

Improving Service Quality Through Servicescape at Basil and Thyme Restaurant Royal Tulip Springhill Resort Jimbaran

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Abstract: This study aims to determine the application of *servicescape* and find out the level of customer satisfaction about the attributes of the services that have been provided by Basil and Thyme Restaurant Royal Tulip Springhill Resort Jimbaran. The data collection method of this study was carried out by observation, interviews, dissemination of questionnaires, and documentation. The sample determination technique in this study used a *purposive sampling* technique of 110 respondents and 4 informants. The results of the questionnaire data were processed by conducting validity and reliability tests using the SPSS 25 program. The data analysis technique uses qualitative descriptive analysis to determine the application of *servicescape* in improving service quality in restaurants and quantitative analysis, namely *importance performance analysis* is used to group indicators of customer satisfaction levels about the attributes of service that have been provided by Basil and Thyme Restaurant Royal Tuli Springhill Resort Jimbaran. The results showed that the application of *green servicescape* has been implemented optimally and still needs to be improved. The results of the *importance performance analysis* show that there are 11 indicators of customer satisfaction levels about the attributes of services that have been provided and the quality of services that have met customer expectations, namely the indicator of nameplate suitability at Basil and Thyme Restaurant is very easy for guests (X3.1), employees are able to know about the menus sold (X3.3), employees know the promos at Basil and Thyme Restaurant (X3.4), employees are friendly to everyone including guests in the restaurant (X3.5), employees are able to respond to guest complaints and wishes (X4.1), employees in handling guest needs swiftly (X4.2), employee attention in understanding guests' wishes is very adequate (X5.1), employees understand the level of guest needs (X5.2), the smell of the environment at Basil and Thyme Restaurant is fresh (X1.2), the cleanliness of the restaurant can make guests feel comfortable (X1.3), employees in delivering orders to guests are meticulous (X2.4).

Keywords: quality of service, *servicescape*

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Introduction

The island of Bali is one of the famous tourist destinations in Indonesia, not only because of its natural beauty, but also the uniqueness of the culture imbued with Hinduism. The uniqueness of culture that has religious values such as traditional ceremonies and other religious rituals is one of the main attractions for tourists visiting Bali. Jimbaran is one of the areas in Bali that is very much visited by tourists both domestically and abroad. The high interest in visiting the Jimbaran tourist area is due to the large number of tourist attractions and supporting facilities including hospitality.

Hotels are businesses that support tourism by providing lodging for tourists (Pramadivara & Seminary, 2014). In the Regulation of the Minister of Tourism and Creative Economy of the Republic of Indonesia in 2013 concerning hotel business standards, it is stated that hotels provide accommodation in the form of rooms in buildings that can be equipped with food and beverage services, entertainment activities, and other facilities every day with the aim of making a profit.

Royal Tulip Springhill Resort Jimbaran Hotel is one of the 5 (five) star hotels located on Jl. Jimbaran Hijau Kelod, South Kuta District, Badung-Bali Regency. Royal Tulip Springhill Resort Jimbaran Hotel has a capacity of 132 rooms provided for guests staying, besides that there are also a series of facilities such as room type, *Meeting Room*, *Fitness Center*, *Business Center*, *Kids Club*, *Spa*, *Swimming Pool*, *Lobby*, *Bar* and *Restaurant*.

One of the restaurants located at Royal Tulip Springhill Resort Jimbaran is Basil and Thyme Restaurant. Basil and Thyme Restaurant is a restaurant that must be visited by every guest, because it has a favorite menu, one of which is *Bebek Goreng d'Bukit* which is the restaurant's favorite menu. Service quality is how far the difference between a customer's expectations and reality is for the service they receive (Manurung, 2020). In addition, the quality of service is an important aspect that is always a consideration for improvement by the *food and*

beverage service department (Perdana *et al.*, 2021). *Servicescape* or service environment is a physical environment in which service services occur and affect the performance of employees and consumers (Harcahyo *et al.*, 2021).

The Servicescape consists of three main dimensions, namely as follows: 1. Ambient conditions i.e. non-visual atmosphere, background conditions in the service environment. 2. Spatial and functional arrangements and signs i.e. the way in which hotel equipment and furniture are arranged, and the ability of goods to facilitate consumer pleasure. 3. Symbols and artifacts are decorations that are used to communicate and enhance certain images or moods, or to direct customers to the desired goal (Palandeng & Lumentut, 2014). One of the applications of *green servicescape* at Basil and Thyme Restaurant is to minimize the use of plastic as an environmentally friendly effort and maximize the quality of service for guest satisfaction, such as the use of *barcode* scans in ordering food and beverages at *waiters/waitresses*. The implementation of service standards contributed by *the green servicescape* is expected to make a positive contribution to staff in providing services to guests. In the face of competition, there are several dimensions of service quality that can affect consumer behavior to choose Royal Tulip Springhill Resort Jimbaran, including tangible dimensions including building ampilan, building interior and employee appearance, reliability dimension includes the ability to provide the best service, responsiveness dimensions including *responsiveness* includes the willingness of employees to help consumers and provide fast service, the *assurance* dimension includes employee manners and their ability to arouse consumer trust and trust and the *empathy* dimension which includes a sense of care and attention given to customers (Atmaja & Adiwinata, 2013). Due to the large number of hotels located in the tourist areas of Nusa Dua and Jimbaran, Royal Tulip Springhill Resort Jimbaran must be careful in understanding the wishes of consumers, lest there be complaints that can harm the company to prevent this from happening, you must do an analysis, especially in terms of the quality of services provided by Royal Tulip Springhill Resort Jimbaran to customers (Sari *et al.*, 2021).

At Basil and Thyme Restaurant, there are some guest complaints such as slow service, because there are not many staff so the food that comes out is a bit long, the price is not suitable, the quality of the food is not good, such as less salty fried rice, undercooked meat to various foods that are not much. These various problems can be seen from the guest comments filled in by guests after finishing breakfast. In the guest comments, some guests expressed their dissatisfaction with the service provided and the quality of the food served.

Recently, there have been several complaints from guests who say that the implementation of servicescapes in restaurants is still not good because there are some equipment that still uses materials that are not environmentally friendly. Complaints were made such as the use of straw with plastic materials, the use of food boxes for take away with styrofoam, restaurant floors that were stained from hard water, slow service, because there were not many staff so that the food that came out was a bit long, the price was not suitable, the quality of food was not good such as fried rice that was less salty, undercooked meat to a lack of food variations.

Based on the background above, the author is interested in raising the title "Improving Service Quality Through *Servicescape* at Basil and Thyme Restaurant Royal Tulip Springhill Resort Jimbaran".

Method

This research was conducted for six months at the Royal Tulip Springhill Resort Jimbaran Hotel located in the Jimbaran area, namely Jln. Jimbaran, Hijau Kelod, South Kuta District, Badung Regency – Bali. This study takes the object of how the application of *servicescape* and the level of customer satisfaction with the attributes of the services that have been provided by Basil and Thyme Restaurant Royal Tulip Springhill Resort Jimbaran.

The types of data used are qualitative and quantitative data. The qualitative data in question is data from interviews (Wahyuningsih, 2021) and quantitative data is data from the distribution of questionnaires to guests who stay and have experienced the quality of service at Basil and Thyme Restaurant Royal Tulip Springhill Resort Jimbaran (Fitryani *et al.*, 2021). Meanwhile, the data sources used in this study are primary data and secondary data. The primary data in question are the results of dissemination of questionnaires, observations, and direct interviews (Maulidyah *et al.*, 2019) and secondary data in question, namely from books, journals, daily notes or videos, theses, organizational structure, overview and *job description* (Sugiyono, 2016).

The population in this study was all guests who stayed and enjoyed food and drinks at Basil and Thyme Restaurant Royal Tulip Springhill Resort Jimbaran (Sugiyono, 2016). Meanwhile, the sample used in this study was by using purposive sampling, namely all guests who stayed at Royal Tulip Springhill Resort Jimbaran who had felt the service when staying at Royal Tulip Springhill Resort Jimbaran and the number of samples used was 110 samples (Sugiyono, 2016).

The data collection method in this study is through observation which is a data collection technique by means of direct observation at the location or place of the researcher (Sugiyono, 2016). This observation was carried out for 6 months to get a clear picture of the object under study. Such as observing how *waiters/waitres* work and the application of *Green Servicescape* (Sugiyono, 2016). Interview conducted at *Assistant Director of Food and Beverage Service, Restaurant Manager, Supervisor* and *Staff* at Basil and Thyme Restaurant Royal Tulip

Springhill Resort Jimbaran (Wanda & Lutfie, 2018). Kuesioner is a data collection technique carried out by providing a set of questions or written statements to respondents for them to answer (Sugiyono, 2016). Documentation is a fact and data stored in material in the form of documentation. Most of the available data is in the form of letters, diaries, reports, photos and so on. (Setiawan *et al.*, 2019).

The data analysis technique used in this study is the Validity Test is a test step carried out on the content of an instrument, with the aim of measuring the accuracy of the instruments used in a study. In testing the validity of this questionnaire using the SPSS program. A testing technique that is often used validity testing is to use *Pearson Bivariate* correlations.pdfs. According to (Sugiyono, 2016). Reliability Test is an index test that shows the extent to which a measuring device can be trusted or relied upon according to (Amanda *et al.*, 2019). *Importance-Performance Analysis (IPA)*, is a tool in analyzing or which is used to compare to what extent between the performance / service that can be felt by service users compared to the desired level of satisfaction This IPA is used to find out the extent of the level of application importance that affects the quality of *food and beverage service* at Basil and Thyme Restaurant Royal Tulip Springhill Resort Jimbaran oriented *green servicescape* (Yola & Budianto, 2016).

Results and Discussion

The identity of the respondent is based on several categories, namely the identity of the respondent based on gender, age, frequency of visits. Respondent data by gender can be grouped into two, namely men and women. The following genders of respondents can be seen in table 1.

Table 1. Characteristics of respondents based on gender

No.	Kind gender	Sum (Respondent)	Persentase (%)
1	Man	57	51.8%
2	Woman	53	48.2%
	Total	110	100%

Source: Data processed on IBM SPSS 25 (2022)

Based on table 1. above, it can be seen that the characteristics of guests visiting royal Tulip Springhill Resort Jimbaran are men as many as 57 people with a percentage (51.8%) and women as many as 53 people with a percentage (48.2%). So it can be concluded that most of the guests who visit the Royal Tulip Springhill Resort Jimbaran are dominated by guests who are male. The following age data in the form of groups can be seen in table 2.

Table 2. Characteristics of respondents age data in the forms of groups

No.	Age	Number of respondents	Percentage (%)
1	18 years old	1	9%
2	20 years	2	1.8 %
3	21 years	7	6.4 %
4	22 years	6	5.5 %
5	23 years	7	6.4 %
6	24 years	12	10.9 %
7	25 years	16	14.5 %
8	26 years	7	6.4 %
9	27 Years	9	8.2 %
10	28 Years	4	3.6 %
11	29 Years	7	6.4 %
12	30 years	8	7.3 %
12	31 years	1	9 %
14	32 years	4	3.6 %
15	33 years	1	9 %
16	34 years	3	2.7 %
17	35 years	7	6.4 %
18	36 years	2	1.8 %
19	37 years	2	1.8 %
20	38 tahun	3	2.7 %
21	42 tahun	1	9 %
Total		110	100%

Source: Data processed on IBM SPSS 25 (2022)

Based on table 2 above, it can be concluded that respondents aged 25 years stayed the most at the Royal Tulip Springhill Resort Jimbaran, which was 16 people with a percentage (14.5%).

The identities of respondents based on the frequency of visits can be grouped into 1 time, 2 times, 3 times, and more than 3 times. The following respondent data based on frequency of visits can be seen in table 3.

Table 3. Characteristics of respondents based on frequency of visits

No.	Number of Visits	Sum (Respondent)	Percentage (%)
1.	1 time	85	77.3 %
2.	2 times	18	17.3 %
3.	3 times	3	2.7 %
4.	More than 3 times	3	2.7 %
Total		110	100%

Source: Data processed on IBM SPSS 25 (2022)

Based on table 3 is the identity of respondents based on the frequency of visits to Royal Tulip Springhill Resort Jimbaran. Of the 110 respondents, 85 respondents were found with the first visit with a percentage of 77.3%, guests with the second visit, namely 18 respondents with a percentage of 17.3%, guests with a third visit, namely 3 respondents with a percentage of 2.7% and guests with more than three visits, namely 3 respondents with a percentage of 2.7%.

To make sure that all items from the questionnaire are valid and reliable, the following data is processed using SPSS 2 5.0 *for Windows*. The following table is the result of validity and reliability tests.

Table 4. Results of expectations validity test

No.	Variable	Indicators	r _{count}	r _{table}	Sig Value.	information
1.	<i>Tangible</i> (Physical evidence)	X1.1	0,907	0,185	0,000	Valid
		X1.2	0,930	0,185	0,000	Valid
		X1.3	0,950	0,185	0,000	Valid
		X1.4	0,960	0,185	0,000	Valid
		X1.5	0,933	0,185	0,000	Valid
2.	<i>Reliability</i> (Reliability)	X2.1	0,914	0,185	0,000	Valid
		X2.2	0,960	0,185	0,000	Valid
		X2.3	0,928	0,185	0,000	Valid
		X2.4	0,939	0,185	0,000	Valid
		X2.5	0,933	0,185	0,000	Valid
3.	<i>Assurance</i> (Warranty)	X3.1	0,934	0,185	0,000	Valid
		X3.2	0,964	0,185	0,000	Valid
		X3.3	0,961	0,185	0,000	Valid
		X3.4	0,957	0,185	0,000	Valid
		X3.5	0,972	0,185	0,000	Valid
4.	<i>Responsive</i> (Responsiveness)	X4.1	0,965	0,185	0,000	Valid
		X4.2	0,950	0,185	0,000	Valid
		X4.3	0,951	0,185	0,000	Valid
		X4.4	0,949	0,185	0,000	Valid
		X4.5	0,948	0,185	0,000	Valid
5.	<i>Empathy</i> (Empathy)	X5.1	0,936	0,185	0,000	Valid
		X5.2	0,940	0,185	0,000	Valid

Source: Data processed on IBM SPSS 25 (2022)

Based on table 4. above, the table's r value (df = N) uses a *significance rate* of 5% or 0.05 so that the table's r value of 0.185 is obtained. By comparing the count r with the r of the table, the validity of the data will be known. Based on the test results, it shows that the overall statement on the Hope variable has an calculated r value > the r_{table} and the sig value. (tailed) < 0.05 so that all instruments on the Harapan variable questionnaire can be declared valid. It can be concluded that the statement presented to the respondent on the Variable Of Hope can measure what the respondent wants.

Table 5. Results of expectations reliability test

Reliability Statistics		
Alpha Cronbach	Alpha Cronbach Based on Standard Items	N of Items
.994	.994	22

Source: Data processed on IBM SPSS 25 (2022)

Based on table 5. above shows that the Hope variable has a *Cronbach Alpha* value of 0.994 and is greater than 0.60. The said instrument is reliable when it has a reliability coefficient or *alpha* of 0.60 or more. This can show that all the instruments of the questionnaire are declared reliable so that they can be used to conduct research.

Table 6. Results of service quality validity test

No.	Variable	Indicators	r _{count}	r _{table}	Sig Value.	Information
1.	<i>Tangible</i> (Physical evidence)	X1.1	0,953	0,185	0,000	Valid
		X1.2	0,958	0,185	0,000	Valid
		X1.3	0,974	0,185	0,000	Valid
		X1.4	0,946	0,185	0,000	Valid
		X1.5	0,943	0,185	0,000	Valid
2.	<i>Reliability</i> (Reliability)	X2.1	0,955	0,185	0,000	Valid
		X2.2	0,941	0,185	0,000	Valid
		X2.3	0,948	0,185	0,000	Valid
		X2.4	0,980	0,185	0,000	Valid
		X2.5	0,919	0,185	0,000	Valid
3.	<i>Assurance</i> (Warranty)	X3.1	0,961	0,185	0,000	Valid
		X3.2	0,934	0,185	0,000	Valid
		X3.3	0,965	0,185	0,000	Valid
		X3.4	0,949	0,185	0,000	Valid
		X3.5	0,958	0,185	0,000	Valid
4.	<i>Responsive</i> (Responsiveness)	X4.1	0,963	0,185	0,000	Valid
		X4.2	0,969	0,185	0,000	Valid
		X4.3	0,953	0,185	0,000	Valid
		X4.4	0,950	0,185	0,000	Valid
		X4.5	0,962	0,185	0,000	Valid
5.	<i>Empathy</i> (Empathy)	X5.1	0,951	0,185	0,000	Valid
		X5.2	0,943	0,185	0,000	Valid

Source: Data processed on IBM SPSS 25 (2022)

Based on table 6. above, the table's r value (df = N) uses a *significance rate* of 5% or 0.05 so that the table's r value of 0.185 is obtained. By comparing the count r with the r of the r_{table} , the validity of the data will be known. Based on the test results showed that the overall statement on the service quality variable has an r value calculated $> r_{table}$ and the sig value. (tailed) < 0.05 so that all instruments in the service quality variable can be declared valid. This suggests that the statements made to respondents about service quality variables can measure what respondents want.

Table 7. Results of service quality reliability test

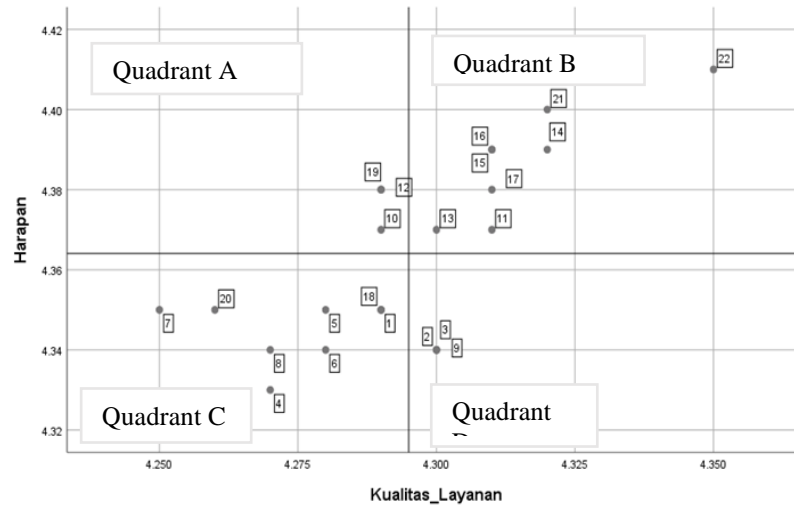
Reliability Statistics		
Alpha Cronbach	Alpha Cronbach Based on Stand- ard Items	N of Items
.995	.995	22

Source: Data processed on IBM SPSS 25 (2022)

Based on table 7. above shows that the Quality of Service variable has an *Alpha Cronbach* value of 0.995 and is greater than 0.60. The said instrument is reliable when it has a reliability coefficient or alpha of 0.60 or more. It can be concluded that all instruments from the Service Quality questionnaire are declared reliable so that they can be used to conduct research.

Importance Performance Analysis (IPA)

Importance performance analysis is used to find out the indicators of the level of customer satisfaction about the attributes of the services that have been provided by Basil and Thyme Restaurant and the quality of services provided by Basil and Thyme Restaurant Royal Tulip Springhill Resort Jimbaran has met customer expectations, which is presented in the form of a cartesian diagram. Figure 1 already shows the location of 22 *green servicescape service quality indicators* at Basil and Thyme Restaurant Royal Tulip Springhill Resort Jimbaran.



Source: Data processed using SPSS 25 (2022)

Figure 1. Cartesian Importance Performance Analysis Diagram

Application of Servicescape in Improving Service Quality at Basil and Thyme Restaurant Royal Tulip Springhill Resort Jimbaran

1. *Ambient* condition

Based on Figure 2, the environmental conditions at Basil and Thyme Restaurant can be seen the freshness of the environmental aroma in the restaurant. In addition, in the arrangement of plants that are arranged as beautifully as possible so that they can attract the attention of guests and most guests come back again to enjoy the dishes in the restaurant.



Source: HR Department Royal Tulip Springhill Resort Jimbaran (2021)

Figure 2. Environmental Conditions At Basil and Thyme Restaurant

2. *Spatial Layout* and Functionality

Based on Figure 3, the layout of the furniture at Basil and Thyme Restaurant such as water goblets, spoons, forks arranged on the dining table using stainless materials which are environmentally friendly materials and of course make the restaurant look more classic and comfortable for guests.



Source: HR Department Royal Tulip Springhill Resort Jimbaran (2021)

Figure 3. Furniture Layout at Basil and Thyme Restaurant

Based of figure 4. the layout of equipment such as chairs and tables that use classic European interiors using rattan daro material combined with beautiful lamp decorations using environmentally friendly materials makes the restaurant look more elegant.



Source: HR Department Royal Tulip Springhill Resort Jimbaran (2021)
Figure 4. Equipment Layout at Basil and Thyme Restaurant

Based on Figure 5. is one of the display places for wine bottles and vodka bottles used at Basil and Thyme Restaurant using environmentally friendly materials such as teak wood.



Source: HR Department Royal Tulip Springhill Resort Jimbaran, 2021
Figure 5. Drink display place at Basil and Thyme Restaurant

Based on Figure 6. is one of the servicescape applications in Basil and Thyme Restaurant. Arrangement of *cutleries* that use materials from *stainless* that are environmentally friendly.



Source: HR Department Royal Tulip Springhill Resort Jimbaran (2021)
Figure 6. Culteries Place at Basil and Thyme Restaurant

Based on Figure 7. is one of the servicescape applications in Basil and Thyme Restaurant, namely the use of trays or trays used to deliver guest orders such as food and drinks. The trays used at Basil and Thyme Restaurant are made of environmentally friendly materials or called synthetic materials.



Source: HR Department Royal Tulip Springhill Resort Jimbaran (2021)
Figure 7. Tray at Basil and Thyme Restaurant

3. *Signs, symbols, and artifacts*

Based on Figure 8. is one of the servicescape applications in Basil and Thyme Restaurant. The use of a barcode menu scan can make it easier for guests to order food and drinks. In addition, scanning the barcode menu can increase efficient customer waiting time.



Source: HR Department Royal Tulip Springhill Resort Jimbaran (2021)

Figure 8. Scan Barcode Menu at Basil and Thyme Restaurant

Based on Figure 9. above is one of the servicescape applications in Basil and Thyme Restaurant. The use of beverage mats or what is often referred to as coasters that use environmentally friendly materials is certainly not easy to tear.



Source: HR Department Royal Tulip Springhill Resort Jimbaran (2021)

Figure 9. Coaster at Basil and Thyme Restaurant

Based on Figure 10. is one of the servicescape applications in Basil and Thyme Restaurant, which is the nameplate of Basil and Thyme Restaurant. The nameplate uses materials that are environmentally friendly. The purpose of installing restaurant nameplates is to make it easier for guests to find a place or restaurant location. In addition, signboards are also useful for beautifying the restaurant to attract the attention of guests more.



Source: HR Department Royal Tulip Springhill Resort Jimbaran (2021)

Figure 10. Basil and Thyme Restaurant Signboard

Based on Figure 11, one of the servicescape applications in Basil and Thyme Restaurant is the use of *meeting room nameplates*. The use of such nameplates uses environmentally friendly materials made of glass.



Source: HR Department Royal Tulip Springhill Resort Jimbaran (2021)

Figure 11. Japanese Meeting Room Signage

Based on Figure 12. is one of the servicescape applications in Basil and Thyme Restaurant, namely the use of the gym place symbol at the Royal Tulip Springhill Resort Jimbaran. The use of this gym symbol uses environmentally friendly materials made of glass. The purpose of the gym symbol to be installed is to make it easier for guests to find the place or location of the gym.



Source: HR Department Royal Tulip Springhill Resort Jimbaran (2021)

Figure 12. GYM Spots at Royal Tulip Springhill Resort Jimbaran

Based on the results of interviews that have been conducted with the *Assistant Director of Food and Beverage Service, Restaurant Manager, Supervisor and staff* at Basil and Thyme Restaurant Royal Tulip Springhill Resort Jimbaran, it can be concluded that the application of *green servicescape* at Basil and Thyme Restaurant Royal Tulip Springhill Resort Jimbaran has implemented *green servicescape* well in restaurants.

The level of customer satisfaction about the attributes of the service that has been provided by Basil and Thyme Restaurant Royal Tulip Springhill Resort Jimbaran

Based on figure 2 of the Cartesian Diagram importance performance analysis of the distribution of variables into the quadrant presented, namely Quadrant A (Main Prorita), Employees explain the procedures for ordering food or drinks clearly on indicator 10 (X2.5), Clarity of signs used is very easy for guests on indicator 12 (X3.2), Employees can provide clear information to guests on indicator 19 (X4.4). Quadrant B (Maintain Achievement), The suitability of the nameplate at Basil and Thyme Restaurant makes it very easy for guests on indicator 11(X3.1), Employees can find out about the menu sold on indicator 13(X3.3), Employees know the promos at Basil and Thyme Restaurant on indicator 14(X3.4), Employees are friendly to everyone including guests in the restaurant on indicator 15(X3.5), Employees can respond to guest complaints and wishes in indicator 16 (X4.1), Employees in handling guest needs quickly on indicator 17 (X4.2), Employee attention in understanding guests' wishes is very adequate in indicator 21 (X5.1), and Employees understand the level of guest needs in indicator 22 (X5.2). Quadrant C (Low Priority), The air at Basil and Thyme Restaurant is cool on indicator 1 (X1.1), Restaurant lighting according to the needs of guests on indicator 4 (X1.4), The atmosphere at Basil and Thyme Restaurant Royal Tulip Springhill Resort Jimbaran is calm on indicator 5 (X1.5), The layout arrangement in the restaurant can attract guests such as decorations, tables and chairs on indicator 6 (X2.1), Furniture used by employees when providing full service and environmentally friendly on indicator 7 (X2.2), Parking lots available to guests are spacious in indicator 8 (X2.3), Employees in providing services quickly on indicator 18 (X4.3), and Employees have skills in serving guests quickly on indicator 20 (X4.5). Quadrant D (Excessive), The smell of the environment at Basil and Thyme Restaurant is fresh on indicator 2 (X1.2), The cleanliness of the restaurant can make guests feel comfortable on indicator 3 (X1.3), and Employees in delivering orders to guests are very meticulous on indicator 9 (X2.4).

Table 2. The Gap Between Expectations and Quality of Service

Number	Category	Hope	Quality of Service	Gap	Quadrant
10	Employees clearly explain the procedure for ordering food or drinks	4,37	4,29	-0,08	A
12	Clarity of the signage used makes it very easy for guests	4,38	4,29	-0,09	A
19	Employees are able to provide clear information to guests	4,38	4,29	-0,09	A
11.	The suitability of the signboard at Basil and Thyme Restaurant makes it very easy for guests.	4,37	4,31	-0,06	B
13.	Employees are able to know about the menus sold	4,37	4,30	-0,07	B
14.	Employees know about the promos at Basil and Thyme Restaurant	4,39	4,32	-0,07	B
15.	Employees are friendly to everyone including guests in the restaurant.	4,39	4,31	-0,08	B
16.	Employees are able to respond to complaints and guests' wishes.	4,39	4,31	-0,08	B
17.	Employees in handling guest needs swiftly.	4,38	4,31	-0,07	B
21.	The attention of employees in understanding the wishes of guests is very adequate.	4,40	4,32	-0,08	B
22.	Employees understand the level of guest needs	4,41	4,35	-0,06	B
1.	The air at Basil and Thyme Restaurant is cool.	4,35	4,29	-0,05	C
6.	The layout arrangement in the restaurant can attract guests such as decorations, tables and chairs.	4,33	4,27	-0,05	C
5.	The atmosphere at Basil and Thyme Restaurant Royal Tulip Springhill Resort Jimbaran is quiet.	4,35	4,28	-0,07	C
4.	The restaurant lighting is in accordance with the needs of guests	4,34	4,28	-0,05	C
7.	The furniture used by employees when providing services is complete and environmentally friendly	4,35	4,25	-0,09	C
8.	The parking space available to guests is spacious.	4,34	4,27	-0,06	C
18	Employees in providing services quickly.	4,35	4,29	-0,06	C
20	Employees have skills in serving guests quickly	4,35	4,26	-0,08	C
2.	The aroma of the environment at Basil and Thyme Restaurant is fresh.	4,34	4,30	-0,04	D
3.	The cleanliness of the restaurant can make guests feel comfortable.	4,34	4,30	-0,04	D
9.	Employees in delivering orders to guests are meticulous.	4,34	4,30	-0,04	D

Source: SPSS 25 output. Data processed (2022)

Based on table 8 above the gap between expectations and service quality shows that the indicators of service quality at Basil and Thyme Restaurant Royal Tulip Springhill Resort Jimbaran that already meet customer expectations are quadrant B which consists of 8 indicators namely the first nameplate fit in Basil and Thyme

Restaurant makes it very easy for guests on indicator 11 (X3.1), the second employee can find out about the menu sold on indicator 13 (X3.3), the third employee knows the promos at Basil and Thyme Restaurant on indicator 14 (X3.4), the fourth employee is friendly to everyone including guests in the restaurant on indicator 15 (X3.5), the fifth employee can respond to complaints and wishes of guests on indicator 16 (X4.1), the sixth employee in handling guest needs quickly on indicator 17 (X4.2), the attention of the seventh employee in understanding the wishes of guests is fully adequate in indicator 21 (X5.1), and the eighth employee understands the level of guest needs in indicator 22 (X5.2). Quadrant D consists of 3 indicators, the first is that the environmental aroma at Basil and Thyme Restaurant is fresh in indicator 2 (X1.2), the second is that the cleanliness of the restaurant can make guests feel comfortable on indicator 3 (X1.3), the third the employee in delivering orders to guests is very meticulous on indicator 9 (X2.4).

Conclusion

Based on the results of research and discussion that has been explained in the previous chapter related to Improving Service Quality Through *Green Servicescape* at Basil and Thyme Restaurant Royal Tulip Springhill Resort Jimbaran, it can be concluded as follows:

1. The *implementation of servicescape* at Basil and Thyme Restaurant Royal Tulip Springhill Resort Jimbaran which has been carried out well. Based on the results of interviews conducted with *the Assistant Director of Food and Beverage Services, Restaurant Managers, Supervisors and Staff* that the implementation of *the green servicescape* at Basil and Thyme Restaurant Royal Tulip Springhill Resort Jimbaran has been well implemented, especially in the *food and beverage service department*. The application of *servicescape* in the first dimension is *Ambient Conditions* (environmental conditions), environmental conditions around the restaurant which are one of the attractions for guests besides that with beautiful scenery and cool air making guests feel at home for a long time to enjoy breakfast. The application of green servicescape in the second dimension is *Spatial Layout and Functionality* (layout of the space and its function) arrangement of furniture and displays such as wine bottles, vodka, where the display place uses environmentally friendly and still modern materials such as teak wood which makes the restaurant look classic. However, there are some green servicescape applications that still use materials that are not environmentally friendly such as staws and food boxes for take away that still use styrofoam. The application of the last dimension of *the green servicescape is Signs, symbols, and artifacts* (signs, symbols and artifacts) in this dimension the application of *the green servicescape* displayed such as wall decorations that still use materials from wood and bamboo that are decorated as beautifully as possible, in addition to the paintings used using materials that are more environmentally friendly in their manufacture.
2. Based on the results of *the Importance performance analysis* of the level of customer satisfaction with the service attributes that have been provided by Basil and Thyme Restaurant Royal Tulip Springhill Resort Jimbaran, there are two attributes of kaudran service that can be said to be satisfied, namely quadrant B and quadrant D. From quadrant B there are 8 indicators that are said to be satisfied t restotan and quadrant D there are 3 indicators that are said to be satisfied with the services provided by Basil and Thyme Restaurant. In addition, the result of the gap between expectations and service quality has a negative gap, there are two quadrants of service quality provided by Basil and Thyme Restaurant Royal Tulip Springhill Resort Jimbaran that have met customer expectations, namely quadrant B and quadrant D.

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