcount value is over than 0.3. Then after examined the validity, the authors conducted a reliability test aswell. The results of the reliability test analysis of these four variables stated reliable. All four variables passed the test because the Chronbach alpha value was greater than the standard value of 0.70.

Variable	Reliability Test	
	Alpha Chronbach	Information
Service Quality (Y)	0,812	Reliable
Hospitality Culture (X ₁)	0,825	Reliable
Psychological Wellbeing (X ₂)	0,837	Reliable
Life Satisfaction (X ₃)	0,730	Reliable

Table 3:- Reliability Test Results
Source: Results of Data Processing with SPSS (2020)

B. Classic Assumption Test

The results of the normality test using the Kolmogorov-Smirnov Test which conducted by the author

indicate that the significance value is 0.392. This value is greater than 0.05 so it can be concluded that the data is normally distributed.

One-Sample Kolmogorov-Smirnov Test		
N		Unstandardized Residual
		130
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	2.60688699
Most Extreme Differences	Absolute	.079
	Positive	.045
	Negative	-.079
Kolmogorov-Smirnov Z		.901
Asymp. Sig. (2-tailed)		.392

Table 4:- Normality Test Results
Source: Results of Data Processing with SPSS (2020)

In this research, the linearity test was performed using a Test of Linearity with a significance level of 0.05. The linearity test results of this research as follows:

- The significance value of deviation from linearity between the Hospitality Culture variable and service quality is 0.351 > 0.05, so it could be concluded that the two variables have a linear relationship,

- The significance value of deviation from linearity between psychological well-being and service quality variables is $0.101 > 0.05$, so it could be concluded that the two variables have a linear relationship, and

- The significance value of deviation from linearity between life satisfaction variables and service quality is $0.773 > 0.05$, so it could be concluded that the two variables have a linear relationship.

ANOVA Table					
			Mean Square	F	Sig.
Service Quality (Y) * Hospitality Culture (X1)	Between Groups	(Combined)	757.262	3.393	.000
		Linearity	519.810	62.880	.000
		Deviation from Linearity	237.453	1.105	.351
Service Quality (Y) * Psychological Wellbeing (X2)	Between Groups	(Combined)	724.308	5.446	.000
		Linearity	532.829	68.112	.000
		Deviation from Linearity	191.479	1.530	.101
Service Quality (Y) * Life Satisfaction (X3)	Between Groups	(Combined)	657.682	3.215	.000
		Linearity	510.166	57.359	.000
		Deviation from Linearity	147.516	.754	.773

Table 5:- Linearity Test Results
Source: Results of Data Processing with SPSS (2020)

Data from the multicollinearity test analysis results revealed that the VIF value of the independent variable did not exceed ≥ 10 and the tolerance value was ≤ 0.10 so it could be concluded that between the independent variables there was no multicollinearity.

Coefficients ^a			
Model		Collinearity Statistics	
		Tolerance	VIF
1	Hospitality Culture (X1)	.591	1.693
	Psychological Wellbeing (X2)	.538	1.858
	Life Satisfaction (X3)	.586	1.706

Table 6:- Multicollinearity Test Results
Source: Results of Data Processing with SPSS (2020)

Based on the Scatterplot output it is seen that the points which spread and do not form certain clear patterns. So it could be concluded that there is no heteroscedasticity problem in the regression model and it is appropriate to used as predict.

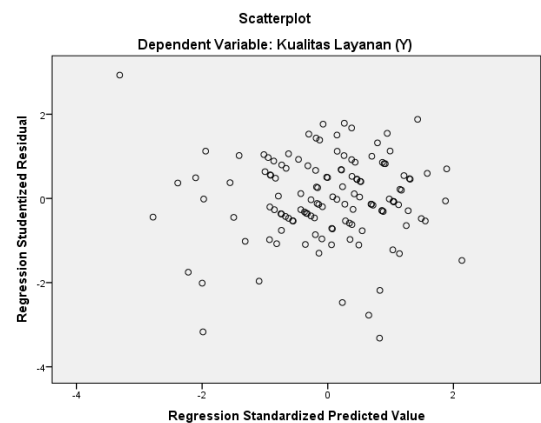


Fig 2:- heteroscedasticity Test Results
Source: Results of Data Processing with SPSS (2020)

C. Hypothesis Test

The regression equation for the influence of hospitality culture on service quality is $Y = 13.718 + 0.355 (X1)$. The value of t in the output is $7,847 > t \text{ table} = 1,979$. So It was concluded that there was a significant influence between Hospitality Culture (X1) on Service Quality (Y). The Hypothesis test results showed a significant influence between organizational culture on service quality by 32.5% with a significance level of 0.00. These results was indicate the influence of Hospitality Culture with service quality is positive and significant. So it can be said that the first hypothesis (H1) in this research are accepted.

Coefficients ^a					
Model		Unstandardized Coefficients		t	Sig.
		B	Std. Error		
1	(Constant)	13.718	4.213	3.256	.001
	Hospitality Culture (X1)	.355	.045	7.847	.000

Table 7:- Hospitality Culture towards service quality
Source: Results of Data Processing with SPSS (2020)

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.570 ^a	.325	.320	2.90562

Table 8:- Hospitality Culture Determination Coefficient on service quality
Source: Results of Data Processing with SPSS (2020)

The regression equation for the influence of psychological well-being on service quality is $Y = 18.414 + 0.602 (X2)$. The value of t in the output is $7.993 > 1.979$. So it was concluded that there was a significant influence between Psychological Wellbeing ($X2$) on Service Quality (Y). Hypothesis test results showed a

significant influence between psychological well-being of service quality by 33.3% with a significance level of 0.00. These results was indicate the effecton of psychological well-being towards service quality is positive and significant. So it can be said that the second hypothesis ($H2$) in this research could be accepted.

Coefficients ^a					
Model		Unstandardized Coefficients		t	Sig.
		B	Std. Error		
1	(Constant)	18.414	3.550	5.187	.000
	Psychological well-being ($X2$)	.602	.075	7.993	.000

Table 9:- Psychological well-being towards service quality
Source: Results of Data Processing with SPSS (2020)

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.577 ^a	.333	.328	2.88807

Table 10:- The Coefficient Determination of psychological well-being towards service quality
Source: Results of Data Processing with SPSS (2020)

The regression equation for the effect of life satisfaction on service quality is $Y = 16.562 + 0.417 (X3)$. The value of t in the output is $7.739 > 1.979$. Then it was concluded that there was a significant influence between life satisfaction ($X3$) on service quality (Y). Hypothesis test results showed a significant influence

between life satisfaction on service quality by 31.9% with a significance level of 0.00. These results was indicated that the effect of life satisfaction with service quality is positive and significant. So it can be said that the second hypothesis ($H3$) in this research could be accepted.

Coefficients ^a					
Model		Unstandardized Coefficients		t	Sig.
		B	Std. Error		
1	(Constant)	16.562	3.905	4.242	.000
	Life satisfaction ($X3$)	.417	.054	7.739	.000

Table 11:- Life satisfaction towards service quality
Source: Results of Data Processing with SPSS (2020)

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.565 ^a	.319	.313	2.91856

Table 12:- Determination coefficient of life satisfaction on service quality
Source: Results of Data Processing with SPSS (2020)

Based on the significance test, it is obtained that the value of $F_{count} > F_{table}$ ($34,677 > 2,679$) and the significance value $0.00 < \alpha$ ($0,05$), so it could be concluded that there is a significant influence together between

hospitality culture, psychological well-being and life satisfaction on service satisfaction. So it can be said that the fourth hypothesis ($H4$) in this research can be accepted.

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	723.803	3	241.268	34.677	.000 ^b
	Residual	876.666	126	6.958		
	Total	1600.469	129			

Table 13:- The test F results
Source: Results of Data Processing with SPSS (2020)

From the results of the R Square value of 0.452, this could be interpreted that 45.2% of service quality variables can be explained by variables (hospitality culture,

psychological well-being and life satisfaction). While the remaining 54.8% (100% - 45.2%) was explained by other causes was not observed and outside the model.

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.672 ^a	.452	.439	2.63774

Table 14:- The determination of Coefficient Test Results
Source: Results of Data Processing with SPSS (2020)

D. Correlation between Dimensions

Correlation test results between dimensions was indicated that the dimensions of the independent variable (Hospitality Culture) on the dependent variable (service quality), there is the highest coefficient value on the

dimension of customer relationship to tangible that is equal to 0.413 or 41.3% with a significance value of 1% or sig. 0.01. This states that the dimension of customer relationship has the greatest influence on the tangible dimension compared to other dimensions based on Hospitality Culture.

Variabel (X _i)	Dimensi	Berwujud (Y ₁)	Kehandalan (Y ₂)	Ketanggapan (Y ₃)	Jaminan (Y ₄)	Empati (Y ₅)
<i>Hospitality Culture</i>	Prinsip-prinsip Management (X ₁ ₁)	.358**	.279**	.003	-.015	.054
	Hubungan pelanggan (X ₁ ₂)	.413**	.179*	-.006	.069	.088
	Keragaman pekerjaan (X ₁ ₃)	.289**	.195*	-.006	.044	.130
	Kepuasan kerja (X ₁ ₄)	.198*	.267**	.157	.104	.065
	Prinsip (X ₁ ₅)	.388**	.139	-.020	.128	.055
	Membawa Kebajikan (X ₁ ₆)	.325**	.124	.052	.161	.076
	Kepemimpinan (X ₁ ₇)	.260**	.064	.117	-.007	.118
	Pengambil resiko (X ₁ ₈)	.110	.138	.083	-.054	.168
	Ketepatan (X ₁ ₉)	.321**	.110	-.053	.006	.110
	Ketenangan (X ₁ ₁₀)	.286**	.030	-.014	.001	.017

Table 15:- The correlation Matrix of Hospitality Culture to Service Quality
Source: Results of Data Processing with SPSS (2020)

Correlation test results between dimensions was indicated that the dimensions of the independent variable (psychological well-being) to the dependent variable (quality of service) has the highest coefficient value on the dimension of Purpose in Life to tangible that is equal to

0.355 or 35.5% with a significance value of 1% or sig 0.01. This states that the Purpose in Life dimension has the greatest influence on the tangible dimension compared to other dimensions based on psychological well-being.

Variabel (X ₂)	Dimensi	Berwujud (Y1)	Kehandalan (Y2)	Ketanggapan (Y3)	Jaminan (Y4)	Empati (Y5)
Kesejahteraan Psikologis	<i>Self – Acceptance (X2₁)</i>	.314**	.121	.093	.106	.077
	<i>Positive Relations with Others (X2₂)</i>	.213*	.270**	.072	.110	.105
	<i>Autonomy (X2₃)</i>	.230**	.126	.108	-.047	.222**
	<i>Environment Mastery (X2₄)</i>	.307**	.226**	.329**	.051	.119
	<i>Purpose in Life (X2₅)</i>	.355**	.194*	-.014	.174*	.089
	<i>Personal Growth (X2₆)</i>	.266**	.176*	.085	.054	.104

Table 16:- Psychological Wellbeing Correlation Matrix towards Service Quality
Source: Results of Data Processing with SPSS (2020)

Correlation test results between dimensions show that the dimensions of the independent variable (life satisfaction) to the dependent variable (service quality) has the highest coefficient value on the dimensions of tangible resolution of 0.396 or 39.6% with a significance value of

1% or sig 0.01. These states concluded that the resolution dimension has the greatest influence on the tangible dimension compared to other dimensions based on psychological well-being.

Variabel (X ₃)	Dimensi	Berwujud (Y1)	Kehandalan (Y2)	Ketanggapan (Y3)	Jaminan (Y4)	Empati (Y5)
Kepuasan Hidup	Semangat Hidup (X3 ₁)	.335**	.166	-.058	.083	.184*
	<i>Resolusi (X3₂)</i>	.396**	.066	-.077	-.005	.177*
	<i>Kesesuaian (X3₃)</i>	.209*	.243**	.246**	.100	.087
	<i>Konsep Diri (X3₄)</i>	.303**	.136	.119	.105	.082
	<i>Suasana Hati (X3₅)</i>	.282**	.157	.071	.126	.233**

Table 17:- The Correlation Matrix of Life Satisfaction to Service Quality
Source: Results of Data Processing with SPSS (2020)

E. Discussion

Based on these results research from the regression obtained that the value of $t > t_{table}$ or the value can be written that is $7.847 > 1.979$. So It was concluded that there was a positive influence between Hospitality Culture (X1) on Service Quality (Y). Hypothesis test results was indicated that a positive influence between organizational culture on service quality by 32.5% with a significance level of .000. Thus, these results show how the influence of Hospitality Culture towards the service quality is positive and significant.

Based on the results of research from this regression which obtained that the value of $t_{count} > t_{table}$ or the value can be written that is $7.993 > 1.979$. It was concluded that there was a positive influence between psychological well-being (X2) on service quality (Y). The Hypothesis test results was indicated that a positive influence between organizational culture on service quality by 33.3% with a significance level of 0.00. Thus, these results has indicate that the influence of psychological well-being with service quality is positive and significant.

Based on the results of research from these regression obtained that the value of $t_{count} > t_{table}$ or the value can be written that is $7.739 > 1.979$. Then it was concluded that

there is a positive influence between life satisfaction (X3) on service quality (Y). These Hypothesis test results has indicate a positive influence between organizational culture on service quality by 31.9% with a significance level of 0.00. Thus, the influence of life satisfaction with service quality is positive and significant.

Hospitality culture, psychological well-being and life satisfaction togetherness has affect the quality of employee services which obtained by $F_{count} > F_{table}$ ($34,677 > 2,679$) and significance value $0.00 < \alpha (0.05)$. This is confirmed by the results of research which explains that 45.2% of the variable quality of employee services can be explained by these variables (Hospitality culture, psychological well-being and life satisfaction). While the remaining 54.8% (100% - 45.2%) was explained by other causes outside the model.

V. CONCLUSIONS AND SUGGESTIONS

A. Conclusion

Based on these research result and the data processing to analyze the influence of Hospitality culture, psychological well-being and life satisfaction on service quality of employees at the Marilyn Serpong Hotel, the following conclusions can be drawn as follows:

- Hospitality culture has a positive influence on service quality. This could be proven by the value of $T_{count} > T_{table}$, therefore it could be concluded that there is a positive significant effect between Hospitality culture (X1) on Service Quality (Y).
- Psychological well-being has a positive influence on service quality. This could be proven by the value of $T_{count} > T_{table}$, therefore it could be concluded that there is a significant positive influence between psychological well-being (X2) on Service Quality (Y).
- Life satisfaction has a positive influence on service quality. This could be proven by the value of $T_{count} > T_{table}$, therefore it could be concluded that there is a significant positive effect between life satisfaction (X3) on Service Quality (Y).
- Hospitality culture, psychological well-being and life satisfaction togetherness has affection towards the quality of employee services which obtained by the value of $F_{count} > F_{table}$ therefore it could be concluded that there is a significant positive effect between Hospitality culture, psychological well-being and life satisfaction together affecting the service quality.

B. Research Limitations

Based on research and data processing that has been done to analyze the influence of Hospitality culture, psychological well-being and life satisfaction on service quality for employees, there are some limitations which faced by researchers, among the others it would describe as follows:

- The factors that influence Service Quality in this research only consist of three variables, namely the Hospitality culture variable, psychological well-being and life satisfaction.
- This research was only uses linear regression, so it is expected that in future research it can be done with other types of hypothesis test statistics
- This type of research only uses a quantitative approach that aims to describe or explain the characteristics of a situation or object of research and conducted through the data collection and analysis of quantitative data and statistical testing.
- The number of respondents was limited due to the limitations of respondents in the organization.

C. Suggestion

Based on these research conducted, the results of the analysis and conclusions above, the author would like to share some suggestions that might be useful for hotel management or leaders, which namely:

- *Theoretical Suggestions*
 - Further research needs to be done to look out another factors that would affect the quality of service at the Hotel Marilyn Serpong.
 - Psychological well-being is one of the factors that influence in improving the quality of service, it is recommended to many researchers to involve or include this factor in several aspects relating to both self-development and as a group / organization.

- The next researcher is expected to be able to develop and create a perfect research by adding data collection techniques through interviews so that research results are more accurate.
- For further researchers, it is hoped to add other variables that can be used as indicators in further research. This because of there is still lots of variables that have not been included by the writer who still has related to the Hospitality culture, psychological well-being, and life satisfaction and service quality due to time constraints.

➤ Practical Suggestions

- Outline Prepare to the employees who would perform the service activities to visitors by which means of: conducting training on customer service, motivation, improving employee welfare and training to improve performance better by giving other rewards to employees who are not in the form of money.
- The employee welfare program has an important role as the foundation used by the company management in an effort to form employee morale in hotels. An economical employee welfare program is recommended to be developed
- To maintain and improve the employee life satisfaction which is already good enough, so it is necessary to have periodically evaluate to know the consistently about the life satisfaction of the employees themselves. Because life satisfaction will affect the performance and quality of services that employees provide to customers.
- Organizational management ensures that every recruitment must be adjusted to the educational background, interests and abilities of employees, so the employees would able to provide good quality services supported by an effective hospitality culture, strong psychological well-being and also good life satisfaction.

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