Impact of Service Quality at Front Office Department to Guest Satisfaction at Sense Hotel Seminyak

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Abstract: The purpose on this research is to know the service quality implementation in Front Office Department at Sense Hotel Seminyak and to know the impact of service quality to customer / guests satisfaction who stayed at Sense Hotel Seminyak. The analysis method used in this research is quantitative method with simple regression analysis technique. Tool used to analyze the data is SPSS 25. The results of this research are the service quality implemen-tation at Front Office Department at Sense Hotel Seminyak is very good. Thise means that the enviromentally friendly sub indicators in tangible that the front office department use reuse or recycled paper in order to reducing the number of papers waste and the payment method without using cash, it can be said that the enviromentally friendly service quality sub indicator has been implemented very well. This statement proved by the service quali-ty average score at 4,31, which mean 4,31 is in between 4,21 – 5,00 (very good score) and the contribution score is at 0,461 which mean the contribuion of service quality to guests satisfaction is at 46,1% and the rest is at 53,9% is affected by other factors. The conclusion is service quality implementation at front office department affects guests satisfaction in Sense Hotel Seminyak.

Keywords: Service Quality, Guests Satisfaction, Front Office Department, Impact, Green Hotel

Introduction

Bali is an island that have a rapid tourism development and also Bali have achievement from Tripadvisor as "The Best Destination in The World" in 2017. As the best destination in the world, bali will be visited by many tourist with different characteristics and from a different de-mographics of tourist and every day tourism in Bali will change because technology will become more advance and will make the trip payment to Bali cheaper and a lot easier to get any infor-mation (Negara, 2020). Bali with its unique culture and the beautiful natural panorama will always be a charm and attraction for many tourist, either its foreign tourists or domestic tourists. It is undeniable that do-mestic tourist are a very potential tourism market that has tended to be neglected. Therefore, the presence of foreignt tourists is something that should be taken seriously and needs more seri-ous attention (Suryawan Wiranatha, 2019). Because Bali have a beautiful natural panorama and it always been a charm an attraction for tourists, either its foreign tourists or do-mestic tourists, Bali needs a program to main-tain nature so the nature panorama at Bali remains sustainable. The program is Green Tourism, Green Tourism is a tourism activity that is environ-mentally friendly with a variety of purposes and meanings. In terms, Green Tourism is an envi-ronmentally friendly guests or providing environmentally friendly services to the guest. The Green Tourism concept will attract many tourism companies and to motivate goverment to improve eco-friendly tourist attraction by adopting real and effective management techniques (Hasan, 2014). In this case tourism companies will be interested to apply the concept of Green Tourism, in this case its Green Hotel, Green hotel is a part of the green tourism product, meanwhile green tourism is a component of sustainable tourism which is defined as a travel activity to achieve sus-tainibility by maintaining natural environment and conserving cultural resources (Mulyono, 2013), for example is implementing a service quality by providing environmentally friendly service quality to guests.

Hotel is a building, symbol, company or accomodation agency that provide lodging services, food and beverage providers and other service facilities where all these service is for public, whether they are staying at the hotel or those who only use certain facilities owned by the hotel (Nurhidayah, 2017). One of the hotel in Bali is Sense Hotel Seminyak located at Kayu Aya Street Number 16, Seminyak. For the perfect service operation of Sense Hotel Seminyak, it consists of several departments, namely: Front Office Department, Housekeeping Department, Sales & Mar-keting Department, Food & Beverage Department and many other departments with their respec-tive duties and responsibilities. One of the departments that support service operation of the hotel is the Front Office Department. Front Office Department is a hotel department that is responsible for the sale of hotel rooms based on a systematic way trough reservations up to room handover to guests to hotel guests and providing information service to guests during their stay at the hotel (Negara, 2020).

Service quality is an assessment or comparison made by customers or guests between per-cieved service and the expected service (Pratiwi & Wendri, 2019), the service quality at the front office department must be very considered because guests satisfaction will have an impact on guests/customers loyalty to achieve the main goal of Sense Hotel Seminyak to gain profits and a positive image in front of the guests. Sense Hotel Seminyak employees are expected to be able to provide attractive and professional service quality to guests. Although the Front Office Department employees at Sense Hotel Seminyak have provided maximum services to the guests, there are still some problems in their service. Because of the guest complains about the service quality of the front office department employees, the author is interested in examining the implementation of front office department service quality on guest satisfaction with the title "Impact of Service Quality in Front Office Department on Guest Satisfaction at Sense Hotel Seminyak".

Method

Based on Sugiyono (2015) in (Siswati Prihastuti Ruben, 2017) research variable is an atribute or a character of a person, object, organisation or activities that have a certain variant sets by the researcher for study and to take the conclusion. According to the relation in between variables there are few types of variables. There are Independent variables (X) in this case is service quality and dependent variables (Y) is guests satisfaction.

Operation variables definition in this research is explained in the table 1

Table 1. Operational Variable

Variabel	Indikator	Sub Indikator
Kualitas Pelayanan (X)	1. *Tangible* (Bukti Fisik)	1. Penampilan 2. Kondisi karyawan 3. Fasilitas 4. Penggunaan kertas *re-use* / *recycle* untuk mengurangi limbah
	2. *Reliability* (Kehanda-lan)	5. Penentuan kamar te-pat 6. Pelayanan telepon ce-pat dan ramah 7. Pemberian layanan te-pat waktu 8. Kecepatan proses *check in* dan *check out*

	3. *Responsiveness* (Daya Tanggap)	9.	Daya tanggap membantu kebutuhan tamu
		10.	Daya tanggap menangani barang bawaan tamu
		11.	Daya tangap menangani keluhan tamu
		12.	Daya tanggap memberikan informasi
	4. *Assurance* (Jaminan)	13.	Pelayanan yang profesional
		14.	Memberikan fasilitas yang sesuai dengan permintaan tamu
		15.	Memastikan kejelasan dalam proses transaksi
	5. *Empathy* (Empati)	16.	Memahami kebutuhan tamu
		17.	Memberikan perhatian kepada tamu dengan baik
		18.	Memberikan perhatian khusus kepada tamu yang berkebutuhan khusus
Kepuasan tamu (Y)	1. Kesesuaian harapan		
	2. Minat berkunjung kembali		
	3. Kesediaan merekomendasikan		

Source: (Rianti, 2019) and (Suwito, 2018)

This research located at Sense Hotel Seminyak, Sense Hotel Seminyak is located at Kayu Jati Street Number. 16, Kuta, Bali. The background for taking this research location is because the author has conducted traning at Sense Hotel Seminyak from July 2021 until January 2022. The object of this research is the service quality at front office department on guests satisfaction at Sense Hotel Seminyak.

In this research questionnaire, the author uses a likert scale, which is a scale that relates to question about a person's attitude toward something.

Table 2. Answer Score

Evaluation	Score
Strongly Agree	5 Score
Agree	4 Score
Neutral	3 Score
Don't Agree	2 Score
Strongly Disagree	1 Score

Source : (Ariyanti, 2015)

Result and Discussion

Based on table 3 all of the sub indicators of service quality and guests satisfaction is valid because the r count or pearson correlation value is bigger than the r table 0.205, because of that the questionnaire statemenindicators is feasible to use because it has been declared valid and its qualify the data validation requirements, where the entire r count or pearson correlation value is bigger than the r table 0.205.

Table 3. Validity Test Results

Question items	r count	r table	Validity
Tangible			
tangible1	0,787	0,205	Valid
tangible2	0,687	0,205	Valid
tangible3	0,666	0,205	Valid
tangible4	0,744	0,205	Valid
Reliability			
reliability1	0,702	0,205	Valid
reliability2	0,768	0,205	Valid
reliability3	0,892	0,205	Valid
reliability4	0,833	0,205	Valid
Responsiveness			
responsivenes1	0,778	0,205	Valid
responsivenes2	0,881	0,205	Valid
responsivenes3	0,805	0,205	Valid
responsivenes4	0,737	0,205	Valid
Assurance			
assurance1	0,925	0,205	Valid
assurance2	0,924	0,205	Valid
assurance3	0,780	0,205	Valid
Empathy			
empathy1	0,680	0,205	Valid
empathy2	0,823	0,205	Valid
empathy3	0,795	0,205	Valid

	Guests Satisfaction		
satisfaction1	0,885	0,205	*Valid*
satisfaction 2	0,959	0,205	*Valid*
satisfaction 3	0,949	0,205	*Valid*

Based on table 4, all of the cronbach's alpha value in all of the variables are more than 0.600, therefore all of the variables can be said to be reliable or the resulits recieved from respondents answers trough questionnaires can be trusted.

Table 4. Reliability Tests Results

Variable	*Cronbach's Alpha*	*Alpha*	Description
Tangible	0,685	0,600	Reliabel
Reliability	0,810	0,600	Reliabel
Responsiveness	0,815	0,600	Reliabel
Assurance	0,852	0,600	Reliabel
Empathy	0,651	0,600	Reliabel
Guests Satisfaction	0,921	0,600	Reliabel

Based on table 5 we can conclude that the dimentions of service quality variables get the highest average score is assurance service quality dimention with the score at 4.43 and the lowest average score is responsiveness service quality dimention with the score ar 4.24. Overall average score of service quality at Sense Hotel Seminyak is 4.31 which mean its close to 5. In that case all the majority of respondents give an "agree" answer in each service quality variables and the average score also at the interval 4.21-5.00 it mean front office department service quality at Sense Hotel Seminyak at the "very good" category.

Table 5. Distribution of Respondents Answers

Indicators	Item	SD	DA	N	A	SA	Average	Indicator's Average	Description
Tangible	tangible1	0	0	8	51	31	4.26	4.27	Very good
	tangible2	0	0	6	48	36	4.33		
	tangible3	0	0	5	39	46	4.46		
	tangible4	0	2	21	40	27	4.02		
Reliability	reliability1	0	0	8	49	33	4.28	4.32	Very good
	reliability2	0	0	11	39	40	4.32		
	reliability3	0	0	7	46	37	4.33		
	reliability4	0	1	7	42	40	4.34		
Responsiveness	responsivenes1	0	1	13	35	41	4.29	4.24	Very good
	responsivenes2	1	2	10	37	40	4.26		
	responsivenes3	0	3	16	39	32	4.11		
	responsivenes4	0	1	10	40	39	4.30		
Assurance	assurance1	0	1	7	43	39	4.33	4.43	Very good
	assurance2	0	2	7	33	48	4.41		
	assurance3	0	0	6	29	55	4.54		
Empathy	empathy1	0	0	8	38	44	4.40	4.31	Very good
	empathy2	0	1	6	35	48	4.44		
	empathy3	0	0	18	47	25	4.08		
Service quality				4.31			**Very good**		

Based on table 6, it shows the average respondents answers at the guests satisfaction questionaire based on given service quality from front office department at Sense Hotel Seminyak. On this table can be explained that guests satisfaction variables have the average score at 4.08 where that average score is around 3.41-4.20 which mean the guests satisfaction is at "good" category. Guests satisfaction is at "good" category because the guests already feel satisfied by the front office service quality given to the guests and there is a match between service and facility provided to the guest.

Table 6. Distribution of Respondent's Answers on Guest Variables

Item	SD	DA	N	A	SA	Average	Indicator's average	Description
Satisfaction1	0	1	13	59	17	4.02		
Satisfaction2	1	1	8	53	27	4.16	4.08	Good
Satisfaction3	1	2	13	48	26	4.07		

Based on table 7 the correlation score (R) on service quality indicators tangible and reliability to guest satisfaction is at "strong enough" category, so the correlation on service quality indicators tangible and reliability to guests satisfaction have a strong enough correlation, meanwhile correlation score on service quality indicators responsiveness, assurance and empathy to guests satisfaction is at "strong" category, so the correlation on service quality indicators responsiveness, assurance and empathy to guests satisfaction have a strong correlation. The correlation score also shows that the overall firm relation between service quality with guests satisfaction is at "stong" category, so if service quality is increasing the guests satisfaction will be increasing as well because of the strong relation between service quality and guest satisfaction.

Table 7. Coeficient Correlation

Correlation	r score	Description
Tangible → Guests Satisfaction	0,474	Strong Enough
Reliability → Guests Satisfaction	0,456	Strong Enough
Responsiveness → Guests Satisfaction	0,617	Strong
Assurance → Guests Satisfaction	0,692	Strong
Empathy→ Guests Satisfaction	0,662	Strong
Service Quality → Guests Satisfaction	0,679	Strong

Based on table 8, the coefficient score show a positive score on service quality to guest satisfaction at 0.163. The positive score shows that service quality will give a positive impact on guest satisfaction at Sense Hotel Seminyak. So if the service quality have a positive improvement then guest satisfaction will also have a positive improvement.

Table 8. Regression Equation

Impact	Constant	Coefficient
Tangible → Guest Satisfaction	3,726	0,499
Reliability → Guest Satisfaction	4,697	0,437
Responsiveness → Guest Satisfaction	3,918	0,491
Assurance → Guest Satisfaction	2,006	0,770
Empathy→ Guest Satisfaction	1,253	0,851
Service Quality → Guest Satisfaction	-0,353	0,163

Based on table 9 know that the t count score on service quality is bigger than 1.96 that is 8.678 where that show a service quality provided from front office department staff will have a positive and significant impactto the guest satisfaction stayed at the Sense Hotel Seminyak and all the sub indicators of service quality such as tangible, reliability, responsiveness, assurance and empathy will impact to the guest satisfaction proved bu the score of significant t count score is smaller than 0.05 to all of the sub indicators of service quality. Overall known that front office department service quality have an impact on guest satisfaction at Sense Hotel Seminyak. This is proved bu the significance score than 0.05.

Table 9. Test T Result

Impact	t count	Significance	Coeficient Determination (R^2)
Tangible → Guest Satisfaction	5,044	0,000	0,224
Reliability → Guest Satisfaction	4,806	0,000	0,208
Responsiveness → Guest Satisfaction	7,359	0,000	0,381
Assurance → Guest Satisfaction	8,981	0,000	**0,478**
Empathy→ Guest Satisfaction	8,288	0,000	0,438
Service Quality → Guest Satisfaction	**8,678**	**0,000**	**0,461**

Simpulan/ Conclusion

Based on the data analysis results and the discussion that has been described, then it can be concluded as follows:

1. Implementation of front office department service quality at Sense Hotel Seminyak is at "very good" category. This is proved by the average value of the respondents answer at service quality is at the "very good" category with the score at 4.31 between 4.21-5.00. At service quality indica-tor tangible is at 4.27, at the service quality indicator reliability is at 4.32, at service quality indica-tor responsiveness is at 4.24, at service quality indicator assurance is at 4.43, and at service quality indicator empathy is at 4.31. At the environmentally friendly service quality sub indicator such as tangible that is front office department using reuse and recycle paper to reduce paper waste and environmental friendly payment facilities without using cash, it can be said that the en-vironmentally friendly service quality at the front office department has been carried out very well.

2. Service quality affects guest satisfaction at the front office department at Sense Hotel Seminyak with the contribution at 46.1% and the t value is 8.678 which is bigger than 1.96 it can be said that service quality is signigicantly affects guest satisfaction at Sense Hotel Seminyak. If overall varia-bles of service quality like tangible, realibility, responsiveness, assurance and empathy improved then the customer satisfaction will improved.

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