THE INFLUENCE OF INTERIOR DESIGN TO USER'S INTEREST IN CHOOSING BUDGET HOTEL IN SURABAYA.

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ABSTRACT

The competition in the “budget hotel” in Surabaya now is increasing. In the tight business competition, the investor needs a differentiation that able to attract consumer’s preference. The interior design is one of the difference-maker for the budget hotel against their competitor. Therefore, there is no specific identification about the influence of interior design to the consumer’s decision in choosing the “budget hotel”. The goal of this research is to identify this relation. This research uses the quantitative method with Pearson correlation technic to seek the relation between interior design and consumer’s decision variable.

Based on the analysis, we can identify that the modern-ethnic style is the most demanded interior design by the respondent and also can influence their preference. The main aspect that influencing the consumer’s preference in choosing the “budget hotel” is the hotel’s facility and the consumer’s past experience. Respondent tend to prioritize the information search and alternative option in deciding their option. We can concluded that the interior design have the weak influence to the consumer’s interest in choosing the “budget hotel”.

Keywords: “budget hotel”, interior design, consumer’s preference, Pearson correlation

1. Preface

The hotel industry is one of the most promising and emerging industries. To survive in this industry, one must have a clear and unique concept than its competitors. The “budget hotel” is one of the most preferred concepts according to the hotel’s investors. In recent years, the “budget hotel” industry I Indonesia is having an increasing growth rate (Tangkilisan, 2014).

The annual growth rate of “budget hotel” in Surabaya is steadily rising (Carolina, 2013). These phenomena, ironically, lead to the decreasing of the hotel’s annual occupancy rate (Colliers, 2014), so that the competition is increasing. The budget hotel owners in Surabaya now tend to compete only in their price rate. When the competition become tighter, the stakeholders need a differentiation to add some surplus values and finally can attract more consumers. According to Kotler (2005), the design of a product is one of the main aspects in creating the product differentiation which can attract consumer’s preference as an alternative to win the business.
competition. In the field of hotel industry, the interior design is one of the products that can be functioned as a difference-maker from the competitors. Therefore, there is no identification and relation about the influence of hotel’s interior design with consumer’s decision in choosing the “budget hotel” in Surabaya yet.

This research aims to determine the relation between hotel’s interior design with the consumer’s decision in choosing the “budget hotel” in Surabaya. The output of this research expected as an input to deal with the product differentiation so that the users can compete in the hotel industry in Surabaya.

2. Methods

This research uses the quantitative methods to achieve its research goals. The research variable analyzed with the statistic correlational analysis methods, through finding the relation or influence between two variables or more. The determined variables in this research consist of two forms, the dependent and independent variable. Independent variable consist of interior design, on the other hand, the dependent variable consist of consumer’s behavior. These determined variables will be measured by the Lickert scale. The required data in this research was obtained by survey, questionnaire, and interview methods.

This research used the non-probability sampling technic. The non-probability sampling technic that been used in this research is accidental sampling methods, in which whoever the researcher met will be used as a sample, if only the people were considered suitable as a data resource. The population that been used in this research were the “budget hotel” users in Surabaya, especially those who still or had used the service of “budget hotel”.

After researcher obtained the data from respondent, the next step is analyzing it with the correlational analysis. Through this method, researcher can seek the relation between interior design variable and consumer’s behavior variable, as an effort to prove the hypotheses. Researcher will use the Pearson correlational analysis to explain the power and relation between the independent-variable and dependent-variable to prove the hypotheses that interior design has an influence in the hotel user’s preference and their decision in choosing the “budget hotel”.

3. Outputs and Elaboration

The conducted survey depicted that the Modern-ethnic style is the most preferable space style by the respondents. This ethnic-based style considered able to perform the new and different style despite of the consumer’s over fullness against the Modern-minimalist style that dominated the interior design of “budget hotel” in Surabaya.

The Modern-ethnic style also considered been able to present the warm nuance in the space, because it is based on the use of woody material. The Pop-art and Rustic style is the second favorite style beside the modern-ethnic style. The Pop-art and rustic style is a new trend in the “budget hotel”, but it is already able to attract the consumer’s preference. These can indicated that the opportunity to combine the modern-side of the Pop-art and rustic style with the ethnic-side so it can produce the new and unique modern-ethnic style and giving the consumer more preference in choosing the budget hotel.

Through the analysis of the interior design element, we can see that the prominent factors in creating the preferable room atmosphere in budget hotel consist of: (1). Room cleanliness, (2).
Good air circulation system/, (3). Proportional room shape, (4). the selection of harmonic paint color, and (5). the light-exposure system. Those elements also must be synchronized with other decorative elements and a good sound system that comfort the consumers.

The analysis about the consumer’s preference shows that the hotel’s facility and the consumer’s past experiences in the “budget hotel” is the main reason that influencing their preference on the “budget hotel”. This also shows that aesthetics aspect was another main reason beside the latters. Those findings could be potential if only the hotel been able to presented the interior nuance that could bring the interesting experience for the consumer, so that they will come again to the hotel in the future.

The analysis of consumer’s decision shows that respondent prioritizing the searching of information and alternative before deciding their option. They also willing to pay according to the fixed rate when it is still affordable and meeting with their satisfaction. Therefore, the tendency from the respondent to choose the same hotel again is low. For the costumer’s behavior after their visit, if they felt satisfied with the service of the “budget hotel”, they will tend to recommend and tell the positive things to their acquaintance.

According to the cross-tabulation test with the Pearson correlation, it is known that after each indicator in the interior design variable was correlated with the consumer’s behavior variable, there was an inter-variable relation that met with the requirement of \( p\)-value < 0.05, although ineligible. Picture 1.1 shows that many invalid or non-correlated. These finding give the early indication that the correlation between interior design and consumer’s behavior variable tend to be weak.
The Pearson correlation analysis produced the correlation value between interior design variable and consumer’s behavior variable was positive 0.424 or the middle correlation value. Despite this, the correlation value of 0.424 actually tends to be the weak correlation value. The number of p-value that produced as big as 0.000 < 0.05 which means that the relation is significant. According to that, it can be concluded that the positive correlation between interior design and consumer’s behavior tend to be weak. This can prove the hypotheses that the hotel’s interior design has influencing the consumer’s preference and their decision in choosing the “budget hotel” could be accepted.

4. Conclusion and Solution

According to the analysis of the style and nuance of the room to the respondent’s character, it can be concluded that Modern-ethnic style is the most preferable style to the consumer. On the other hand, the analysis output for the interior design variable told us that the most influential aspect for the “budget hotel” consumer were the cleanliness, air-circulation system, room shape, interior paint color selection, and lighting system. The analysis in consumer’s preference concluded that the main aspect which influenced the consumers were the hotel facility and their past experience in the same hotel. The analysis in the consumer’s decision concluded that respondent prioritizing the information searching and alternative option of the “budget hotel”. Respondent is also willing to pay according to the fixed rate and also tend to tell the positive things and recommend the “budget hotel” to their acquaintance.

Overall, it can be concluded that the interior design proven to have an influence in the consumer’s decision, although it is weak. Future research is still needed for further improvement in this field, especially about the influence of interior design in influencing the consumer’s interest on “budget hotel” in other major cities such as Jakarta, Yogyakarta, and Denpasar.

5. References