

SERVICE QUALITY OF ROOM ATTENDANT AND GUEST SATISFACTION AT THE ST. REGIS BALI RESORT

Ni Luh Apriliani Putri^{1*}, I Gusti Made Wendri², I Nyoman Mei Rejeki³

^{1,2,3} *Tourism Department, Bali State Polytechnic, Indonesia*

Diajukan 05-03-2021	Direvisi 15-03-2021	Diterima 24-03-2021
------------------------	------------------------	------------------------

ABSTRACT

The purpose of this study was to determine the quality of room attendant service to increase guest satisfaction at The St. Regis Bali Resort and to find out which indicators need to be improved and maintained regarding the quality of service provided by the room attendant staff at The St. Regis Bali Resort. Data collection methods used are observation, questionnaires and literature study. The sample used in this study amounted to 70 respondents with the method of determining the sample, namely accidental sampling. The data was obtained through distributing questionnaires and then tested for validity and reliability. The analytical techniques used in this research are servqual (service quality), and IPA (Importance Performance Analysis). The results of Servqual (service quality) show that the gap of positive servqual scores is more than the gap of negative servqual scores. The servqual results indicate that the quality of room attendant service at The St. Regis Bali Resort as a whole has shown good service. The results of the Importance Performance Analysis show indicators that need to be improved in service quality shown through service attributes/indicators room cleanliness (BL1) and service attributes of room attendant knowledge in understanding a job (J1). Meanwhile, indicators that need to be maintained in service quality are seen through service attributes room attendant appearance (BL2), service attribute condition of room facilities (BL3), service attribute the hospitality of the room attendant in providing services (K2).

Keywords: Service Quality, Increase, Guest Satisfaction

INTRODUCTION

The St. Regis Bali Resort provides accommodation facilities as a place for tourists to stay and enjoy all its facilities and services, which is one of the five star hotels. Services provided by The St. Regis Bali Resort is an excellent service from various services, both room service and hotel comfort and guarantees satisfaction for guests who stay. The St. Regis Bali Resort has a Housekeeping Department as one of the departments. Housekeeping is part of the department that is responsible for managing or arranging equipment, maintaining cleanliness and comfort (Bataaf, 2015). Housekeeping Department in particular, Room attendant is a hotel staff who directly face to face with tourists related to room service and other hotel supporting facilities.

Room attendant responsible for the quality of room service felt by guests, if the quality of service provided by the room attendant at The St. Regis Bali Resort, if it does not meet the expectations of guests staying, it will make guests disappointed and have an impact on the sustainability of guest visits for future visits. The service quality of the room attendant staff seemed to disappoint the visitors a lot, so there were several notes that they poured in the Guest Comments.

Based on the reviews given by several domestic tourist guests who have stayed or visited and have received quality service from the room attendant. The results of negative guest comments reviews, most of the guests complained and gave negative

comments to the unsatisfactory room attendant and engineering services related to room cleanliness, damaged air conditioning facilities and clogged toilets. The complaint shows that the dimensions of service quality tangibles on indicators of room cleanliness and condition of room facilities are not fully carried out by the room attendant.

The results of the reviews conducted by researchers on the Tripadvisor website and also Booking.com related to the quality of service provided by the room attendant, with the number of complaints, these comments indicate that there are still problems related to the lack of room cleaning services provided to guests by the room attendant so that the conditions as stated on negative guest comments deserve to be researched. Therefore, it is necessary to evaluate the quality of service from the room attendant in order to increase the satisfaction of guests staying at The St. Regis Bali Resort.

Service at The St. Regis Bali Resort is still considered lacking by visitors. The impact of these problems resulted in a decrease in customer visits because they felt their needs were not being met. It can be measured through the level of customer satisfaction. Customer satisfaction is a person's feelings of pleasure or disappointment that arise after comparing the performance of the product thought to the expected performance (Mardjuki, 2020). The theory used is service quality which consists of five main dimensions of reliability, assurance, empathy, tangibles, responsiveness (Pangidoan & Manurung, 2020).

METHODS

The type of research used is quantitative to test the data that has been obtained at The St. Regis Bali Resort. The methods used for data analysis in this research are Sevqual Analysis (Service Quality) and Importance Performance Analysis (IPA) using customer satisfaction theory. five main dimensions of reliability, assurance, empathy, tangibles, responsiveness. This research was conducted by distributing questionnaires to visitors at The St. Regis Bali Resort.

RESULT AND DISCUSSION

Sevqual analysis is used to analyze the perceived service to the service expected by guests about the quality of room attendant service at The St. Regis Bali Resort. Sevqual Room Attendant Results At The St. Regis Bali Resort.

Table 1. Sevqual Analysis Results (Service Quality)

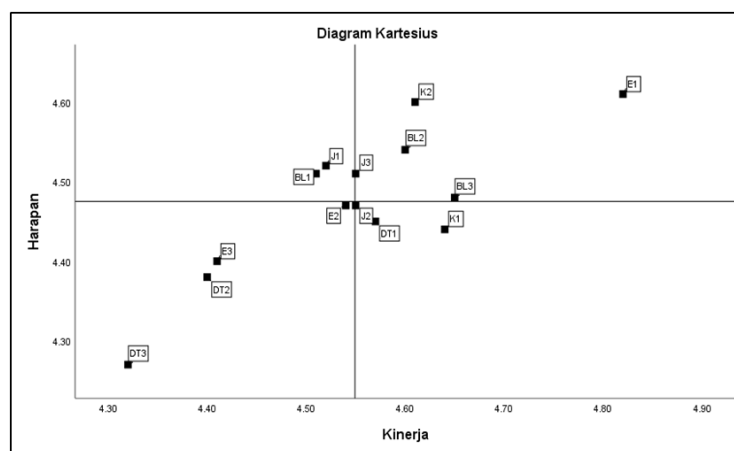
No	Dimension	Service Attributes	Customer Satisfaction			VS
			VP	VE	gap	
1	Direct Evidence (Tangibles)	Room cleanliness	4.51	4.53	-0.02	Negative
		Room attendant appearance	4.60	4.54	0.06	Positive
		Condition of room facilities	4.66	4.67	-0.01	Negative
2	Reliability (Reliability)	Room attendant provides fast and precise service	4.64	4.44	0.20	Positive
		Room Attendant's hospitality in providing services	4.61	4.60	0.01	Positive

3	Responsiveness	Room Attendant provides information clearly and easily	4.57	4.46	0.11	Positive
		Room Attendant can help guests face difficulties	4.40	4.39	0.01	Positive
		Room Attendant can provide services in dealing with guest complaints	4.33	4.27	0.06	Positive
4	Guarantee (Assurance)	Room attendant knowledge in understanding a job	4.53	4.53	0	Neutral
		Room Attendant is honest, polite and patient with guests	4.56	4.47	0.09	Positive
		Provide a guarantee of security for the services provided to guests	4.56	4.51	0.05	Positive
5	Empathy	Room Attendant can give special attention to guests	4.83	4.61	0.22	Positive
		Room Attendant is able to understand the special needs and expectations of guests	4.54	4.47	0.07	Positive
		Room Attendant is able to communicate well with guests	4.41	4.40	0.01	Positive

Sources: Primary Data, 2022

Based on the results of the Importance-Performance analysis of Room Attendant services in Appendix 10 regarding the importance of each guest satisfaction indicator at The St. Regis Bali Resort is located in the fourth quadrant position. The results of the Importance-Performance analysis for each dimension of room attendant service to increase guest satisfaction at The St. Regis Bali Resort are as follows:

Figure 1. Results of Importance Performance Analysis (IPA)



Sources: Primary Data, 2022

Characteristics of respondents are used to determine the diversity of respondents classified by age, gender, nationality. Based on the gender characteristics of the respondents, it shows that most of the respondents are male, namely 44 people with a percentage of 62.9% and the number of female respondents is 26 people with a percentage of 37.1%. Based on the age characteristics of the respondents, it shows that most of the respondents have an age ranging from 20-30 years, as many as 39 people with a percentage of 55.7%, respondents whose ages range from 31-40 years are 24 people with a percentage of 34.3%. and respondents whose ages ranged from >41 years were 7 people with a percentage of 10%.

Based on the characteristics of the nationality of the respondents, it can be seen that most of the respondents came from Indonesia, as many as 37 people with a percentage of 52.9%, respondents from Russia as many as 14 people with a percentage of 20%, respondents from France as many as 13 people with a percentage of 18.6% and respondents from France. from Spain 6 people with a percentage of 8.6%. Based on the job characteristics of the respondents, most of them are entrepreneurs, as many as 39 people with a percentage of 55.7%, respondents as civil servants are 13 people with a percentage of 18.6%, respondents as artists are 14 people with a percentage of 20% and there are also 4 youtubers. people with a percentage of 5.7%.

The results of the validity and reliability test of the research instrument using the SPSS version 25 program found that, after distributing the questionnaire to 70 respondents, the validity test was carried out. The results of the research instrument validity test showed that all instruments were valid, because the calculated r value of all instruments was greater than the r table value of 0.306 with a significance of 1%. The results of the reliability test of the research instrument on 70 respondents showed that all instruments were reliable, because all Cronbach's Alpha values were greater than 0.60

Servqual analysis is used to analyze the perceived service to the service expected by guests about the quality of room attendant service at The St. Regis Bali Resort. The gap shows positive (+) indicating satisfactory service for guests. very satisfied or very satisfactory and if the servqual is negative (-) indicates that the quality of service attributes is not met or unsatisfactory.

a. Tangibles

The following is an explanation of the three attributes of the direct evidence dimension (Tangibles) based on the results of the servqual test. Room cleanliness indicates that the negative gap or guest expectations for this indicator have not been met or have not been satisfied. The appearance of the room attendant gets an average value of VP (perceived value). The condition of the room facilities gets an average VP value of GAP value of -0.01 where there is a negative gap or guest expectations for this indicator have not been met or have not been satisfied.

b. Reliability

Reliability (Reliability) which consists of 2 indicators, there are two indicators that are positive. Room attendants provide services quickly and accurately, getting an average VP GAP value of 0.20 where there is a positive gap or guest expectations for this indicator are very fulfilled or very satisfied. The hospitality of the Room Attendants in providing services gets an average VP value of GAP of 0.01 where there is a positive gap or guest expectations for this indicator are very fulfilled or very satisfied.

c. Responsiveness

Room Attendant provides clear and easy information to get an average VP GAP score of 0.11 where there is a positive gap or guest expectations for this indicator are very fulfilled or very satisfied. Room Attendant can help the difficulties that guests face getting an average VP GAP score of 0.01 where there is a positive gap or guest expectations for this indicator are very fulfilled or very satisfied. Room Attendants can provide services in dealing with guest complaints, getting an average VP value of GAP of 0.06 where there is a positive gap or guest expectations for this indicator are very fulfilled or very satisfied.

d. Assurance

The room attendant's knowledge in understanding a job gets an average value of VP indicating that the neutral gap or guest expectations for this indicator are met or satisfied. Room Attendant being honest, polite and patient with guests gets an average VP GAP score of 0.09 where there is a positive gap or guest expectations for this indicator are very fulfilled or very satisfied. Providing a guarantee of security for the services provided to guests gets an average VP value that the GAP value is 0.05 where there is a positive gap or guest expectations for this indicator are very fulfilled or very satisfied.

e. Empathy

Room Attendants can pay special attention to guests getting an average VP GAP score of 0.22 where there is a positive gap or guest expectations for this indicator are very fulfilled or very satisfied. Room Attendant is able to understand the special needs and expectations of guests to get an average VP value of 0.07 GAP where there is a positive gap or guest expectations for this indicator are very fulfilled or very satisfied. Room Attendants are able to communicate well to guests getting an average VP value of GAP of 0.01 where there is a positive gap or guest expectations for this indicator are very fulfilled or very satisfied.

Based on the Cartesian diagram above, it can be seen that the locations of each sub-indicator which is an assessment of the level of expectation of guest satisfaction that need to be maintained or improved on the quality of room attendant service at The St. Regis Bali Resort is divided into four quadrants with the following explanation:

-Quadrant A

Indicator (BL1), room cleanliness is in quadrant A which is considered important by guests but has not met their expectations so that development or improvement needs to be done. Based on existing conditions, the room attendant at The St. Regis Bali Resort is still not thorough in cleaning guest rooms so that guests are not satisfied with the room cleaning service. Indicator (J1), the knowledge of the room attendant in understanding a job is in quadrant A which is considered important by guests but has not met their expectations so that development or improvement needs to be done. Based on existing conditions, the room attendant at The St. Regis Bali Resort still does not understand the standard operating procedures, so they make mistakes in doing their work,

- Quadrant B

Indicator (BL2) that the appearance of the room attendant is in quadrant B must be maintained (maintain performance), because the performance of the room attendant service is in accordance with guest expectations. The indicator (BL3) of the condition of room facilities in quadrant B must be maintained (maintain performance), because the performance of the room attendant service is in accordance with guest expectations. The indicator (K2) of the hospitality of the room attendant in providing services is in quadrant B, which must be maintained (maintain performance), because the performance of the room attendant service is in accordance with guest expectations.

Indicator (J3) provides a guarantee of security for the services provided to guests who are in quadrant B must be maintained (maintain performance), because the performance of the room attendant service is in accordance with guest expectations.

-Quadrant C

The room attendant indicator (DT2) can help the difficulties that guests face being in quadrant C which is considered less important and needs to be reconsidered because its effect on the benefits felt by guests is very small. The indicator (DT3) that room attendants can provide services in dealing with guest complaints is in quadrant C which is considered less important and needs to be reconsidered because its effect on the benefits felt by guests is very small. Indicator (E2) room attendant is able to understand the special needs and expectations of guests who are in quadrant C is considered less important and needs to be reconsidered because its effect on the benefits felt by guests is very small.

- Quadrant D

Indicator (K1) room attendant provides services quickly and precisely in quadrant D which is considered less important or has low importance by guests but has a high level of satisfaction, so it can be suppressed to improve the efficiency of room attendant services. The room attendant indicator (DT1) provides information clearly and easily, being in quadrant D is considered less important or has low importance by guests but has a high level of satisfaction, so it can be suppressed to improve the efficiency of room attendant services. Indicator (J2) room attendant being honest, polite and patient with guests being in quadrant D is considered less important or has low importance by guests but has a high level of satisfaction,

CONCLUSIONS

The level of guest satisfaction with the quality of room attendant service at The St. Regis Bali Resort shows that the level of positive gap is more than the negative gap when calculated by the number of neutral gaps. So that the services provided by the room attendant to guests are satisfactory. From these results indicate that the quality of service provided by the room attendant is good and guest expectations of perception are satisfactory, so that guests feel satisfied and comfortable staying at The St. Regis Bali Resort.

In accordance with the results of the Importance Performance Analysis, there are several indicators that must be maintained. Indicators of service quality that need to be maintained are room attendant appearance indicators, room facilities condition indicators, room attendant hospitality indicators in providing services, indicators providing a guarantee of security for the services provided to guests, and room attendant indicators can give special attention to guests. The results of Importance Performance Analysis that need to be improved are indicators of room cleanliness, and indicators of room attendant knowledge in understanding a job.

REFERENCES

- Bataaf. (2015). House Keeping Department, Floer And Public Area. Alfabeta.
- Mardjuki, IA (2020). Use of Outside Laundry Department Housekeeping at Grand Dafam Signature Hotel Surabaya. AIRLANGGA UNIVERSITY.
- Pangidoan, E., & Manurung, HP (2020). Analysis of the Influence of Service Quality Dimensions on Consumer Decisions to Use Car Service Services at Doyok

Workshops in Petatal Village, Batu Bara Regency. Asahan University Multi-Discipline National Seminar on Science, 3(2).