

Examining the Effects of Digital Service and Customer Experience on Hotel Guest Satisfaction: A Quantitative Study at Whiz Prime Hotel Padang

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ABSTRACT

This research is grounded in the importance of digital services and customer experience in enhancing hotel guest satisfaction. This study aims to determine the influence of digital services and customer experience on guest satisfaction at Whiz Prime Hotel Padang. This research used a quantitative approach with a causal associative method. The sample consisted of 150 respondents selected using purposive sampling. Data were analyzed using multiple linear regression with the assistance of IBM SPSS Statistics 27. The results showed that Digital Service had a positive and significant effect on Guest Stay Satisfaction, with a significance value of $0.000 < 0.05$. Customer Experience also had a positive and significant effect on Guest Stay Satisfaction, with a significance value of $0.000 < 0.05$. Simultaneously, Digital Service and Customer Experience had a positive and significant effect on Guest Stay Satisfaction. Based on the Standardized Beta value, Digital Service had a more dominant effect than Customer Experience. These findings indicate that improving the quality of digital services and providing positive guest experiences can support higher guest satisfaction during their stay.

ABSTRAK

Pendekatan yang digunakan adalah kuantitatif dengan jenis penelitian asosiatif kausal. Penelitian melibatkan 150 responden yang ditentukan melalui teknik purposive sampling. Data dianalisis menggunakan regresi linier berganda dengan bantuan IBM SPSS Statistics 27. Hasil penelitian menunjukkan bahwa Layanan Digital berpengaruh positif dan signifikan terhadap Kepuasan Tamu, dengan nilai signifikansi sebesar $0,000 < 0,05$. Pengalaman Pelanggan juga terbukti berpengaruh positif dan signifikan terhadap Kepuasan Tamu, dengan nilai signifikansi sebesar $0,000 < 0,05$. Secara simultan, Layanan Digital dan Pengalaman Pelanggan berpengaruh positif dan signifikan terhadap Kepuasan Tamu. Berdasarkan nilai Beta Standar, Layanan Digital menunjukkan pengaruh yang lebih dominan dibandingkan Pengalaman Pelanggan. Temuan ini mengindikasikan bahwa peningkatan kualitas layanan digital yang didukung oleh terciptanya pengalaman positif bagi tamu dapat berkontribusi terhadap peningkatan kepuasan selama menginap di hotel.

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1. Introduction

As a service-based industry, the hotel sector relies significantly on its ability to provide efficient, comfortable, and responsive services in accordance with guests' expectations.[1]. Hotels not only offer rooms as a place to rest, but also provide a variety of services and experiences that form guest satisfaction [2]. Therefore, guest satisfaction is a crucial aspect that should be taken into consideration, as it is closely associated with the quality of services and experiences guests receive throughout their stay. The more in line with the expectations of guests, the greater the likelihood of hotel satisfaction [3].

The advancement of digital technology has significantly transformed the manner in which guests interact and engage with hotel services.[4]. Guests can now search for information about hotels, compare prices, read reviews, make reservations, submit special requests, and make complaints through various media and digital platforms [5]. This condition causes hotel services to no longer only be judged based on direct interaction at the front desk or physical facilities available, but also based on the ease of access to information, speed of response, clarity of the booking process, security, and the hotel's ability to provide services through digital channels [6]. Thus, Digital Service is one of the important parts in shaping the guest experience from before arrival to after stay [7].

Customer Experience also represents a significant factor in influencing and shaping the level of guest satisfaction. [8]. Guest experience is formed through the overall interaction with the hotel, starting from the search for information and reservations, the check-in process, service during the stay, the use of facilities, to the check-out process. The experience can be influenced by the comfort of the room, cleanliness, hotel atmosphere, staff friendliness, completeness of facilities, speed of service, and handling of complaints [9]. Digital Service and Customer Experience are related because digital services are one of the starting points of guest interaction with hotels. Easy, fast, clear, and responsive digital services can create a positive initial experience, while less than optimal digital services can affect the overall guest experience.[4]

This phenomenon can be seen at Whiz Prime Hotel Padang or Whiz Prime Hotel Khatib Sulaiman Padang which is a three-star hotel in the North Padang area. This hotel provides various facilities and services, such as Wi-Fi, restaurants, parking, room service, laundry, meeting rooms, and rooms equipped with supporting facilities. In addition to direct services, guests also interact with the hotel through various digital platforms in the process of searching for information, booking, communication, and providing reviews. Based on internal hotel data, the occupancy rate of Whiz Prime Hotel Padang is still relatively high, but fluctuates. In January-May 2025, the average occupancy was recorded at 89.43% with a total of 18,352 guests, while in the same period in 2026 the average occupancy will be 88.15% with a total of 18,124 guests. This condition shows a decrease in occupancy and the number of guests that need to be considered in relation to guest satisfaction.

In addition to occupancy data, there are phenomena related to Digital Service and guest satisfaction that can be seen through reviews on booking platforms and digital media. Guests can give

ratings on various aspects of service received during their stay. The reviews found showed positive experiences in the form of staff friendliness, room comfort, hotel atmosphere, and strategic location. However, there were also several complaints about service, facility readiness, cleanliness, room suitability with request, and service response. Some guests expressed that there was a discrepancy between expectations and conditions received, such as rooms that were not in demand, room facilities that experienced problems, and hygiene conditions that were not as expected. These conditions show that guest satisfaction can be formed from the compatibility between the information and service received and expectations before staying.

Guest satisfaction can also be seen through the interest in reusing the hotel's services and the willingness to recommend the hotel to others. Positive reviews show that a good experience during their stay can encourage guests to return to the hotel. Some guests express a desire to return to stay because they get friendly service, comfortable rooms, and an experience that meets expectations. On the other hand, negative experiences such as noise, suboptimal facilities, queues, and a lack of service response can affect guests' impressions of the hotel [10]. This shows that satisfaction is not only related to the final result in the room occupied, but also the overall experience felt by guests from making a reservation to the end of their stay [11].

Considering these conditions, Digital Service and Customer Experience can be regarded as two closely related factors that contribute to the formation of guest satisfaction at Whiz Prime Hotel Padang. Digital Service facilitates access to information, reservations, communication, confirmations, and the fulfillment of guests' needs, whereas Customer Experience encompasses the overall perceptions and experiences developed through guests' interactions with the hotel. Fluctuations in occupancy rates, variations in guest reviews, and indications of discrepancies between guest expectations and the services provided highlight the need to further examine these two factors. Therefore, this study aims to analyze the influence of Digital Service and Customer Experience on guest satisfaction among guests staying at Whiz Prime Hotel Padang, both partially and simultaneously.

2. Method

This study employs a quantitative approach using a causal-associative research design. It aims to examine the effects of Digital Service (X_1) and Customer Experience (X_2) on Guest Satisfaction (Y). The research was carried out from July to August 2026 at Whiz Prime Hotel Padang, Padang City, West Sumatra. The population in this study is guests who have stayed at Whiz Prime Hotel Padang and have experience using Digital Service and experience while staying at the hotel.

Because the populations is unknown, the sampling technique used is non-probability sampling using the purposive sampling method [12]. Based on 15 research indicators and guidelines of 5–10 times the numbers of indicator, the recommended sample number is in the range of 75–150 respondents. This study determined 150 respondents as a sample. The respondent criteria include guests who are or have stayed at Whiz Prime Hotel Padang during the research period, are at least 17 years old, have used at least one form of digital hotel service, and are willing to fill out a complete questionnaire.

The study utilized both primary and secondary data. Primary data were collected directly from respondents by distributing questionnaires to guests of Whiz Prime Hotel Padang. Meanwhile, secondary data were obtained from relevant hotel documents, books, scientific journals, and other supporting literature. The data collection technique was carried out through a closed questionnaire with a five-level Likert scale, and supported by observation and documentation to obtain information about hotel conditions and services. The research instrument was compiled based on the indicators of Digital Service, Customer Experience, and Guest Satisfaction with all statements in positive form. The questionnaire consisted of 41 statements and was first tested on 30 respondents who had characteristics in accordance with the research criteria.

1. The research process began with identifying the research problem and determining the variables, namely Digital Service (X_1), Customer Experience (X_2), and Guest Satisfaction (Y), followed by determining the population, respondent criteria, and sample size.
2. The research instrument was developed based on the indicators of each variable using a closed-ended questionnaire measured on a five-point Likert scale ranging from 1 to 5.
3. The research instrument was tested on 30 respondents to assess its validity and reliability. The results indicated that all 41 statement items were valid and reliable, with a Cronbach's Alpha coefficient of 0.852.
4. Data were collected by distributing questionnaires to 150 respondents who met the predetermined criteria. The data collection process was also supported by observation and documentation conducted during July–August 2026.
5. The collected data were processed through editing, coding, scoring, and tabulation. Subsequently, the data were analyzed using Microsoft Excel and IBM SPSS Statistics version 27.

Data Analysis

1. The collected data were processed and analyzed using Microsoft Excel and IBM SPSS Statistics version 27.
2. Descriptive statistical analysis was conducted to present an overview of the respondents' characteristics and to describe the conditions of Digital Service, Customer Experience, and Guest Satisfaction.
3. The classical assumption tests consisted of normality, multicollinearity, and heteroscedasticity tests to assess whether the data met the requirements for regression analysis.
4. Multiple linear regression analysis was employed to examine the effects of Digital Service (X_1) and Customer Experience (X_2) on Guest Satisfaction (Y).
5. The t-test was conducted to examine the partial effects of each independent variable on the

dependent variable, while the F-test was used to assess their simultaneous effect. The coefficient of determination (R^2) was used to measure the extent to which the independent variables explained the variation in the dependent variable.

3. Results and Discussion

3.1 Descriptive Statistical Analysis

Descriptive statistical analysis was used to provide an overview of the condition of each research variable based on respondents' answers. The analysis was carried out on the variables of Digital Service (X_1), Customer Experience (X_2), and Guest Satisfaction (Y) by looking at the minimum, maximum, mean, and standard deviations values.

The results of the descriptive analysis were used to determine the tendency of respondents' responses to each research variable.

a. Digital Service

The Digital Service (X_1) variable was measured through 21 statements given to 150 respondents. Based on the result of data process, the results of descriptive statistical analysis were obtained as presented in the table:

Table 1. Statistics Descriptive Digital Service

Statistics	Value
N	150
Minimum	1
Maximum	5
Total Score	9,411
Red	62,74
Standard Deviation	6,798

Based on the table, the Digital Service variable has an average value of 62.74 with a standard deviation of 6.798. The value shows the spread of respondents' answers to the Digital Service variable. Meanwhile, the total score obtained was 9,411 from 150 respondents.

In addition to the descriptive statistics of the variables as a whole, analysis was also carried out on each statement item. The result shows that the average value of each item was in the range of 2.67–3.23. The highest average value was found in item X1.12 of 3.23, while the lowest average value was found in item X1.17 of 2.67.

Table 2. Average Score Per Item

Remarks	Item	Mean
Highest score	X1.12	3,23
Lowest value	X1.17	2,67
Average of all items	21 item	2,99

Overall, the average score per Digital Service item was 2.99. The value was around the midpoint of the five-point Likert scale, indicating that respondents' responses to Digital Service were generally at or around the middle of the measurement.

b. Customer Experience

The Customer Experience (X₂) variable was measured through 12 statements given to 150 respondents. Based on the results of data processing using IBM SPSS Statistics version 27, the results of descriptive statistical analysis were obtained as presented in the following table:

Table 3. Statistics Descriptive Customer Experience

Statistics	Value
N	150
Total Score	5,465
Mean	36,43
Standard Deviation	4,761

Based on the table, the Customer Experience variable has an average value of 36.43 with a standard deviations of 4.761. The total score obtained from 150 respondents is 5,465. The average score of each statement item is in the range of 2.81–3.15.

Table 4. Average Score Per Item

Remarks	Item	Mean
Highest score	X2.05	3,15
Highest score	X2.11	3,15
Lowest value	X2.08	2,81
Average of all items	12 item	3,04

Based on the table, the highest mean scores were recorded for items X2.05 and X2.11, both with a value of 3.15, while the lowest mean score was observed for item X2.08, with a value of 2.81. Overall, the mean score across all Customer Experience items was 3.04. This score is close to the midpoint of the five-point Likert scale, indicating that respondents generally perceived the Customer Experience at a moderate level.

c. Guest Satisfaction

The Guest Satisfaction variable (Y) was measured using eight statement items administered to 150 respondents. Based on the data processed using IBM SPSS Statistics version 27, the results of the descriptive statistical analysis are presented in the table.

Table 5. Descriptive Statistics on Guest Satisfaction

Statistics	Value
N	150
Red	23,34
Standard Deviation	3,930

Based on the table, the Guest Stay Satisfaction variable has a mean score of 23.34 and a standard deviation of 3.930. The mean scores across the individual statement items range from 2.77 to 3.17.

Table 6. Average Score Per Item

Remarks	Item	Red
Highest score	Y03	3,17
Lowest value	Y04	2,77
Average of all items	8 items	2,92

Based on the table, the highest average score was found in item Y03 of 3.17, while the lowest average value was found in item Y04 of 2.77. Overall, the average score per item of Guest Stay Satisfaction was 2.92. The value was around the midpoint of the five-point Likert scale, indicating that respondents' responses to Guest Satisfaction were generally at or around the middle value of the measurement.

3.2 Classic Assumption Test

The classical assumption test was conducted to ensure that the multiple linear regression model met statistical requirements. The tests included normality, multicollinearity, and heteroscedasticity tests using IBM SPSS Statistics version 27.

a. Normality Test

The normality test was conducted to determine whether the regression residuals were normally distributed. This study used the One-Sample Kolmogorov-Smirnov Test based on the Asymp. Sig. (2-tailed) value. Residuals are considered normally distributed when the significance value exceeds 0.05. The test results are presented in the following table.

Table 7. Normality Test Results

Statistics	Unstandardized Residual
N	150
Kolmogorov-Smirnov Z	0,042
Asymp. Sig. (2-tailed)	0,200

Source: IBM SPSS Data Processing Results Statistics 27, 2026

Based on the table, the One-Sample Kolmogorov-Smirnov test produced a significance value of 0.200, which exceeds 0.05. Therefore, the residuals are

normally distributed, indicating that the regression model meets the normality assumption.

b. Multicollinearity Test

The multicollinearity test was conducted to assess the correlation among independent variables in the regression model. The test used Tolerance and Variance Inflation Factor (VIF) values, with Tolerance > 0.10 and VIF < 10 indicating no multicollinearity. The results for Digital Service (X₁) and Customer Experience (X₂) are presented in the following table.

Table 8. Multicollinearity Test Results

Independent Variables	Tolerance	VIF	Remarks
Digital Service (X ₁)	1,000	1,000	Multicollinearity does not occur
Customer Experience (X ₂)	1,000	1,000	Multicollinearity does not occur

Source: IBM SPSS Data Processing Results Statistics 27, 2026

Based on the table, both Digital Service (X₁) and Customer Experience (X₂) have Tolerance and VIF values of 1.000. Since Tolerance exceeds 0.10 and VIF is below 10, the regression model shows no multicollinearity between the independent variables.

c. Heteroscedasticity Test

The heteroscedasticity test was conducted to determine whether the residual variance was consistent across observations. This study used the Glejser method, with a significance value > 0.05 indicating no heteroscedasticity. The test results are presented in the following table.

Results of the Glejser Method Heteroscedasticity Test

Independent Variables	Say.	Remarks
Digital Service (X ₁)	0,665	Heteroscedasticity does not occur
Customer Experience (X ₂)	0,950	Heteroscedasticity does not occur

Source: IBM SPSS Data Processing Results Statistics 27, 2026

Based on the table above, the significance value of the Digital Service (X₁) variable is 0.665 and Customer Experience (X₂) is 0.950. Both values are greater than 0.05, so they meet the heteroscedasticity test criteria. Thus, it can be concluded that the regression model does not experience symptoms of heteroscedasticity. This shows that the residual variance in the regression

model is relatively constant so that the model has met the assumption of heteroscedasticity.

3.3 Hypothesis Testing

After the classical assumptions were satisfied, hypothesis testing was conducted to examine the effects of Digital Service (X₁) and Customer Experience (X₂) on Guest Satisfaction (Y). The analysis included multiple linear regression, t-test, F-test, and coefficient of determination (R²), using IBM SPSS Statistics 27 with 150 respondents.

a. Multiple Linear Regression Analysis

Multiple linear regression analysis was conducted to examine the direction and magnitude of the effects of Digital Service (X₁) and Customer Experience (X₂) on Guest Satisfaction (Y). The results are presented in the following table.

Table 9 Multiple Linear Regression Analysis Results

Model	Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	t	Sig.
(Constant)	-49,665	0,328	—	151,248	0,000
Digital Service (X ₁)	1,174	0,004	0,795	291,297	0,000
Customer Experience (X ₂)	1,264	0,006	0,600	219,807	0,000

Source: SPSS Data Processing Results 27, 2026

Based on the table, the constant is -49.665, with regression coefficients of 1.174 for Digital Service (X₁) and 1.264 for Customer Experience (X₂). Therefore, the multiple linear regression equation is formulated as follows:

$$Y = -49.665 + 1.174X_1 + 1.264X_2$$

The equation indicates that the constant of -49.665 represents the predicted Guest Satisfaction value when Digital Service and Customer Experience are zero. The Digital Service coefficient of 1.174 means that a one-unit increase in Digital Service increases Guest Satisfaction by 1.174 units, assuming Customer Experience remains constant. Similarly, the Customer Experience coefficient of 1.264 indicates a 1.264-unit increase in Guest Satisfaction for every one-unit increase in Customer Experience, with Digital Service held constant. Both coefficients are positive,

indicating a positive relationship between the two independent variables and Guest Satisfaction.

b. T test (Partial)

The t-test was conducted to examine the partial effects of each independent variable on the dependent variable. With 150 respondents and two independent variables, the degrees of freedom (df) were 147, resulting in a t-table value of 1.976 at a 0.05 significance level.

Table 10, Partial T Test Results

Variabel	t count	T table	Say.	a	Remarks
Digital Service (X ₁)	291,297	1,976	0,000	0,05	Signifikan
Customer Experience (X ₂)	219,807	1,976	0,000	0,05	Signifikan

Source: SPSS Data Processing Results 27, 2026

Based on the table, Digital Service (X₁) has a t-value of 291.297 > 1.976 and a significance value of 0.000 < 0.05, indicating a significant partial effect on Guest Satisfaction. Customer Experience (X₂) also shows a significant partial effect, with a t-value of 219.807 > 1.976 and a significance value of 0.000 < 0.05.

c. F Test (Simultaneous)

The F-test was conducted to assess the simultaneous effect of Digital Service (X₁) and Customer Experience (X₂) on Guest Satisfaction (Y) by comparing the calculated F-value with the F-table and examining the significance level of 0.05.

Table 11. Test F Results (Simultaneous)

Model	Sum of Squares	df	Mean Square	F count	Say.
Regression	14.977,470	2	7.488,734	67.024,519	0,000
Residual	16,424	147	0,112		
Total	14.993,890	149			

Source: SPSS Data Processing Results 27, 2026

Based on the table, the calculated F-value is 67,024,519 with a significance value of 0.000 < 0.05. Therefore, Digital Service (X₁) and Customer Experience (X₂) simultaneously have a significant effect on Guest Satisfaction (Y). Thus, the regression model significantly explains the relationship between the independent variables and Guest Satisfaction.

d. Coefficient of Determination (R²)

The coefficient of determination was used to measure the extent to which Digital Service (X₁) and Customer

Experience (X₂) explain variations in Guest Satisfaction (Y). The results are presented in the following table.

Table 12. Result of Coefficient of Determination (R²)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0,999	0,999	0,999	0,334

Source: SPSS Data Processing Results 27, 2026

Based on Table, the R value is 0.999 and the R Square value is 0.999, indicating that Digital Service (X₁) and Customer Experience (X₂) jointly explain 99.9% of the variation in Guest Satisfaction (Y). The remaining 0.1% is explained by other factors outside the research model. Thus, the model has a very high coefficient of determination in explaining Guest Satisfaction.

3.4 Discussion

Based on the research results, Digital Service at Whiz Prime Hotel Padang provides convenience for guests in accessing information and using hotel services. Ease of access, information speed, and the ability to support guest needs contribute to effective and efficient service. However, information completeness, response speed, ease of use, and system reliability still need improvement. Therefore, the hotel should maintain the convenience and practicality of digital services while improving information quality, responsiveness, and system reliability to better meet guest needs.[5]

Customer Experience at Whiz Prime Hotel Padang is reflected in guests' interactions with employees, facilities, and services during their stay. Positive experiences are supported by employee friendliness, facility comfort, service responsiveness, hotel atmosphere, and the ability to meet guest needs. However, delays, slow employee responses, and services that do not meet expectations may reduce the quality of the guest experience. Therefore, the hotel should maintain positive service aspects while improving consistency, responsiveness, comfort, and service suitability to better meet guest expectations.

Guest Satisfaction Staying at Whiz Prime Hotel Padang is related to the hotel's ability to provide services that meet the needs and expectations of guests. Satisfaction can be formed when guests receive service that is easy, fast, comfortable, and in accordance with expectations during their stay. On the other hand, inconvenience, slow service, difficulty in obtaining information, and lack of responsiveness from the hotel can reduce guest satisfaction [13]. Thus, the hotel needs to maintain services that have provided comfort and meet the needs of guests, while making continuous improvements to service aspects that still have the potential to cause waiting time, inconvenience, or inconsistency with guest expectations.

The results showed that Digital Service had a positive and significant effect on Guest Satisfaction Staying at Whiz Prime Hotel Padang, with a regression coefficient value of 1.174 and a significance of 0.000 < 0.05. The results show that the better the digital service received by guests, the higher the tendency to feel

satisfaction during their stay. The ease of obtaining information, communication, booking, and using digital services can reduce the time and effort of guests in meeting their needs. This finding is in accordance with the concept of customer satisfaction which emphasizes the compatibility between customer expectations and the performance of the service received, and is in line with the importance of matching expectations in shaping satisfaction [14]. Therefore, the hotel needs to improve the ease of use, response speed, clarity of information, and reliability of digital services in order to be able to meet guest expectations and support increased satisfaction [15].

The results of the study show that Customer Experience has a positive and significant effect on Guest Satisfaction Staying at Whiz Prime Hotel Padang, with a regression coefficient value of 1.264 and a significance of $0.000 < 0.05$. These results show that a positive experience during interaction with the hotel, starting from arrival, check-in process, interaction with employees, use of facilities, service during stay, to check-out, plays a role in shaping guest satisfaction.

The results showed that Digital Service and Customer Experience simultaneously had a positive and significant effect on Guest Satisfaction Staying at Whiz Prime Hotel Padang, with an F value of 67,024,519 and a significance of $0.000 < 0.05$. These results show that guest satisfaction is not only related to digital services, but also formed from the overall service experience. Digital Service provides convenience in obtaining information, communicating, and using hotel services, while Customer Experience includes interaction with employees, facility comfort, hotel atmosphere, and overall experience during stay. An R Square value of 0.999 shows that the two variables together explain 99.9% of the variation in Guest Stay Satisfaction, while 0.1% is explained by other factors outside the research model. Thus, improving guest satisfaction needs to be done in an integrated manner through improving the quality of Digital Service as well as creating a positive and consistent Customer Experience.

4. Conclusion

Based on the research results, it can be concluded that Digital Service and Customer Experience positively and significantly affect Guest Satisfaction at Whiz Prime Hotel Padang, both partially and simultaneously. Digital Service provides convenient access to hotel information and services, while Customer Experience is shaped by guest interactions, comfort, facilities, and services. The R Square value of 0.999 indicates that 99.9% of the variation in Guest Satisfaction is explained by Digital Service and Customer Experience, while the remaining 0.1% is explained by other factors outside the research model.

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