

Improvement of Satisfaction with the Quality of Customer Service at the Four Start Hotel in Jayapura Papua Indonesia

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Received July 11, 2020; Accepted September 14, 2020

ISSN: 1735-188X

DOI: 10.14704/WEB/V17I2/WEB17046

Abstract

The development of 4-star hotels in Jayapura, Papua City is growing very rapidly so that every hotel competes to improve its quality. The best service quality is given to customers to increase customer satisfaction. Service quality has five dimensions which include direct evidence (tangibles), reliability (reliability), responsiveness (responsiveness), assurance (assurance), and empathy (empathy). The formulation of the problem in this study is how the quality of service (service quality) is seen from the five dimensions of *tangibles*, *reliability*, *responsiveness*, *assurance*, and *empathy* to increase customer satisfaction. This research was conducted at a 4-star hotel in the city of Jayapura, Papua, Indonesia, and a description of the quality of services provided by a 4-star hotel in the city of Jayapura, Papua to guests. The author uses research methods with data collection tools such as interviews, questionnaires, and literature studies. The sampling technique uses *accidental sampling*, then the results of data processing using descriptive statistical analysis. The results showed that the quality of service that received the highest value was the *tangibles* dimension of 78.9% and the lowest value was the *responsiveness* dimension which was worth 73.8%. Based on the results of the responses of respondents the researchers gave recommendations on the lowest aspects if the company can provide motivation or *reward* to employees so that they can provide services quickly and accurately. This study aims to improve service quality and customer satisfaction at 4-star hotels in Jayapura, Papua, Indonesia.

Keywords

Start Hotel, Service Quality, Customer Satisfaction.

Background

Jayapura City Papua is one of the cities that has a special attraction with tourist attractions that attract domestic and foreign tourists (Kanath & Budiyaniti, 2018). Starting from natural attractions, history, art, and culture as well as people who can attract the attention of visitors, to complete the accommodation facilities in order. The hotel is a building that provides rooms for guest stays, food and drinks, and other facilities needed and professionally managed to get profit According to (Dhanupoyo, 2019). Along with the development of hospitality, hotels have many types. The hotel can be said as a support for the world of tourism, as a means of accommodation for domestic and foreign tourists (Teng, 2011). Nusantara tourists using these accommodation facilities feel comfortable, happy, and get satisfaction in providing services while in the hotel, then it should be managed professionally (Syaifullah, 2012). This was conveyed also by (Dhanupoyo, 2019). Which stated that the hotel is a building that provides rooms to stay, as well as the facilities needed and professionally managed. From the results of the pre-study conducted at several 4-star hotels in Jayapura, Papua, researchers conducted interviews directly with the *Front Office Manager* (Ratang, 2018; Usuwulu, 2015). In a 4-star hotel with a room design that attracts visitors so far, they are increasingly curious because there is one room in the 4-star hotel that has a unique design, with decorations using synthetic grass and statues in the corner of the room (Svetlanova, 2013).

One of the factors of the dimension of service quality is *Tangibles* which can be seen from indications that the lack of cleanliness is also maintained by the tidiness and hotel room facilities (Juwaheer, 2004). One of them is through *cold water* and the internet (Sunil et al., 2018). However, not all complaints are written through guest comments, but because some consumers directly submit complaints to the hotel. Furthermore, the dimensions of quality ministry that *Reliability* (reliability) contained in a 4-star hotel experience problems bookings are sometimes not by the wishes of customers, but so far the service quickly (*responsiveness*) given by 4-star Hotels in response to a complaint from a customer regarding room facilities it's good, but in the food and beverage department at breakfast service to refill food in an empty *buffet* sometimes visitors wait for a while. Assurance or a guarantee of good quality service from the hotel to the customer, *front-line staff* as *hoteliers* to the customer. *The guest repeater* feels happy if the service provided by the fish is more than the hotel because it benefits one another.

To ensure the results of the guest comment are filled in, the researcher will provide evidence that the guest who will visit is a guest who has stayed either a repeater or not at the 4 Star Hotel in Jayapura, Papua, so guests who have stayed will know the services that are in the hotel. One indicator of good quality in providing services is hospitality. This means that hospitality is very important in service efforts, especially in hotels that serve people directly. Therefore, researchers get inspiration in conducting research using objects, namely 4 Star Hotels in Jayapura, Papua.

Literature Review

1) Quality Service

Conventionally identified as a form of charismatic quality directly from a service product include performance (*performance*), reliability (*reliability*), easy to use (*easy to use*), aesthetics (*aesthetics*), and so on (Azimi et al., 2016; Oswald et al., 2019, Setini et al., 2020; Yasa et al., 2020). Strategically, it states that quality is everything that can meet the desires or needs of customers (meeting *the needs of customers*). Quality in ISO-8402 (*quality vocabulary*), is the totality of the characteristics of a product that supports the ability to satisfy the requirements specified or applied. Quality is often interpreted as customer satisfaction and efforts to change towards continuous improvement so it is known as Q-MATCH (*Quality = Meets Agreed Terms and Changer*). The definition of quality according to Felix (2017) is "fitness for purpose", that service requires a different approach to being able to define and measure service quality. The intangible nature of service makes it more difficult for us to evaluate the quality of service compared to the quality of goods.

(Walsh, 2016) Based on conventional and more strategic definitions of quality, it can be stated that basically quality refers to the basic meaning: (1) Quality consists of several product features, both direct features and attractive features that meet customer desires and thus provide satisfaction with the use of the product; (2) Quality consists of everything free from deficiencies or damage. The specialty or excellence of service can be measured through the level of customer satisfaction. Based on the basic understanding of quality mentioned above, it appears that service quality is always focused on the customer Namin (2017). That is why the products are designed, manufactured and services provided to meet customer desires, which refer to quality so that quality customer satisfaction can be addressed Pakurár et al., 2019.

2) Understanding Services / Services

Service according to Kotler and Keller (2007) is defined as an action or act that can be offered by a party to another party based on intangible nature (does not materialize) and does not result in ownership of something ". This means that there are service products that are purely service to guests; there are also physical products as the main requirements for example food in restaurants and facilities that will be used in hotels (Pizam et al., 2016). In the manufacturing business, good service businesses use marketing to strengthen their position in the market with chosen targets. However, because it is different from tangible products, services also require an additional marketing approach. Thus, service providers must work to interact effectively with customers to create superior value during service delivery.

3) Quality of Service

Service quality is the organizer or service provider. Customers who will use the product or service can feel the service provided, so they are the ones who should assess and determine the quality of service. This is like what was stated by Wyck in Tjiptono (2008) regarding service quality that can be interpreted as a level of excellence that is expected to meet customer needs. Roshia & Kaur (2018) state that service quality is the overall attitude of customers towards the company, which is formed from several successful or unsuccessful service experiences, where the criteria are Tangibles (physical evidence), Reliability, Responsiveness (quick response), Assurance (empathy) and empathy. So in creating a management style and environment that is conducive for service organizations to improve quality, the organization concerned must be able to implement six main principles that apply both to service companies.

Method

This research uses a descriptive research type with a quantitative approach. According to Sugiyono (2013) "Descriptive research is research used to investigate the conditions, conditions or other things that have been mentioned previously. Quantitative methods are used because the analysis uses numbers to be processed by statistical methods. Sugiyono (2013) states that the object of research is a trait or attribute or value of the object, activity, or person that has its variations that are determined by researchers to be studied and then mark their conclusions. Population according to Nazir (2014) is a collection of individuals with predetermined characteristics and qualities. These characteristics and qualities are called variables. The population used by researchers refers to the room occupancy that has been provided by the hotel. The sample is part of the total population

to be studied. The sample in this study was a portion of the total study population, namely from guests staying at the 4 Star Hotel in Jayapura, Papua. The sampling technique in this study is non-probability and the sampling method used is an accidental sampling. According to Hadi (1992), accidental sampling is sampling to respondents who incidentally encountered the object of research when the observation was in progress. So researchers distributed questionnaires to guests randomly.

Data processing techniques using computation of the SPSS program (*Statistical Program for Social Science*) is a statistical computer program that can process statistical data precisely and quickly, into various outputs desired by decision-makers. According to Arikunto (2006), data analysis is the processing of data obtained using formulas or with existing rules by the research approach.

Result and Discussion

From the results of data processing for every aspect of service quality, a percentage with an average value of 4-star hotel service quality in Jayapura, Papua, was 77.55%. Can be explained as follows:

1. Tangibles Aspect (Tangible) at the 4-star Hotel in Jayapura, Papua

Based on the results of the analysis of data that has been obtained previously, it is known that the value of tangibles aspect is 78.91% of guests staying at the 4-star Hotel in Jayapura City with unique themed rooms, the interview results can be obtained that their interests when speaking, where each room has a theme that different so that guests choose to stay at the Hotel with a new atmosphere. Restaurant facilities and the clarity of information facilities can be seen from several guest comments stating that the breakfast menu is less varied and does not satisfy the customer's satisfaction. Intangible aspects, it is related to the attractiveness of physical facilities, equipment, and materials used and the appearance of employees. In the indicator of clarity of information facilities that are below average, some respondents said the 4-star hotel can consider the writing of each hotel name located in front of the hotel less clearly seen. Apart from that the tidiness and the existence of the lobby, cleanliness, and tidiness of the rooms are already above the average value but still must be kept clean but things that look different in the indicators of tidiness and cleanliness of employees are still below average which means that grooming of each employee must re-evaluate.

2. Empathy Aspect (Empathy) at the 4-star Hotel Jayapura

Based on the analysis of respondents' data on the empathy aspects of the 4-star Jayapura City Hotel Papua with a value of 77.2%, it means that the employee's empathetic aspects can already understand the wishes of guests. Employees must be able to understand the desires of their customers. The employee's attention to guests is on the indicator with the highest average value, while the indicator below is the employee's understanding of what the guest wants. This empathetic aspect can be seen from the understanding of the company in understanding the problems of its customers and being able to act in the best interests of customers and provide personal attention to its customers and have comfortable operating hours. Every company has empathy to create a good relationship between the company and customers to enhance a good image for the company.

3. The Aspect of Responsiveness (Responsiveness) at the 4-star Hotel in Jayapura, Papua

From the results of the analysis of respondents' data regarding aspects of responsiveness at the 4 Star Hotel in Jayapura, Papua, it was found that the value of the responsiveness aspect was 73.8% of the responsiveness of employees in responding to guests' needs with a good impression. Responsiveness can be seen from the willingness and ability of employees to help customers and respond to their requests and can inform when services are provided quickly. The highest value is the readiness of employees in handling guest needs and employee responses regarding guest complaints and desires and the lowest value is the speed of employees in providing services. Guests have a desire for fast and flexible service to adjust employee speed as when guests request an early breakfast but the hotel does not do it promptly.

4. The Aspect of Reliability in the 4-star Hotel in Jayapura, Papua

From the results of the analysis of respondents, the reliability aspects of the Jayapura 4 Star Hotel in Papua are known to be 76.65% which states that the reliability of employees can provide services. This relates to the company's ability to provide accurate services for the first time without making mistakes or minimizing mistakes and delivering services on time. The highest average value can be seen from the accuracy of employees in the process of checking in and checking out while the lowest average value is regarding the accuracy of services as promised and the reliability of employees when handling guest problems, wherein the opinion of guests as much as possible can provide services in a manner correct and minimize damage or failure in service.

5. Assurance Aspect (Guarantee) at the Jayapura City 4 Star Hotel

The results of data processing from respondents about the assurance aspect of the Jayapura City 4 Star Hotel were found that the assurance aspect had a value of 78.4% which provided guarantees to guests staying. The attitude shown by employees at the company can create a sense of security for its customers. Guarantees mean that employees are polite and able to master the knowledge and skills needed about the guests' problems. The consistency of the form of services provided is very important because the company's goal is to be able to provide a sense of security when guests come to stay. There was a complaint in the guest comment there was damage to some parts of the hotel, it was feared that it could endanger guests, so guests did not feel safe because they still felt a sense of danger regarding the damage.

Conclusion and Recommendations

Responses regarding tangible aspects provided by the 4-star Jayapura City Hotel Papua have been rated as good; there is uniqueness in the design of each 4-star hotel. What needs to be improved is the cleanliness and neatness aspects of the hotel lobby, hotel facilities, cleanliness and tidiness of the rooms, the appearance of hotel furniture design, employee accuracy in the process of checking in and checking out. On the empathy aspect, it can be concluded that creating a good relationship between the company and the customer, which consists of employee attention and employee understanding that will help to handle guest complaints. This can be seen from the attention given by employees to consumers feeling good and employees always asking questions needed by customers.

From the aspect of responsiveness (responsiveness) employee alertness, response, and speed of employees in providing services. The employees in providing services are not disappointing, regarding the willingness and ability of employees to help customers and respond to customer requests and inform when services will be given. The reliability aspect of the 4-star Jayapura City Papua Hotel includes accuracy in the check-in and check-out process, accuracy in providing services, reliability of employees in handling problems, and customer convenience in payment. In the assurance aspect, it can be concluded that employee hospitality, security within and within the hotel environment, consistency in providing services, and employee skills in knowledge.

In the tangible aspect of improving restaurant facilities regarding the lack of variety of food at breakfast, the appearance of employees at the time of good grooming must be considered because it is the first impression of guests staying overnight. The empathy

aspect must improve employee understanding of what guests want. Employees learn a lot to be able to understand the needs of the guests who stay overnight, by giving individual attention and being sensitive to what guests want. The responsiveness aspect of employee speed in handling guest complaints. To achieve maximum work results the company can provide motivation or reward to employees so they can work harder and faster. A reliability spec that must be improved such as the accuracy and reliability of employees in providing services.

In the aspect of assurance that needs to be improved namely security in the environment and outside the hotel and employee skills in knowledge. To be able to provide more guarantees to guests, the level of security at the 4-Star Hotel is further enhanced for the outer environment with a safe balcony railing, a high wall perimeter of the hotel building, and the addition of security operational hours for patrols around the hotel. To improve security inside the hotel by repairing wooden floors to avoid accidents and avoid danger. The skills of employees in science can provide training/training to employees regarding product knowledge according to the standard of the hotel.

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