Implementation of E-Service Quality Front Office Department In Increasing Guest Satisfaction At The Kayon Jungle Resort

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Abstract: The background of this research is to know the implementation of e-service quality Front Office Department in increasing guest satisfaction at The Kayon Jungle Resort. The data analysis techniques used in this research are serqual (service quality) and IPA (Importance Performance Analysis). The results of the research from serqual (service quality) show that the positive serqual score gap is more than the negative serqual score gap, where overall the e-service quality implemented at The Kayon Jungle Resort has provided satisfaction to guests and showed good service. Meanwhile, the results of the IPA (Importance Performance Analysis) research show that indicators that need to be improved are the availability of products displayed on electronic media (Q6) and consumer personal data protected on electronic media (Q7). Meanwhile, indicators that need to be maintained in this research are information related to credit cards or payments that can be guaranteed security carried out by FO Staff (Q8), FO Staff handle guest complaints quickly and swiftly (Q9), Hotels have a refund mechanism (refunds). for payment transactions (Q10) and the hotel has 24 hours customer service by the FO Staff (Q11).

Keywords: E-Service Quality, Guest Satisfaction, Front Office Department

Introduction

The development of the tourism sector in Indonesia is no less competitive with developed countries in the world, where Indonesia's tourism development is carried out in a sustainable manner. Tourism development is carried out through a complete, integrated and participatory system approach using economic, technical, socio-cultural, energy-saving, nature and environmental conservation criteria (Rahmi, 2016). Bali and tourism are already familiar to be discussed, because Bali is a tourism icon that is already very well known with the support of all potential aspects that have been optimized. Tourism itself has always been important for the improvement of the global economy (Kurniasari et al, 2022). However, the emergence of the COVID-19 pandemic that has hit the world has had a major impact on the tourism industry in Indonesia, especially tourism in Bali (Mu et al, 2022). The Covid-19 pandemic has made Bali's tourism conditions experience a slump with the decline in tourist visits to Bali. The weakening of tourism conditions has a major impact on the economy of the local community and the government because tourism is the backbone that has been guaranteeing the income of the tourism actors. At the end of 2019 was the beginning of the emergence of the Covid-19 pandemic which resulted in the fall of tourism to result in losses from various aspects of life. It is estimated that nearly 12 million people who work in the tourism sector are affected by the Covid-19 pandemic in various forms, including reduced working hours as well as layoffs or job losses, the number of workers who lost their jobs during the pandemic is estimated at 400,000 people (Yuliza & Pramayoza, 2022). The Covid-19 pandemic, which requires the public to carry out large-scale social restrictions (PSBB) in order to break the chain of the virus. Of course, with the PSBB, the number of tourist visitors to Bali has decreased (Miswan et al, 2022). The following is data on the number of tourist visits to Bali in the last five years:

Table 1 Data of Domestic and International Tourist Visits to Bali from 2017 to 2021

YEAR	DOMESTIC		INTERNATIONAL	
	Total	Growth (%)	Total	Growth (%)
2017	8 735 633	1,06	5 697 739	15,62
2018	9 757 991	11,70	6 070 473	6,54
2019	10 545 039	8,07	6 275 210	3,37
2020	4 596 157	-56,51	1 069 473	-82,96
2021	4 301 592	-6,41	51	-100,00

Source: Central Bureau of Statistics of Bali Province (reprocessed by the author in 2022).

The data above shows that the number of tourist visits to Bali has decreased from 2020 due to the emergence of the Covid-19 pandemic. At the end of 2019 until now in 2022, it is still in the same condition, but the government has made various efforts to break the chain of the spread of the Covid-19 pandemic, so it must change the landscape of the tourism industry and the behavior of consumers or tourists who have adapted to new normal conditions. Apart from that, Bali is still a favorite tourist destination for tourists to seek security during conditions like now because some areas in Bali have natural panoramas that are still natural and far from crowds. Hospitality accommodation is growing day by day, where hospitality is one of the important components in the tourism sector that must receive attention from the government. One of the hotels in Gianyar Regency as an accommodation provider that is equipped with various facilities and services, namely The Kayon Jungle Resort.

Operational The Kayon Jungle Resort is divided into several departments with different duties and responsibilities. As a five-star hotel in Bali The Kayon Jungle Resort, especially the Front Office Department is a department that has an important role as the creator of the hotel's image because it provides the first service since tourists arrive. According to Bagyono (2016), the Front Office is the front office, in this context the department located at the front of the hotel, where this department has the task of welcoming guests when they first come to the hotel and is the busiest department and is the information center at the hotel. . Because of the importance of the Front Office in a hotel, especially receptionists, the quality of receptionist services at hotels has a very significant effect on guest satisfaction (Safitri et al, 2021). In this digital era, with increasingly sophisticated and rapidly developing information technology facilities, it can be utilized as a service facility that is fast, easy, and affordable. Mujahidin (2015) states that, green hotels are the basis of a great marketing strategy, the first step in marketing is to provide the wants and needs of guests staying at the hotel. Because the increase in consumers is an existence of a green hotel, it can create a positioning so that the market is increasing with good service quality. Service quality can be said to be good if it is able to meet the expectations of consumers (Sari et al, 2021). The tourism industry requires services for tourists in accordance with environmentally friendly services. Environmentally friendly services, in this case, namely, services that are carried out electronically or e-service in accordance with the facilities provided by the company to provide services to guests, especially guests who stay and make hotel reservations using e-service intermediaries or services carried out online. . So it can be explained that this e-service is one of the applications of the green hotel concept that is available in hotels that are environmentally friendly.

According to (Virgianne et al., 2019), E-Service Quality 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 internet. in the website. The related problems now show that electronic services are very much needed due to the pandemic situation and increasing digital developments. Services that are carried out conventionally during the current pandemic are not recommended by the government because they have to do social distancing, avoid crowds and avoid face-to-face or direct communication for too long. In terms of time and cost, conventional services can be said to be less effective and efficient compared to electronic services that are carried out digitally with fast and affordable information. As is the case at The Kayon Jungle Resort, providing electronic media that can be categorized as electronic services available at hotels such as websites, telephones, electronic data capture (EDC) machines, WhatsApp and other social media, which can effectively and efficiently facilitate users in making transactions. communication and search for hotel-related information. The availability of electronic service facilities (e-service) aims to make it easier for tourists to get hotel facilities and services such as hotel bookings, payments and other needs that can be assisted by Front Office staff quickly, accurately and with the best service. From the description of the background above, the formulation of the problem is obtained as follows:

1. How is the implementation of the Front Office Department's e-service quality at The Kayon Jungle Re-sort?
2. How is the e-service quality of the Front Office Department in increasing guest satisfaction at The Kayon Jungle Resort?

Method

This research was conducted at The Kayon Jungle Resort for 6 months at the Front Office Department, this study used qualitative data and quantitative data with primary data sources and secondary data sources. Methods of data collection using observation, questionnaires, interviews, and literature study. In this study, using a Likert scale to measure variables with their respective indicators such as efficiency, reliability, fulfillment, privacy, responsiveness, compensation and contact. This study uses the accidental sampling technique, which is a sampling technique carried out to guests who coincidentally met by researchers can be used as samples, if by chance the respondents met are suitable as data sources. The determination of the number of samples in this study according to Indrawan & Yaniawati (2016), states that the sample size can be determined by multiplying the number of indicators by 5. While in this study the indicators were 11, so that 11 x 5 was obtained, which is 55. So the sample or respondents used in this study this study amounted to 55 respondents.

In this study using the validity and reliability of the instrument according to Sugiyono (2016), a valid and reliable instrument is an absolute requirement that must be done to obtain valid and reliable research results, by using an instrument that has been tested for validity and reliability, automatically the results of research data will become valid and reliable. The data analysis technique used is descriptive qualitative research which is intended to collect data or information about research subjects and the behavior of research subjects at certain times and periods (Mukhtar, 2013), serqual data analysis techniques (service quality) according to Tjiptono & Chandra (2012), stated that the serqual model is based on consumer assumptions in comparing service performance of relevant attributes with ideal or perfect standards for each of these service attributes, and data analysis techniques Importance Performance Analysis (IPA) is a technique The analysis used to find out the overall characteristics of the important service quality has been analyzed and described in a Cartesian diagram according to (Supranto, 2011).

Result and Discussion
Result
1. Respondent Profile
a. Characteristics of Respondents Based on Nationality
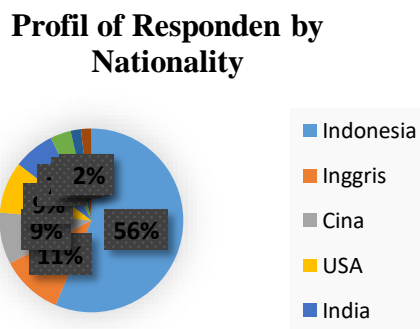

Figure 1 Profile of Respondents by Nationality
Source: SPSS 26.0 output (data processed, 2022)

Based on figure 1, it can be concluded that the guests who stay at The Kayon Jungle Resort are mostly Indonesian citizens.

b. Characteristics of respondents by occupation

Table 3 Profile of Respondents by Job

No	Job	Amount	Percentage (%)
1	Employee	23	41.8%
2	Student	19	34.5%
3	Other	13	23.6%
	Total	55	100.0%

Source: SPSS 26.0 output (data processed, 2022)

Based on table 3, it can be said that the guests who stay at The Kayon Jungle Resort mostly have jobs as employees.

c. Characteristics based on the purpose of visiting

Table 4 Profile of Respondents Based on Purpose of Visiting

No	Purpose of Visiting	Amount	Percentage (%)
1	Holiday	44	80.0%
2	Business	8	14.5%
3	Other	3	5.5%
	Total	55	100.0%

Source: SPSS 26.0 output (data processed, 2022)

Based on the table, it can be concluded that the guests who stay at The Kayon Jungle Resort mostly have a vacation destination.

d. Characteristics of respondents based on length of stay in Bali

Table 5 Profile of Respondents Based on Length of Stay in Bali

No	Length of Stay in Bali	Jumlah	Persentase
1	1 hari	2	3.6%
2	2 hari	21	38.2%
3	3 hari	17	30.9%
4	>3 hari	15	27.3%
	Total	55	100%

Source: SPSS 26.0 output (data processed, 2022)

Based on table 5, it can be concluded that guests who stay at The Kayon Jungle Resort mostly stay in Bali for 2 days.

2. Test Validity and Test Reliability Hope and Perceptions

This research has distributed questionnaires to 55 respondents who are guests staying at The Kayon Jungle Resort who meet the requirements as respondents in this study. In this case, to ensure that the data or questionnaires used in this study are valid so that they can be used in the next test.

a. Hope and Perception Validity Test

Table 6 Perception and Expectation Validity Test Results

Attribute	r	Hope		Perceptions	
		Total Item Correlation	Description	Total Item Correlation	Description
Q1	0,266	0,457	Valid	0,516	Valid
Q2	0,266	0,397	Valid	0,475	Valid
Q3	0,266	0,558	Valid	0,599	Valid
Q4	0,266	0,588	Valid	0,343	Valid
Q5	0,266	0,650	Valid	0,518	Valid
Q6	0,266	0,421	Valid	0,355	Valid
Q7	0,266	0,312	Valid	0,299	Valid
Q8	0,266	0,363	Valid	0,282	Valid
Q9	0,266	0,310	Valid	0,428	Valid
Q10	0,266	0,344	Valid	0,269	Valid
Q11	0,266	0,303	Valid	0,373	Valid

Source: SPSS 26.0 output (data processed, 2022)

Based on the validity test that has been carried out, the criteria that can be explained are said to be valid if the total item correlation value is greater than r = 2.66. So it can be concluded that all statements in the questionnaire items are declared valid according to table 4.6 and can be used in this research. The results of the perception and expectation validity test using SPSS version 26.0.

b. Perception and Expectation Reliability Test

Table 7 Results of the Questionnaire Reliability Hope and Perceptions

Attribute	Hope		Perceptions	
	Cronbach's Alpha	Description	Cronbach's Alpha	Description
Q1	0,757	Reliable	0,716	Reliable

Q2	0,764	Reliable	0,723	Reliable
Q3	0,743	Reliable	0,702	Reliable
Q4	0,739	Reliable	0,741	Reliable
Q5	0,731	Reliable	0,717	Reliable
Q6	0,761	Reliable	0,739	Reliable
Q7	0,774	Reliable	0,746	Reliable
Q8	0,767	Reliable	0,746	Reliable
Q9	0,773	Reliable	0,732	Reliable
Q10	0,769	Reliable	0,748	Reliable
Q11	0,774	Reliable	0,745	Reliable
	Cronbach's Alpha		0,679	Reliable

Source: SPSS output 26.0 (data processed, 2022), Appendix 7 and Appendix 8

Based on the reliability tests that have been carried out, all the perception and expectation variables show that they have a Cronbach's Alpha value of 0.679 and a value greater than 0.60. An instrument that can be said to be reliable if it has a Cronbach's alpha value of 0.60 or greater than 0.60. So it can be concluded that the results of the reliability test of all questionnaires on the expectation and perception variables have a Cronbach's alpha value above 0.679, so this study is declared reliable and can be used in this study. The results of the perception and expectation reliability test using SPSS version 26.0.

3. E-service Quality Front Office Department at The Kayon Jungle Resort

In this study, there are two assessments of the e-service quality score, namely a negative score (-) indicating that there is an indication of a gap in the attributes of e-service quality, while a positive value (+) indicates that an indication of the value of e-service quality can satisfy guests. Calculation of the e-service quality score that can be used to show the level of service quality digitally (e-service) from the Front Office Department staff at The Kayon Jungle Resort.

Based on the E-Serqual calculations that have been carried out by the author by distributing questionnaires to 55 respondents at The Kayon Jungle Resort with the results of calculating the average level of expectation and perception assessment as well as the gap between the two, it can be seen in table 8 below:

Table 8 Test Results Average Expectations and Perceptions of E-Service Quality Front Office Department in Increasing Guest Satisfaction At The Kayon Jungle Resort

No	Attribute	H	P	GAP	Desc.
Efficiency					
Q1	Electronic media can be accessed easily	4,40	4,42	0,02	Positive
Q2	Consumers can easily find and search for the products or hotel information needed according to the wishes of guests	4,45	4,51	0,06	Positive
Reliability					
Q3	Electronic media does not experience interference or errors.	4,51	4,55	0,04	Positive
Q4	Transactions can be done easily and quickly by Front Office staff	4,60	4,69	0,09	Positive
Fulfillment					
Q5	Electronic media displays accurate products	4,64	4,73	0,09	Positive
Q6	Availability of products displayed on electronic media	4,67	4,71	0,04	Positive

Privacy						
Q7	Consumer personal data is protected on electronic media	4,69	4,71	0,02	Positive	
Q8	Information related to credit cards or payments can be guaranteed safely by the Front office Staff	4,80	4,82	0,02	Positive	
Responsiveness						
Q9	Front Office Staff handle guest complaints quickly and swiftly	4,78	4,85	0,07	Positive	
Compensation						
Q10	The hotel has a refund mechanism for payment transactions.	4,80	4,78	-0,02	Negative	
Contact						
Q11	The hotel has customer service (service to consumers) for 24 hours by the Front Office Staff.	4,95	4,96	0,01	Positive	

Source: Data processed, 2022 (appendix 9 and appendix 10).

Based on the results of the calculation of the average expectation and perception test as well as the gap between the two related to the level of e-service quality of the Front Office Department in increasing guest satisfaction at The Kayon Jungle Resort, it can be concluded that of 11 indicators have an average positive score and one indicator has a score negative.

4. Importance Performance Analysis (IPA)

In this study, data analysis techniques of importance performance analysis were carried out to find out which e-service quality indicators need to be improved and maintained in e-service services to guests carried out by Front Office staff at The Kayon Jungle Resort. The technique used to measure is in the form of a Cartesian diagram, where the Cartesian diagram is divided into four parts or quadrants. The following can be seen in a Cartesian diagram showing the location of the 11 e-service quality indicators of the Front Office Department at The Kayon Jungle Resort.
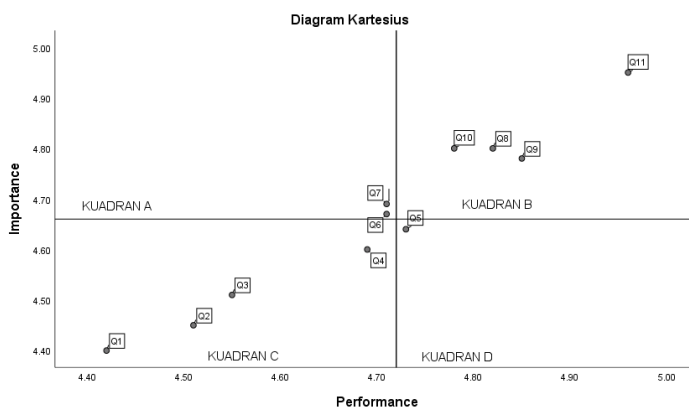

Figure 2 Cartesian Diagram Importance Performance Analysis
Source: SPSS version 26.0 output output

Information:

Based on the results of the calculation of the importance performance analysis presented in the Cartesian diagram, it is carried out to determine the e-service indicators that need to be improved and maintained in the e-service quality carried out by the Front Office Staff at The Kayon Jungle Resort. The results of the calculation of importance performance analysis presented in the Cartesian diagram show that 6 indicators are in quadrant B, 4 indicators are in quadrant C and 1 indicator is in quadrant D. Judging from the four positions of indicators in quadrant of the Cartesian diagram used for strategies to improve e-commerce. service quality at The Kayon Jungle Resort to the satisfaction of guests who stay. Figure 2 has explained the position of each indicator that has a major influence on guest satisfaction at The Kayon Jungle Resort in the quadram of the Cartesian diagram.

Discussion

1. Implementation of E-Service Quality Front Office Department at The Kayon Jungle Resort

Based on the results of interviews I did with the Assistant Front Office Manager and Front Office Staff at The Kayon Jungle Resort, the researchers conducted interviews by giving several questions aimed at knowing the implementation of the e-service quality Front Office Department at The Kayon Jungle Resort. Where in the interview the Assistant FOM and Front Office Staff stated that, The Kayon Jungle Resort itself has indeed implemented an e-service that is used as a service that is carried out digitally, such as using the telephone as a communication tool, websites and social media as a place for communication. booking rooms online, transaction tools through bank transfers and other digital-ready activities that are carried out online. However, there are some services that have not been carried out digitally, such as when doing the check-in process in registration, filling in guest data, they still do it manually with the Front Office staff still providing the registration form.

In addition, electronic media at The Kayon Jungle Resort so far can be easily accessed by guests because the hotel management has programmed The Kayon Jungle Resort website to be a booking angine for the hotel itself. commission on Online Travel Agent. Judging from the Google reviews related to guest comments that dominate excellent, it can be said that the electronic media can be accessed easily. Products or information needed by guests on electronic media at The Kayon Jun-gle Resort which can be seen on the hotel website are made simple but in accordance with the times and the hotel always tries to meet the needs and desires of guests, both products and information related to the hotel and at check out. -in from the Front Office asks for guest access in the form of a whatsapp number where the Front Office will send information via whatsapp bus-sisnese in the form of a catalog so that guests are more comfortable seeing it than opening a manual book. Where in relation to electronic media that can be accessed without experiencing interference, it depends on the place where the guest is and according to network or internet conditions, but so far there have been no guest complaints related to interference with electronic media related to information sent either through the website , whatsapp, and social media. In addition, transactions carried out by staff with meetings related to payments as much as possible the staff tries to provide fast and easy service, for room payments it is flexible by the hotel where guests can pay in the room or directly at the Front Office using cash, EDC machines or bank transfer to make it easier for guests to use their mobile phones. Electronic media at The Kayon Jungle Resort displays products and accurate information according to those at the hotel and every month displays different products or promos and is always updated related to hotel products or information to guests. Then for guest personal data and guest credit cards on electronic media at The Kayon Jungle Resort it is said to be protected because it is highly protected by the hotel management so that guests feel satisfied and comfortable with their personal data and protecting guest personal data is also an SOP from the hotel as well as in making payments via credit cards is always done in front of the guests themselves.

In addition, at The Kayon Junge resort, the Front Office staff in dealing with problems or guest complaints always tries to provide fast and swift service with the aim of getting positive guest comments. This is also stated in the hotel SOP, but it is more procedural in nature about how to handle guest complaints, starting from listening and then looking for solutions after that to resolve the problem. The Kayon Jungle Resort in terms of ordering a product or booking a room and having made a payment transaction also has a refund mechanism, especially the guest economy and the hotel does not know about the pandemic situation like now, so for refunds the hotel has done it with guests- guests who already have previous bookings in the previous year who have made payments but the refund itself takes quite a long time and cannot be done simultaneously. As for the electronic service (e-service), it is indeed carried out 24 hours, but there are still limitations that cannot be fully carried out by the staff, especially the Front Office staff because the e-service is carried out for 24 hours.

Conclusions

In the application or implementation carried out by The Kayon Jungle Resort itself on electronic media owned by the hotel, it has indeed implemented an e-service which is used as a service that is carried out digitally, such as using the telephone as a communication tool, websites and social media as a place for bookings. rooms online, transaction tools through bank transfers and other digitally prepared activities that are carried out online. However, there are some services that have not been done digitally, such as when doing the check-in process in the guest data entry registration, they still do it manually with the Front Office staff still providing the registration form.

Based on the results of the e-serqual calculations carried out, it can be concluded that the perceived service must experience positive and negative gaps. It shows hope from the Front Office Department at The Kayon Junglee Resort is not always the same as the expectations of every guest who stays or is served through electronic media at The Kayon Jungle Resort. however, it can be said that from the overall indicators each dimension has provided good service. it can be seen that the positive score gap value (+) is more than the negative score gap value (-). So it can be concluded that the Front Office Staff at The Kayon Jungle Resort have provided the best and satisfying

service to guests staying or staying guests and already using the hotel's electronic media, such as accessing websites or social media and booking rooms with travel agents via electronic media.

Acknowledgment

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