

Splashing Satisfaction: The Influence of Swimming Pool Entertainment Facilities on Guest Satisfaction at AHA Hotel

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ABSTRACT

This study aims to analyze the influence of swimming pool entertainment facilities on guest satisfaction at AHA Hotel. The study employed a quantitative approach supported by qualitative data. A total of 97 respondents were selected using purposive sampling and the Cochran formula. Data were collected through a five-point Likert-scale questionnaire, observation, semi-structured interviews, and documentation. The swimming pool entertainment facilities variable was measured based on servicescape indicators, while guest satisfaction was measured based on the comparison between guests' expectations and their actual experiences. Data were analyzed using descriptive analysis and simple linear regression. The results showed that the swimming pool entertainment facilities obtained an overall mean score of 3.92, which was categorized as good. The highest-rated indicator was the attractiveness of the swimming pool facilities, with a mean score of 4.04, while the lowest score was found for pool water cleanliness, at 3.75. Guest satisfaction obtained an overall mean score of 3.61 and was also categorized as good. The t-test results showed a calculated t-value of 10.671 > the t-table value of 1.661, with a significance value of $0.000 < 0.05$, indicating that swimming pool entertainment facilities have a positive and significant effect on guest satisfaction. The correlation coefficient of 0.738 indicates a strong relationship, while the R^2 value of 0.545 indicates that swimming pool entertainment facilities contribute 54.5% to the variation in guest satisfaction. These findings highlight the importance of sustainable facility management, particularly in improving water cleanliness, the availability of supporting facilities, facility maintenance, and the quality of guests' recreational experiences.

Keywords: Facilities, Guest, Hospitality, Satisfaction, Servicescape

1. INTRODUCTION

In the modern hospitality industry, guest satisfaction plays a strategic role in business sustainability because satisfied guests tend to have stronger intentions to revisit, recommend the hotel to others, and share positive experiences through word of mouth, according to Shi et al. [31]. Conversely, guest dissatisfaction can negatively affect a hotel's image, particularly in the digital era, where reviews on platforms such as TripAdvisor, Google Reviews, and Online Travel Agents (OTAs) have become important sources of information for potential guests. Ryu and Han [21] stated that negative experiences shared online can influence potential consumers' perceptions of overall hotel quality. AHA Hotel is one of the hotels that provides recreational facilities as part of the guest experience. One of the most frequently used facilities is the swimming pool, which functions not only as a recreational facility but also as an area for guest activities and entertainment. From a service management perspective, physical facilities or physical evidence are important elements that can shape customers' perceptions of service quality and satisfaction. Setiawan and Pramudana [30] found that hotel facility quality influences guest satisfaction, while Heo and Lee [12] demonstrated that the cleanliness, comfort, and completeness of recreational facilities are associated with guest satisfaction and revisit intention.

Based on AHA Hotel's internal data for 2025, the total number of staying guests reached 418,570, with the highest number recorded in December at 44,320 guests and the lowest in February at 26,980 guests. The high number of guest arrivals indicates a considerable demand for hotel

recreational facilities. Based on information obtained from the Vibe and Recreation management team, approximately 75%–80% of staying guests use the swimming pool facility. This high utilization rate indicates that guests' experiences when using the swimming pool have the potential to influence their perceptions of facility quality and overall satisfaction during their stay. The phenomenon of guest satisfaction and dissatisfaction can also be observed through guest reviews on online platforms. Based on the analysis of TripAdvisor reviews from 2023 to 2025, there were 199 reviews related to the swimming pool facility, consisting of 161 positive reviews, 15 neutral reviews, and 23 negative reviews. Positive reviews generally concerned the facilities and atmosphere of the swimming pool, while neutral and negative reviews highlighted several aspects, including pool cleanliness, crowding during busy periods, comfort, and service responsiveness. These findings indicate variations in guest experiences, even though the swimming pool is one of the hotel facilities that is frequently used by guests. This phenomenon is further supported by the researcher's direct experience during an industrial internship in the department responsible for managing recreational facilities at AHA Hotel. During periods of high occupancy, increased guest activity may result in greater demands for pool and surrounding-area cleanliness, towel availability, sunbeds, recreational areas, and service responsiveness. During peak hours, some guests expressed complaints regarding cleanliness, crowding, comfort, and service. These conditions indicate a potential gap between guests' expectations and their actual experiences. According to Oliver (2017), satisfaction is related to consumers' evaluation after comparing their initial expectations with the actual experience they receive. Although numerous studies have examined guest satisfaction, research specifically investigating the influence of swimming pool entertainment facilities on guest satisfaction remains relatively limited, particularly in the context of hotels where recreational facilities constitute an important part of the guest experience.

Therefore, this study aims to determine the extent to which swimming pool entertainment facilities influence guest satisfaction at AHA Hotel. The study focuses on guests' perceptions of the swimming pool, kids' pool, cabanas, towel service, sunbeds, relaxation areas, safety, and recreational activities provided. The findings are expected to provide an overview of the relationship between recreational facility quality and guest satisfaction and serve as an evaluation reference for AHA Hotel management in improving the quality of the guest experience.

2. LITERATURE REVIEW

2.1 *Theory of Customer Satisfaction*

Customer satisfaction is a fundamental concept in service marketing that explains consumers' evaluations after using a product or service. In the hospitality industry, guest satisfaction is closely related to the stay experience, perceptions of facility and service quality, and the potential development of guest loyalty. Kotler and Keller [12] explain that satisfaction is a feeling of pleasure or disappointment that arises after consumers compare perceived performance with their prior expectations. Oliver [16], through the expectation-disconfirmation theory, emphasizes that satisfaction occurs when the actual experience meets or exceeds expectations, whereas dissatisfaction occurs when the experience falls below expectations. In this study, customer satisfaction theory is used as the grand theory to explain the relationship between swimming pool entertainment facilities and guest satisfaction at AHA Hotel. The swimming pool is part of the physical evidence that can be directly seen, experienced, and used by guests.

Tjiptono and Chandra [20], as well as Zeithaml, Bitner [6], and Gremler [10], explain that physical conditions, comfort, cleanliness, safety, design, and facility completeness can shape customers' perceptions of service quality and their overall experience.

2.2 *Swimming Pool Entertainment Facilities*

Swimming pool entertainment facilities are recreational hotel facilities that serve as spaces for relaxation, entertainment, and guest activities. These facilities include swimming pools, kids' pools, sunbeds, cabanas, towel service, relaxation areas, safety facilities, and recreational activities. Heo and Lee [12] state that recreational facilities provide guests with direct experiences; therefore, the condition of such facilities can influence guest satisfaction. Ryu and Han [26] also explain that the physical environment, layout, design, and atmosphere of facilities can shape positive perceptions of hotel quality. The measurement of entertainment facilities in this study is based on Bitner's [6] servicescape concept, which consists of three dimensions: (1) ambient conditions, including cleanliness, water and air conditions, and sound atmosphere; (2) spatial layout and functionality, including design, comfort, ease of use, and adequacy of space; and (3) signs, symbols, and artifacts, including clarity of information, safety signs, decorations, and the visual characteristics of the facilities. The concept proposed by Wakefield and Blodgett (1996) is also used to support the assessment of cleanliness, comfort, layout, aesthetics, completeness, and ease of facility use.

2.3 *Guest Satisfaction*

Guest satisfaction refers to the overall evaluation made after guests compare their expectations with the actual experience obtained while using hotel facilities or services, according to Oliver [16]. In this study, satisfaction indicators are adapted from Ranaweera and Prabhu [21], consisting of (1) overall satisfaction, (2) the extent to which the facilities meet expectations, and (3) the belief that the decision to use the facilities was the right decision. Guest satisfaction may be influenced by facility quality, service quality, the physical environment, safety, the experience of using the facilities, and the congruence between expectations and actual experiences.

2.4 *Relationship Between Facilities and Guest Satisfaction*

Swimming pool facilities are part of the physical evidence that provides guests with direct experiences. Facilities that are clean, comfortable, safe, complete, easy to use, and visually attractive can improve guests' perceptions of quality and their overall experience. Conversely, poorly maintained, overcrowded, or inadequate facilities may lead to dissatisfaction. Previous studies in Indonesia have also indicated a relationship between hotel facility quality and guest satisfaction, although the findings may vary depending on the hotel context and variables examined. Therefore, this study empirically examines the influence of swimming pool entertainment facilities on guest satisfaction at AHA Hotel.

2.5 *Conceptual Framework*

Based on the servicescape, physical evidence, and customer satisfaction theories, swimming pool entertainment facilities as the independent variable (X) consist of ambient conditions, spatial layout and functionality, and signs, symbols, and artifacts. These three dimensions are considered capable of shaping guests' experiences and perceptions of the facilities. Subsequently, these experiences are evaluated through

guest satisfaction as the dependent variable (Y), measured based on overall satisfaction, fulfillment of expectations, and the appropriateness of the decision to use the facilities. Thus, this study examines whether the quality of swimming pool entertainment facilities influences guest satisfaction at AHA Hotel.

Swimming Pool Entertainment Facilities (X):

Ambient Conditions
Spatial Layout and Functionality
Signs, Symbols, and Artifacts
↓

Guest Satisfaction (Y):

Overall Satisfaction
Fulfillment of Expectations
Decision to Use the Facilities

Figure 1. Conceptual Framework

Source: Literature Review, 2026

2.6 Research Hypothesis

Based on the relevant theories and previous studies, facilities constitute an important part of physical evidence that can influence guests' perceptions and experiences. The better the perceived quality of the facilities, the greater the possibility of achieving higher guest satisfaction. Therefore, the research hypotheses are formulated as follows:

H₀: There is no significant influence of swimming pool entertainment facilities on guest satisfaction at AHA Hotel.

H₁: There is a positive and significant influence of swimming pool entertainment facilities on guest satisfaction at AHA Hotel.

3. METHODS

The object of this study is the influence of swimming pool entertainment facilities on guest satisfaction at AHA Hotel Bali. The facilities examined include the physical swimming pool facilities and supporting facilities such as cabana, kids pool, as well as recreational activities such as underwater scooter, giant ball, and tube. The research was conducted at AHA Hotel, located at Jalan Pantai Kuta, Banjar Pande Mas, Kuta, Badung Regency, Bali, from July to August 2026. This study uses both quantitative and qualitative data. Quantitative data were obtained through a structured questionnaire to measure guests' perceptions of the swimming pool entertainment facilities and their satisfaction. Qualitative data were obtained through observations and interviews to provide additional understanding of the condition of the facilities and guests' experiences. The data sources consisted of primary and secondary data. Primary data were collected through questionnaires distributed to guests who had used the swimming pool facilities and through interviews with the Vibe and Recreation staff. Secondary data were obtained from relevant literature, books, previous studies, and hotel documentation.

Data were collected through questionnaires, observation, interviews, and documentation. The population consisted of guests staying at AHA Hotel who had used the swimming pool facilities. The sample was determined using purposive sampling and the Cochran formula, with a 95% confidence level and a 10% margin of error, resulting in 97 respondents. The respondents consisted

of domestic and international guests who had used the swimming pool facilities, both male and female, and were over 13 years of age. A five-point Likert scale was used in the questionnaire, ranging from strongly disagree to strongly agree. Semi-structured interviews were conducted, while documentation was used to obtain data on the number of guests, facility usage, facility-related reports, and guest reviews.

This study consists of two variables: the AHA Hotel Swimming Pool entertainment facilities as the independent variable (X) and guest satisfaction as the dependent variable (Y). The swimming pool entertainment facilities variable was operationalized based on the servicescape dimensions and indicators adapted from Wakefield et al. [32], while guest satisfaction was based on the concept of comparison between expectations and actual experiences and adapted from Ranaweera and Prabhu [21]. All indicators were measured using a Likert scale to enable quantitative analysis.

4. RESULTS AND DISCUSSION

Based on the questionnaire distributed to 97 respondents, the characteristics of respondents were examined based on gender, age, country of origin, and length of stay. In terms of gender, the respondents were predominantly male, with 56 respondents (57.7%), while 41 respondents (42.3%) were female. Based on age, the largest group was respondents aged 21–30 years, consisting of 34 respondents (35.1%), followed by those aged 31–40 years with 29 respondents (29.9%), 41–50 years with 19 respondents (19.6%), over 50 years with 9 respondents (9.3%), and under 20 years with 6 respondents (6.2%). In terms of country of origin, most respondents were from Australia, with 30 respondents (30.9%), followed by Indonesia with 28 respondents (28.9%), China with 10 respondents (10.3%), South Korea with 8 respondents (8.2%), Japan with 7 respondents (7.2%), the United Kingdom and the USA with 5 respondents each (5.2%), and other countries with 4 respondents (4.1%). Regarding length of stay, respondents were predominantly those staying for 1–2 days, totaling 44 respondents (45.4%), followed by 3–4 days with 39 respondents (40.2%), and more than 5 days with 14 respondents (14.4%).

The analysis of the AHA Hotel Swimming Pool entertainment facilities variable (X) resulted in an overall mean score of 3.92, which falls within the good category based on the interval of 3.41–4.20. The highest mean score was recorded for the statement that the swimming pool entertainment facilities were attractive to use, with a mean of 4.04, followed by the statement that the design and decoration of the swimming pool area reflected the identity of AHA Hotel Bali, with a mean of 4.02. These findings indicate that the attractiveness of the recreational facilities and the alignment of the design with the hotel's identity are positive aspects in providing experiences for guests. This finding is also supported by the high utilization of recreational facilities such as underwater scooters, giant balls, and tubes, which reached 15,350 users in 2025. In contrast, the lowest mean score was found for the statement regarding the cleanliness of the swimming pool water, with a score of 3.75, followed by the availability of cabana, sunbeds, and other supporting facilities, with a mean of 3.76. These findings indicate that water cleanliness and the availability of supporting facilities still require improvement. This condition is consistent with guest reviews highlighting concerns regarding the cleanliness and clarity of the pool water, particularly when the pool area is crowded. In addition, the use of cabana facilities reached 8,720 users in 2025, indicating high demand for these facilities and the possibility of limited availability during certain periods.

Meanwhile, the guest satisfaction variable (Y) obtained an overall mean score of 3.61, which falls within the good category. The highest mean score was recorded for the statement that the decision to use the AHA Hotel Swimming Pool was the right decision, with a mean of 3.71. This indicates that, in general, guests perceived the swimming pool facilities as providing benefits and experiences that met their needs during their stay. This finding is supported by 161 out of 199 TripAdvisor reviews that received positive ratings.

The lowest mean score for guest satisfaction was found for the statement, "Overall, I am satisfied with the AHA Hotel Swimming Pool facilities," with a mean of 3.56. This indicates that

although guest satisfaction was categorized as good, there is still room for improvement. Guest reviews also identified several concerns regarding pool water cleanliness and clarity, crowding in the swimming pool area, the availability of supporting facilities, and service responsiveness during busy periods. Therefore, improvements in cleanliness management, the availability of cabana and sunbeds, area comfort, and service quality are necessary to enhance the overall guest experience and satisfaction.

Discussion of Research Findings

Based on the descriptive analysis, the AHA Hotel Swimming Pool Entertainment Facilities variable (X) obtained an overall mean score of 3.92, which falls within the interval of 3.41–4.20 and is categorized as good. The highest mean score was recorded for the statement that the swimming pool entertainment facilities were attractive to use, with a mean of 4.04, followed by the statement that the design and decoration of the swimming pool area reflected the identity of AHA Hotel Bali, with a mean of 4.02. These findings indicate that the attractiveness of the facilities and the alignment of the design with the hotel's identity are positive aspects in providing recreational experiences for guests. This finding is supported by the high utilization of facilities such as underwater scooters, giant balls, and tubes, which reached 15,350 users, as well as cabana usage of 8,720 users in 2025.

These findings are consistent with the servicescape theory proposed by Wakefield and Blodgett (1996), which explains that the physical environment and recreational facilities can influence customer experiences and perceptions. Interviews with the pool service crew also indicated that the swimming pool is one of the facilities frequently used by guests, supported by lifeguards responsible for safety and pool service staff responsible for maintaining comfort and fulfilling guests' needs. However, several aspects still require improvement. The lowest mean score was found for the cleanliness of the swimming pool water, at 3.75, followed by the availability of cabana, sunbeds, and supporting facilities, at 3.76. This finding is supported by TripAdvisor reviews from 2023–2025, in which 161 of 199 reviews were positive, 15 were neutral, and 23 were negative. Several reviews highlighted concerns regarding water cleanliness and clarity, pool crowding, limited cabana availability, and service responsiveness during busy periods.

The Guest Satisfaction variable (Y) obtained an overall mean score of 3.61, which is categorized as good. The highest mean score of 3.71 was recorded for the statement that the decision to use the AHA Hotel Swimming Pool was the right decision, while the lowest mean score of 3.56 was recorded for the statement concerning overall satisfaction. These findings indicate that guests generally had positive experiences when using the swimming pool facilities, although several aspects still require improvement, particularly cleanliness, comfort, crowding, supporting facility availability, and service responsiveness. This finding is consistent with the studies of Sinaga et al. (2022) and Medina Adinda and Abrian (2022), which demonstrate the relationship between facilities and guest satisfaction.

The t-test results indicate that AHA Hotel Swimming Pool Entertainment Facilities have a positive and significant effect on Guest Satisfaction, with a calculated t-value of $10.671 > 1.661$, a significance value of $0.000 < 0.05$, and a β coefficient of 0.196. The value of $R = 0.738$ indicates a strong relationship, while $R^2 = 54.5\%$ indicates that the entertainment facilities explain 54.5% of the variation in guest satisfaction, while the remaining 45.5% is explained by other factors outside the scope of this study. This finding supports the servicescape theory of Wakefield and Blodgett (1996) and the study by Setiawan and Pramudana (2020) concerning the effect of hotel facilities on guest satisfaction. Overall, the findings demonstrate that the better the swimming pool entertainment facilities are perceived by guests, the higher their level of satisfaction. Nevertheless, continuous improvement is still required, particularly in terms of water cleanliness and clarity, the availability of cabana and sunbeds, comfort during peak periods, and service quality and responsiveness. In addition to entertainment facilities, guest satisfaction may also be influenced by service quality, safety, price, hotel atmosphere, food and beverages, accessibility, and other factors not examined in this study.

CONCLUSION

Based on the findings of the study on the influence of swimming pool entertainment facilities on guest satisfaction at AHA Hotel Bali, it can be concluded that the swimming pool entertainment facilities were generally rated as good, with an overall mean score of 3.92. The highest-rated aspect was the attractiveness of the swimming pool facilities, with a mean score of 4.04, while the lowest-rated aspect was the cleanliness of the pool water, with a mean score of 3.75. These findings indicate that facilities such as the underwater scooter, giant ball, tube, cabana, kids' pool, and sunbeds have provided a relatively good recreational experience for guests. However, several aspects still require improvement, particularly water cleanliness and clarity and the availability of supporting facilities. Guest satisfaction with the swimming pool facilities was also categorized as good, with an overall mean score of 3.61. The highest-rated indicator was guests' perception that choosing to use the swimming pool was the right decision, with a mean score of 3.71. Meanwhile, the lowest mean score of 3.56 was found for overall satisfaction with the swimming pool facilities. This indicates that the available facilities have generally met guests' expectations, although there is still room to improve the overall guest experience and satisfaction. The regression analysis showed that swimming pool entertainment facilities had a positive and significant effect on guest satisfaction. This was indicated by a calculated t-value of 10.671, which was greater than the t-table value of 1.661, with a significance value of $0.000 < 0.05$. The regression coefficient of 0.196 indicates a positive direction of influence. The correlation coefficient of 0.738 indicates a strong relationship between swimming pool entertainment facilities and guest satisfaction, while the R^2 value of 0.545 indicates that swimming pool entertainment facilities explain 54.5% of the variation in guest satisfaction. The remaining 45.5% is influenced by other factors outside the scope of this study, such as service quality, cleanliness, comfort, safety, price, hotel atmosphere, and employee responsiveness. Therefore, improving the quality, cleanliness, maintenance, availability, and variety of swimming pool entertainment facilities is important to support increased guest satisfaction at AHA Hotel Bali.

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