The Impact of Personal Service, Product Quality, and Comfort on Guest Satisfaction at Yanyan Resort Ubud

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Abstract— **This study aims to examine the influence of personal service, product quality, and comfort on guest satisfaction at Yanyan Resort Ubud, Bali—a competitive hospitality destination renowned for its cultural and natural appeal. Employing a quantitative descriptive approach, data were collected through structured questionnaires distributed to 50 resort guests. The analysis used multiple linear regression after conducting validity, reliability, and classical assumption tests. The results demonstrate that personal service, product quality, and comfort each have a significant and positive effect on guest satisfaction, both individually and collectively. Specifically, personalized attention, well-maintained facilities, and a tranquil environment were key drivers of a satisfactory guest experience. These findings suggest that sustained improvements in service quality, infrastructure, and environmental comfort can substantially enhance guest satisfaction. The study provides practical implications for hospitality managers, recommending regular staff training, continuous facility upgrades, and a strong emphasis on cleanliness and guest-centered services. By implementing these strategies, resorts like Yanyan Resort Ubud can foster customer loyalty, generate positive word-of-mouth, and improve long-term competitiveness in the tourism industry.**

Keywords*: personal service, product quality, comfort, satisfaction*

1. INTRODUCTION

Indonesia's The tourism industry in Indonesia has demonstrated consistent growth over the past decade, with Bali maintaining its position as one of the most prominent destinations for international and domestic tourists. Among Bali's tourism areas, Ubud is widely recognized for its distinctive combination of natural landscapes, cultural heritage, and tranquil atmosphere, which attracts visitors seeking experiential and wellness-oriented travel[1]. In an increasingly competitive hospitality environment, accommodation providers are required to deliver superior value to guests in order to sustain performance and long-term competitiveness[2].

Guest satisfaction has emerged as a central construct in hospitality management, as it reflects the overall evaluation of a guest's experience and determines behavioral outcomes such as revisit intention and positive word-of-mouth. Prior studies emphasize

that guest satisfaction is largely shaped by service-related factors rather than price alone. Personalized interactions, consistent service delivery, and emotional engagement between employees and guests play a crucial role in forming positive perceptions of hospitality experiences[3]. As a result, hotels and resorts increasingly prioritize personalized service strategies to meet diverse guest expectations.

In addition to service-related aspects, product quality represents a fundamental determinant of guest satisfaction in the hospitality sector. Product quality in a resort context includes the physical condition of rooms, cleanliness, facility functionality, and the overall standard of amenities offered. High product quality signals professionalism and reliability, thereby enhancing guests perceived value and satisfaction levels[4], [5]. Furthermore, empirical evidence suggests that inadequate product quality may diminish the perceived benefits of even high-quality services.

Comfort is another essential dimension influencing guest satisfaction, particularly in resort-based tourism. Comfort encompasses both physical comfort such as room layout, noise control, and environmental cleanliness and psychological comfort, including feelings of safety, relaxation, and emotional well-being. Studies on hospitality and wellness tourism confirm that comfort significantly affects guests overall evaluations and their willingness to recommend a destination to others[6], [7]. This aspect is especially relevant in destinations like Ubud, where guests seek serenity and restorative experiences.

Several previous studies have examined the relationship between service quality and guest satisfaction within the hospitality industry. [8] found that personalized service and effective complaint handling significantly influence customer satisfaction and revisit intention in luxury hotels in Ubud. Similarly, [3], [9] highlighted the mediating role of satisfaction between service quality and loyalty in spa tourism. However, most existing studies tend to analyze these variables independently or focus on specific hospitality segments, such as luxury hotels or spas.

Despite the growing body of literature, empirical studies that simultaneously examine personal service, product quality, and comfort as integrated predictors of guest satisfaction remain limited, particularly within the context of boutique resorts. Moreover, there is a lack of research that specifically investigates Yanyan Resort Ubud as a case study, even though the resort exhibits unique characteristics in terms of service philosophy, environmental setting, and market positioning. This indicates a clear research gap concerning both the analytical approach and the research object.

From an academic perspective, this study contributes to the hospitality management literature by providing empirical evidence on the simultaneous influence of personal service, product quality, and comfort on guest satisfaction within a boutique resort context. Practically, the findings offer managerial insights for resort operators, particularly in designing service strategies, maintaining product standards, and enhancing guest comfort to improve satisfaction and competitive advantage.

2. THEORETICAL REVIEW
2.1 Personal Service
Personal service refers to individualized interactions delivered by employees to guests with the objective of fulfilling specific needs and expectations. In the hospitality and resort industry, personal service emphasizes direct human contact, emotional engagement, and flexibility in responding to guest requests[10]. Boutique resorts particularly depend on personal service to create unique experiences that differentiate them from standardized hotel services. Personalized attention enables guests to feel valued and understood, which enhances their overall evaluation of the service experience.

Personal service in hospitality settings is commonly assessed through several dimensions, including responsiveness, empathy, assurance, and communication quality. Responsiveness reflects the willingness and speed of employees in assisting guests, while empathy indicates the ability to provide individualized attention. Assurance relates to staff competence and professionalism, and communication quality represents clarity,

courtesy, and friendliness during service encounters. These dimensions collectively shape guests' perceptions of service effectiveness and emotional satisfaction[11][12].

Previous empirical studies consistently demonstrate that personal service has a significant positive influence on guest satisfaction.[13] found that personalized service significantly improves customer satisfaction and revisit intention in hospitality services in Ubud. Similarly,[14] Reported that service-related factors strongly affect customer satisfaction in accommodation services. These findings confirm that personal service remains a critical determinant of satisfaction in the hospitality industry.

2.2 Product Quality

The Product quality in the hospitality industry refers to the tangible elements of accommodation services, including room facilities, cleanliness, amenities, and the physical condition of the property. Product quality reflects a resort's capability to deliver functional reliability and aesthetic value that align with guest expectations. High product quality strengthens perceived value and reinforces positive evaluations of the overall service experience[15].

Indicators of product quality in resort settings include the condition of facilities, cleanliness standards, completeness of amenities, and visual design. Well-maintained facilities and hygienic environments enhance guests' comfort and confidence in the service provider, while adequate amenities and attractive design contribute to favorable impressions and satisfaction. These indicators play a crucial role in shaping guests' perceptions of quality and professionalism[7].

Previous studies confirm that product quality significantly influences guest satisfaction in hospitality services. Demonstrate that product quality has a direct and positive effect on customer satisfaction. Similarly, found that facility quality and cleanliness significantly enhance guest satisfaction in hotel accommodations. These studies highlight the importance of maintaining consistent product standards to support positive guest experiences[16].

2.3 Comfort

Customer Comfort refers to the physical and psychological conditions that enable guests to feel relaxed, safe, and at ease during their stay. Physical comfort includes aspects such as room temperature, cleanliness, and noise control, while psychological comfort relates to feelings of security, privacy, and emotional well-being. In resort tourism, comfort is a fundamental element because guests typically seek relaxation and restorative experiences rather than purely functional accommodation[17].

Comfort can be measured through indicators such as physical comfort, environmental tranquility, psychological safety, and privacy. A calm environment, adequate room conditions, and a sense of personal space contribute to guests' ability to unwind and enjoy their stay. These indicators collectively influence how guests perceive the quality of their experience and their willingness to recommend the resort to others[13], [18].

Previous research indicates that comfort has a significant impact on guest satisfaction and recommendation behavior. [19] found that comfort-related factors strongly influence satisfaction and online recommendations in hotel services. [20] Also reported that comfort is a dominant factor shaping guest satisfaction in hospitality environments. These findings underline the importance of comfort as a strategic component of resort management.

2.4 Guest Satisfaction Indicators

Guest satisfaction is defined as a guest's overall evaluation of their experience based on a comparison between expectations and perceived performance[21]. Satisfaction occurs when the actual experience meets or exceeds expectations, whereas dissatisfaction arises when performance falls short of expectations. Guest satisfaction represents a key

outcome variable in hospitality research due to its strong relationship with loyalty and behavioral intentions[22].

The most widely applied model in satisfaction research is the Expectation–Disconfirmation Theory. This model explains satisfaction as the result of confirmation or disconfirmation between prior expectations and perceived performance. Positive disconfirmation leads to satisfaction, while negative disconfirmation results in dissatisfaction. This theoretical framework is commonly used to explain satisfaction formation in hospitality and tourism studies[23].

From a theoretical perspective, guest satisfaction is grounded in consumer behavior and service quality theories. In hospitality contexts, satisfaction is influenced by service interactions, tangible product attributes, and experiential factors such as comfort. High levels of guest satisfaction encourage revisit intention, positive word-of-mouth, and long-term loyalty, making satisfaction a strategic objective for resort management[12].

3. RESEARCH METHODS

This study adopted a quantitative research approach with an explanatory design to examine the relationships between personal service, product quality, comfort, and guest satisfaction at Yanyan Resort Ubud. A quantitative approach enables researchers to analyze causal relationships objectively using numerical data and statistical techniques, particularly when the objective is to test the influence of multiple independent variables on a dependent variable within a hospitality context[24], [25].

The population of this research consisted of guests who had stayed at Yanyan Resort Ubud. Respondents were selected using purposive sampling, focusing on guests who had completed their stay and were willing to provide feedback regarding their experience. Purposive sampling is commonly used in hospitality research to ensure that respondents possess relevant experience related to the research variables[26], [27].

Data were collected using a structured questionnaire distributed both online and offline. The questionnaire was designed to capture respondents' perceptions of personal service, product quality, comfort, and overall guest satisfaction. A Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree) was used to measure responses, as this scale is effective for capturing attitudes and perceptions in hospitality and service-related studies

Prior to statistical analysis, the collected data were examined to ensure accuracy and consistency. Reliability testing was conducted to evaluate the internal consistency of the questionnaire items, while validity testing was applied to confirm that the measurement items adequately represented the constructs under study. Reliability and validity testing are essential steps in quantitative research to ensure that the data are appropriate for inferential analysis.

The data analysis technique employed in this study was multiple linear regression, which allows for the simultaneous examination of the effects of more than one independent variable on a dependent variable. This method is widely used in hospitality and social science research to identify the magnitude and direction of relationships among variables. To ensure the robustness of the regression results, classical assumption tests were conducted, including normality, multicollinearity, heteroscedasticity, and autocorrelation tests. These tests are essential to confirm that the regression model produces unbiased and efficient estimates. The results indicated that the data met the required assumptions for multiple regression analysis [28].

Hypothesis testing was performed using both partial and simultaneous statistical tests to evaluate the influence of independent variables on guest satisfaction. Partial testing was used to assess the individual effect of each variable, while simultaneous testing examined their combined influence. A significance level of 5 percent was applied as the basis for statistical decision-making. All analyses were conducted using SPSS software to ensure consistency and accuracy in data processing[29] [30].

3.1 Conceptual Framework

The conceptual framework of this study highlights that guest satisfaction at Yayan Resort Ubud is influenced by three main factors: (1) Personal Service: Personalized attention and responsiveness from staff play a key role in creating meaningful guest experiences. (2) Product Quality: High-quality facilities, cleanliness, and amenities contribute to comfort and positive impressions. (3) Comfort: Both physical and psychological comfort—enhanced by the peaceful environment of Ubud—support overall satisfaction.When these factors meet or exceed guest expectations, they lead to higher satisfaction, increased guest loyalty, and positive word-of-mouth. The framework suggests that personal service, product quality, and comfort have both individual and combined effects on guest satisfaction.Based on the explanation above, it is evident that there is a strong relationship between personal service, product quality, comfort, and guest satisfaction, all of which are key determinants of Yayan Resort Ubud's success in maintaining customer satisfaction.

This study aims to analyze the influence of these factors on guest satisfaction at Yayan Resort Ubud and to provide recommendations for management on how to improve service quality and facilities. The goal is to create a better, more memorable experience for every guest. Accordingly, the conceptual framework of this research is illustrated in Figure 1 below.
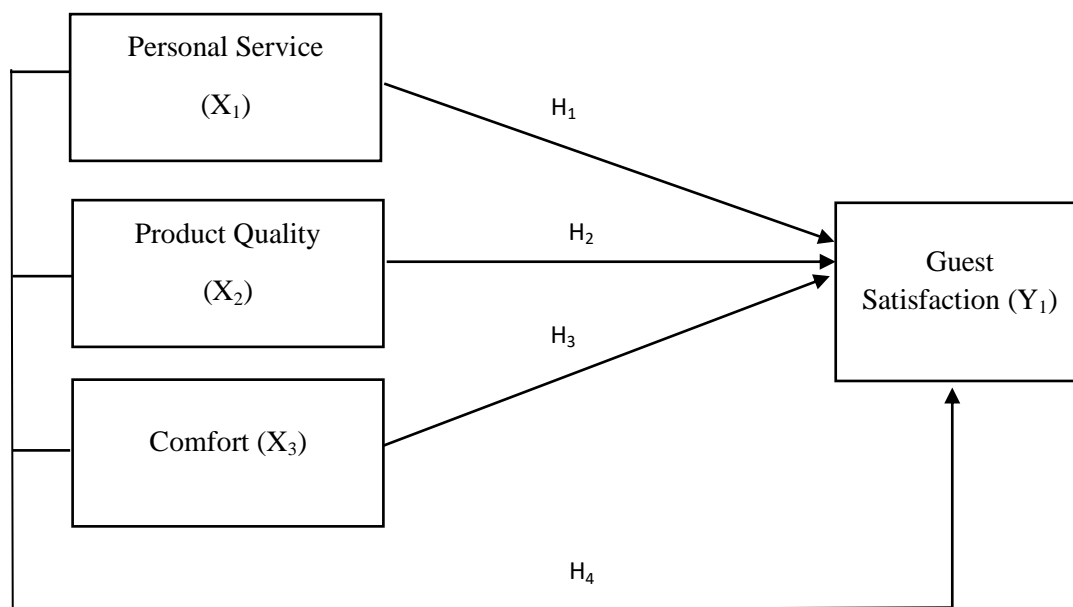

Figure 1. Conceptual Framework

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3.2 Research Hypotheses

This study aims to examine the influence of personal service, product quality, and comfort on guest satisfaction at Yayan Resort Ubud. The hypotheses are formulated as follows: (1) H: Personal service has a positive influence on guest satisfaction. (2) H2: Product quality has a positive influence on guest satisfaction. (3) H3: Comfort has a positive influence on guest satisfaction. (4) H4: Personal service, product quality, and comfort jointly have a positive influence on guest satisfaction.These hypotheses are grounded in prior studies which emphasize that personalized attention, high-quality offerings, and a comfortable environment are critical drivers of satisfaction in the hospitality industry.

3.3 Data Collection Technique

This study uses a questionnaire as the primary data collection method. A questionnaire involves distributing a set of structured written questions to respondents to gather their responses. This method is suitable because the researcher clearly understands the required information and how to measure the variables in the research model.The questionnaire used consists of closed-ended questions, where respondents select their answers from a list of predetermined options. These options are derived from the indicators of each research variable. Data collection is conducted through both offline and online distribution of the questionnaires. This study uses a Likert scale ranging from (strongly disagree) to 5 (strongly agree) to measure the research variables. Both exogenous variables (independent) and endogenous variables (dependent) are assessed using this scale. Each variable is represented by several statement items, and respondents are asked to indicate their level of agreement with each item. The response alternatives and their respective weights are shown in Table 1.

Table 1. Measurement Scale

Answer	Code	Weight
Strongly agree	SA	5
Agree	A	4
Neutral	N	3
Don't agree	DA	2
Strongly Disagree	SD	

4. RESULTS AND DISCUSSION

4.1 Result

The effect of personal service, product quality, and comfort on guest satisfaction at Yanyan Resort Ubud was analyzed using multiple linear regression analysis. This method was employed to examine both the individual (partial) and combined (simultaneous) influence of the independent variables on the dependent variable. The regression results are presented in Table 2.

Table 2. Results of Multiple Linear Regression Analysis

Variable	β (Standardized Coefficient)	t-value	Sig.
Personal Service	0.312	4.287	0.000
Product Quality	0.274	3.865	0.000
Comfort	0.421	5.973	0.000
Constant	—	—	—

Source : Processed data (2025)

Table 2 reports the multiple linear regression results examining the effects of personal service, product quality, and comfort on guest satisfaction. The table includes standardized coefficients (β), t-values, and significance levels (Sig.), as well as model fit statistics (R, R^2, Adjusted R^2) and the overall F-test. The standardized coefficient (β) indicates the relative strength of each predictor while controlling for the other variables. A positive β suggests that an increase in the predictor is associated with higher guest satisfaction. The t-value and Sig. columns represent the partial (individual) significance tests. When Sig. is below 0.05, the predictor is considered statistically significant.

Based on the table, personal service and product quality show positive and significant effects on guest satisfaction (Sig. < 0.05), meaning that better staff interaction and higher facility standards contribute to a better guest experience. Comfort has the largest standardized coefficient, indicating that it is the most dominant predictor. This suggests that physical and psychological comfort such as tranquility, privacy, and relaxation plays the most decisive role in shaping overall satisfaction at the resort.

The Adjusted R² indicates the proportion of variance in guest satisfaction explained by the predictors after accounting for the number of variables and sample size. A high Adjusted R² suggests strong explanatory power. Finally, the F-test (Sig. F < 0.05) confirms that the regression model is statistically significant as a whole, meaning that the predictors jointly explain guest satisfaction.

Table 3. Model Summary

Model Summary	Value
R	0.912
R Square	0.832
Adjusted R Square	0.821
F-value	477.540
Sig. (F)	0.000

Source : Processed data (2025)

The Model Summary (together with the F-test) explains how well the regression model predicts guest satisfaction using personal service, product quality, and comfort. The correlation coefficient (R = 0.912) indicates a very strong association between the model's predicted values and the observed satisfaction scores. The R Square (0.832) shows that the three predictors account for 83.2% of the variation in guest satisfaction. The Adjusted R Square (0.821) provides a more conservative estimate after considering the number of predictors and the sample size, suggesting that the model still explains about 82.1% of the variance. The overall model is statistically significant, as indicated by F = 477.540 with Sig. (F) = 0.000 (< 0.05), meaning the predictors jointly have a significant effect on guest satisfaction.

4.2 Discussion

The findings of this study demonstrate that personal service has a significant positive effect on guest satisfaction. This result supports service quality theory, which emphasizes that personalized interactions and employee responsiveness play a crucial role in shaping customer perceptions and satisfaction. When guests receive attentive, empathetic, and responsive service, they are more likely to feel valued, leading to higher satisfaction levels. This finding is consistent with previous studies conducted in hospitality contexts, which reported that personalized service significantly enhances customer satisfaction and revisit intention.

Product quality was also found to have a significant positive influence on guest satisfaction. This indicates that tangible aspects such as room cleanliness, facility condition, and the availability of amenities remain essential components of guest evaluations. High product quality reinforces perceived value and trust in the service provider, thereby strengthening overall satisfaction. This finding aligns with prior hospitality research that highlights the importance of physical facilities and product reliability in forming positive guest experiences.

Among the three independent variables, comfort emerged as the most dominant factor influencing guest satisfaction. The high standardized coefficient suggests that physical and psychological comfort such as a quiet environment, cleanliness, privacy, and a sense of relaxation plays a decisive role in determining guest satisfaction at Yanyan Resort Ubud. This result can be explained by the nature of resort tourism, where guests primarily seek relaxation and stress relief rather than purely functional accommodation. Comfort enhances emotional well-being, which strongly affects overall satisfaction evaluations.

The dominance of comfort is consistent with expectation disconfirmation theory, which suggests that satisfaction increases when experiences exceed expectations. In the context of resort stays, guests often expect a tranquil and comfortable environment. When these expectations are met or exceeded, satisfaction is significantly enhanced. This finding is also in line with previous empirical studies in hospitality and wellness tourism,

which emphasize that comfort-related factors strongly influence satisfaction and recommendation behavior.

Overall, the simultaneous influence of personal service, product quality, and comfort confirms that guest satisfaction is a multidimensional construct shaped by both tangible and intangible elements. While service quality and product quality remain important, comfort plays a central role in differentiating resort experiences and driving guest satisfaction. These findings provide empirical support for integrated service management strategies in resort settings.

5. Conclusion

This study investigated how personal service, product quality, and comfort influence guest satisfaction at Yanyan Resort Ubud. The results indicate that all three factors contribute positively and significantly to guest satisfaction, both individually and when evaluated together. Among them, comfort appears to be the most influential driver, suggesting that a calm atmosphere, privacy, cleanliness, and a sense of relaxation are especially important in shaping guests' overall judgments in a resort setting. Overall, the model demonstrates strong explanatory power, highlighting that satisfaction at Yanyan Resort Ubud is largely shaped by a combination of interpersonal service quality, tangible facility-related quality, and experiential comfort.

Several limitations should be considered when interpreting these findings. First, the study was conducted in a single resort with a relatively limited number of respondents, which may reduce the extent to which the results can be generalized to other destinations or accommodation types. Second, the data were collected through self-reported questionnaires, which may involve subjective bias and may not fully capture actual guest behavior. Third, this study focused on three predictors only; other relevant factors such as perceived value, price fairness, destination image, service recovery, and brand trust were not included in the model.

Future studies are encouraged to broaden the scope by involving larger samples and multiple hospitality properties to improve external validity and comparative insights. Researchers could also adopt longitudinal approaches to observe how satisfaction evolves across repeat visits. In addition, incorporating additional variables such as perceived value, price fairness, service recovery, and loyalty intention may provide a more comprehensive explanation of guest satisfaction. Finally, the use of more advanced analytical methods (e.g., SEM-PLS) could help explore mediation or moderation mechanisms that may strengthen the theoretical contribution of future research.

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