

UNDERGRADUATE THESIS

**IMPLEMENTATION OF E – SERVICE QUALITY AND E –
RECOVERY SERVICE QUALITY ON WHATEVER
WHENEVER PROGRAM TO ENHANCE CUSTOMER
SATISFACTION AT W BALI – SEMINYAK**



POLITEKNIK NEGERI BALI

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**TOURISM DEPARTMENT
POLITEKNIK NEGERI BALI
BADUNG
2023**

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**This undergraduate thesis is submitted as one of the requirements to earn
Applied Bachelor’s Degree in Tourism Management Study Program in
Politeknik Negeri Bali.**



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UNDERGRADUATE THESIS APPROVAL SHEET

IMPLEMENTATION OF E – SERVICES QUALITY & E – RECOVERY SERVICE QUALITY ON WHATEVER WHENEVER PROGRAM TO ENHANCE CUSTOMER SATISFACTION AT W BALI – SEMINYAK

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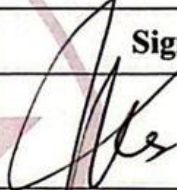
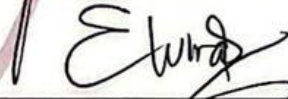
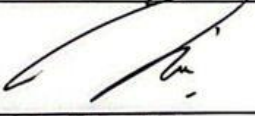
This undergraduate thesis entitled:

**IMPLEMENTATION OF E – SERVICES QUALITY & E – RECOVERY
SERVICE QUALITY ON WHATEVER WHENEVER PROGRAM
TO ENHANCE CUSTOMER SATISFACTION
AT W BALI – SEMINYAK**

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“Implementation of E – Service Quality and E – Recovery Service Quality On Whatever Whenever Program to Enhance Customer Satisfaction at W Bali – Seminyak”
is true that it is free from plagiarism. If this statement proves to be invalid, I am fully willing to accept the provisions in accordance with the applicable regulations.

Thus, the statement letter I made to be used properly.

Badung, July 26th, 2023
Who made the statement,



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PREFACE

Foremost, I would like to thank God almighty, Ida Sang Hyang Widhi Wasa, for the blessings and grace the writer able to compile a thesis entitled "**Implementation of E – Services Quality & E – Recovery Service Quality on Whatever Whenever Program to Enhance Customer Satisfaction at W Bali – Seminyak**" on time.

This thesis was written to fulfill one of the requirements to achieve an applied Diploma 4 Tourism Business Management Study Program, Tourism Department, Politeknik Negeri Bali. The writer realizes that in the preparation of this thesis, various obstacles were found, due to the limited knowledge that the writer had. However, with motivation, guidance, and prayers from multiple parties, make the writer be able to finish the thesis. Therefore, on this occasion, the writer would like to respect and be deeply thankful for:

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Therefore, with all humility, the writer expects some critics and suggestions especially from readers and hopes that this Thesis research could be beneficial for the study as well as the development of the tourism industry.

Badung, January 2023

The Writer

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ABSTRACT

Maharani, Putu Sisca Anggita. (2023). Implementation Of E – Services Quality & E – Recovery Service Quality on Whatever Whenever Program to Enhance Customer Satisfaction at W Bali – Seminyak. Undergraduate Thesis: Tourism Business Management, Tourism Department, Politeknik Negeri Bali

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Keywords: E – Services Quality, E – Recovery Service Quality, Customer Satisfaction

The purpose of this research is to analyze the implementation of E-Service Quality and E-Recovery Services as well as the Implementation of E-Service Quality and E-Recovery Services to Increase Customer Satisfaction in the Whatever Whenever program in W Bali – Seminyak. The population of this study was guests staying at W Bali Seminyak per month with an average number of 851 people. With a research sample of 90 people determined by the Slovin formula. Data collection was carried out by questionnaire, observation, literature 'study, documentation, and interviews. The sampling technique is carried out incidentally. The results showed that each variable, namely the quality of electronic services with a score of 4.64 and the quality of electronic recovery services with a score of 4.64, it can be concluded that E-Service Quality and E-Recovery Services at W Bali Seminyak are fully implemented which refers to the decision scale based on the value range, which is 4.40 - 5.00. Furthermore, it can be concluded that the quality of electronic services and the quality of electronic recovery services have been implemented in W Bali Seminyak. In addition, the results of quantitative analysis found that e-recovery service quality has the most impact percentage in increasing customer satisfaction in W Bali by 47.55%, followed by e-serving quality by 8.05%. It is recommended that there is a need for regular technology updates and increase the number of indicators blessed with E - Service Quality to make the exposure wider and it is advisable to add and look for other reference sources.

ABSTRAK

Maharani, Putu Sisca Anggita. (2023). *Implementation Of E – Services Quality & E – Recovery Service Quality on Whatever Whenever Program to Enhance Customer Satisfaction At W Bali – Seminyak*. Skripsi: Manajemen Bisnis Pariwisata, Jurusan Pariwisata, Politeknik Negeri Bali.

Skripsi ini telah disetujui dan diperiksa oleh Pembimbing I: I Gusti Agung Mas Krisna Komala Sari, S.Si, M.Si, dan II: Drs. I Ketut Astawa, MM

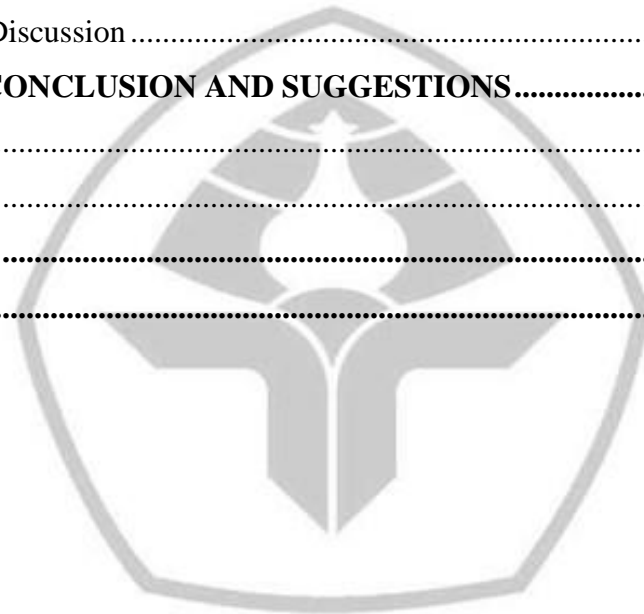
Kata Kunci: *E – Services Quality, E – Recovery Service Quality, Customer Satisfaction*

Tujuan penelitian ini adalah untuk menganalisa implementasi E-Service Quality dan E-Recovery Services serta Implementasi E-Service Quality dan E-Recovery Services untuk Meningkatkan Kepuasan Pelanggan pada program Whatever Whenever di W Bali – Seminyak. Populasi dari penelitian ini adalah tamu yang menginap di W Bali Seminyak per bulan dengan jumlah rata – rata sebesar 851 orang. Dengan sample penelitian sejumlah 90 orang yang ditentukan dengan rumus Slovin. Pengumpulan data dilakukan dengan questionnaire, observation, literature ‘study, documentation, dan interview. Teknik pengambilan sample dilakukan secara incidental. Hasil penelitian menunjukkan bahwa masing-masing variabel yaitu kualitas pelayanan elektronik dengan skor 4,64 dan kualitas pelayanan pemulihan elektronik dengan skor 4,64, maka dapat disimpulkan bahwa E-Service Quality dan E-Recovery Services di W Bali Seminyak dilaksanakan sepenuhnya yang mengacu pada skala keputusan berdasarkan rentang nilai, yaitu 4.40 - 5.00. selanjutnya dapat disimpulkan bahwa kualitas layanan elektronik dan kualitas layanan pemulihan elektronik telah diterapkan di W Bali Seminyak. Disamping itu hasil analisis kuantitatif menemukan bahwa kualitas layanan e-recovery service quality memiliki persentase yang paling berdampak dalam meningkatkan kepuasan pelanggan di W Bali sebesar 47,55%, diikuti oleh kualitas layanan e- serving quality sebesar 8,05%. Disarankan bahwa perlu adanya pemutakhiran teknologi yang dilakukan secara berkala serta menambah jumlah indicator yang berkaitan dengan E - Service Quality untuk menjadikan eksposurnya lebih luas serta disarankan untuk menambah dan mencari sumber referensi lain.

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CHAPTER I

INTRODUCTION

1.1 Background of Study

Currently, digitalization has permeated all aspects of life, caused changes and provided convenience. The increasingly intense use of the internet is one form of digitization, it has grown in popularity over the past decade, and is now expanding from personal use to commercial use (Gachuru, 2017). One of the commercial uses of the internet is to manage business, the goal is to improve the quality of services provided by a business so that it can be in line with the times.

Digitalization has certainly touched our proud country, Indonesia. According to the Indonesian Central Bureau of Statistics, from the results of the 2021 Survey data collection, 62.10 percent of Indonesia's population has accessed the internet in 2021. This high internet usage reflects that Indonesia has now experienced a period of "information openness climate", Indonesian people have accepted technological developments and changes towards an information society. The increasing number of internet users in Indonesia is inseparable from the rapid development of cellular telephones. It is proven that in 2021, 90.54 percent of households in Indonesia had at least one cellular telephone number. This number has increased compared to the condition in 2018 which still reached 88.46 percent (Brier & lia dwi jayanti, 2020). In line with the fact that the number of Internet users in Indonesia is increasing rapidly, digitalization is now being implemented by many businesses in Indonesia. Supported by data from the Central Bureau of Statistics regarding "E-Commerce Statistics 2022",

the data collection results show that many E-Commerce businesses are non-formal E-Commerce businesses, with characteristics: the majority use instant messaging and social media as sales media, total revenue and E-Commerce below 300 million rupiah, the most frequently used payment method is Cash On Delivery (COD) or cash payment (E Commerce Statistic BPS 2022). The data above is enough to support the fact that in Indonesia the use of the Internet has now also been used commercially, especially in business.

One of the businesses that is now rapidly implementing digitalization is the Tourism Business. Tourism Business is a business that provides goods and/or services for the fulfilment of tourist needs and the organization of tourism (Pariwisata et al., 2013). Tourism is a significant economic sector in Indonesia, not only for the economy but also for the employment sector, which creates jobs for Indonesians (Gosjen et al., 2023).

Bali is one of the islands in Indonesia's territorial waters that has a positive impact on the Indonesian tourism industry. This is because this island is a popular tourist destination for both domestic and international visitors. Bali has a wide range of tourist attractions, including rice fields, waterfalls, forests, lakes, artificial tourist areas, volcanoes, and beaches (Putra et al., 2020). The Kuta area of Badung Regency is the most popular tourist destination because it has a variety of tourist attractions such as hotels, beaches, water sports, night clubs, restaurants, and shopping centers. One of the most famous venue for tourist to visit is Hotel. Hotel Business is a business of providing accommodation in the form of rooms in a building, which can be equipped with food

and beverage services, entertainment activities and / or other facilities on a daily basis with the aim of making a profit (Pariwisata et al., 2013). The authors researched one of the hotels in Petitenget South Kuta, named W Bali – Seminyak. After the pandemic, competition in the hospitality business has increased again. All of the hotel department certainly implements various tips to bounce back from the pandemic postpartum period. One of W Bali Seminyak's tips in maintaining business in the post-pandemic period is to maintain and increase guest satisfaction.

Hotel itself provides rooms, food, drinks and other facilities for guests who want to pay a price by the facilities and services received without prior special assistance (*Sulastiyono, Cahyani, n.d.*). In increasing guest satisfaction at the hotel, every part of a hotel is required to provide maximum service every day, one of the departments which need to provide best services is the concierge section, in W Bali Seminyak, the concierge section is located within the front office department. Concierge is the first and foremost part of providing information assistance about the scope of the hotel, surrounding tourist information, and services to hotel guests, so the concierge can be said as the first impression for guests coming to the hotel (Utara, 2017). Therefore, this section requires quality human resources that can provide services to guests, reliable, agile, and careful (Nugraha, 2018). In addition to providing information and service assistance to hotel guests, the concierge is also tasked with handling all guest luggage from when guests get out of the vehicle, check-in process, until the check-out process (Pardosi 2017, 2017).

One solution to increase guest satisfaction at W Bali Seminyak is through the Implementation of E – Service Quality. And especially for W Bali Seminyak, the E Service Quality can be implemented better through the Whatever Whenever programs. Whatever Whenever is an ongoing program implemented by W Hotels around the world, W Bali Seminyak is no exception. This program also does not have a vulnerable time in carrying it out, but is always implemented every staff provides service to guests. Whatever Whenever has a catchphrase that is well known to the guests, especially the marriott bonvoy members, namely "Whatever you want, whenever you want, as long as it's legal the sky is the limit". So, the essence of the Whatever Whenever program is how the staff always try to provide whatever the guests want whenever and wherever. Because from another research, the result said that E-service quality has a significant effect on AiryRooms customer satisfaction. This shows that the variables of efficiency, reliability, fulfillment, privacy, responsiveness, compensation, and contact have a significant effect on AiryRooms tourist satisfaction in Kuta Bali District, which can be interpreted that the better the e-service quality owned by AiryRooms, the tourist satisfaction will increase (Virgianne et al., 2019).

Therefore, the author wants to raise another variable that is still an integral part of the E-Service, namely the E-recovery Service to differentiate the author's research from other research. So that the full title that the author lifts is "**Implementation of E - Services Quality & E - Recovery Service Quality on Whatever Whenever Program to Enhance Customer Satisfaction**".

1.2 Problems Identification

Based on the background that has been described, the main issues that used as a problem are as follows:

- 1.2.1 How is the Implementation of E-Service Quality and E-Recovery Services on Whatever Whenever Program to Enhance Customer Satisfaction at W Bali - Seminyak?
- 1.2.2 How much does the influence of the Implementation of E-Service Quality and E-Recovery Services on Whatever Whenever Program to Enhance Customer Satisfaction at W Bali – Seminyak?

1.3 Purposes of the Research

Based on the problem identification above, the purpose of this research Thesis are as follows:

1. To figure out the Implementation of E-Service Quality and E-Recovery Service Quality on Whatever Whenever program at W Bali – Seminyak.
2. To figure out the influence of the Implementation of E-Service Quality and E-Recovery Service Quality on Whatever Whenever program to Enhance Customer Satisfaction at W Bali – Seminyak

1.4 Benefit of the Research

This research hopefully will bring some benefits both theoretically and practically.

The benefits to be obtained in this research are:

1.4.1 Theoretical Benefits

Theoretically, this research is expected to provide additional information to support other research and to add to the bibliography in the academic environment. This research is expected to be a reference material for further researchers and input for those who read. In addition, the results of this research are expected to provide additional knowledge about how to implement E-Service Quality and E-Recovery Services on Whatever Whenever program at W Bali – Seminyak as well as How much influence does the Implementation of E-Service Quality and E-Recovery Services have on Whatever Whenever program at W Bali - Seminyak.

1.4.2 Practical Benefits

Practically, the results of this research are expected to be useful input and guidelines for companies regarding what needs to be improved in the implementation of green office management policy implementation and have high hopes that this implementation system can be carried out by other departments not only in the Whatever Whenever Department and overcome problems that are often faced in implementing **E – Services Quality & E – Recovery Service Quality on Whatever Whenever Program to Enhance Customer Satisfaction**

CHAPTER II

LITERATURE REVIEW

2.1. Theoretical Basis

The literature review consists of a systematic description of the theories and previous research results that have relevance to the research conducted to be used as a reference and guide in supporting this research. The definition and theories are as follows:

2.1.1 Hotel

Hotel is a business that operates commercially and aims to provide the best service to guests who visit the hotel. The service provided by the hotel to guests is important and the main thing because it relates to the comfort of guests during their stay at the hotel

Hotel is accommodation which is well known by the general public. The main function from the hotel is as a place to stay while being away from home. Overall, the main needs of hotel customers are rest, sleep, eat, and drink, entertainment and other. But with the advancement of hotels in this technological era, hotel functions are not only as a place to stay or rest for guests, hotel functions increase as the target of conferences, associations, workshops, and other activities, of course with provide complete facilities and infrastructure. Therefore, the function of the hotel as a means of commercial function is not only as a place to stay, rest, eat, but also location to bring various kinds activities according to the target market of the hotel itself (Yesiana et al., 2016).

Hotel is a business that uses a special building to be offered to tourists, where all the tourists can stay, eat, get services and use other facilities by making payments. The existence of hotel is very important because the hotel is an important and main thing for tourists or people who travel far from home (Azhar, 2019). Hotel is a form of construction, symbol, or business entity that provides accommodation services. The hotel provides food and beverage service facilities as well as other service facilities where all of these services are available to the general public, whether staying overnight at the hotel or simply using certain facilities owned by the hotel (Sawal et al., 2020).

Based on the statement of the experts above, the writer conclude that Hotel is a service business which is a means of supporting tourism activities, where the management is carried out professionally and supported by workers who have good skills in the hospitality sector.

2.1.2 Front Office Department

Front Office is a department that plays a direct role in guest service both at check-in and check-out. The Front Office is also one of the departments in the hotel as an information center, where all activities in the Front Office such as guest luggage storage, registration, information on lost items, room payments, and so on (Insani, Yuda Dwi; Setiyariski, 2020). According to (Widya Asiska Pratiwi et al., 2020), the Front Office is one of the departments in charge of and responsible for selling hotel rooms in a systematic way through reservations to handing over rooms to guests and providing hotel information services during the guests' stay. Front Office is a department that has a role as a room seller and is directly the main source of income

for every hotel. Whereas (Bagyono, 2016), states that "Front Office comes from English

"Front" which means front, and "Office" means office. So Front Office is Front Office. In the context of the meaning of the hotel, the Front Office is a department in the hotel which is located at the front. Precisely not so far from the front door of the hotel or lobby. This area is the busiest place in the hotel. With a location at the front, the Front Office is one of the easiest departments for guests to find and see. So, it can be concluded that the Front Office is the department in the hotel that first plays a role in guest service both at check-in, check-out, hotel-related information services, guest luggage storage, room payments, registration and so on.

As for the duties and responsibilities of the Front Office Department according to (Bagyono, 2012) as follows:

Room reservations (Reservations) are in charge of managing room reservations either from travel agents or from other platforms before guests come to the hotel to register.

The Receptionist is responsible for assisting guests in making room reservations or not having booked a room in the lobby.

Guest Luggage (Bellboy) is responsible for handling guest luggage when checking in until checking out after registering and leaving the hotel safely.

The Guest Relations Officer (GRO) is in charge of handling guest complaints as well as those in charge of handling VIP guests.

Payment (Front Cashier) is in charge of serving guest bill payments at check out.

Telephone service (Telephone Operator) is responsible for providing service information via telephone either from outside the hotel or from guests who are already in house at the hotel

2.1.3 Concierge

Concierge is a very important part in handling guest goods, and not only that, there are still other tasks besides handling guest luggage, for example, acting as an information center, and much more. The definition of a concierge according to some experts is as follows:

"Concierge (consier) with other names porter officers or uniform service is a part that is directly under the Front Office Department, which is tasked with handling all the needs of hotel guests in terms of information sources, handling guest goods, transportation cars and other guest needs while guests stay at the hotel and guests visiting the hotel".

"Concierge is one of the sections in the Front Office, handling guest luggage and dealing directly with hotel guests (direct contact) where services are provided from the time the guest arrives until the guest leaves the hotel (check out)" (Agusnawar, 2013).

3. "Concierge is a hotel clerk who is responsible for handling and storing guest belongings.

The officers in the concierge or uniform service are the Chief Concierge, Bell Captain, Bellboy, Doorman, Car Valley, and so on. Some hotels use the term concierge, but in other hotels there are also those who use the term uniformed service for almost the same work" (PA Prakoso, 2017).

From the description above, it can be concluded that the concierge is a section that is responsible for handling guest luggage when they first arrive at the hotel and when they leave the hotel. Concierge hotels play an important role in guest service in the daily operations of a hotel.

2.1.4 E-Service Quality

Service quality is the level of service excellence that can fulfill the wishes of consumers or customers provided by an organization in the company in accordance with consumer expectations (Lesmana, 2016)

According to Delima et al (2019), service quality refers to customer assessment of the core of a service by providing the service itself from the organization in the company. Where customer inquiries began to show guidance regarding the best and appropriate service, customers now no longer only need just products and services but prefer to be able to enjoy the comfort of the services provided. So, it can be concluded that service quality is the level or achievement of service excellence that can meet consumer expectations provided by a company.

Related to service quality in this study explains related to digital services which is the development of service quality into electronic service quality (e-service quality), where E-service quality is the quality of online services broadly to cover all stages of interactions that consumers have through the website, namely the extent to which the website can facilitate efficient and effective shopping, purchasing, and delivery. In general, online service quality can be defined as interactive internet-based customer service supported by consumers who are integrated with the technology and systems

offered by service providers, which aims to strengthen the relationship between consumers and service providers (Ervina & Octaviany, 2018).

According to (Komara, 2013), e-service quality is an internet-based service consisting of efficiency, fulfillment, system availability, and privacy. Where customers will feel more efficient in making transactions in terms of time and cost, as well as the availability of information and smooth transactions become the choice of transacting customers through the availability of adequate system facilities and internet networks and the guarantee of confidentiality of customer data. According to Virgianne et al (2019), states that E-service quality itself is a service that is carried out electronically through internet media such as websites that can effectively and efficiently facilitate users in performing online services such as online shopping, searching and finding the information users want on the website. E-service can be defined as the role of services in cyberspace. Meanwhile, according to (Chasanah et al., 2018), states that the concept of quality in ecommerce ("e-service qualilt") can be defined as the overall assessment and evaluation of consumers of the quality and quality of the service offered. With e-service quality, an evaluation of a service provided via the internet network is carried out. In the commerce industry, e-service quality is the ability of a site to facilitate shopping, purchasing, and shipping activities effectively and efficiently.

E-Service is a leading application by utilizing the use of information and communication technology (ICT) in different areas. The four dimensions that

customers use to supply websites where they do not experience questions or problems are

1. Efficiency, the ease and speed of accessing and using the site.
2. Fulfillment, the extent to which the site's promises about order availability and item availability are fulfilled.
3. System availability, the correctness of the technical functions of the site.
4. Privacy, the extent to which the site is secure and protects user information.

E-service quality is usually used as part of an online administration quality review. The estimation of e-benefit quality in the utilization of shopping through online with e-service has received consideration with various reviews related to significant e-administration measurements connected to online conditions (Kushwaha et al (2017)). So, it can be concluded that e-service quality is the quality of electronic services that are carried out using intermediaries such as equipment that can provide information without direct face-to-face such as services carried out via the internet or telephone media in order to receive clear, effective and efficient information.

According to (Kusumarini, 2021) the dimensions of e-service quality are divided into seven, namely:

1. Efficiency, namely the ability of customers to access the website, search for the desired product and information related to that product, and leave the site with minimal effort.
2. Reliability, regarding the technical functionality of the site in question, specifically the extent to which the site is available and functions as it should.

3. Fulfillment, including the accuracy of service promises, availability of product stock, and delivery of products within the promised time.
4. Privacy, in the form of assurances that shopping behavior data will not be shared with other parties and that customer credit card information is secure.
5. Responsiveness, which is the ability of online retailers to provide appropriate information to customers when problems arise, have a mechanism to handle product returns, and provide an online warranty.
6. Compensation, including refunds, shipping fees, and product handling fees.
7. Contact, reflecting the customer's need to be able to talk to customer service staff online or over the phone (as opposed to communicating with a machine).

2.1.5 E-Recovery Service

According to (Komara, 2014) in his research E-Recovery Service Quality is a service provided by consumers when there is a service failure or consumer dissatisfaction with the services provided electronically.

According to (Riski Taufik Hidayah et al, 2017) E-Recovery Service Quality is an effort - a service effort provided by online service providers to consumers when experiencing failures and dissatisfaction experienced by customers for all forms of services provided.

According to (Widiatmika, I. G. N. A., & Subawa, 2017) E-Recovery Service Quality is shown to overcome the mismatch of service quality expectations below customer expectations.

And the three dimensions that customers use to assess recovery services when they have problems or questions are

1. Responsiveness, effective problem handling and retrieval through the site.
2. Compensation, the extent to which the site compensates customers for problems.
3. Contact, the availability of assistance by telephone or online representatives (Buchari, 2016).

From the above definition, the author can conclude that E-Recovery Service Quality is a service provided to consumers online if there is an error in the service provided and consumer dissatisfaction.

2.1.6 Customer Satisfaction

According (Sudaryono, 2014), satisfaction theory is a model that explains the formation of consumer satisfaction or dissatisfaction, which is the impact of comparison between consumer expectations before purchase or consumption with the actual performance obtained by consumers.

According to (Kotler, 2014) Customer satisfaction is a feeling of pleasure or disappointment that arises after comparing the performance (results) of the product in thought against the expected performance (or results). Consumer satisfaction is a consumer evaluation of a product or service that they can meet consumer expectations.

Another opinion according to Mowen and Minor in (Dwiastuti, 2012), consumer satisfaction as the overall attitude shown by consumers towards goods and services after they obtain and use them.

There are five indicators in measuring the level of consumer satisfaction according to (Tjiptono, 2015) including the following

a. *Overall customer satisfaction*

The simplest way to measure customer satisfaction is to directly ask customers how satisfied they are with the product or service provided. The indicators of overall customer satisfaction are:

- a. Guest satisfaction with the products offered
- b. Guest satisfaction using products/services compared to competitors' products

c. *Customer satisfaction dimension*

Identify key dimensions of customer satisfaction, ask customers to rate products and company expectations, ask customers to rate competitors' products and services based on the same specific items and ask customers to determine which dimensions they think are most important. The indicators of the customer satisfaction dimension are:

- a. Assess products/services that have specific items, such as expedited service, service facilities and customer service staff.

b. *Confirmation of expectation*

In this concept, satisfaction is not measured directly, but is inferred based on the conformity or mismatch between customer expectations and the company's actual

performance on a number of important attributes or dimensions. The indicators of confirmation of expectations are:

c. Products are in line with customer expectations.

d. *Repurchase intention*

Customer satisfaction is measured behaviorally or behaviorally by asking whether the customer will shop or use again. The indicators of repurchase intent are:

e. Using the same product/service even at a higher price

f. *Willingness to recommend*

In the case of products whose repurchase is relatively long or even only occurs once purchase, the willingness of customers to recommend the product to friends or family members become an important measure to analyze and follow up. The indicators of willingness to recommend are:

g. Recommend the company's products/services to friends/family.

Consumer satisfaction is critical to business success. Information about customer satisfaction is something that needs to be considered by companies to improve products and services offered to consumers (Dian & Ayu, 2016). To create customer satisfaction, companies must create and manage a system to acquire more customers and the ability to retain customers.

Therefore, it can be concluded that customer satisfaction is a step that can be done by employees so as to form a feeling of satisfaction from consumers.

2.1.7 Implementation Review

According to (Ernawati & Suzana, 2014), implementation is an implementation or application that is carried out or applied in accordance with the guidelines and curriculum that have been designed and then fully implemented which is directed at creating the objectives outlined in the policy decision. (Rosad, 2019)states that implementation is a process to carry out an idea, or a set of new activities with the hope that others can accept and carry out these solutions within the bureaucratic body in order to create a goal that can be achieved optimally through a trusted network.

So, it can be concluded that implementation is an action, process, application or new activity that can be carried out by others in accordance with applicable guidelines in order to create goals that have been designed optimally and can be achieved.

2.1.6 Multiple Linear Regression

Multiple linear regression is a regression analysis that explains the relationship between the response variable (dependent variable) and the influencing factors of more than one predictor (independent variable). When an outcome, or class is numeric, and all attributes are numeric, linear regression is the appropriate technique to solve. It is a staple method in statistics. The point is to express the class as a linear combination of attributes, with predetermined weights, with the following formula:

$$Y = a + b_1 X_1 + b_2 X_2$$

In order to making the conclusion and knowing the influence of independent variable towards dependent variable, first it should be applying quantitative descriptive method with using some test, such as:

1. Instrumental Test

To determine the limits of the truth of the accuracy of the measuring instrument (questionnaire) an indicator of research variables can be done as follows:

a. Validity Test

Validity test is a tool to measure the degree of accuracy of the tier or level to which a measuring instrument shows accuracy and suitability. Validity shows the degree of accuracy between the data that actually occurs on the object with data that can be collected by researchers. Validity test used to determine whether each item in the instrument is valid or not, it can be known by collaborating between the item scores with the total score (Sugiyono, 2019)

In determining the validity of an instrument, the analytic tool used for measuring the level of data validity is pearson product moment correlation by conducting an analysis statistics assisted by a statistical computer program package of social science (SPSS) version 25. The standard for the decision making of validity test were describe as follows (Priyatno, 2016):

- 1) If the significance value is < 0.05 and the calculated r value $> r$ table, then the instrument or question items have a significant correlation with the total score (stated valid).
- 2) If the significance value is > 0.05 and the calculated r value is $< r$ table, then the instrument or question items are not significantly correlated with the total score (stated invalid).

b. Reliability Test

Reliability test has a function to measure the reliable of a questionnaire which is an indicator of variables or constructs. Reliability test was carried out to find out how far the measurement results remain consistent when carried out measurement of more than two times of the same phenomenon with the same measuring instrument. Questionnaire that is said to be reliable if a person's answer to a question is consistent or stable over time (Sugiyono, 2019).

To test the reliability, the method that used is measuring Cronbach's Alpha assisted by a statistical computer program package of social science (SPSS) version 25, which the items of each variable are calculated Cronbach's Alpha value, then each score of each item is added up to get Cronbach's Alpha per variable. A construct of variable is said to be reliable if Cronbach's Alpha coefficient value > 0.70 and if the coefficient obtained < 0.70 then the research instrument is declared unreliable (Wakhyuni et al., 2018).

2. Descriptive Statistical Analysis

Descriptive statistics are used to analyze data by describing the data that has been collected as it is without intending to make conclusions that apply to the public (Sugiyono, 2019).

3. Multiple Correlation Test

Multiple correlation analysis is having a function to determine the strength of the relationship between all independent variables together towards dependent variables (Sugiyono, 2019). In the multiple correlation analysis, there are two bases for decision making, namely if the F change value is less than 0.05 then it is correlated,

and vice versa. In addition, there is a degree measure which if the Pearson Correlation value is 0.00–0.20 then there is no correlation, 0.21-0.40 then there is a weak correlation, 0.41-0.60 then there is a moderate correlation, 0.61 -0.80 then there is a strong correlation, and 0.81-1.00 then the perfect correlation between variables.

4. Classical Assumption Test

Classical assumption test is a test of statistical assumptions that must be fulfilled on multiple linear regression analysis. The classical assumption test has a purpose to know the condition of the data that used in the study. It is done to obtain the right analytical model. This test was carried out to find out whether there is no serious deviation from assumptions that must be fulfilled (Priyatno, 2016). Classical assumption testing in this study includes:



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a. Normality Test

The normality test aims to test whether the dependent variable, independent variable or both have normal distribution or not. Normality test in this study conducted using the One Sample Kolmogorov-Smirnov method. Data requirements considered normal by looking at the residual significance value. If significance value is more than 0.05 then the residuals are normally distributed. This study also uses histogram to measuring the normality test with requirements when the histogram showing a sign of a bell in the data distribution its mean the data is normally distributed, and normal p-plot with requirements when the spread of the plot follows the straight line, then its mean the data is normally distributed (Priyatno, 2016).

b. Multicollinearity Test

The multicollinearity test aims to test whether in a model regression found a correlation between independent variables. If there is a correlation then there is a multicollinearity problem. A good regression model should have no correlation between the independent variables. If it is proven that there is multicollinearity, preferably one of the existing independent variables removed from the model, then the regression model was repeated. To detect the presence or absence of multicollinearity, it can be seen on the magnitude of Variance Inflation Factor (VIF) and Tolerance. Guidelines for a regression model that multicollinearity free is having a tolerance number more than 0,1 and if the VIF value is below 10, then there are no symptoms of multicollinearity (Priyatno, 2016).

c. Heteroscedasticity Test

Heteroscedasticity test aims to determine whether in the model regression occurs variance inequality from residual of an observation to another observation. If the variance of the residual from an observation to another observation is otherwise constant, then it can be called homoscedasticity and if the observations remain different it is called heteroscedasticity. A good regression model when there is no heteroscedasticity problems is found in processing the data. The absolute residual value is obtained by calculating the regression residual value between the independent variable and the variable dependent. Heteroscedasticity test in this study using the glejser test by regressing the independent variables to the absolute value of the residual. If the significance value between the independent variable and the residual is more of 0.05 then there is no heteroscedasticity, also it can be seen on the result of scatter plot, the model which have no heteroscedasticity if the plot spreads above and below the 0 number, and not form a pattern (Priyatno, 2016).

d. Linearity Test

The linearity test aims to determine whether two variables have a linear relationship or not significantly. This test is usually used as a prerequisite in correlation or linear regression analysis. The test is carried out by looking at the significance value and the F_{table} value using Statistics Linearity on SPSS version 25 with a significance level of 0.05. If the Deviation From Linearity value is above 0.05, and the F_{value} is smaller than F_{table} , then there is a linear relationship between the independent variable (X) and dependent variable (Y) (Priyatno, 2016).

5. Hypothesis Test

The writer tested the hypothesis to determine the effect of the independent variable towards the dependent variable in partially or simultaneously.

a. Partial Test (t-test)

The t-test is used to test the effect of the hypothesis partially to each independent variable on the dependent variable, meaning whether each independent variable has a significant effect or not on the dependent variable (Sugiyono, 2019).

The stages of testing the t-test are as follows (Priyatno, 2016):

1) Determining the null hypothesis (H_0) and alternative (H_a)

$H_0 : \beta_1 = 0$ there is no partial and significant effect between X and Y.

$H_a : \beta_1 \neq 0$ there is a partial and significant effect between X and Y.

a. Determining the level of significance.

The test uses a two-sided test with a significance level of = 10%. The test was carried out on two sides to find out whether there is a significant relationship or not. The level of significance in this case means we take the risk of being wrong in making a decision to reject the correct hypothesis by as much as 10% (a significance of 10% or 0.05 is a standard measure often used for study).

DF : 10%

$N^2 = n - k$

Description

DF : Degree of Freedom

n : number of respondent

k : number of variable

2) Testing Criteria

If $t\text{-value} < t\text{-table}$ then H_0 is accepted and H_a is rejected

If $t\text{-value} > t\text{-table}$ then H_0 is rejected and H_a is accepted

3) Conclusion

The score of t-value compared with t-table, if the score of t-value is smaller or equal to the t-table, then the decision accepts the null hypothesis (H_0) and reject the alternative hypothesis (H_a), which means that there is no positive and significant effect partially between X_1 , X_2 , towards Y . vice versa if the score of t-value is higher than the value of t-table, then the decision rejects the hypothesis null (H_0) and accepting alternative hypothesis (H_a), which means that there is positive and significant effect partially between X_1 , X_2 , towards Y .

b. Simultaneous Test (F-test)

Simultaneous effect test (F-test) was used to determine whether the independent variable simultaneously affects the dependent variable (Sugiyono, 2019). The steps carried out for the F-test are as follows (Priyatno, 2016):

1) Determining the null hypothesis (H_0) and alternative (H_a)

$H_0 : \beta_1, \beta_2 = 0$ there is no positive and significant effect simultaneously between green training & development and green reward & compensation towards employee engagement.

$H\alpha : \beta_1, \beta_2 \neq 0$ there is positive and significant effect simultaneously between green training & development and green reward & compensation towards employee engagement.

2) Determining the level of significance.

The test uses a two-sided test with a significance level of $\alpha = 10\%$. The test was carried out on two sides to find out whether there is a significant relationship or not. The level of significance in this case means we take the risk of being wrong in making a decision to reject the correct hypothesis by as much as 10% (a significance of 10% or 0.05 is a standard measure often used for study).

Numerator DF = $k-1$

Denominator DF = $n-k$

Description

DF : Degree of Freedom

n : number of respondent

k : number of variable

3) Testing Criteria

If $F\text{-value} < F\text{-table}$ then H_0 is accepted and $H\alpha$ is rejected

If $F\text{-value} > F\text{-table}$ then H_0 is rejected and $H\alpha$ is accepted

4) Determining the value of F-value

The F-value can be seen in the ANOVA table calculation results with SPSS.

5) Conclusion

The score of F-value compared with F-table, if the score of F-value is smaller or equal to the F-table, then the decision accepts the null hypothesis (H_0) and reject the

alternative hypothesis ($H\alpha$), which means that there is no positive and significant effect simultaneously between X_1 , X_2 , towards Y . vice versa if the score of F-value is higher than the value of F-table, then the decision rejects the hypothesis null (H_0) and accepting alternative hypothesis ($H\alpha$), which means that there is positive and significant effect simultaneously between X_1 , X_2 , towards Y .

6. Multiple Linear Regression Analysis

Multiple linear regression analysis used to test whether the independent variable has an effect on the dependent variable simultaneously or partially, which changes in the dependent variable as a result of changes in the independent variable (Sugiyono, 2019). In general, multiple linear regression expressed by the following formula:

$$Y = a + b_1X_1 + b_2X_2 + e$$

Description

Y = employee engagement

a = constant

b_1 = coefficient regression of green training & development

b_2 = coefficient regression of green reward & compensation

X_1 = green training & development

X_2 = green reward & compensation

7. Coefficient of Determination Analysis

The analysis of the coefficient of determination also serves to show the magnitude of the contribution of the dependent variable. The higher the value of

Adjusted R^2 , the greater the ability of independent variables to explain variations in changes to dependent variables. In its use, the coefficient of determination is expressed in percentage (%) which can be identified by seeing the value of Adjusted R Square on the results of multiple linear regression testing on SPSS with the following formula (Priyatno, 2016):

$$D = R^2 \times 100\%$$

Description

D = Determination

R = coefficient correlation of independent variables with dependent variables.

8. Effective Contribution Analysis.

This analysis method is used to find out the contribution of independent variables on dependent variable, it is could describe which independent variables have the most contribution on effecting dependent variable (Baki Henong, 2016). The formula that uses for this analysis is as follow:

$$\text{Effective contribution (\%)} = \text{Betax} \times \text{Coefficient Correlation} \times 100\%.$$

2.2. Previous Researches

In connection with this research, there is previous research that is a reference in this study.

The first research was conducted by (Permana & Djatmiko, 2018) with the title "Analysis of the Effect of E-Service Quality on Shopee Customer Satisfaction in Bandung". This study aims to determine the effect of each dimension of e-service

quality, namely efficiency, system availability, fulfillment, privacy, responsiveness, compensation, and contact on Shopee customer satisfaction in Bandung. The sample in the study amounted to 400 respondents who were Shopee customers in Bandung. Data analysis using multiple linear regression. The results of this study indicate that the dimensions of e-service quality, namely efficiency, system availability, fulfillment, privacy, and responsiveness have an influence on customer satisfaction, while compensation and contact have no influence on customer satisfaction. The privacy dimension has the highest influence on Shopee customer satisfaction in Bandung. The conclusion that can be drawn from this research is that privacy has the highest influence but has not received the highest assessment from respondents.

The second research was conducted by (Ni Made Nitha Balistha et al., 2022) with the title "Implementation of E-Service Quality in the Front Office Department to Increase Guest Satisfaction". The purpose of this study was to determine the application of e-service quality Front Office Department in increasing guest satisfaction at a 5-star hotel located in Ubud Bali. The data analysis techniques used in this research are servqual (service quality) and IPA (Importance Performance Analysis). The research results from servqual (service quality) show that the positive servqual score gap is more than the negative servqual score gap, where overall the quality of e-service implemented at the hotel has provided satisfaction to guests and shown good performance. Meanwhile, the results of IPA (Importance Performance Analysis) research show that the indicators that need to be improved are the availability of products displayed on electronic media (Q6) and the protection of consumer personal

data on electronic media (Q7). Implications: indicators that need to be maintained in this study are information related to credit cards or payments that can be guaranteed security by FO Staff (Q8), FO Staff handles guest complaints quickly and swiftly (Q9), the hotel has a refund mechanism for payment transactions (Q10) and the hotel has 24-hour customer service by FO Staff (Q11).

The third research was conducted by (Saraswati & Indriani, 2021) with the title "Effect E-Service Quality on Customer Satisfaction and Impact on Repurchase in Lazada Indonesia's Online Selling in the City of Semarang". This research was conducted by examining the gap between e-service quality and customer satisfaction and its effect on repurchase interest. The research was conducted to see whether all electronic service quality variables (usage, website design, responsiveness, personalization / customization, and assurance) affect total service quality and customer satisfaction which can lead to repeat purchases. The analysis technique used is SEM (Structural Equation Modeling) with 197 Lazada customers in Semarang. The results of the goodness of fit criteria $RMSEA = 0.066$; NFI & $NNFI = 0.96$ & 0.94 ; $IFI = 0.92$; and $RFI = 0.93$. These results indicate that the model has a good fit and is suitable for use. Based on the research results, there are four hypotheses that have a positive and significant effect, namely web design, responsiveness, customization, and customer satisfaction on repeat purchase intention. However, there are two objections that are rejected, namely ease of use and assurance on repeat purchase intention.

The fourth research was conducted by (Lee Sze Yuan¹, Muhammad Shahr Jusoh, PhD², Dayang Hasliza Muhd Yusuf & Ghani⁴, 2020) with the title "The

Relationship between Product Quality, E-Service Quality and Brand Image on Customer Satisfaction: Preliminary Investigation in Perlis". This research focuses on the Effect of Product Quality, E-Service Quality and Brand Image on Customer Satisfaction focusing on Perlis online shopping. The sample consists of 250 online consumers in Perlis. The sampling method used in this study is the random method. The questionnaire was distributed using google form. The collected data were analyzed using software named IBM Statistical Package for the Social Sciences (SPSS) version 25. The findings showed that product quality ($\beta=.213$, $p=.001$), e-service quality ($\beta=.142$, $p=.039$) and brand image ($\beta=.553$, $p=.000$) are factors that are significantly related to customer satisfaction. The analysis results confirmed that there is a significant positive correlation between product quality, electronic service quality and brand image and online customer satisfaction.

The fifth research was conducted by (Sidqi, 2021) with the title "Customer Satisfaction Analysis of Shopee Electronic Service Quality". This study aims to determine the level of customer satisfaction with the quality of electronic services provided by shopee based on e-service quality and the Cartesian Diagram method or Importance Performance Analysis (IPA). Measurement of customer assessment using gap calculation by calculating the difference between the level of service perceptions provided and the level of customer expectations. This research uses qualitative research. The sample determination was carried out using purposive sampling technique with certain criteria, namely that the respondent had used shopee for less than the last 6 months and had made a purchase at least once in that period. The results

of this study measure the value of the gap between the level of electronic services and the level of customer expectations. The dimensions that customers think have met their satisfaction are Efficiency, Reliability, and Responsiveness. Meanwhile, the e-servqual dimensions that have not met customer satisfaction are the dimensions of Fulfillment, Privacy, Compensation, and Contact. On the Cartesian diagram, the distribution of the E-Servqual dimension attributes focuses on quadrant A as many as four attributes, quadrant B as many as twelve attributes, and quadrant C eight attributes, while quadrant D has no attributes from the research included in this quadrant.

2.3. Research Framework (Hypothesis)

Hypothesis is a research assumption conclusion of the influence between the independent variable and dependent variable before conducting research and must be proven through research. Based on the formulation of the problem that has been put forward, the hypothesis can be formulated as follows:

H1: There is a partial and significant effect of E – Services Quality on Whatever Whenever Program to Enhance Customer Satisfaction at W Bali – Seminyak

H2: There is a partial and significant effect of E – Recovery Service Quality on Whatever Whenever Program to Enhance Customer Satisfaction at W Bali – Seminyak

H3: There is a simultaneous and significant effect of E – Services Quality & E – Recovery Service Quality on Whatever Whenever Program to Enhance Customer Satisfaction at W Bali – Seminyak

CHAPTER III

RESEARCH METHODOLOGY

3.1 Research Location & Period

The location of this research is conducted at W Bali - Seminyak, which is a five-star resort with a total of 158 rooms and 79 villas under the management of one of the best hotel brand Marriott International. W Bali - Seminyak is approximately 26 minutes' drive by taxi from Ngurah Rai Bali International airport also approximately 21 minutes' drive by taxi from Denpasar to W Bali - Seminyak.

W Bali Seminyak is located at Kerobokan, Jl. Petitenget, Seminyak, Kabupaten Badung, Bali 80361, their contact number is (0361) 300106 with the fax +62 361-473-8104, we can access the website of W Bali Seminyak through this link <https://www.marriott.com/en-us/hotels/dpswh-w-bali-seminyak/>

The research was conducted at W Bali - Seminyak start from March until July 2022 in Concierge Department. The reason why the writer chose W Bali - Seminyak as the object of research are; Apart from the writer participating in the internship program there, W Bali - Seminyak is also a famous international chain hotel under Marriott International brand, that provides luxury services to every visitor. As one of an international chain hotel, it is proper to have predetermined standards and policies. This makes the writer interested in doing research about E-Service and E-Recovery Services at W Bali - Seminyak, especially in the Concierge Department.

3.2 Research Object

Research Object is a variable or what is the point of attention of a study, while the research subject is a place where the variable is attached. The object of this research is **the implementation of *E – Services Quality & E – Recovery Service Quality* on Whatever Whenever Program to Enhance *Customer Satisfaction* at W Bali – Seminyak** which is specifically to find our efforts to improve E – Quality and E-Recovery Service at W Bali – Seminyak.

3.3 Variable Identification

Research variables refers to a characteristic or attribute of an individual or organization which can be measured and that varies among the people or organization being studied (Creswell, 2014). In this research the variables consist of independent variables and dependent variables.

3.3.1 Independent Variable

The independent variable is the variable that cause, affects or influences the outcomes of the research. It is also called curing, manipulated, preceding, or predictor variable (Creswell, 2014). Independent variable in this research are E-Services Quality (X_1) and E-Recovery Services (X_2).

3.3.2 Dependent Variable

The dependent variable is the variable that is influenced, depends or which is the result of the independent variable. It is also called measurement, result, effect, and response variable (Creswell, 2014). Dependent variable in this research is Customer Satisfaction (Y).

3.4 Definition of Operational Variable

Operational definition of research variable is everything in any form of an object or activity which have certain variation that have been determined by writers to be studied and then conclusion drawn (Sugiyono, 2019). Operational definition is more about the translation of a variable into indicators. Therefore, with the operational definition of the variables used, research will be easier to measure. This study discusses about how E – Services Quality & E – Recovery Service Quality on Whatever Whenever Program to Enhance Customer Satisfaction at W Bali – Seminyak. The description of each variable is explained on table 3.1 below:

Table 3. 1 Variable and Indicator Identification

No.	Variable	Indicator
1	<i>Electronic Services (E-Services) (X₁)</i>	<p>X 1.1 <i>Efficiency</i>:</p> <ul style="list-style-type: none"> a. Website can be accessed and used easily b. Consumers can search and find the desired product easily (has a good search engine) c. The website can be loaded quickly. d. The website has various payment methods <p>X1.2 <i>Reliabilitas</i>:</p> <ul style="list-style-type: none"> a. Website does not crash/error b. Transactions can be done easily and quickly c. The website has an attractive appearance design <p>X1.3 <i>Fulfillmet</i>:</p> <ul style="list-style-type: none"> a. Products are accurately described by the website b. Product stock availability c. Product delivery in accordance with the promised time d. Website provides clear information about products and payment bills <p>X1.4 <i>Privacy</i>:</p> <ul style="list-style-type: none"> a. Consumer shopping history is not shared with other parties b. Credit card/payment information is secured

	<p><i>Electronic Recovery Services (E-Recovery Services) (X2)</i></p>	<p>c. Customer's personal data is protected on the website d. The website has adequate securities transactions</p> <p><i>X2.1 Responsiveness:</i> a. Can solve the problems experienced by consumers. b. The company is willing and ready to respond to consumer needs c. Customer questions are answered quickly</p> <p><i>X2.2 Compensation</i> a. Have a mechanism for refunds, shipping fees, product handling fees</p> <p><i>X2.3 Contact</i> a. Has 24-hour customer service b. Can contact company staff directly by phone when needed / if there is a problem.</p>
3.	<p><i>Customer Satisfaction (Y)</i></p>	<p>Y1.1 Overall customer satisfaction a. Consumers are satisfied with the products offered b. Consumers are satisfied with the services offered c. Consumers are satisfied using the products / services used compared to competitors' products / services</p> <p>Y1.2 Dimensions of customer satisfaction a. Consumers are satisfied with the price b. Consumers are satisfied with the speed of service when placing an order through the website c. Consumers are satisfied with the facilities</p> <p>Y1.3 Confirmation of expectations a. Customer expectations match the actual performance of the product / service</p> <p>Y1.4 Repurchase Intention a. Customers are willing to use products/services in the same company b. Customers are willing to use the same product / service even though the price is higher</p> <p>Y1.5 Willingness to Recommend a. Customers are willing to recommend the company's products / services to friends / family</p>

	<p>b. Customers are willing to provide input / suggestions to the company</p> <p>Y1.6 Customer Dissatisfaction</p> <p>a. Customer has filed a complaint</p> <p>b. Customer has ever made a product return / refund</p> <p>c. The customer will not recommend the product/service</p> <p>d. Customers will switch to a competitor's product</p>
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3.5 Types and Data Sources

There are several types of data and several data sources conducted in this research are as follows:

3.5.1 Types of Data

Types of data used in this research are divided into two types; qualitative and quantitative data. They are described as follows:

1. Qualitative Data

Qualitative data is data in the form of words, sentences, gestures, facial expressions, charts, pictures, and photographs (Sugiyono, 2013). The qualitative data in this research is the history of W Bali - Seminyak, hotel products and facilities, organization structure, the literature study about the *Electronic Service Quality* and *Electric Recovery Service Quality*, history of W Bali – Seminyak, and the result of the interviews related to the research subjects

2. Quantitative Data

Quantitative data is data in the form of numbers or data *numeric/scoring* data (Sugiyono, 2013). Quantitative data in this study is tabulation data regarding the

answer from W Bali – Seminyak guests from the questionnaire about Implementation *Electronic Service* and *Electronic Recovery Service* to Enhance Customer Satisfaction.

3.5.2 Sources of Data

The source of the data is the subject where the research data was obtained. The data is very important because it is the basic material for research. The sources of data used in this research are primary data and secondary data that can be described as follows:

1. Primary Data

Primary data are a number of data or information processed and collected by organizations or people directly from the object of research, direct observation, questionnaires, and interviews (Sugiyono, 2017). Primary data is data that is directly obtained by researchers from the first data source at the research location or research object. Primary data used in this study are the results of questionnaires and interview results.

2. Secondary Data

Secondary data is data obtained indirectly from respondents, or obtained from third parties or documents (Sugiyono, 2017). Secondary data is data obtained or collected by researchers from existing sources. This data is used to support primary information that has been obtained, namely from literature, previous research, websites, books, documents from the internet and other written data used as reference material. In this study, the secondary data used are hotel overview, hotel organizational structure, hotel histories, and average guest arrival data.

3.1 Population and Sample

3.6.1 Population

Population is a generalization area consisting of objects/subjects that have certain qualities and characteristics that are applied by researchers to study and then draw conclusions (Sugiyono, 2019). In this study, the collecting data using questionnaires where the the average number of staying guests, the amount are 851 guest per month.

3.6.2 Sample

The sample is part of the number and characteristics possessed by the population. The sample in this study are guest of W Bali Seminyak, in this study using proportionate stratified random sampling, which is the technique used when the population has members/elements that are not homogeneous and stratified proportionally. For calculate the determination of the number of samples from a particular population developed, then the Slovin's formula is used as follows (Sugiyono, 2017):

$$n = \frac{N}{1+N(e)^2}$$

Description

n = number of samples

N = number of populations

e = Error tolerance limit. In determining the number of samples required will be selected ($e = 0.1$)

In getting the population (N), it is calculated using the average. Based on Slovin's formula, the sample size is as follows:

$$n = \frac{N}{1 + N (e)^2}$$

$$n = \frac{851}{1 + 851 (0,1)^2}$$

$$n = \frac{851}{1 + 851 (0,01)}$$

$$n = \frac{851}{9,51} = 89,48 = 90$$

Based on the calculations above, the minimum sample size used in this study with $\alpha = 0.1$ and the degree of confidence 10% are 90 guests of W Bali - Seminyak. In this research the target sample is guests of W Bali - Seminyak uses calculation of the slovin technique and incidental sampling. Incidental sampling is a sampling technique that meets the specified requirements and accidentally meets the researcher (Khairunnisa, 2016).

3.2 Method of Collecting Data

Every research activity will always go through the data collection process. Hereby some data collection methods in this study are as follows:

1. Questionnaire

Questionnaire is a data collecting method which is done by giving some written question related to the research object to the respondent to get their answer (Sugiyono, 2019). Data that collected from this research is primary data, which uses Likert scale

to measure the response or answer from the respondent about the research topic. In this study the questionnaire uses Likert scale which consist of *strongly agree*, *agree*, *uncertain*, *disagree*, and *strongly disagree*. The answer of the question was divided into some score, namely:

Table 3. 2 Likert Scale

No	Description	Code	Score
1	Strongly Agree	SA	5
2	Agree	A	4
3	Uncertain	U	3
4	Disagree	TS	2
5	Strongly Disagree	SD	1

Sources: (Sugiyono, 2019)

1. Interview Method

The interview is a data collecting process when the writer conducts a preliminary study to find problems that need to be researched, and also when the writer wants to see the things of the respondent more deeply. Interview method also refers to the method of collecting data which can be done in a structured or not structured. Interviews can be conducted by directly face-to-face interview, via telephone or other communication tools (Sugiyono, 2019). This study uses a structured interview method where the writer already prepared the interview guidelines, and questions about the research topic, which are *Electronic Service* and *Electronic Recovery Service to Enhance Customer Satisfaction*. The interview was done directly to the Concierge Senior, Supervisor, and Whatever Whenever Manager to strengthen the data of Customer Satisfaction at W Bali – Seminyak.

3. Observation

Observation is a data collection technique by making careful observations about the object to be studied, objects can be people or other natural objects (Sugiyono, 2019). In this study the writer made a direct observation about *Implementation of E – Services Quality & E – Recovery Service Quality on Whatever Whenever Program to Enhance Customer Satisfaction at W Bali – Seminyak.*

4. Literature Study

Literature study is collected data from book, article, and research result or previous research which has relevant issues discussed with this research, in this case related with *E – Services Quality, E – Recovery Service, Customer Satisfaction, and Multiple Linear Regression.*

5. Documentation

Documentation is a way of collecting data by taking or using part or all of the data recorded or reported by other people or organizations. Forms of documentation can be text, images, and videos. This method aims to complement the interview data so that the data obtained is more complete, comprehensive and satisfying (Sugiyono, 2017). Examples of documentation that will be included in this study are information and history of W Bali – Seminyak, images, visual and audio recordings that can be used to strengthen the results of this study.

3.3 Data Analysis Technique

In analyzing the data, this research uses a mixed methods which is a combination of quantitative and qualitative data analysis, especially using explanatory sequential mixed methods design. Explanatory sequential mixed methods design is when the

researcher first conducts quantitative research, analyzes the results and then builds on the results to explain them in more detail with qualitative research. It is considered explanatory because the initial quantitative data results are explained further with the qualitative data. It is considered sequential because the initial quantitative phase is followed by the qualitative phase. This type of design is popular in fields with a strong quantitative orientation (hence the project begins with quantitative research), but it presents challenges of identifying the quantitative results to further explore and the unequal sample sizes for each phase of the study (Creswell, 2014).

3.8.1 Quantitative Analysis

Quantitative data is data conducted in the form of numbers or qualitative data that can be scored and can be analyzed using statistics, which is a way of explaining the results of the research using mathematical formulas and connecting them with the existing theories (Creswell, 2014). The tool that uses is the SPSS 25 version then concluded the finding of the result. This research using *Multiple Linier Regression* to make the conclusion and knowing the influence of independent variable towards dependent variable, such as:

1. Instrumental Test

To determine the limits of the truth of the accuracy of the measuring instrument (questionnaire) an indicator of research variables can be done as follows:

a. Validity Test

Validity test is a tool to measure the degree of accuracy of the tier or level to which a measuring instrument shows accuracy and suitability. Validity shows the

degree of accuracy between the data that actually occurs on the object with data that can be collected by researchers. Validity test used to determine whether each item in the instrument is valid or not, it can be known by collaborating between the item scores with the total score (Sugiyono, 2019)

In determining the validity of an instrument, the analytic tool used for measuring the level of data validity is pearson product moment correlation by conducting an analysis statistics assisted by a statistical computer program package of social science (SPSS) version 25. The standard for the decision making of validity test were describe as follows (Priyatno, 2016):

- 1) If the significance value is < 0.05 and the calculated r value $> r$ table, then the instrument or question items have a significant correlation with the total score (stated valid).
- 2) If the significance value is > 0.05 and the calculated r value is $< r$ table, then the instrument or question items are not significantly correlated with the total score (stated invalid).

b. Reliability Test

Reliability test has a function to measure the reliable of a questionnaire which is an indicator of variables or constructs. Reliability test was carried out to find out how far the measurement results remain consistent when carried out measurement of more than two times of the same phenomenon with the same measuring instrument. Questionnaire that is said to be reliable if a person's answer to a question is consistent or stable over time (Sugiyono, 2019).

To test the reliability, the method that used is measuring Cronbach's Alpha assisted by a statistical computer program package of social science (SPSS) version 25, which the items of each variable are calculated Cronbach's Alpha value, then each score of each item is added up to get Cronbach's Alpha per variable. A construct of variable is said to be reliable if Cronbach's Alpha coefficient value > 0.70 and if the coefficient obtained < 0.70 then the research instrument is declared unreliable (Wakhyuni et al., 2018).

1. Descriptive Statistical Analysis

Descriptive statistics are used to analyze data by describing the data that has been collected as it is without intending to make conclusions that apply to the public (Sugiyono, 2019).

2. Multiple Correlation Test

Multiple correlation analysis is having a function to determine the strength of the relationship between all independent variables together towards dependent variables (Sugiyono, 2019). In the multiple correlation analysis, there are two bases for decision making, namely if the F change value is less than 0.05 then it is correlated, and vice versa. In addition, there is a degree measure which if the Pearson Correlation value is 0.00–0.20 then there is no correlation, 0.21-0.40 then there is a weak correlation, 0.41-0.60 then there is a moderate correlation, 0.61 -0.80 then there is a strong correlation, and 0.81-1.00 then the perfect correlation between variables.

3. Classical Assumption Test

Classical assumption test is a test of statistical assumptions that must be fulfilled on multiple linear regression analysis. The classical assumption test has a purpose to know the condition of the data that used in the study. It is done to obtain the right analytical model. This test was carried out to find out whether there is no serious deviation from assumptions that must be fulfilled (Priyatno, 2016). Classical assumption testing in this study includes:

a. Normality Test

The normality test aims to test whether the dependent variable, independent variable or both have normal distribution or not. Normality test in this study conducted using the One Sample Kolmogorov-Smirnov method. Data requirements considered normal by looking at the residual significance value. If significance value is more than 0.05 then the residuals are normally distributed. This study also uses histogram to measuring the normality test with requirements when the histogram showing a sign of a bell in the data distribution its mean the data is normally distributed, and normal p-plot with requirements when the spread of the plot follows the straight line, then its mean the data is normally distributed (Priyatno, 2016).

b. Multicollinearity Test

The multicollinearity test aims to test whether in a model regression found a correlation between independent variables. If there is a correlation then there is a multicollinearity problem. A good regression model should have no correlation between the independent variables. If it is proven that there is multicollinearity, preferably one of the existing independent variables removed from the model, then the

regression model was repeated. To detect the presence or absence of multicollinearity, it can be seen on the magnitude of Variance Inflation Factor (VIF) and Tolerance. Guidelines for a regression model that multicollinearity free is having a tolerance number more than 0,1 and if the VIF value is below 10, then there are no symptoms of multicollinearity (Priyatno, 2016).

c. Heteroscedasticity Test

Heteroscedasticity test aims to determine whether in the model regression occurs variance inequality from residual of an observation to another observation. If the variance of the residual from an observation to another observation is otherwise constant, then it can be called homoscedasticity and if the observations remain different it is called heteroscedasticity. A good regression model when there is no heteroscedasticity problems is found in processing the data. The absolute residual value is obtained by calculating the regression residual value between the independent variable and the variable dependent. Heteroscedasticity test in this study using the geysers test by regressing the independent variables to the absolute value of the residual. If the significance value between the independent variable and the residual is more of 0.05 then there is no heteroscedasticity, also it can be seen on the result of scatter plot, the model which have no heteroscedasticity if the plot spreads above and below the 0 number, and not form a pattern (Priyatno, 2016).

d. Linearity Test

The linearity test aims to determine whether two variables have a linear relationship or not significantly. This test is usually used as a prerequisite in correlation

or linear regression analysis. The test is carried out by looking at the significance value and the F_{table} value using Statistics Linearity on SPSS version 25 with a significance level of 0.05. If the Deviation From Linearity value is above 0.05, and the F_{value} is smaller than F_{table} , then there is a linear relationship between the independent variable (X) and dependent variable (Y) (Priyatno, 2016).

1. Hypothesis Test

The writer tested the hypothesis to determine the effect of the independent variable towards the dependent variable in partially or simultaneously.

a. Partial Test (t-test)

The t-test is used to test the effect of the hypothesis partially to each independent variable on the dependent variable, meaning whether each independent variable has a significant effect or not on the dependent variable (Sugiyono, 2019).

The stages of testing the t-test are as follows (Priyatno, 2016):

1) Determining the null hypothesis (H_0) and alternative (H_a)

$H_0: \beta_1 = 0$ there is no partial and significant effect between X and Y.

$H_a: \beta_1 \neq 0$ there is a partial and significant effect between X and Y.

2) Determining the level of significance.

The test uses a two-sided test with a significance level of = 10%. The test was carried out on two sides to find out whether there is a significant relationship or not. The level of significance in this case means we take the risk of being wrong in making a decision to reject the correct hypothesis by as much as 10% (a significance of 10% or 0.05 is a standard measure often used for study).

DF: 10%

$$N2 = n-k$$

Description

DF: Degree of Freedom

n: number of respondents

k: number of variables

3) Testing Criteria

If $t\text{-value} < t\text{-table}$ then H_0 is accepted and H_a is rejected

If $t\text{-value} > t\text{-table}$ then H_0 is rejected and H_a is accepted

4) Conclusion

The score of t-value compared with t-table, if the score of t-value is smaller or equal to the t-table, then the decision accepts the null hypothesis (H_0) and reject the alternative hypothesis (H_a), which means that there is no positive and significant effect partially between X_1 , X_2 , towards Y . vice versa if the score of t-value is higher than the value of t-table, then the decision rejects the hypothesis null (H_0) and accepting alternative hypothesis (H_a), which means that there is positive and significant effect partially between X_1 , X_2 , towards Y .

b. Simultaneous Test (F-test)

Simultaneous effect test (F-test) was used to determine whether the independent variable simultaneously affects the dependent variable (Sugiyono, 2019). The steps carried out for the F-test are as follows (Priyatno, 2016):

1) Determining the null hypothesis (H_0) and alternative (H_a)

$H_0 : \beta_1, \beta_2 = 0$ there is no positive and significant effect simultaneously between green training & development and green reward & compensation towards employee engagement.

$H_a : \beta_1, \beta_2 \neq 0$ there is positive and significant effect simultaneously between green training & development and green reward & compensation towards employee engagement.

2) Determining the level of significance.

The test uses a two-sided test with a significance level of $\alpha = 10\%$. The test was carried out on two sides to find out whether there is a significant relationship or not. The level of significance in this case means we take the risk of being wrong in making a decision to reject the correct hypothesis by as much as 10% (a significance of 10% or 0.05 is a standard measure often used for study).

$$\text{Numerator DF} = k - 1$$

$$\text{Denominator DF} = n - k$$

Description

DF : Degree of Freedom

n : number of respondent

k : number of variable

3) Testing Criteria

If $F\text{-value} < F\text{-table}$ then H_0 is accepted and H_a is rejected

If $F\text{-value} > F\text{-table}$ then H_0 is rejected and H_a is accepted

4) Determining the value of F-value

The F-value can be seen in the ANOVA table calculation results with SPSS.

5) Conclusion

The score of F-value compared with F-table, if the score of F-value is smaller or equal to the F-table, then the decision accepts the null hypothesis (H_0) and reject the alternative hypothesis (H_a), which means that there is no positive and significant effect simultaneously between X_1 , X_2 , towards Y . vice versa if the score of F-value is higher than the value of F-table, then the decision rejects the hypothesis null (H_0) and accepting alternative hypothesis (H_a), which means that there is positive and significant effect simultaneously between X_1 , X_2 , towards Y .

2. Multiple Linear Regression Analysis

Multiple linear regression analysis used to test whether the independent variable has an effect on the dependent variable simultaneously or partially, which changes in the dependent variable as a result of changes in the independent variable (Sugiyono, 2019). In general, multiple linear regression expressed by the following formula:

$$Y = a + b_1X_1 + b_2X_2 + e$$

Description

Y = employee engagement

a = constant

b_1 = coefficient regression of green training & development

b_2 = coefficient regression of green reward & compensation

X_1 = green training & development

X_2 = green reward & compensation

3. Coefficient of Determination Analysis

The analysis of the coefficient of determination also serves to show the magnitude of the contribution of the dependent variable. The higher the value of Adjusted R^2 the greater the ability of independent variables to explain variations in changes to dependent variables. In its use, the coefficient of determination is expressed in percentage (%) which can be identified by seeing the value of Adjusted R Square on the results of multiple linear regression testing on SPSS with the following formula (Priyatno, 2016):

$$D = R^2 \times 100\%$$

Description

D = Determination

R = coefficient correlation of independent variables with dependent variables.

4. Effective Contribution Analysis.

This analysis method is used to find out the contribution of independent variables on dependent variable, it is could describe which independent variables have the most contribution on effecting dependent variable (Baki Henong, 2016). The formula that uses for this analysis is as follow:

Effective contribution (%) = β_x x Coefficient Correlation x 100%.

3.8.2 Qualitative Descriptive Analysis

The data analysis method used in this research is a qualitative descriptive analysis. The data is process of systematically searching and compiling data obtained by interviews, study literature, and documentation (Sugiyono, 2019). This qualitative

analysis used to explain the implementation of GHRM, and conclude the result of quantitative data analysis, also to carry out more information that related to the result of the influence of green training & development, and green reward & compensation in increasing employee engagement at Hilton Bali Resort.



JURUSAN PARIWISATA
POLITEKNIK NEGERI BALI

CHAPTER IV

RESULT AND DISCUSSION

4.1. General Description of W Bali Seminyak

W Bali - Seminyak is a five-star hotel located on Jalan Raya Petitenget, Seminyak Village, Kerobokan Village, North Kuta District, Badung Regency, Bali. W Bali – Seminyak is under the well-known hotel brand, namely Marriott International and is included in the Distinctive Luxury Hotels line within Marriott International, along with 4 other hotels, namely Ritz Carlton Reserve, Bvlgari Hotels & Resorts, Edition, and The Luxury Collection. W Bali - Seminyak is in the Asian regional area. The hotel which was officially opened on March 1, 2011 is under PT. Dua Cahaya Anugrah and owned by Mrs. Magda and led by Craig Seaward as *General Manager* and now the General Manager is Titus Olmo Rosier.

4.1.1 History of W Bali - Seminyak



Figure 4. 1 W Bali Seminyak Logo
Source: HRD W Bali Seminyak

W Hotel was first established in New York, America in December 1998. New York was chosen because this city is known as “*City Never Sleep*” which means the city that never sleeps. In fact, New York is a city that offers a variety of entertainment Humans are available 24 hours a day, 7 days a day. That is, the city is always crowded every day. This is in accordance with the founding philosophy of W Hotel which has passion in the field music, *fashion, and design* and has now been reformed again into *stance, scene, sound, body, and taste*.

Stand by design contemporary *lifestyle* which means designed with a touch of modern lifestyle, in 2013 there were 44 W Hotels which were divided into several regions, namely North America District (NAD), Caribbean, South America, Europe, Middle East, Africa, Asia, Australia & Pacific.

Base value (*core value*) of W Bali - Seminyak is the same as W Hotels in general *flirty, insider, and escape* and has now also been renewed into *Originality, Curiosity, Magnetism, and Daring*.

Flirty in Indonesian means “Genit”, Spoiled, and Enchanting. W Bali - Seminyak tries to pamper customers with a variety of services that differentiate W Hotel from other hotels. This is given by the term Whatever/ Whenever®. This term means whatever the guest requests, whenever the guest requests it, as long as it is legal, the hotel will serve the request. Lots *repeater guest* W Retreat & Spa Seminyak is back to enjoying W Hotels because of this service system.

Insider in Indonesian means “Orang Dalam”. W hotels do not want to treat guests as other people, new people, or ordinary people. But W hotels make all customers a

part *internal* who have inner bonds, flexibility in ministry, and feel that W is a part of their life. So, they will be made feel at home like they are in their own home.

Escape means “entertain and uniqueness”. W Bali - Seminyak Designed in a unique shape with a touch of modern lifestyle. The unique physical form of the hotel makes it a special attraction and is different from the condition of hotels in general. This is evidenced by the term that only belongs to W Hotel, known as W Lingo. For example, *Wired & Word* for *Business Centre & Library*, *Style* for *Concierge Agent Trainee*, *Welcome Department* for *Front Office Department*, and so on.

However, W Hotels World Wide’s Core Value criteria have been updated. Because W Hotels Worldwide always pays attention to or surveys how changes occur in terms of guest requests, types of guests arriving, and so on. So, it is necessary to change the Core Value in general to be able to adapt to guests who come to W Hotels Worldwide including W Bali Seminyak without changing the term departments which have become the unique side of W Hotels Worldwide such as *Whatever/ Whenever®*, *Welcome*, *Style*, and others. So that the image of W Hotels as a Luxury Hotel will be maintained and even developed. *Originality, Curiosity, Magnetism, and Daring*

The target market for W Bali - Seminyak is grouped into five classifications namely *Trendsetter, Jetsetter, Business Traveler, plus 1 and local*. For the foreign market share, Australia occupies the first position for customers of W Retreat & Spa Seminyak Bali, followed by China, Japan, South Korea, Russia, India and domestic Indonesia.

4.1.2 Business Field

W Bali Seminyak is a commercial endeavor of PT. Dua Cahaya Anugrah, a company active in the hotel industry and offering lodging, food and drink, spa & gym, MICE, and bar.

4.1.3 Hotel Facilities

W Bali Seminyak provides diverse kind of facilities to meet the needs of the guest who stayed at the hotel. Following description is the list of the hotel facilities:

1. Room Types

W Bali Seminyak has 158 bedrooms in the retreats, consisting of seven types of rooms, including *Wonderful Garden View Escapes*, *Wonderful Garden Access Escapes*, *Spectacular Ocean Glimpse Escapes*, *Spectacukar Ocean Facing Escapes*, *Marvelous Suite*, *WOW Suite* and *Extreme WOW Suit*.

Table 4. 1 Room Classification at W Bali – Seminyak

No.	Room Type	Wide	Amount	Bed Type
1.	Wonderful Garden View Escapes	64 m ²	50	King dan Queen
2.	Wonderful Garden Access Escapes	64 m ²	12	King dan Queen
3.	Spectacular Ocean Glimpse Escapes	64 m ²	14	King dan Queen
4.	Spectacular Ocean Facing Escapes	64 m ²	76	King dan Queen
5.	Marvelous Suite	127 m ²	4	King
6.	WOW Suite	274 m ²	1	King dan Queen

7.	Extreme WOW Suite	532 m ²	1	King dan Queen
TOTAL OF ROOMS			158 rooms	

Sources: Internal Data W Bali Seminyak

Table 4. 2 Villa Classification at W Bali - Seminyak

No.	Villa Room Type	Wide	Amount	Bed Type
1.	Marvelous One Bedroom Pool Villa	225 m ²	65	King
2.	Wow Two Bedroom Pool Villa	352 m ²	10	King dan Queen
3.	E Wow Three Bedroom Pool Villa	625 m ²	4	King danQueen
TOTAL OF VILLA ROOMS			79 Rooms	

Sources: Internal Data W Bali Seminyak

2. Restaurants

a. StarfishBloo

Starfish Bloo Restaurant is a restaurant that is perfect for culinary connoisseurs who want to experience a different sensation of unique and contemporary interior design is the mainstay of Starfish Bloo Restaurant. Located right by the Indian Ocean makes Starfish Bloo the main choice to be able to enjoy fine dining while enjoying the beauty of the sunset. There are 129 seats in total at Starfish Bloo Restaurant, consisting of 46 indoor seats, 60 outdoor seats, 7 raw bar seats and 16 communal seats. Operational hours are open from 07.00 – 22.30. Operational hours for breakfast start from 06.30 – 10.30 with buffet food. For lunch starting at 12.00

– 15.00. Afternoon Service starts from 15.00 – 18.00 and for dinner starts from 18.00 – 23.00. for Sunday Brunch the operation starts from 12.00 – 15.30 with food serving in the form of a buffet. For the type of food offered is Plant Base Food.

b. Fire Restaurant at W Bali Seminyak

The term "FIRE" which means fire is taken from the Kecak dance where there are approximately 50 male dancers dressed in black and white cloth dancing around a female dancer. This philosophy is manifested in the ornaments that fill the restaurant, such as lamps shaped like flames that point downward and the tables are black and white, like the sarong motif worn by the Kecak dancers. Fire Restaurant is a restaurant that features the signature Modern Grilled Steak House Restaurant. What is the mainstay of what is served is the Premium Steak.

The area of Fire Restaurant is 733.8 m² with an indoor capacity of 44 seats and an outdoor capacity of 48 seats. Operational hours start from 06.00 - 23.00. For breakfast open from 06.00 – 10.30 and lunch starts from 12.00 – 15.00, while dinner starts from 18.00 – 23.00. The type of food in this restaurant is International Food, especially steak. This restaurant also provides a private dining area, namely One Bellow and Wine Cellar where visitors can take advantage of this facility through a reservation process in advance. This restaurant is located next to the swimming pool (Wet).

3. Bar

a. W Lounge & Bar

W Lounge & Bar is located in the lobby of W Bali - Seminyak which is here to offer food and beverage offerings that can be enjoyed in the area inside and outside the lobby. W Lounge & Bar is designed with a luxurious, magnificent and unique artistic touch typical of the contemporary W. Hotel. Visitors can enjoy a drink while relaxing on the Day Bed.

W Lounge & Bar operating hours start from 08.00 – 02.00 in the morning. Breakfast starts from 08.00 – 11.00, lunch starts from 11.00 – 14.30, tea party starts from 14.30 – 17.00 and dinner starts from 17.00 – 24.00. Total W Lounge & Bar seats are 64 seats divided into 48 indoor seats and 16 outdoor seats.

b. Woobar

Woobar offers a bar feel that combines modernity, luxury, uniqueness, glamor with quality drinks created by reliable bartenders. Treats the natural scenery of Petitenget beach can be enjoyed directly from this place.

Woobar has a total of 175 seats divided into 121 indoor seats and 54 outdoor seats. Woobar's operating hours are from 10.00 - 04.00 in the morning. In detail. Woobar's operating hours are from 10.00 - 01.00 in the morning (Monday-Thursday) and 10.00 - 04.00 in the morning (Friday-Sunday). Woobar is divided into three parts, namely Woobase, Woodesk and Woosky.

4.1.4 Organization Structure

The company's organizational structure is a level or arrangement that contains the division of tasks and individual roles based on their position in the company. The following is the organizational structure of Whatever Whenever Department at W Bali Seminyak.

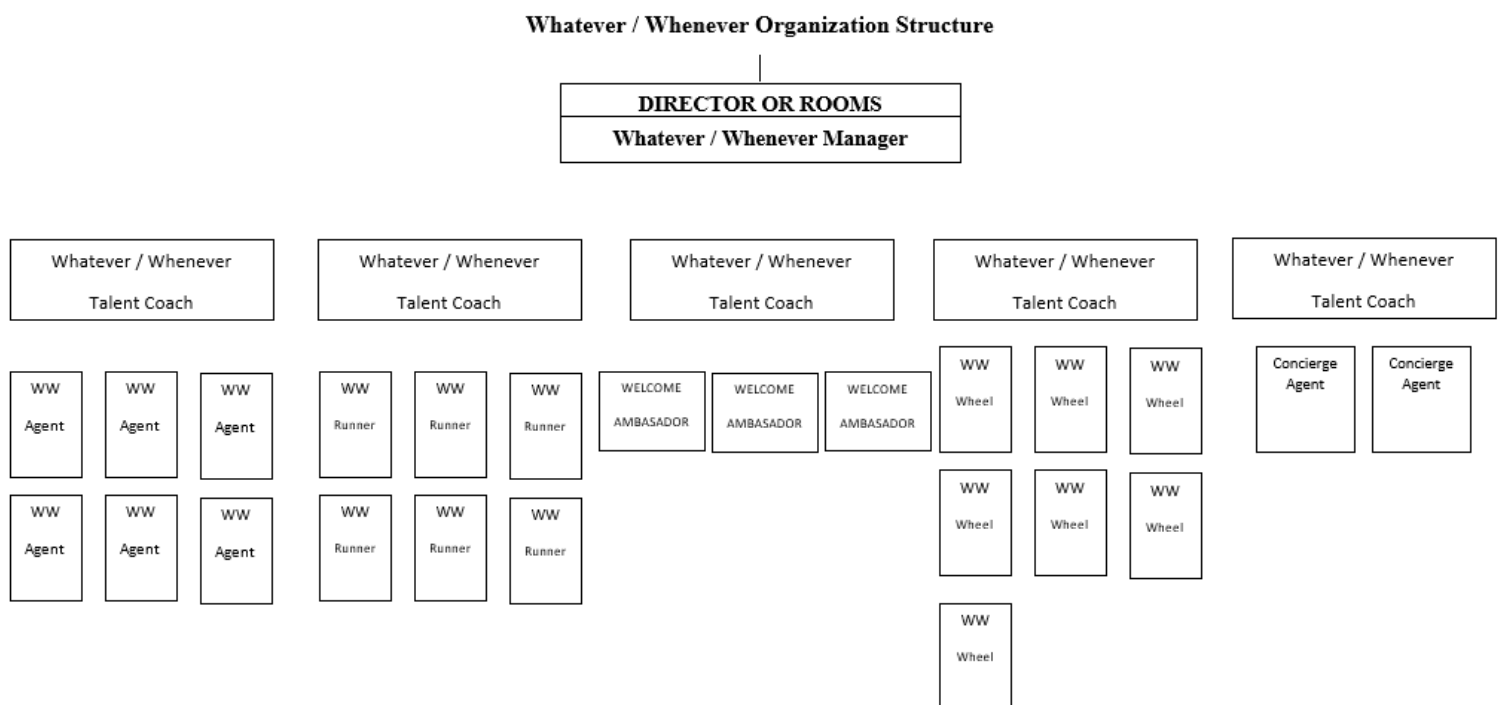


Figure 4. 2 Whatever Whenever Organization Structure

Sources: Internal Data W Bali Seminyak

Each position in the Human Resource Department has its own responsibilities, which explain as details below:

1. *Whatever/Whenever Manager*, responsible for managing the Whatever/Whenever Talent to ensure a warm, welcoming and witty experience

is had by all guest s and to ensure all requests are approach with a Whatever-Whenever attitude and that all talent provide a service WOW. Also responsible for assisting to drive the Whatever-Whenever service philosophy throughout the hotel

2. *Talent Coach*, responsible for providing a warm, responsible for providing a warm, welcoming and witty experience to all guests on a daily basis and provide courteous and efficient service pertaining to any needs they may have and keep the accurate records of all arrangement made and provide a Whatever/Whenever service by granting wishes and creating memorable experiences at every encounter
3. *Whatever Whenever Agent*, welcoming and witty experience to all guests on a daily basis and provide courteous and efficient service pertaining to any needs they may have, ensuring all Whatever Whenever Agent and Runner to provide a Whatever/Whenever service by granting wishes and creating memorable experiences at every encounter with guest, supervising, training and developing Whatever Whenever Agent and Runner.
4. *Whatever Whenever Runner*, responsible for delivering guest request and record orders with 100% accuracy. Takes and identifies all guest wishes and handles their requests in a fun and flirty manner. The Whatever Whenever runner is a WOW experience engineer and the keeper of the whatever whenever service commitment to our guests.

5. *Welcome Ambassador*, responsible for providing a warm welcoming and witty experience to all arriving guest as they enter the hotel. Assist both arriving and departing guests with baggage handling, assist with the guest requests so as to grant their wishes, and to ensure all guest are welcomed correctly to their room. Provide a Whatever whenever service, by granting wishes and creating memorable experiences at every encounter.
6. *Whatever Whenever Wheel*, responsible for wowing, welcoming and providing a consistently high degree of both friendliness and efficiency for all guests and visitors by offering to park their vehicles in a safe and orderly manner. Provide a Whatever/Whenever service, by granting Wishes and creating memorable experiences at every encounter.
7. *Concierge Agent*, serves as the guest's liaison for both hotel and non-hotel services. Assists the guest- regardless of whether inquiries concern in-hotel or off-premises attractions, facilities, services, or activities. Knows how to provide concise and accurate directions. Makes reservations and obtains tickets for flights, the theatre, or special events.

4.2. Result and Discussion

This section related to the process of data processing carried out by the author with the aims to answer the research problems in chapter I. This study will explain about the Implementation Of E-Services Quality & E-Recovery Service Quality on Whatever Whenever Program to Enhance Customer Satisfaction at W Bali Seminyak using the quantitative analysis also for the result will be elaborate deeper using qualitative descriptive analysis.

4.2.1 The Implementation Of E-Services Quality & E-Recovery Service Quality on Whatever Whenever Program to Enhance Customer Satisfaction at W Bali Seminyak

In this digitalization era, people are no stranger to using "Electronic" based services, in this study it is discussed specifically the use of "Electronic" based services in the world of tourism. "Electronic" or "digital" based services in the world of tourism that can be used to access information and do "advance booking" in various accommodations, rides, recreation, and hospitality facilities are now increasingly accessible. Most hotels, villas, and resorts have now implemented E-Service Quality and E-Recovery Service Quality in order to provide "Luxury Service". Moreover, W Bali Seminyak has a "Whatever Whenever" program that really requires this concept in its implementation.

Guest Satisfaction is also something that cannot be separated from the hospitality industry. To give a feeling of "Satisfied" to guests or get positive reviews from consumers, the hotel management strives to provide satisfaction through the best facilities and services, which are implemented by all employees at W Bali Seminyak to get customer satisfaction, all related parties, namely all departments, always make sure to provide facilities and services that are extraordinary so as to create a good impression for consumers. Starting from facilities such as the provision of rooms, food and beverage facilities, supporting facilities and hospitality services and ensuring

consumer needs are met so that complaints given by guests can be minimized or even non-existent. When everything goes as expected, namely consumer satisfaction with the facilities and services provided, then consumers will be willing to give a positive value on the trip advisor platform or Marriott Bonvoy and recommend W Bali Seminyak to others, either directly or through electronic media.

To prove that E Service Quality and E Recovery Service Quality have been implemented very well at W Bali Seminyak, the results of the questionnaire given to 90 respondents, namely guests at W Bali Seminyak, can be described as follows, namely by calculating each respondent's answer from the questionnaire with the aim of getting a score, namely by adding up all the results of the value of each weight then divided by the total number of frequencies referring to the formula below:

$$\bar{X} = \frac{\sum f_i . w_i}{\sum f_i}$$

\bar{X} = Average weight.

f_i = Frequency

w_i = Weight

Then the decision making is seen through the following table:

Table 4. 3 Decision Scale Vulnerability

Scale	Rating Range
Not Implemented	Sign Scale 1.00 – 1.80
Less Implemented	Sign Scale 1.80 – 2,60
Moderately Implemented	Sign Scale 2,60 – 3,40
Implemented	Sign Scale 3,40 – 4,20
Well Implemented	Sign Scale 4,20 – 5,00

Source: (Durianto, 2014)

Each indicator of the independent variable is analyzed separately using the average score method which is then included in the decision position scale range. (Durianto, 2014) . The results of the analysis of each indicator can be seen in the table below:

1. Electronic Service Quality

Table 4. 4 Implementation Electronic Service Quality (X1)

Indicator	Description	Averages	Result
X1.1 Efficiency			
A	Website can be accessed and used easily	4,46	Well Implemented
B	Consumers can search and find the desired product easily (has a good search engine)	4,63	Well Implemented
C	The website can be loaded quickly.	4,71	Well Implemented
D	The website has various payment methods	4,63	Well Implemented
Average		4,66	Well Implemented
X1.2 Reliability			
A	Website does not crash/error	4,64	Well Implemented
B	Transactions can be done easily and quickly	4,59	Well Implemented
C	The website has an attractive appearance design	4,62	Well Implemented
Average		4,62	Well Implemented
X1.3 Fulfillment			
A	Products are accurately described by the website	4,64	Well Implemented
B	Product stock availability	4,59	Well Implemented
C	Product delivery in accordance with the promised time	4,62	Well Implemented

D	Website provides clear information about products and payment bills	4,57	Well Implemented
Average		4,61	Well Implemented
X1.4 Privacy			
A	Products are accurately described by the website	4,66	Well Implemented
B	Credit card/payment information is secured	4,73	Well Implemented
C	Customer's personal data is protected on the website	4,62	Well Implemented
D	The website has adequate securities transactions	4,63	Well Implemented
Average		4,66	Well Implemented
Total Average		4,64	Well Implemented

Sources: Data Processed 2023

Based on Table 4.4, it can be concluded that E-Service Quality has been highly implemented at W Bali Seminyak, this can be proven by the average value of **(4.64)** which means that it is highly implemented and its implementation at W Bali Seminyak can be explained as follows:

Service quality is the level of service excellence that can fulfill the wishes of consumers or customers provided by an organization in the company in accordance with consumer expectations (Lesmana, 2016). W Bali Seminyak in implementing E-Service Quality (*Efficiency, Reliability, Fulfillment, and Contact*) are explained as follows:

a. Efficiency

Efficiency in E Service Quality reverse to the ease and speed of accessing and using the site (Kushwaha et al (2017)). There are four aspects in Efficiency, and based on the interview with *Whatever Whenever Manager* and based on direct observation while I do the trainee programs there, below are the details implementation of 4 aspects of Efficiency:

1. Website can be accessed and used easily

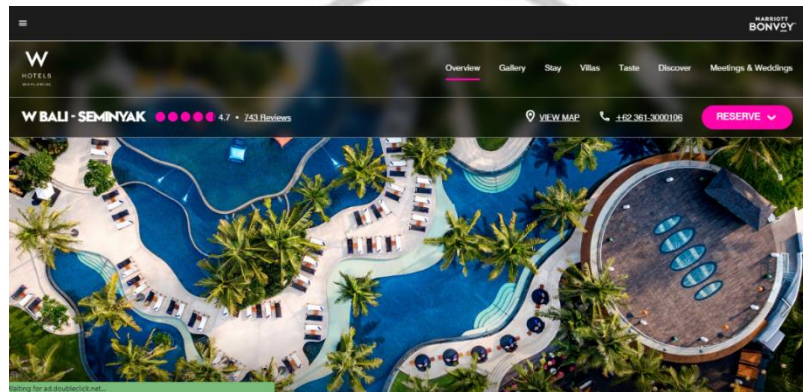


Figure 4. 3 Website of W Bali Seminyak
Sources: Internal Data W Bali Seminyak

Based on Table 4.4 with score of **(4,46)** which means the aspects has been **Well Implemented**, it means that the customer can accessed and use the electronic service platform of W Bali Seminyak very easily (*W Bali Website, Marriott Bonvoy Apps, GXP Chat, Whats App, E mail*). Additionally based on observations while carrying out the trainee's program and supported by the results of interviews with *the manager of Whatever Whenever* department at Bali Seminyak's, *Whatever Whenever* department makes it easy for guests, both potential guests, to access the Website, Whats App, Marriott Bonvoy App's, as well as W Bali Seminyak's Official Email as well as

specifically belonging to the Concierge Section. In accessing the Website and all online-based service platforms, customers, both prospective customers, are also not given too thick layers of security, thereby saving time, but the security of access to these applications is guaranteed. Above is an image from the W Bali Seminyak website, for What's App and Marriott Bonvoy Apps Chat cannot be documented because it is hotel confidential data.

2. Consumers can search and find the desired product easily (has a good search engine)

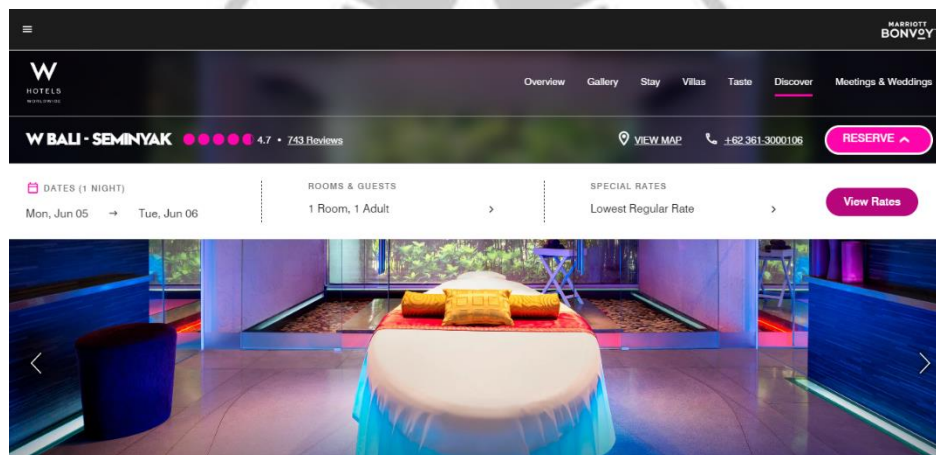


Figure 4. 4 Website if W Bali Seminyak has a good search engine
Sources: Internal Data W Bali Seminyak

Based on Table 4.4 with score of **(4,63)** which means the aspects has been **Well Implemented**, it means that the consumers or the guest of W Bali Seminyak can search and find the desired product easily (has a good search engine). W Bali Seminyak provides convenience for customers or prospective customers to choose products and services according to their wishes. The menu options on display are also very easy to understand so that both guests and potential guests are able to find the type of service

according to their wishes. The hotel's official telephone number is also available, which if dialed will directly connect to the telephone operator W Bali Seminyak, which is always online for 24 hours, and from the operator's telephone can connect guests and potential guests to various departments and sections aim. Reservations for various products available at the hotel can also be made through the website, both from room reservations, spas, and restaurants at W Bali Seminyak.

3. The website can be loaded quickly

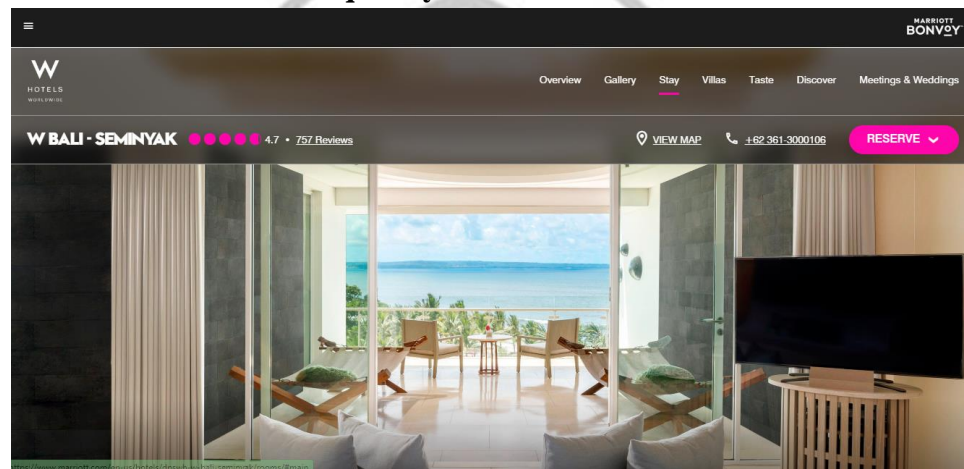


Figure 4. 5 Website of W Bali Seminyak can be loaded quickly
Sources: Internal Data W Bali Seminyak

Based on Table 4.4 with score of (4,71) which means the aspects has been **Well Implemented**, it means that the website of W Bali Seminyak can be loaded quickly.

The digital platform provided by W Bali Seminyak can also be accessed very quickly and efficiently, access protection does not have too thick protection, so that potential guests and guests can save their time in accessing the various products they want. In fact, Marriott Bonvoy members have more privileges in meeting their needs before and during their stay, because in the Marriott Bonvoy application there is a chat feature


that connects directly to Empower GXP where the staff who operate Emoper GXP work 24 am full with a maximum reply speed of 3 minutes. For non-member guests, who usually access online services via E-Mail, Website, or WhatsApp, the response speed of these 3 platforms is no less than that of Marriott Bonvoy Chat, the staff who operate these two digital platforms always respond as quickly as possible to various questions or requests from guests, so that the day's inquiry can be resolved on the same day. There is no e-mail and What's App chat left at all when closing at night, but if there is anything that needs to be followed up the next day the staff on duty until evening will hand over the staff working the next day, so that guest inquiries can be fulfilled to the fullest though handled by different staff.






4. The website has various payment methods

Stay Dates Tue, Jul 4, 2023 - Wed, Jul 5, 2023	Room Details 3 Bedroom: 1 King Bed, 1 King Bed, 2 Queen Beds, Private Outdoor Pool, Extreme WOW Villa, Kitchenette, Terrace	Total for Stay 70,785,000 IDR	Room(s) held for: 14:09	CHANGE
---	--	----------------------------------	-------------------------	--------

Select Payment Option

A valid form of payment must be presented at check-in

Pay using  Click to pay

Pay using Credit/Debit Card     

Why we ask for this?

Credit/Debit Card Number

Expiration Month

Expiration Year

Figure 4. 6 Website of W Bali Seminyak has various payment methods
Sources: Internal Data W Bali Seminyak

Based on Table 4.4 with score of **(4,63)** which means the aspects has been **Well Implemented**, it means that the electronic services platform of W Bali Seminyak has various payment methods. Based on the direct observation while do the training programs at W Bali Seminyak and based on the interview with Whatever Whenever Manager, W Bali Seminyak especially at the Concierge section can setting up billing through an online platform. W Bali Seminyak also has various methods from Credit Cards, Payment Links, to posting to room billing on personal accounts or master accounts belonging to guests or groups.

a. Reliability:

1. Website does not crash/error

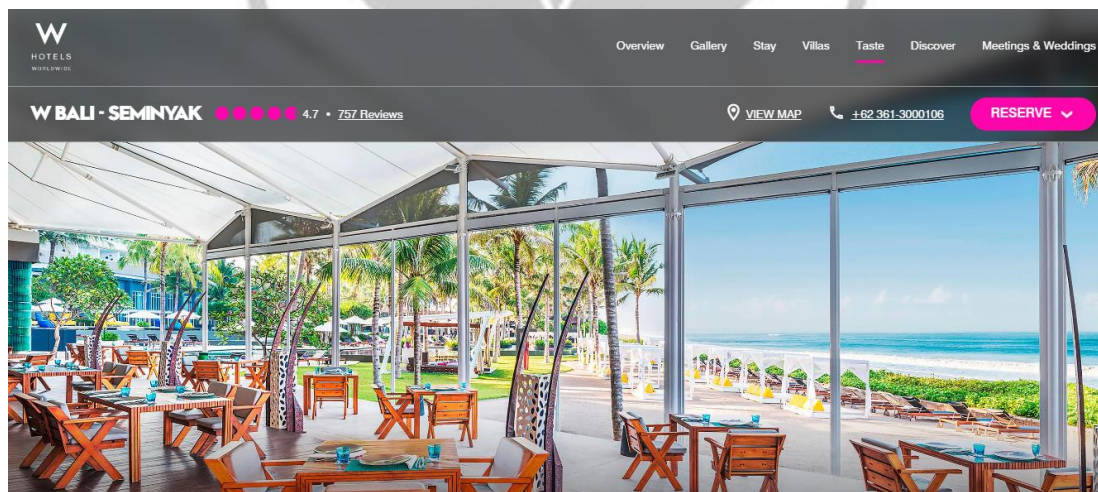


Figure 4. 7 Website of W Bali Seminyak does not crash/error
Sources: Internal Data W Bali Seminyak

Based on Table 4.4 with score of **(4,46)** which means the aspects has been **Well Implemented**, it means that the website does not crash or error while accessed. Additionally based on reviews from trip advisors and Marriott Bonvoy Guest Voice,

the website and all online platforms provided by W Bali Seminyak are very rare, the error case is relatively small. This statement was obtained from Guest Voice, as well as Trip Advisor, Facebook, and other guest review platforms that are directly connected to the "Medalia" application. Which "Medalia" is an application that can only be seen by the Manager of each department in W Bali Seminyak.

2. Transactions can be done easily and quickly

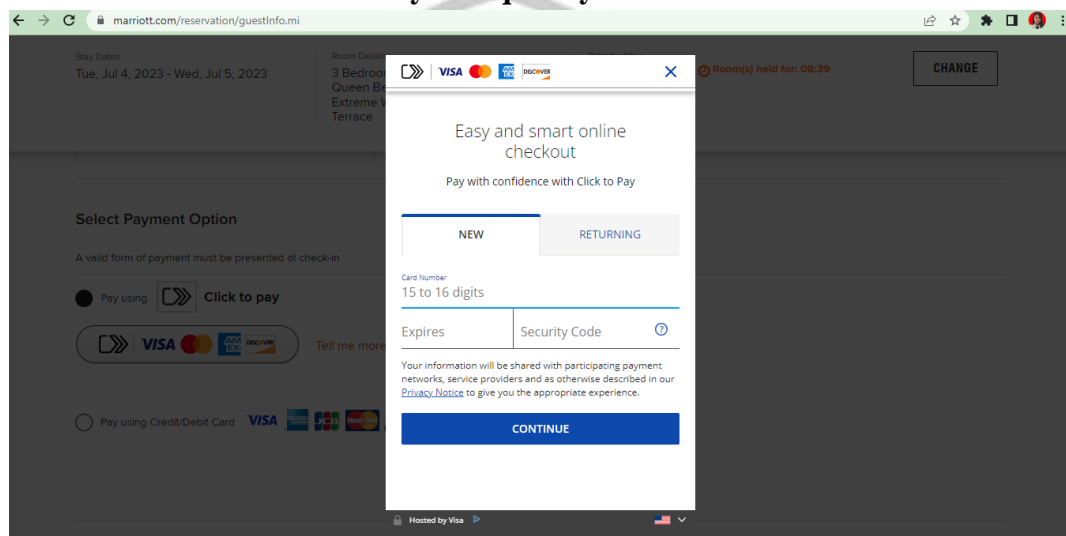


Figure 4. 8 Transactions on W Bali Seminyak's Website can be done easily and quickly
Sources: Internal Data W Bali Seminyak

Based on Table 4.4 with score of **(4,59)** which means the aspects has been **Well Implemented**, it means that the transaction provided by online platform W Bali Seminyak can be loaded quickly. Based on interviews conducted with the Whatever Whenever Manager as well as from the experience of trainees at W Bali Seminyak, transactions from buying products through online platforms can also be carried out quickly and easily, either its payments via Credit Cards or Payment Links. The settlement by Credit Card usually can be done when the guest checking out, there will

be the total of bill which are already posted on guest personal account. All of the bill from every section at the hotel will be settled by Credit Card while checking out. While for the payment links, based on the direct observation while doing the trainee at Concierge Section, the payment link usually can be sent to the estimates arrival guest to pay in advance every product from every section. The example of sending payment link at the Concierge Section is when the guest would like to pay the transportation arrangement, spa arrangement, or restaurant booking deposit, the concierge will help to create a payment link for guest and send it through E-Mail or What's App. Those implementations are very enough to prove that the transaction on online platform by W Bali Seminyak can be loaded quickly.

3. The website has an attractive appearance design

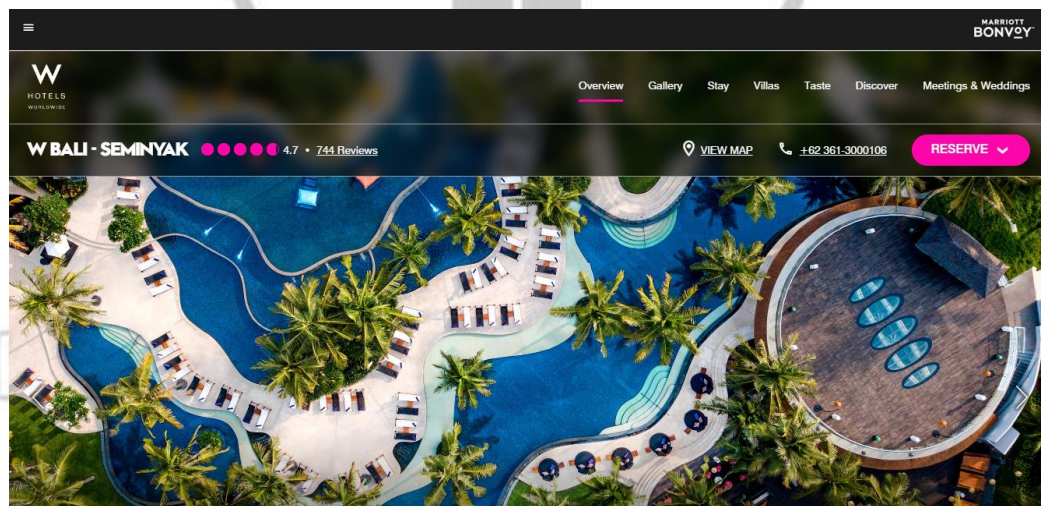


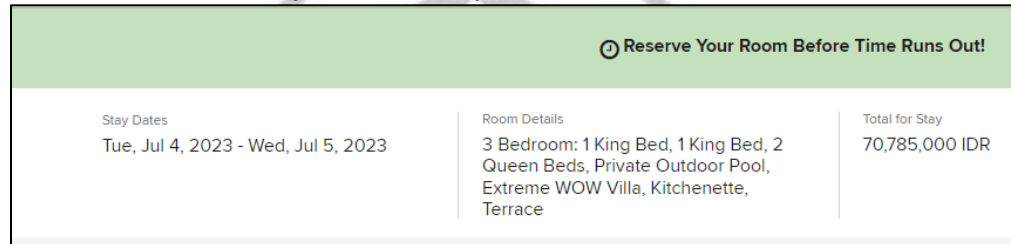
Figure 4. 9 The website has an attractive appearance design
Sources: Internal Data W Bali Seminyak

Based on Table 4.4 with score of **(4,62)** which means the aspects has been **Well Implemented**, it means that the website of W Bali Seminyak has an attractive

appearance design. It's also can be seen directly in the picture above that the website provided by W Bali Seminyak really illustrates how unique the resort is, making potential customers impatient to spend time there. For repeaters, of course, this also makes them eager to visit W Bali Seminyak again and again. Therefore, it can be said that W Bali Seminyak has an online platform with an attractive design.

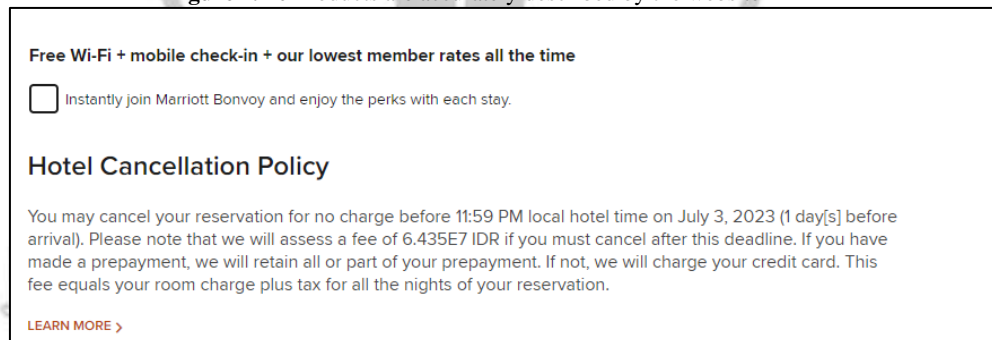
c. Fulfillment:

1. Products are accurately described by the website



Reserve Your Room Before Time Runs Out!		
Stay Dates	Room Details	Total for Stay
Tue, Jul 4, 2023 - Wed, Jul 5, 2023	3 Bedroom: 1 King Bed, 1 King Bed, 2 Queen Beds, Private Outdoor Pool, Extreme WOW Villa, Kitchenette, Terrace	70,785,000 IDR

Figure 4. 10 Products are accurately described by the website



Free Wi-Fi + mobile check-in + our lowest member rates all the time

Instantly join Marriott Bonvoy and enjoy the perks with each stay.

Hotel Cancellation Policy

You may cancel your reservation for no charge before 11:59 PM local hotel time on July 3, 2023 (1 day[s] before arrival). Please note that we will assess a fee of 6.435E7 IDR if you must cancel after this deadline. If you have made a prepayment, we will retain all or part of your prepayment. If not, we will charge your credit card. This fee equals your room charge plus tax for all the nights of your reservation.

[LEARN MORE >](#)

Figure 4. 11 Products are accurately described by the website
Sources: Internal Data W Bali Seminyak

Based on Table 4.4 with score of **(4,64)** which means the aspects has been **Well Implemented**, it means that the products are accurately described by the website. All details regarding the products offered by the hotel are well described on W Bali Seminyak's online platform, both on the website, Marriott Bonvoy App's, Email, and

What's App. Includes the Prices, all Inclusions, Terms and Conditions, even guests can ask back in detail about any things they want to know more about for 24 hours, since the telephone number at the website are online for 24 hours operated by the Whatever Whenever Agent. Based on the direct observation while doing trainee program at W Bali Seminyak, especially at the Concierge Section, all the question asked by guest regarding the products description will be handled until guest meet their needs, even the team will give more that the guest expect, this is also the implementation of “Luxury Service”.

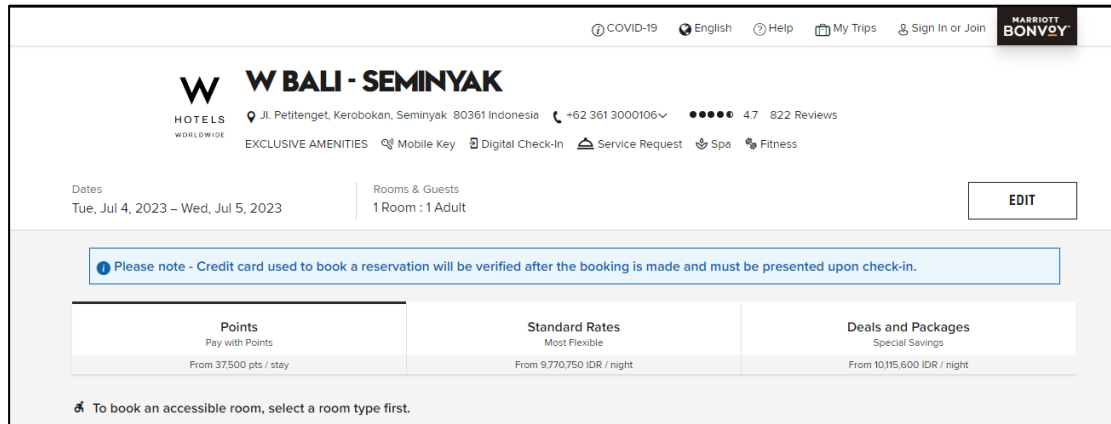
2. Product Stock Availability

The screenshot displays the W Bali Seminyak website interface. At the top, there are navigation links for COVID-19, English, Help, My Trips, and Sign In or Join, along with the Marriott Bonvoy logo. The main header features the W Hotels logo, the hotel name 'W BALI - SEMINYAK', and contact information: 'Jl. Pettitenget, Kerobokan, Seminyak 80361 Indonesia' and '+62 361 3000106'. A 4.7 rating with 822 reviews and a Currency Calculator are also visible. Below the header, there are links for Exclusive Amenities, Mobile Key, Digital Check-In, Service Request, Spa, and Fitness. A green banner reads 'Reserve Your Room Before Time Runs Out!'. The main content area shows a reservation summary for 'Tue, Jul 4, 2023 - Wed, Jul 5, 2023' for a '3 Bedroom: 1 King Bed, 1 King Bed, 2 Queen Beds, Private Outdoor Pool, Extreme WOW Villa, Kitchenette, Terrace'. The total price is '70,785,000 IDR' with a note 'Room(s) held for: 06:19' and a 'CHANGE' button.

Figure 4. 12 Product Stock Availability

The screenshot shows the 'Enter your dates' section of the W Bali Seminyak website. It includes a search bar with 'Dates' set to 'Tue, Jul 4' and 'Wed, Jul 5', and 'Rooms & Guests' set to '1 Room: 1 Adult/Room'. A 'VIEW RATES' button is present. Below the search bar, there is a 'Special Rates' dropdown menu set to 'None' and a checked checkbox for 'Use Points / Awards'.

Figure 4. 13 Product Stock Availability
Sources: Internal Data W Bali Seminyak



COVID-19 English Help My Trips Sign In or Join MARRIOTT BONVOY

W BALI - SEMINYAK
HOTELS WORLDWIDE
Jl. Pettitenget, Kerobokan, Seminyak 80361 Indonesia +62 361 3000106 4.7 822 Reviews

EXCLUSIVE AMENITIES Mobile Key Digital Check-In Service Request Spa Fitness

Dates: Tue, Jul 4, 2023 – Wed, Jul 5, 2023 Rooms & Guests: 1 Room : 1 Adult [EDIT](#)

Please note - Credit card used to book a reservation will be verified after the booking is made and must be presented upon check-in.

Points	Standard Rates	Deals and Packages
Pay with Points	Most Flexible	Special Savings
From 37,500 pts / stay	From 9,770,750 IDR / night	From 10,115,600 IDR / night

To book an accessible room, select a room type first.

Figure 4. 14 Product Stock Availability
Sources: Internal Data W Bali Seminyak

Based on Table 4.4 with score of (4,59) which means the aspects has been **Well Implemented**, it means that the product stock availability always updated at W Bali online service platform. Product availability always updated and integrated in every digital platform belonging to W Bali Seminyak, this is a reflection of the professionalism of the work of the staff who must always be able to work together to update each product availability from each section, so that when guests have checked out the product they want, ensure that the product is available so that it does not harm both parties, guests and the company.

3. Product delivery in accordance with the promised time

1-Jul-23						
time	booker	room	Guest Name	Drop/PU	Car typ	Vendor
8:00	PA	#07	Amanda Keller	Hourly Ubud Tour, start at 8AM Car Toyota Alphard at IDR 580.000,- min 3 hours Batuan Temple Monkey Forest Tegalalang Rice Terrace Tegenungan Waterfall	Alphard	Golden Bird
10:00	PA + VIP +VOA 2 Pax	549	*Sherman,Kate	Airport pick up SQ 936 ETA 11.00	Innova	Golden Bird
12:00	PA/ Infant seat and booster Seat	#69	Bryett,Eirin (2A, 3C)	8 hours charter	Hiace Premium	Golden Bird
14:00	PA	430	Spring,Tyler	Airport Pick Up CX 785 ETA 15:00	Innova	Golden Bird
14:00	PA/ VIP + VOA 1 pax	537	Bache,Scott	Airport pick up CX 0785 ETA 15.00	Innova	Golden Bird
21:00	PA	#68	Landy,Sharon,Mrs	Airport pick up QF 45 ETA 22.00	Alphard	Golden Bird
22:59	PA + VIP Asst 2 pax	419	Ciara,Sotto	Airport pick up PR537 ETA 23:59	Innova	Golden Bird

Figure 4. 15 Product delivery in accordance with the promised time
Sources: Internal Data W Bali Seminyak

Based on Table 4.4 with score of (4,62) which means the aspects has been **Well Implemented**, it means that the product that guest purchase are delivered in accordance with the promised time. The accuracy of product delivery in terms of type, time, and conditions, as well as guest requests is always guaranteed and in accordance with what guests want. Furthermore, W Bali Seminyak has a slogan or program "Whatever Whenever" which always tries to provide the needs and wants of guests, although sometimes it is a little out of the ordinary. Because the motto "Whatever Whenever" the program is "Whatever you Want Whenever you Are as Long As its legal the sky is the limit"


4. Website provides clear information about products and payment bills

Wonderful Guest Room, Two Queen Beds Image 1 of 3
 Images may not fully represent the room features you booked.

<p>Room Overview</p> <p>Wonderful Garden View</p> <p>Special Benefits</p> <p>High-speed Wi-Fi</p> <p>Beds and Bedding</p> <p>Maximum occupancy: 3 2 Queen(s) Rollaway beds not permitted Cribs permitted: 1 Pillowtop mattress, and Duvet</p> <p>Room Features</p> <p>64sqm/689sqft Air-conditioned</p>	<p>Furniture and Furnishings</p> <p>Sofa Chair Alarm clock Safe, in room Dual voltage outlets Desk, writing/work, electrical outlet Iron and ironing board</p> <p>Food & Beverages</p> <p>Room service, 24-hour Bottled water, complimentary Instant hot water Minibar, for a fee</p> <p>Kitchen Features</p> <p>Mini fridge</p>	<p>Entertainment</p> <p>40in/102cm LED TV Plug-in, high-tech room DVD player with movies for rent Cable/satellite International cable/satellite CNN, ESPN, and HBO Radio CD stereo iPod dock</p> <p>Accessible Room Features</p> <p>This room type does not offer mobility accessible rooms This room type does not offer accessible rooms with roll-in showers This room type does not offer hearing accessible rooms</p>
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Figure 4. 16 Website provides clear information about products and payment bills
 Sources: Internal Data W Bali Seminyak

Stay Dates: Wed, Jul 5, 2023 - Thu, Jul 6, 2023 | Total for Stay: 10,230,550 IDR Room(s) held for: 13:03 [CONTINUE](#)



Wonderful Garden Escape, Guest room, 2 Queen(s), Balcony

ROOM DETAILS

Check in: Wednesday, July 5, 2023
Check out: Thursday, July 6, 2023

Room(s): 1
Guest(s) per room: 1

[EDIT](#)

[Choose Room Features](#)
[Room Accessibility & Bed Type](#)
[Summary of Charges](#)

8,455,000 + **1,775,550** = **10,230,550**
IDR / night IDR Taxes and fees IDR Subtotal

<https://www.marriott.com/reservation/reviewDetails.mi>

Figure 4. 17 Website provides clear information about products and payment bills
 Sources: Internal Data W Bali Seminyak

Figure 4. 18 Website provides clear information about products and payment bills
Sources: Internal Data W Bali Seminyak

Based on Table 4.4 with score of (4,57) which means the aspects has been **Well Implemented**, it means that the online platform service provided by W Bali Seminyak can provides clear information about products and payment bills. Based on the direct observation while doing trainee program as well as the result from interviewing Whatever Whenever manager, all of the online platform provided by W Bali Seminyak can provides clear information about products and payment bills, starting from the Website, E-mail, What's app, Hotline, and GXP chat. The website already provides all of the choices of products with all the inclusions. However, if the guest would like to know regarding the information about products and payment bills via E Mail, What's App, Hotline, or GXP chat the guest will be connected with the staff who operate it, so

that the guest can asking and knowing more complex information either regarding the products or the payment.

D. Privacy:

1. Products are accurately described by the website

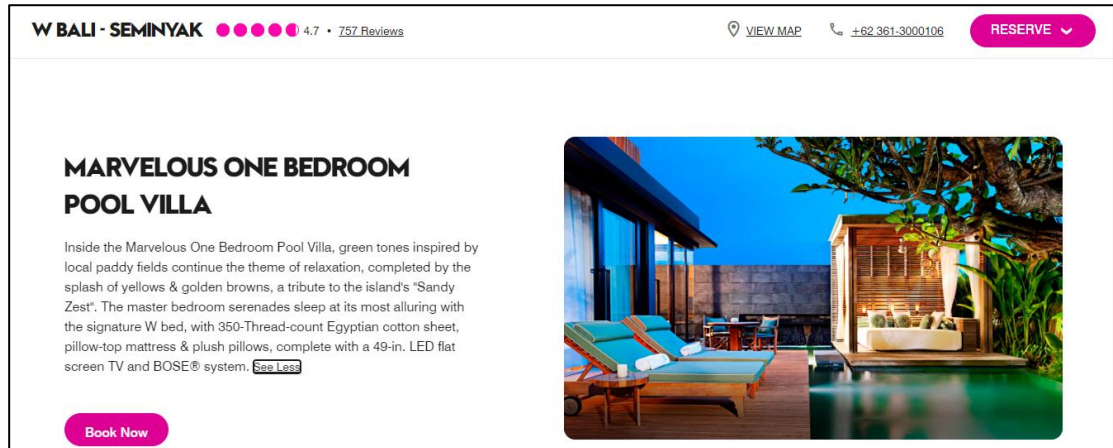


Figure 4. 19 Products are accurately described by the website
Sources: Internal Data W Bali Seminyak

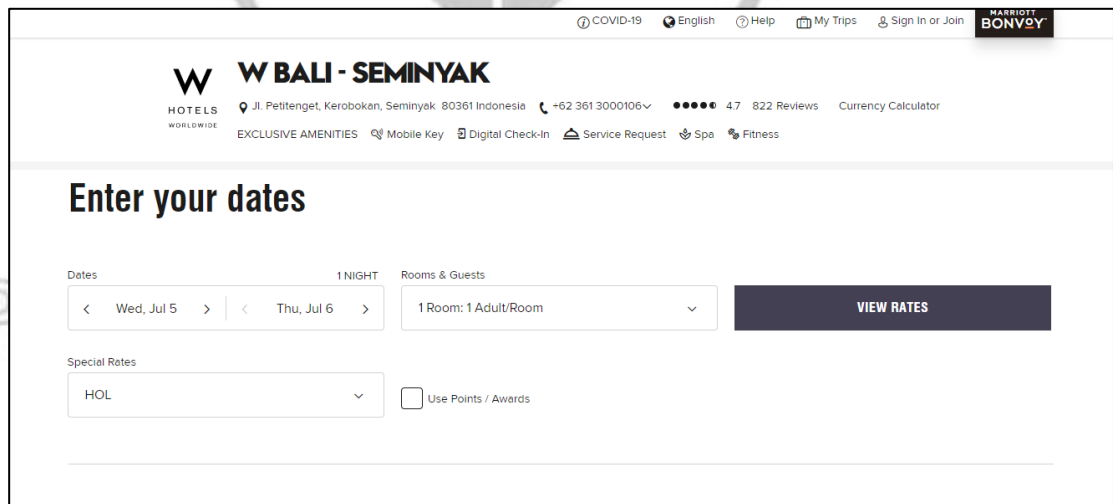


Figure 4. 20 Products are accurately described by the website
Sources: Internal Data W Bali Seminyak

Based on Table 4.4 with score of **(4,66)** which means the aspects has been **Well Implemented**, it means that products are accurately described by the website. Because this is the part of “Professionalism”, where if the products that has been said available on website but while the guest check out the products and come without any availability regarding the product, this will make the company look “unprofessional”. Therefore, the staff working together to always giving the mot update availability regarding all of the products in every section at W Bali Seminyak, based on the or example at the Concierge department, the concierge agent will always update to guest who E Mailed, Call, or What’s App directly to the concierge agent regarding the car which available including the most update rates of the car, cancelation fee, meeting point, and the most update regulation of arrival tourist in Bali. It is implemented to all of the product which are offered by all of the section at W Bali Seminyak.

2. Credit card/payment information is secured

Based on Table 4.4 with score of **(4,73)** which means the aspects has been **Well Implemented**, it means that credit card/payment information is secured. As we all knew, and based on what which has been observe directly while doing the trainee programs as well as the interview with Whatever Whenever Manager, this aspect has been implemented, where the staff will never give the information regarding the confidential data like credit card or payment to another parties, except the guest has been give permit to the staff.

3. Customer's personal data is protected on the website

Based on Table 4.4 with score of **(4,62)** which means the aspects has been **Well Implemented**, it means that the customer's personal data is protected on the website. Relating to confidential data belonging to both guests and potential guests visiting hotels under the auspices of Marriott International are highly guarded. Because this has become part of one of the ways to maintain guest comfort as well as part of the company's integrity quality in maintaining guest privacy, so that things that are not desired by the company or guests, such as misuse of the guest's identity, do not occur. The guest's identity and shopping history can only be accessed by the guest himself and the staff in charge of serving the guest's wishes, cannot be shared arbitrarily with other parties, unless the guest has permission. Therefore, the culture that is grown in hotels under the auspices of Marriott International is also to ask guests in advance if there are other parties who require confidential data belonging to you or, if the guest does not allow food, the hotel will not provide the data to these other parties.

4. The website has adequate securities transactions

Based on Table 4.4 with score of **(4,63)** which means the aspects has been **Well Implemented**, it means that the online platform provided by W Bali Seminyak has adequate securities transactions. Additionally, this can be proven by the unavailable negative guest comment that said their confidential data was given to unappropriated parties.

2. E Recovery Service Quality

Table 4. 5 Implementasi Service Quality (X2)

Indicator	Description	Averages	Result
X2.1 Responsiveness			
a	Can solve the problems experienced by consumers	4,61	Well Implemented
b	The company is willing and ready to respond to consumer needs	4,67	Well Implemented
c	Customer questions are answered quickly	4,69	Well Implemented
Average		4,66	Well Implemented
X2.2 Compensation			
a	Have a mechanism for refunds, shipping fees, product handling fees	4.62	Well Implemented
Average		4.62	Well Implemented
X2.3 Assurance			
a	Has 24-hour customer service	4,60	Well Implemented
b	Can contact company staff directly by phone when needed / if there is a problem.	4,68	Well Implemented
Average		4,64	Well Implemented

Sources: Data Processed 2023

a. Responsiveness**1. Can solve the problems experienced by consumers**

Based on Table 4.3 with score of (4,61) which means the aspects has been **Well Implemented**, it means that the online platform opera can solve the problems experienced by consumers.

Based on the interview conducted with Whatever Whenever manager and my trainee experience in concierge, E Service Quality and E Recovery Service Quality implemented by Concierge Agent at W Bali Seminyak is proven to be able to resolve all problems and cases that occur at W Bali Seminyak, both from simple cases to cases that are quite complicated. Every case that occurs in the hotel will be entered into GXP and will be supervised by the Welcome Relation Manager to find the most appropriate solution. Furthermore, the Welcome Relation Manager will announce every case that occurs at the hotel every briefing, the goal is that the staff, trainee, and Daily Worker are more aware of these problems and can provide good treatment to guests who are experiencing these problems.

2. The company is willing and ready to respond to consumer needs

Based on Table 4.3 with score of (4,67) which means the aspects has been **Well Implemented**, it means that the

W Bali Seminyak is always willing to respond to the needs of its guests. Based on interviews with the manager of Whatever Whenever and my trainee experience at W Bali Seminyak, that at W Bali Seminyak, especially in the Concierge Agent and Telephone Operator, has the ability to always try to meet the needs of its guests, in the Concierge Agent division the team always follows up every guest inquiry to the maximum so that all your needs can be met until confirmation can be sent to guests in the form of a letter with manual handwriting, confirmation letter in the form of a PDF sent via E-Mail or Whats App guests, and can also be a printout confirmation letter.

At the telephone operator, the staff always try as quickly as possible to answer the telephone from guests and follow up every inquiry as quickly as possible even on the spot, because that is the standard, so that guests do not have to wait too long, so that the level of guest satisfaction is automatically increased.

3. Customer questions are answered quickly.

Based on Table 4.3 with score of **(4,69)** which means the aspects has been **Well Implemented**, it means that the customer questions are answered quickly.

Based on observations in carrying out training programs at W Bali Seminyak, questions from guests are always answered very quickly, because the Marriott International standard in replying to messages or telephone is a maximum of 5 minutes. E-Mail replies are less than 12 hours. No email should be left when the staff's shift is over. It can be concluded that the reply to every question - questions from customers is fast.

b. Compensation

1. Have a mechanism for refunds, shipping fees, product handling fees

Based on Table 4.3 with score of **(4,62)** which means the aspects has been **Well Implemented**, it means that W Bali Seminyak has mechanism for refunds, shipping fees, product handling fees through the online platform.

Based on observations in carrying out training programs at W Bali Seminyak, questions from guests are always answered very quickly, because the Marriott International standard in replying to messages or telephone is a maximum of 5 minutes.

E-Mail replies are less than 12 hours. No email should be left when the staff's shift is over. It can be concluded that the reply to every question - questions from customers is fast.

c. Contact

1. Has 24-hour customer service

Based on Table 4.3 with score of **(4,60)** which means the aspects has been **Well Implemented**, it means that the inhouse guest has 24 hours customer service. As we know that W Hotels Worldwide concept are inspired by the New York City which are the city that never sleep, that's why almost all of the section there are operated for 24 hours. Including the telephone operator at Whatever Whenever Department. So that every guest can access the telephone operator for 24 hours.

2. Can contact company staff directly by phone when needed / if there is a problem.

Based on Table 4.3 with score of **(4,68)** which means the aspects has been **Well Implemented**, it means that the guest contact company staff directly by phone when needed / i there is a problem through the online platform provided by W Bali Seminyak. Additionally based on the direct observation while doing the internship at W Bali Seminyak and interview with Whatever Whenever Manager, the guest can contact the staff via Telephone Operator, What's App, and Email every time if there is a problem.

3. Conclusions

Table 4.4 Implementation of Total Rating Variable Independent

Independent Variable	Rating	Result
<i>Electronic Service Quality</i>	4,64	Well Implemented
<i>Electronic Recovery Service Quality</i>	4,64	Well Implemented
Rata-rata	4,64	Well Implemented

Sources: Data Processed 2023

Based on the table above, it can be seen that each variable, namely electronic service quality with a score of 4.64 and electronic recovery service quality with a score of 4.64, it can be concluded that electronic service quality and electronic recovery service quality at W Bali Seminyak are highly implemented which refers to the decision scale based on the range of values, namely 4.40 - 5.00. These results must be analyzed a second time by finding the average value of each independent variable average assessment to find out how the implementation of electronic service quality and electronic recovery service quality at W Bali Seminyak, and from Table 4.4 it can be concluded that electronic service quality and electronic recovery service quality have been implemented at W Bali Seminyak. And these two variables have the same average value, because Electronic Service Quality will not work without Electronic Recovery Service Quality, as it is known that errors can occur especially in providing services through online platforms, therefore in implementing Electronic Service Quality at W Bali Seminyak it is very necessary to implement Electronic Recovery Service Quality as well, with the aim of providing solutions for all problems or errors that occur, so that guests feel more satisfied.

4.2.2 The influence of the Implementation of E-Service Quality and E-Recovery Services on Whatever Whenever on Program to Enhance Customer Satisfaction at W Bali – Seminyak

This part of the research will be analyzed the effect of e service quality and e recovery service quality in attempt to enhance customer satisfaction at W Bali Seminyak by collecting data in the form of number as the questionnaire answers of 90 respondent then processed it uses quantitative analysis. This analysis will showing which factors has the most effect in enhancing customer satisfaction. The detail of quantitative analysis that uses in this research is describe down below:

1. Research Instrument

a. Validity Test

To find out the statements in the questionnaire are valid, validity testing is carried out using the SPSS program. A questionnaire is said to be valid if each statement in the questionnaire is able to reveal something that will be measured by the questionnaire. To test the validity of each statement, item analysis is used, namely correlating the score of each item with the total item score. The correlation value between the item score and the total item is then compared to the r table. If the correlation between the item and the total item score is greater than r table (0.1745), then the research instrument is said to be valid (Sugiyono, 2014). Table 4.5 shows the validity test results for each statement item from the questionnaire used in this study.

The validity test results are presented in Table 4.5 as follows:

Table 4.5 Result of Validity Test

Statement	Corrected Item- Total Correlation (r count)	r table	Decision
X1.1	0.691	0,1745	Valid

X1.2	0.668	0,1745	Valid
X1.3	0.703	0,1745	Valid
X1.4	0.651	0,1745	Valid
X1.5	0.661	0,1745	Valid
X1.6	0.720	0,1745	Valid
X1.7	0.642	0,1745	Valid
X1.8	0.667	0,1745	Valid
X1.9	0.712	0,1745	Valid
X1.10	0.666	0,1745	Valid
X1.11	0.656	0,1745	Valid
X1.12	0.709	0,1745	Valid
X1.13	0.679	0,1745	Valid
X1.14	0.679	0,1745	Valid
X1.15	0.670	0,1745	Valid
X2.1	0.653	0,1745	Valid
X2.2	0.688	0,1745	Valid
X2.3	0.623	0,1745	Valid
X2.4	0.653	0,1745	Valid
X2.5	0.640	0,1745	Valid
X2.6	0.698	0,1745	Valid
Y1	0.594	0,1745	Valid
Y2	0.568	0,1745	Valid
Y3	0.501	0,1745	Valid
Y4	0.598	0,1745	Valid
Y5	0.590	0,1745	Valid
Y6	0.641	0,1745	Valid
Y7	0.633	0,1745	Valid

Sources: Processed Data 2023

Based on Table 4.5, the validity test results in all statements from each variable, namely Electronic Service Quality (X1), Electronic Recovery Service Quality (X2), and Guest Satisfaction (Y1) having a Pearson product moment correlation value (r-) greater than the r-table, using a significance level of 5% or 0.05 where the r-table value (df = N-2) is 0.1745. This also shows that all statements are smaller or below the

significant value of 0.05 by looking at the Sig. (2-tailed) score. Based on this comparison, it can be concluded that this research instrument meets the validity test requirements or is declared valid.

b. Reliability test

The reliability test serves to measure the reliability of a questionnaire which is an indicator of a variable or construct. The questionnaire is said to be reliable if someone's answer to a question is consistent or stable over time (Sugiyono, 2019). The reliability test was carried out using the alpha (α) coefficient of Cronbach's alpha. If the alpha (α) value is greater than 0.60, the questionnaire is declared reliable. However, if the alpha (α) value is smaller than 0.60, the questionnaire is declared unreliable. (Ghozali, 2013).

Table 4. 6 Result of Reliability Test of E-Service Quality

Reliability Statistics	
Cronbach's Alpha	N of Items
.910	15

Table 4. 7 Result of Reliability Test of E-Recovery Service Quality

Reliability Statistics	
Cronbach's Alpha	N of Items
.764	6

Table 4. 8 Result of Reliability Test of Customer Satisfaction

Reliability Statistics	
Cronbach's Alpha	N of Items
.921	15

Sources: Processed Data 2023

- a. Based on the table above, the alpha (α) value of each variable in this research questionnaire is greater than the minimum limit of 0.60 such as E-Service Quality (X1) has a score of 0.910, E-Recovery Service Quality (X2) of 0.764, and Customer Satisfaction (Y) of 0.921 which means that all statements on each variable meet the reliability test requirements or it can be said that the instrument is reliable or it can be said that this research questionnaire can be considered reliable.



JURUSAN PARIWISATA
POLITEKNIK NEGERI BALI

1. Characteristic of Respondent Based on Gender

The results of characteristic respondent based on gender is divided into 2 genders of guest at W Bali Seminyak, the details are below:

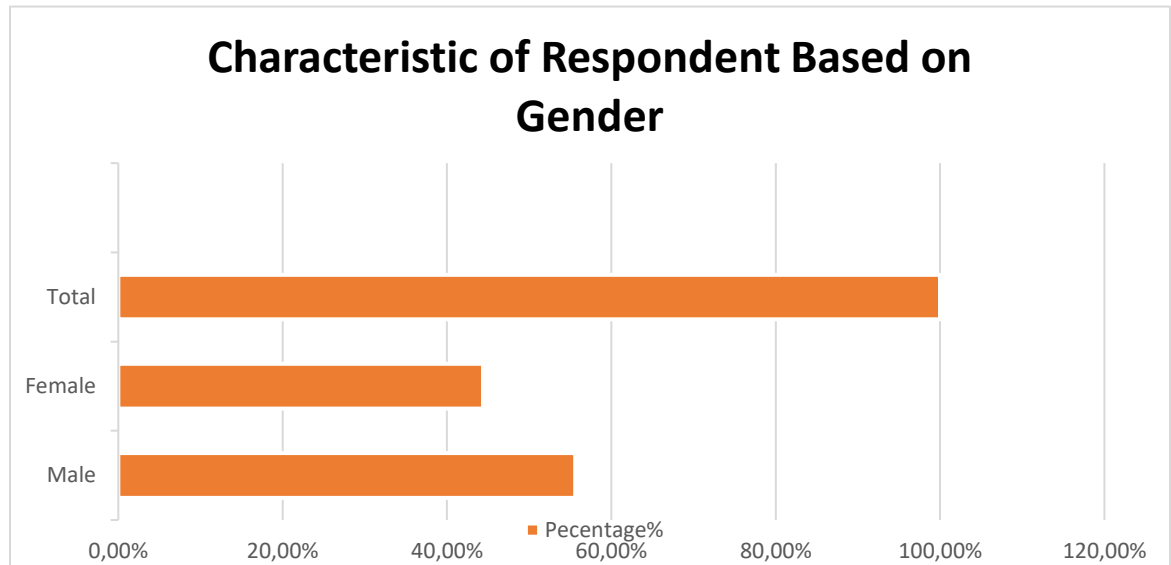


Figure 4. 21 Characteristic of Respondent Based on Gender
Sources: Processed Data 2023

As shown as Picture specifically with 90 people as the samples. Male has 50 respondents (55,6%), and Female has 40 respondents (44,4%).

4. Characteristic of Respondent Based on Ages

The results of characteristic respondent based on gender is divided into 4 ages of guest at W Bali Seminyak, the details are below:

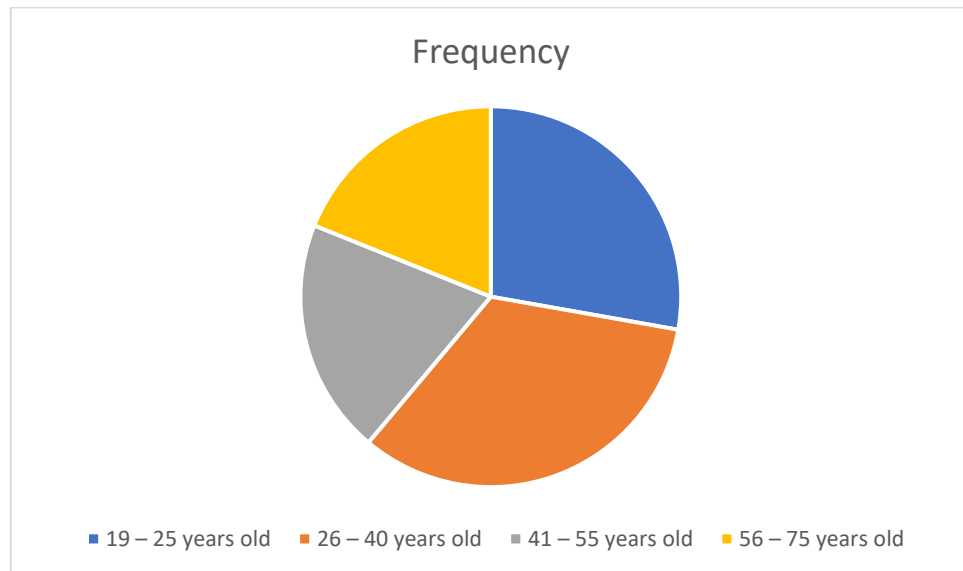


Figure 4. 22 Characteristic of Respondent Based on Ages
Sources: Processed Data 2023

As shown as above figure, specifically with 90 people as the samples. Respondents ages of 19-25 years old has 25 respondents (27,8%), ages of 26 – 40 years old has 30 respondents (33,3%), ages of 41 – 55 years old has 18 respondents (20%), and ages of 56 – 75 years old has 17 respondents (18,9).

3. Simple Correlation Test

Correlation analysis is a technique to measure the strength of the relationship between one variable and another and also to determine the form of the relationship between variables (Sugiyono, 2012). The correlation test aims to determine the level of relationship between variables expressed by the correlation coefficient (r). The type of relationship between variables x and y can be negative and positive. The basis for decision making is if the significance value is less than 0.05, it is correlated, while if the

significance value is more than 0.05, it is not correlated. The guidelines for correlational relationships are as follows:

1. Pearson Correlation Value 0.00 to 0.20 = no correlation.
2. Pearson Correlation Value 0.21 to 0.40 = weak correlation.
3. Pearson Correlation Value 0.41 to 0.60 = moderate correlation.
4. Pearson Correlation Value 0.61 to 0.80 = strong correlation.
5. Pearson Correlation Value 0.81 to 1.00 = perfect correlation

The results of the Simple Correlation Test can be seen in Tables 4.9 and 4.10 below:

Table 4. 9 Simple Correlation Test of X1, Y

		X1	Y
X1	Pearson Correlation	1	.445**
	Sig. (2-tailed)		.000
	N	90	90
Y	Pearson Correlation	.445**	1
	Sig. (2-tailed)	.000	
	N	90	90

Sources: Processed Data 2023

Table 4. 10 Simple Correlation Test of X2, Y

		X2	Y
X2	Pearson Correlation	1	.727**
	Sig. (2-tailed)		.000
	N	90	90
Y	Pearson Correlation	.727**	1
	Sig. (2-tailed)	.000	
	N	90	90

Sources: Processed Data 2023

Based on Tables 4.10 and 4.11, it can be seen that the data from the output of simple correlation analysis shows that the correlation value of X1 and Y is 0.445 and X2 and Y is 0.727, this means that the correlation value of variable X1 (e-service quality) and Y (customer satisfaction) is moderate, because the correlation value is in

the range of values 0.41-0.60. the correlation value of variable X2 (e-service quality) and Y (customer satisfaction) is strong, because the correlation value is in the range of values 0.61-0.80.

4. Multiple Correlation Test

Multiple correlation analysis is having a function to determine the strength of the relationship between all independent variables together towards dependent variables (Sugiyono, 2019). In the multiple correlation analysis, there are two bases for decision making, namely if the F change value is less than 0.05 then it is correlated, and vice versa.

In multiple correlation analysis there are two bases for decision making, namely if the change value of F is smaller than 0.05 then it is correlated, and vice versa. The guidelines for the correlation relationship are as follows:

- a. Pearson Correlation Value 0.00 to 0.20 = no correlation.
- b. Pearson Correlation Value of 0.21 to 0.40 = weak correlation.
- c. Pearson Correlation Value 0.41 to 0.60 = medium correlation.
- d. Pearson Correlation value 0.61 to 0.80 = strong correlation.
- e. Pearson Correlation value 0.81 to 1.00 = perfect correlation.

Table 4. 11 Multiple Correlation Test

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.746 ^a	.556	.546	1.92718

a. Predictors: (Constant), X2, X1

Sources Processed Data 2023

From the results of multiple correlation analysis, the correlation between E-service Quality and E Recovery Service Quality on customer satisfaction is **0.746**. This shows that there is a strong relationship between E Recovery Service Quality and E-service Quality on customer satisfaction.

5. Classical Assumption Test

a. Normality Test

The normality test aims to test whether in the regression model, confounding or residual variables have a normal distribution (Ghozali, 2013). If the p-value of the results of this test is above 0.05, the residuals from the model used in the study are normally distributed. The following are the results of this study's normality test:

Table 4. 12 Normality Test

Tests of Normality						
	Kolmogorov-Smirnov ^a			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	Df	Sig.
Unstandardized Residual	.060	90	.200*	.983	90	.279

*. This is a lower bound of the true significance.

a. Lilliefors Significance Correction

Sources Processed Data 2023

The results of the table above show the results of the normality test, namely the significance level of 0.200 (greater than 0.05). This means that the residuals from the model used in this study are normally distributed.

b. Multicollinearity Test

The multicollinearity test aims to test whether the regression model found a correlation between the independent variables. A good regression model should not have a correlation between the independent variables. If the independent variables are correlated, then these variables are not orthogonal. Orthogonal variables are independent variables whose correlation value between other independent variables is equal to zero. Multicollinearity can be seen from (1) tolerance value and its opposite, (2) variance inflation factor (VIF). The cut off that is generally used to indicate the presence of multicollinearity is a tolerance value ≤ 0.10 or the same as a VIF value ≥ 10 (Ghozali, 2013).

Table 4. 13 Multicollinearity Test

Coefficients ^a								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	35.114	7.848		4.474	.000		
	X1	.278	.120	.181	2.314	.023	.837	1.194
	X2	1.535	.183	.654	8.383	.000	.837	1.194

a. Dependent Variable: Y

Sources Processed Data 2023

Dari hasil tabel di atas menunjukkan bahwa nilai *tolerance* kedua variabel independen lebih dari 0,10 dan nilai *VIF* kurang dari 10 sehingga dapat disimpulkan bahwa kedua variabel independen tidak terdeteksi memiliki multikolinearisitas atau tidak berkolerasi.

c. Heteroscedasticity Test

The heteroscedasticity test aims to test whether in the regression model there is an inequality of variance from the residuals of one observation to another. If the variance of the residuals from one observation to another is constant, it is called homoscedasticity. A good regression model is one with homoscedasticity or no heteroscedasticity (Ghozali, 2013). The heteroscedasticity test in this study uses the Glejser test. If the independent variable does not significantly affect the absolute value of the dependent variable residual, then there is no heteroscedasticity. The results of the Glejser test in this study can be seen in the table below:

Table 4. 14 Heteroscedasticity Test

Coefficients^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-5.591	4.727		-1.183	.240
	X1	.050	.072	.080	.695	.489
	X2	.129	.110	.135	1.168	.246

a. Dependent Variable: abs_res

Sources Processed Data 2023

From the results shown in the table above, the significance value of all independent variables is greater than 0.05 so it can be said that all independent variables do not have a significant effect on the absolute value of the residuals of the dependent variable.

d. Linierity Test

The linearity test is used to determine the relationship between the independent variable and the dependent variable is linear or not. If there is a linear relationship then linear regression analysis is used. Meanwhile, if there is no linear relationship between the two variables, non-linear regression analysis is used. Data is said to be linear if the significance value of Deviation from Linearity is more than 0.05 or 5 percent and the significance of Linearity is less than 0.05 or 5 percent. Conversely, the data is said to be non-linear if the significance value of Deviation from Linearity is less than 0.05 or 5 percent and the significance of Linearity is more than 0.05 or 5 percent. The linearity test was calculated using SPSS.

Table 4. 15 Linearity Test

ANOVA Table							
			Sum of Squares	df	Mean Square	F	Sig.
Y * X1	Between Groups	(Combined)	196.388	9	21.821	3.283	.002
		Linearity	143.949	1	143.949	21.658	.000
		Deviation from Linearity	52.438	8	6.555	.986	.453
	Within Groups		531.713	80	6.646		
	Total		728.100	89			

Sources Processed Data 2023

Table 4. 16 Linearity Test

ANOVA Table							
1			Sum of Squares	df	Mean Square	F	Sig.
Y * X2	Between Groups	(Combined)	446.599	5	89.320	26.653	.000
		Linearity	385.088	1	385.088	114.911	.000

	Deviation from Linearity	21.299	4	5.325	1.589	.082
	Within Groups	281.501	84	3.351		
	Total	687.888	89			

Sources Processed Data 2023

Based on the results of the linearity test in table 5.10, the p-value on deviation from linearity on X1 to customer satisfaction (Y) is 0.453 (>0.05) and the p-value on linearity is 0.000 (<0.05) which indicates that the relationship between X1 and customer satisfaction (Y) is linear. The p-value on deviation from linearity on X2 to customer satisfaction (Y) is equal to 0.082 (>0.05) and the p-value on linearity is 0.000 (<0.05) which indicates that the relationship between X2 and customer satisfaction (Y) is linear.

6. Hypotesis Test

The results of the multiple linear regression analysis that has been carried out show two important things that must be observed, namely:

a. Partial Test (t-Test)

The t statistical test basically shows how far the influence of one independent variable individually in explaining the dependent variable. The test is carried out using a significance level of 0.05 ($\alpha = 5\%$) with a significant value ≤ 0.05 , the hypothesis is accepted. The following are the results of the t statistical test as follows:

Table 4. 17 Partial Test (t-Test)

Coefficients						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	35.114	7.848		4.474	.000
	X1	.278	.120	.181	2.314	.023
	X2	1.535	.183	.654	8.383	.000

a. Dependent Variable: Y

Sources Processed Data 2023

Based on the significant results above, it shows a value of 0.000 and less than 0.05. So that this regression model can be used to predict Customer Satisfaction (this model is feasible to use), and or it can be stated that E-service Quality and E Recovery Service Quality together (simultaneously) affect Customer Satisfaction. Thus, the hypothesis in H3, namely "E-service Quality and E Recovery Service Quality have a positive effect on Customer Satisfaction at W Bali Seminyak simultaneously" is accepted.

b. Simultants Test (F-Test)

The F statistical test basically shows whether all the independent variables included in the model have a simultaneous influence on the dependent variable. The test is carried out using a significance level of 0.05 ($\alpha = 5\%$) with a significant value ≤ 0.05 , the hypothesis is accepted. The following are the results of the F test as follows:

Table 4. 18 Simultant Test (F-Test)

		ANOVA ^a				
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	404.978	2	202.489	54.520	.000 ^b
	Residual	323.122	87	3.714		
	Total	728.100	89			

a. Dependent Variable: Y

b. Predictors: (Constant), X2, X1

Sources Processed Data 2023

The test between each independent variable and the dependent variable shows the following results:

a) E-service Quality

This variable shows a standardized parameter coefficient value of 0.181 with a significance level of 0.023 (less than alpha 0.05). This means that the E-service Quality variable has a significant effect on the Customer Satisfaction variable. So, it can be stated that the hypothesis H1, namely "E-service Quality has a positive effect on Customer Satisfaction at W Bali Seminyak", is accepted.

b) E Recovery Service Quality

This variable shows a parameter coefficient value of 0.654 with a significance level of 0.000 (smaller than alpha 0.05). This means that the E Recovery Service Quality variable has a significant effect on the Customer Satisfaction variable significantly. So, it can be stated that the H2 hypothesis, namely E Recovery Service Quality has a positive effect on Customer Satisfaction at W Bali Seminyak, is accepted.

7. Regression Modeling

After passing the classical assumption test, the regression model can be carried out. Multiple linear regression analysis is used to test whether the independent variable affects the dependent variable simultaneously or partially, namely changes in the dependent variable as a result of changes in the independent variable (Sugiyono, 2019). The independent variables in this study are E-Service Quality (X1), and E – Recovery Service Quality (X2), and the dependent variable is Customer Satisfaction (Y). The multiple linear regression results are depicted in Table 4.17 as follows:

Table 4. 19 Simultant Test (y-Test)

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	35.114	7.848		4.474	.000
	X1	.278	.120	.181	2.314	.023
	X2	1.535	.183	.654	8.383	.000

a. Dependent Variable: Y

Sources Processed Data 2023

Based on Table 4.17, the following equation can be prepared:

$$Y = 35,114 + 0,278 X_1 + 1,535 X_2$$

However, this equation needs to be processed through a model fit test to ensure accuracy and the most correct explanation.

8. Model Fit Test

Referring to the regression modeling results in table 4.41, it can be seen that the significance value of e-service quality is 0.023 and e-recovery services quality is 0.000,

which means that all significance values are less than 0.05 so that each independent variable can enter the equation. On the other hand, the significance value of the constant is 35.114 which is smaller than 0.05, meaning that this modeling also contains a constant in this equation. So that the equation of multiple linear regression can be arranged as follows:

$$Y = 35.114 + 0.278 X1 + 1.535 X2$$

Based on the results of the equation, it can be explained that the pattern of influence of e-service quality (X1) and e-recovery services quality (X2) on customer satisfaction (Y) is as follows:

1. $\beta_1 = 0.278$, meaning that if e-recovery services quality (X2) is considered consistent, then an increase in e-service quality (X1) by one unit will be followed by an increase in customer satisfaction (Y) with an average of 0.278.
2. $\beta_2 = 1.535$, meaning that if e-service quality (X1) is considered consistent, an increase in service quality (X2) of one unit will be followed by an increase in customer satisfaction (Y) with an average of 1.535.

9. Coefficient of Determination Test (R²)

The coefficient of determination serves to show the magnitude of the contribution of the dependent variable. The higher the Adjusted R² value, the greater the ability of e-service quality (X1), and e-recovery services quality (X2) to explain variations in changes in customer satisfaction (Y). The results of the coefficient of determination are presented in Table 4.18 as follows:

Table 4. 20 Coefficient of Determination Test (R2)

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.746 ^a	.556	.546	1.92718

a. Predictors: (Constant), X2, X1

Sources Processed Data 2023

Based on Table 4.20, the coefficient of determination R Square is 0.556, this shows that customer satisfaction is influenced by e-service quality and service quality by 55.6%, while the remaining 44.4% is influenced by other factors or variables not included in this research.

10. Effective Contribution Analysis

Effective contribution analysis is an analysis to determine the contribution of the independent variable to the dependent variable, this analysis can describe which independent variable has the greatest contribution in influencing the dependent variable. The results of the effective contribution analysis are described in Table 4.43 as follows:

Table 4. 21 Effective Contribution Analysis

Variables	Regression Coefficient (Beta)	Regression Coefficient	R Square
<i>e-service quality</i>	0,181	0,445	0,556
<i>e-recovery services quality</i>	0,654	0,727	

Sources Processed Data 2023

Based on Table 4.21 to determine the effective contribution score of each independent variable, the following formula must be used:

$$\text{Effective contribution (\%)} = \text{Beta} \times \text{Correlation Coefficient} \times 100\%$$

1. Effective contribution of e-service quality (X1) to customer satisfaction (Y).

Effective contribution (%) = Beta (X1) x Correlation Coefficient x 100%

Effective contribution (%) = 0.181 x 0.445 x 100%

Effective contribution (%) = 8.05%

2. Effective contribution of e-recovery services quality (X2) to customer satisfaction (Y).

Effective contribution (%) = Beta (X2) x Correlation Coefficient x 100%

Effective contribution (%) = 0.654 x 0.727 x 100%

Effective contribution (%) = 47.55%

It can be concluded that, e-recovery services quality has the most impactful percentage in increasing customer satisfaction at W Bali by 47.54 percent, followed by e-recovery services quality by 8.05 percent.

4.2.2.1 Dominant Factor of Electronic Service Quality on Customer Satisfaction

From the results of quantitative analysis, it can be concluded that e-recovery service quality has the most impactful percentage in increasing customer satisfaction at W Bali by 47.55%, followed by e-recovery service quality by 8.05%. As explained by Silvia Toh as *Whatever Whenever Manager at W Bali Seminyak*, the reason *Electronic Recovery Service Quality* is the most dominant factor in increasing guest satisfaction is because Electronic Recovery Service Quality at W Bali Seminyak is very crucial, where the name W Hotel around the world already has a very good branding, famous for its "Luxury Service" including W Bali Seminyak. Therefore, W Bali Seminyak already has so many repeaters who always trust about the quality of W Bali

Seminyak's services, both directly and as discussed in this research, namely online or electronic. Therefore, W Bali Seminyak only needs to maintain its E Service Quality, and the guests at W Bali Seminyak already consider W Bali Seminyak to be so reliable in providing services in the field of electronics or online.

However, if it only relies on E Service Quality, then W Bali Seminyak does not have a plus in providing satisfaction for its guests, therefore, W Bali Seminyak also provides E Recovery Service Quality which by implementing this, the entire team of W Bali Seminyak can provide maximum service if the guests are satisfied.

Electronic Recovery Service Quality at W Bali Seminyak is the dominant factor which can be explained as follows:

(1) Responsiveness, effective problem handling and retrieval through the site.

This is related to effectiveness in handling problems that occur in providing services that are electronic or online based. As an example, in detail, especially in the Concierge Section, when a guest sends an e-mail or calls because he cannot find his pick-up car at the airport, the concierge agent will immediately follow up by sending the phone number of the driver who picked up the guest obtained from the what's group app that consists of car vendors and concierge staff of W Bali Seminyak. Do not forget to ask the color of the guest's clothes and how much luggage the guest is carrying; the goal is to give it to the driver so that the driver knows the characteristics of the guest he is looking for. The concierge agent also reminds guests to keep waiting at the meeting point which has been sent via email.

(2) Compensation, the extent to which the site compensates customers for problems.

This relates to how staff at W Bali Seminyak provide compensation to guests if there is a loss on the part of the guest, this compensation will be given based on the agreement of both parties as well, namely between the guest and W Bali Seminyak. As an example, in detail in the Concierge Section, when a guest has arranged a pick-up car from W Bali Seminyak and cannot find his pick-up car at the airport, the guest has to look for a taxi meter to go to W Bali Seminyak. Then the concierge agent will report this case to the Welcome Relations Manager and will convey it to the Director of Rooms. Then the Welcome Relations Manager and Director of Rooms will provide compensation in the form of a complementary car for guests when checking out and going to the airport.

(3) Contact, the availability of assistance by telephone or online representatives

This is related to the level of speed of W Bali Seminyak staff, especially the Concierge Agent in responding to incoming questions through all online platforms provided by W Bali Seminyak. For example, when a guest calls and asks for help changing their dinner arrangement to the next day, the concierge agent will quickly and quickly call the relevant restaurant to reschedule.

In connection with the implementation of electronic service quality and electronic recovery service quality at W Bali Seminyak and in accordance with the test results above, it can be concluded that electronic recovery service quality is more effective than electronic service quality in increasing customer satisfaction at W Bali Seminyak, but with the implementation of electronic service quality so that it can assist

in providing electronic or online-based services to guests properly and have an impact on customer satisfaction.



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CHAPTER V

CONCLUSION AND SUGGESTIONS

5.1 Conclusion

Following the results chapter of the previous discussion, there are several conclusions obtained from this study as described as follows:

1. Based on the results and discussion, W Bali Seminyak has implemented Electronic Service Quality and Electronic Recovery Service Quality; this is evidenced by the two variables obtaining a total average score of 4.46, which means it is Well Implemented. The implementation of E-Service Quality at W Bali Seminyak is that guests and prospective guests can access various hotel facilities through W Bali Seminyak's online platform, especially in the Concierge Section. While the implementation of Electronic Recovery Service Quality at W Bali Seminyak has also been implemented very well so that if there is a complaint from the customer, it can be handled very well by the staff.
2. The effect of E-Service Quality and E Recovery Service Quality on Customer Satisfaction at W Bali Seminyak is 55.6%. The remaining 44.4% is influenced by other factors or variables not included in this study. E-Service Quality is the dominant factor at 8.05%, followed by E recovery Service Quality at 47.55%. As explained by Silvia Toh *Whatever Whenever Manager at W Bali Seminyak*, the reason *Electronic Recovery Service Quality* is the most dominant factor in

increasing guest satisfaction is that Electronic Recovery Service Quality at W Bali Seminyak is very crucial, where the name W Hotel around the world already has an outstanding branding, famous for its "Luxury Service" including W Bali Seminyak. Therefore, W Bali Seminyak already has many repeaters who always trust the quality of W Bali Seminyak's services, both directly and as discussed in this research, namely online or electronic. Therefore, W Bali Seminyak only needs to maintain its E-Service Quality, and the guests at W Bali Seminyak already consider W Bali Seminyak to be so reliable in providing services in electronics or online. However, if it only relies on E-Service Quality, W Bali Seminyak does not have a plus in satisfying its guests. Therefore, W Bali Seminyak also provides E Recovery Service Quality which, by implementing this, the entire team of W Bali Seminyak can provide top service if the guests are satisfied.

5.2 Suggestions

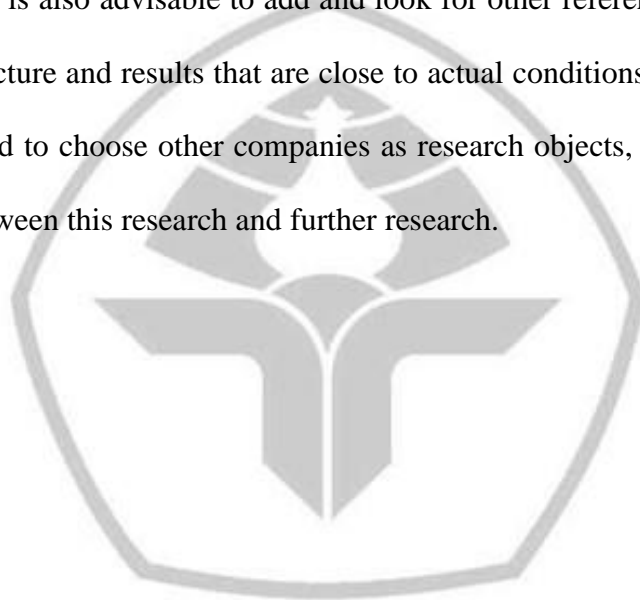
Referring to the results and discussion in the previous chapter, the author has several suggestions in this study, as follows:

For the Company

Based on the results of observations and interviews W Bali Seminyak Resort needs to improve the implementation of electronic service quality in terms of Reliability indicators, because in providing online-based services, updates are needed per time, for example every 3 months to minimize the possibility of complaints. So that the staff is also not confused in providing solutions to handle complaints, and time and energy can be focused more on providing maximum service.

For Future Research

This research is only limited to two variables, namely E-Service Quality and E-Recovery Service Quality. Thus, the authors suggest that further research can add new variables and add indicators to the E-service quality variable so that the exposure can be broader and it is also advisable to add and look for other reference sources so that they can get a picture and results that are close to actual conditions. In future studies, it is also expected to choose other companies as research objects, so that differences can be found between this research and further research.



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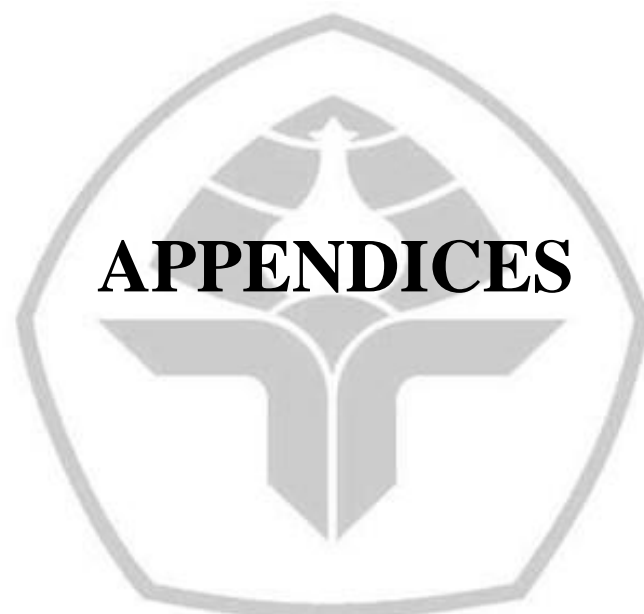
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APPENDICES

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Appendix 1 Research Questionnaire

**RESEARCH QUESTIONNAIRE
IMPLEMENTATION OF *E – SERVICES QUALITY & E – RECOVERY
SERVICE QUALITY ON WHATEVER WHENEVER PROGRAM TO ENHANCE
CUSTOMER SATISFACTION
AT W BALI – SEMINYAK***

Dear Sir/Madam,

My name is Putu Sisca Anggita Maharani, a student from Politeknik Negeri Bali who is currently working on the final project as my responsibility in pursuing my Bachelor Degree. I would like to analyze “Implementation of *E – Services Quality & E – Recovery Service Quality on Whatever Whenever Program to Enhance Customer Satisfaction at W Bali – Seminyak*”.

Considering the importance of the data and no other purpose other than scientific purposes, through this letter I ask for your sincerity and willingness to help this research by answering the questionnaire that I enclose with this letter. For your attention and cooperation, I thank you.

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Badung, 22nd February 2023

Putu Sisca Anggita Maharani

Appendices

1. Respondent Identity

Name : _____

Gender : _____ (F/M)

Ages : _____

Jobs : _____

1. Filling Instructions:

- a. Put a mark (√) in the column provided according to your assessment!
- b. Before answering, read the statements below carefully and thoroughly!

2. Answer Criteria

No	Description	Code	Score
1	Strongly Agree	SA	5
2	Agree	A	4
3	Uncertain	U	3
4	Disagree	TS	2
5	Strongly Disagree	SD	1

3. Questionnaire's

No.	<i>Electronic Services (E-Services) (X₁)</i>	ANSWERING				
		1	2	3	4	5
X1.1. Efficiency:						
1.	I can access and used Website easily					
2.	I can search and find the desired product easily (has a good search engine).					
3.	I can load website quickly					

4.	I can do various payment methods on the website					
X1.2 Reliability						
1.	Website does not crash/error					
2.	Transactions can be done easily and quickly					
3.	The website has an attractive appearance design					
X1.3 Fulfillmet:						
1.	Products are accurately described by the website					
2.	Product stock availability					
3.	Product delivery in accordance with the promised time					
4.	Website provides clear information about products and payment bills					
X1.4 Privacy:						
1.	When done the transaction, our shopping histories does not share with other parties					
2.	When paid by credit card, the CCD/Credit Card Detail is secured					
3.	When logged in to the websites, our personal data are protected					
4.	The website has adequate securities transactions					
No.	Electronic Recovery Services (E-Recovery Services) (X2	1	2	3	4	5
X2.1 Responsiveness						

1.	The Concierge team can solve the problems experienced by consumers.					
2.	The company is willing and ready to respond to consumer needs					
3.	Customer questions are answered quickly					
X2.2 Compensation						
1.	The Concierge Team have a mechanism for refunds, shipping fees, product handling fees					
X2.3 Contact						
1.	Has 24-hour customer service					
2.	Can contact company staff directly by phone when needed / if there is a problem.					
No.	Customer Satisfaction (Y)	1	2	3	4	5
Y1.1 Overall customer satisfaction						
1.	Consumers are satisfied with the products offered					
2.	Consumers are satisfied with the services offered					
3.	Consumers are satisfied using the products / services used compared to competitors' products / services					
Y1.2 Dimensions of customer satisfaction						
1.	Consumers are satisfied with the price					

2.	Consumers are satisfied with the speed of service when placing an order through the website					
3	Consumers are satisfied with the facilities					
Y1.3 Confirmation of expectations						
1.	Customer expectations match the actual performance of the product / service					
Y1.4 Repurchase Intention						
1.	Customers are willing to use products/services in the same company					
2.	Customers are willing to use the same product / service even though the price is higher					
Y1.5 Willingness to Recommend						
1.	Customers are willing to recommend the company's products / services to friends / family					
2.	Customers are willing to provide input / suggestions to the company					
Y1.6 Customer dissatisfaction						
1.	Customer has filed a complaint					
2.	Customer has ever made a product return / refund					
3.	The customer will not recommend the product/service					

4.	Customers will switch to a competitor's product					
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Appendix 2 Interview Guideline

Name : Silvia Toh

Position : *Manager of Whatever Whenever* at W Bali – Seminyak

Date :

1. What actions does the concierge take in whatever whenever to support E-Service Quality and E-Recovery Service Quality at W Bali Seminyak?
2. Does w bali have a standard in implementing E-Service Quality and E-Recovery Service Quality in Whatever Whenever Program at W Bali Seminyak?
3. What applications are allowed to be used in implementing E-Service Quality and E-Recovery Service Quality in Whatever Ever Program at W Bali Seminyak?
4. Are there any reviews on trip advisor or other review platforms related to guest satisfaction with E-Service Quality and E-Recovery Service Quality in Whatever Whenever Program at W Bali Seminyak?
5. Besides expressing their satisfaction, is there any feedback from guests regarding E-Service Quality and E-Recovery Service Quality in Whatever Whenever Program at W Bali Seminyak?
6. How can the concierge department know the level of guest satisfaction from the implementation of E-Service Quality and E-Recovery Service Quality in Whatever Whenever Program at W Bali Seminyak?

7. What obstacles do guests feel in receiving E-Service Quality and E-Recovery Service Quality services in Whatever Whenever Program at w bali?
8. What are the examples of solutions provided by the concierge department at W Bali Seminyak?
9. With the E-Service Quality and E-Recovery Service Quality in Whatever Whenever Program at W Bali Seminyak, guests' needs and requests can be easily met precisely and quickly?
10. Are all requests and products needed by guests easily obtained through E-Service Quality and E-Recovery Service Quality in Whatever Whenever Program at W Bali Seminyak?
11. In carrying out payments through E-Service Quality and E-Recovery Service Quality in Whatever Whenever Program at W Bali Seminyak can it be done effectively and safely?
12. How is the security guarantee of the implementation of E-Service Quality and E-Recovery Service Quality in Whatever Whenever Program in Bali Seminyak?
13. With the availability of 24-hour service does it have a significant influence on guest satisfaction?
14. Can the implementation of E-Service Quality and E-Recovery Service Quality in Whatever Whenever Program at W Bali Seminyak significantly increase or maintain repeat guests?



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Appendix 3 Photo Documentation in Collecting Data



Figure 5. 1Data Collection

