

## 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.

	Pengalaman	Atribut	Estetika	Informasi	Alternatif	Kesediaan Bayar	Masih Kembali	Cerita Hal Postif
Bentuk	0,01 VALID	0,003 VALID	0,005 VALID	0,238 NOT VALID	0,496 NOT VALID	0,009 VALID	0,82 NOT VALID	0,281 NOT VALID
Warna	0,002 VALID	0,094 NOT VALID	0 VALID	0,744 NOT VALID	0,913 NOT VALID	0,638 VALID	0,493 NOT VALID	0,641 NOT VALID
Pencahaya-an	0,013 VALID	0,06 NOT VALID	0,008 VALID	0,31 NOT VALID	0,039 VALID	0,276 VALID	0,032 VALID	0,061 NOT VALID
Penghawaan	0,001 VALID	1,004 NOT VALID	0,008 VALID	0,667 NOT VALID	0,198 VALID	0,597 VALID	0,884 NOT VALID	0,588 NOT VALID
Tata Suara	0,168 NOT VALID	0,233 NOT VALID	0,276 VALID	0,089 VALID	0,917 VALID	0,185 VALID	0,811 VALID	0,729 NOT VALID
Kebersihan	0,03 VALID	0,063 NOT VALID	0,043 VALID	0,333 NOT VALID	0,112 NOT VALID	0,608 VALID	0,947 NOT VALID	0,012 VALID
Dekoratif	0,125 NOT VALID	0,183 NOT VALID	0,125 VALID	0,042 VALID	0,037 VALID	0,144 VALID	0,154 NOT VALID	0,005 VALID

Picture 1.1. Crosstab Analysis with The *Pearson* Correlation Output (Source : Researcher, 2015)

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.

		INTERIOR	PERILAKU
INTERIOR	Pearson Correlation	1	.424*
	Sig. (2-tailed)		.000
	N	106	106
PERILAKU	Pearson Correlation	.424*	1
	Sig. (2-tailed)	.000	
	N	106	106

\*\* .Correlation is significant at the 0.01 level (2-tailed).

Picture 1.2. The *Pearson* Correlation Analysis Output (Source : Researcher, 2015)

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

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