

Analysis of Receptionist Service Quality Based on Local Wisdom in Increasing Guest Satisfaction at The St. Regis Bali Re-sort

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Abstract. This study aims to analyze the quality of receptionist services based on local wisdom at The St. Regis Bali Resort. The main focus of this study is to identify the alignment between expectations and customer perceptions of the quality of service provided by receptionist based on local wisdom to increase guest satisfaction staying at The St. Regis Bali Resort. The data in this study were collected through questionnaires with 70 respondents, observations, literature studies, interviews and secondary data. Primary data collection was carried out using reliable and valid research instruments that took into account the modified SERVQUAL dimensions and indicators based on the re-search location. The main analysis of this research uses the SERVQUAL method and Importance-Performance analysis. The results of the SERVQUAL analysis show a positive and negative gap between customer expectations and perceptions. With an average satisfaction value of 4.61 which means very good and shows customer satisfaction. Based on the research results, the value of customer satisfaction is 4.61, which means that local wisdom-based receptionist services play an important role in increasing guest satisfaction.

Key words : service quality, SERVQUAL, customer satisfaction, guest experience

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Introduction

Service quality is centered on efforts to fulfill consumer needs and desires as well as the accuracy of delivery to balance consumer expectations (Sunyoto, 2013). However, unfortunately meetings between guests and employees will not always be successful (Rosalina, 2017), and maintaining the relationship between employees and guests thus becomes an inevitable and important issue as differences in cultural backgrounds can trigger cultural conflicts, which can create the idea that tourism is clearly related to cultural differences and the wide gap between employee and guest cultures.

Bali where philosophy is always present in every detail of his way of life. This is proven to increase tourism development by linking its philosophy. Bali with its local cultural concept has a character that can attract tourists to visit the island, which is stated in the Bali Provincial Regulation no. 2 of 2012 concerning the Balinese Culture of Tourism states that Balinese culture is part of Indonesian Culture and is the main foundation of Balinese tourism, development that is able to operationalize tourism potential in the dynamics of local, national and global life. In addition, Pasal 1 ayat (30) Undang-Undang No 32 tahun 2009 states that local wisdom is noble values that apply in the life of the community to, among other things, protect and manage the environment in a sustainable manner.

Local wisdom that is closely related to service quality is Catur Paramitha or four true personal characters consisting of Maitri which means friendliness, Karuna which means politeness, Mudita which means helping, and Upeksa which means forgiveness. The concept of the local wisdom of the Catur Paramitha workshop has become an important role in the operations carried out by the receptionist. The receptionist is a person who plays an important role for guests and the hotel. Referring to international service standards combined with local culture based on local wisdom (Astuti, 2018). The St. Regis Bali Resort has used the concept of local wisdom Catur Paramita.

The St. Regis Bali Resort also focuses on service to satisfy guests, especially what is done by the receptionist. When staying guests get maximum service, guests will decide to return to

stay at the same hotel. Even though they have carried out services with the Catur Paramitha concept, there are still some guest complaints about the services received from staff The St. hotel Regis Bali Resort as follows: The staff of St. Regis Bali Resort is not friendly, and if the hotel is usually empty but they do not receive the services expected like a five star hotel. The two guest comments are the result of the Guest Voice Survey of the St. Regis Bali Resort 2021. Based on this, the authors are interested in conducting research on the quality of service provided by local wisdom-based receptionists in increasing guest satisfaction at The St. Regis Bali Resort.

Methodology

The location of this research was conducted at the front office department at The St. Regis Bali Resort which is located in the ITDC Nusa Dua, Blok S6, Nusa Dua, Bali. This study takes the object of analysis of the quality of receptionist services based on local wisdom in increasing guest satisfaction at The St Regis Bali Resort. The identification of this research variable is service quality based on Tjiptono (2012) with five main dimensions of service quality, namely: Tangibles, Reliability, Responsiveness, Assurance, and Empathy combined with local wisdom Catur Paramita (As-tuti, 2018) namely Maitri, Karuna, Mudita and Check and variable guest satisfaction.

Table 1. Service Quality Dimension and Indicator

Dimension	No.	Indicator
Tangibles	X1	The appearance of the receptionist is neat and polite according to the SOP which refers to Maitri's value in Catur Paramita.
	X2	The receptionist uses a computer system and good equipment with friendly and polite service which refers to the values of Maitri in Catur Paramita.
Reliability	X3	The receptionist provides professional service with friendly and polite. This is related to the value of Karuna in Catur Paramita.
	X4	The reception serves the check-in and check-out process in a friendly and polite service. Referring to the value of Karuna in Catur Paramita
	X5	The receptionist with a friendly and polite attitude provides the latest information about the hotel. Referring to Karuna values in Catur Paramita
Responsiveness	X6	The receptionist with a sincere smile provides fast and precise service to guests. Refers to the Mudita value in Catur Paramita.
	X7	The receptionist is able to quickly and kindly respond to guest wishes. Referring to the value of Mudita in Catur Paramita
	X8	The receptionist can resolve guest complaints quickly, precisely and politely. Refers to the value of Mudita in Catur Paramita.
Assurance	X9	The receptionist can maintain guest privacy properly. Refers to the Upeksa value in Catur Paramita
	X10	The receptionist can serve the guest's valuables in the safety box properly, politely and safely. Referring to the Upeksa value in Catur Paramita
	X11	The receptionist is able to provide a sense of comfort and sincerity in conducting transactions. Refers to the Upeksa value in Catur Paramita.
Empathy	X12	The receptionist focuses on listening to guest complaints properly and politely.
	X13	The receptionist is able to anticipate guest wishes sincerely.
	X14	The receptionist can understand and feel the guest's situation sincerely.

The types of data used in this research are quantitative data and qualitative data. The quantitative data in question is the data from the questionnaire distribution and the qualitative data in question is data from interviews (Sugiyono, 2017). While the data sources used in this study are primary data and secondary data. The primary data in question is direct data retrieval on the subject as a source of information sought (Utama and Mahadewi, 2012:82) and secondary data is data that has been compiled in the form of documents obtained from the company, the data in the form of facts, tables, pictures and atc (Sugiyono, 2014:18).

The sampling method that will be used for this research is incidental sampling. The determination of the number of samples in this study according to Maholtra (2005, 368) the number of respondents is at least 4 or 5 times the number of variables used in the study. The

number of variables in this study were 14 indicators, so the number of respondents was 70 respondents. The data collection technique in this research is participatory observation, namely direct observation. Interviews are by communication or interaction to collect information data by means of face-to-face questions and answers between researchers and informants or research subjects, namely with supervisors and Duty Managers. The questionnaire is by distributing a list of written questions to respondents. Literature studies are used to obtain data by studying several written sources including books, research results, journals, scripts and theses that are relevant and related to re-search variables (Sugiyono, 2010:224)

This study uses a descriptive method to describe the facts that exist factually and systematically. The results of the operation of the variables are arranged in the form of questions (questionnaires/questionnaires). Each item of the questionnaire has five answers with different weights/values. Each answer choice will be given a score, so the respondent must describe, support the question (positive item) or not support the statement (negative item) (Sugiyono, 2017: 94).

Then continued the validity test showing the degree of accuracy between the data that actually happened to the object and the data collected by the researcher. To find the validity of an item, we correlate the item score with the total of those items. If the coefficient between the item and the total item is equal to or above 0.3 then the item is declared valid, but if the correlation value is below 0.3 then the item is declared invalid. In finding the correlation value, the author uses the Pearson Product Moment formula (Sugiyono, 2017: 125). After the validity test is continued with the reliability test, the reliability of an instrument shows the level of reliability of the instrument in revealing reliable data (Arikunto, 2014: 222). To test the reliability of the instruments of the social environment and organizational activity, the Cronbach Alpha formula is used (Sugiyono, 2015: 365), because the Cronbach Alpha formula is used to find the reliability of instruments whose scores are not 0 and 1, for example a questionnaire or a non-descriptive question. The reliability test in this study used the computer assistance of Microsoft Excel program with the reliability test of the Cronbach Alpha technique. To interpret the reliability coefficient, categories are used (Sugiyono, 2015: 184). Decision making criteria to determine reliable or not if r is greater than or equal to 0.600 then the item is reliable. If r is less than 0.600 then the item is not reliable. The data analysis used in this research is service quality (Servequal) and Importance performance analysis (IPA). Service quality (Servequal) is used to find the average value of perception, expectation and gap value. (Tjiptono, 2012), while Importance performance analysis (IPA) is used to find data that is grouped into a matrix interest performance analysis that can be described in a kartsius diagram (Daryanto, 2014)

Result and Discussion

The data obtained from 70 respondents who have stayed at the hotel The St. Regis Bali Re-sort as a whole, the respondents are from Indonesia, where at this time Bali is still affected by the covid 19 pandemic which has resulted in not many guests from abroad coming to Bali. To ensure that all items from the questionnaire are valid and reliable and the data is processed using a Microsoft Excel program computer, the following table is the result of the valid and reliable test.

Table 2. Validity Test Results

SERVQUAL Indikator	r-table	r-count		Hasil
		Perception	Expectation	
X1	0.30	0.80	0.73	Valid
X2	0.30	0.67	0.62	Valid
X3	0.30	0.70	0.61	Valid
X4	0.30	0.35	0.68	Valid
X5	0.30	0.72	0.63	Valid
X6	0.30	0.73	0.68	Valid
X7	0.30	0.54	0.77	Valid

X8	0.30	0.52	0.48	Valid
X9	0.30	0.76	0.61	Valid
X10	0.30	0.65	0.61	Valid
X11	0.30	0.49	0.51	Valid
X12	0.30	0.71	0.62	Valid
X13	0.30	0.72	0.69	Valid
X14	0.30	0.38	0.60	Valid

Valid decision criteria are stated if the total item correlation value is greater than 0.3. The total item correlation value for all the questionnaire items above is greater than 0.3 so that all items can be said to be valid and can be used in this study.

Table 3. Perception Reliability Test Results
Reliability Statistics Perception

Cronbach's Alpha	No of Items
0.877	14

Table 4. Expectation Reliability Test Results
Reliability Statistics Expectation

Cronbach's Alpha	No of Items
0.877	14

Based on the test results above, it was found that Cronbach's Alpha 0.877 for customer perceptions and customer expectations and these results are included in the very strong level because they have exceeded 0.600 so it can be said that the questions in the questionnaire distributed are reliable.

Service Quality Analysis

The calculation of the service quality score is used to measure the level of receptionist service quality based on local wisdom in increasing guest satisfaction at The St. Regis Bali Resort, it was found that 12 indicators had a positive average score and 2 indicators had a negative average score.

Table 5. Gap Analysis Results

Dimension Variable	No.	Indicator Variable	Average Value		GAP
			P	E	
Tangibles	X1	The appearance of the receptionist is neat and polite according to the SOP which refers to Maitri's value in Catur Paramita.	4.81	4.74	0.07
	X2	The receptionist uses a computer system and good equipment with friendly and polite service which refers to the values of Maitri in Catur Paramita.	4.66	4.60	0.06
Reliability	X3	The receptionist provides professional service with friendly and polite. This is related to the value of Karuna in Catur Paramita.	4.73	4.73	0.00
	X4	The reception serves the check-in and check-out process in a friendly and polite service. Referring to the value of Karuna in Catur Paramita.	4.20	4.60	-0.40
	X5	The receptionist with a friendly and polite attitude provides the latest information about the hotel. Referring to Karuna values in Catur Paramita	4.71	4.47	0.24
Responsiveness	X6	The receptionist with a sincere smile provides fast and precise service to guests. Refers to the Mudita value in Catur Paramita.	4.86	4.83	0.03
	X7	The receptionist is able to quickly and kindly respond to guest wishes. Referring to the value of Mudita in Catur Paramita.	4.70	4.63	0.07

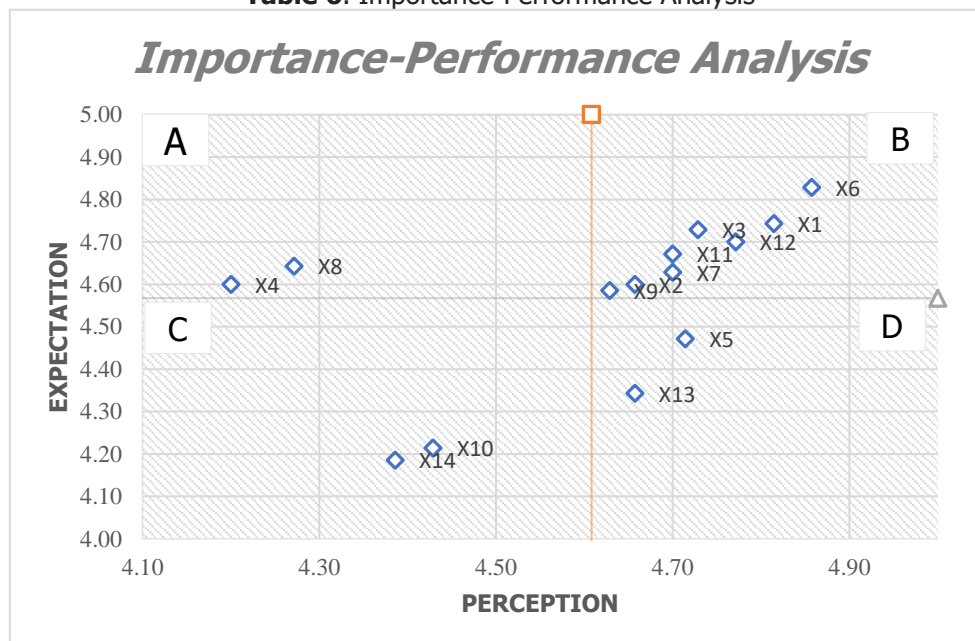
	X8	The receptionist can resolve guest complaints quickly, precisely and politely. Refers to the value of Mudita in Catur Paramita.	4.27	4.64	-0,37
Assurance	X9	The receptionist can maintain guest privacy properly. Refers to the Upeksa value in Catur Paramita.	4.63	4.59	0.04
	X10	The receptionist can serve the guest's valuables in the safety box properly, politely and safely. Referring to the Upeksa value in Catur Paramita.	4.43	4.21	0.21
	X11	The receptionist is able to provide a sense of comfort and sincerity in conducting transactions. Refers to the Upeksa value in Catur Paramita.	4.70	4.67	0.03
Empathy	X12	The receptionist focuses on listening to guest complaints properly and politely.	4.77	4.70	0.07
	X13	The receptionist is able to anticipate guest wishes sincerely.	4.66	4.34	0.31
	X14	The receptionist can understand and feel the guest's situation sincerely.	4.39	4.19	0.21
Average Value			4.61	4.57	0.04

The service quality score calculation above has shown more positive results than negative, so that guests feel satisfied with the service carried out by receptionist based on lokal wisdom in increasing guest satisfaction at The St. Regis Bali Resort. The average value of perception and expectation obtained is 4.61 for the average perception and 4.57 for the average expectation.

Importance Performance Analysis

After getting an overall picture of the results of the Servequal method, the indicators of service quality will be grouped using Important Performance Analysis, where this technique was proposed by Martilla and James in 1977 in their article "Importance-Performance Analysis" published by the Journal of Marketing. . In this technique, it can be divided into 4 quadrants, namely: Concentrate here (A), Keep Up the Good Work (B), Low Priority (C), Possibly Overkill (D), which can be described in the following Cartesian diagram

Table 6. Importance-Performance Analysis



In quadrant A or Concentrate here is the X4 variable regarding the reception serving the check-in and check-out process in a friendly and wholehearted manner. Referring to the value of Mudita and Upeksa in Catur Paramita and X8 regarding Receptionists can resolve guest

complaints quickly, precisely and politely. Referring to the values of Maitri and Karuna in Catur Paramita, it is the main focus of management to improve the services carried out because in this quadrant guests are not satisfied with the services they receive.

In quadrant B, Keep Up the Good Work is X1 regarding the appearance of the receptionist who is neat and polite in accordance with the SOP which refers to the Maitri value in Catur Paramita related to the appearance of the receptionist and X2 The receptionist uses a computer system and good equipment with friendly and courteous service that referring to the value of Mudita and Maitri in Catur Paramita, X3 regarding Receptionist providing professional service with a cheerful smile. This is related to Mudita's value in Catur Paramita, X6 regarding Receptionist with a sincere smile providing fast and precise service to guests. Referring to the Upeksha value in Catur Paramita, X7 regarding Receptionist is able to quickly and kindly respond to guest wishes. Referring to Mudita's value in Catur Paramita, X9 regarding Receptionist can maintain guest privacy properly. Referring to the Upeksha value in Catur Paramita, X11 regarding Receptionist is able to describe a sense of comfort and friendliness in conducting transactions. Referring to Mudita's score in Catur Paramita, and X12 regarding Receptionist, the focus is on listening to guest complaints properly and politely. Refers to the value of Karuna in Chess Paramita. The variables in this quadrant are guests staying at The St. Regis Bali Resort is satisfied but it must be maintained and it will be even better if the service can be improved.

In the quadrant C Low Priority quadrant, X10 regarding the receptionist can serve the storage of guests' valuables in the safety box properly, politely and safely. Referring to Maitri's value on Catur Paramita and X14 regarding the receptionist being able to understand and feel the guest's situation sincerely. Refers to the Upeksha value in Catur Paramita. The variables in this quadrant are also satisfied with the service provided by the receptionist.

In Quadrant D Possibly Overkill is X5 regarding Receptionist with a friendly and polite attitude providing information about the latest hotel. Referring to Maitri and Mudita's values in Catur Paramita and X13 regarding Receptionist being able to anticipate guest wishes sincerely. Refers to the Upeksha value in Catur Paramita. Variables in this quadrant guests are satisfied with the services provided.

Service Priority as Service Quality by Receptionist

After discussing Service Quality and Importance-Performance Analysis, it can be seen which receptionist services based on local wisdom should be improved and which services should be maintained at The St. Regis Bali Resort namely;

a. Service Needs to be Improved At The St. Regis Bali Resort

The receptionist serves the check-in and check-out process in a friendly and wholehearted manner. Referring to the value of Mudita and Upeksha in Catur Paramita, the average value of perception is 4.20 and the average value of expectation is 4.20 so that the value of the gap between perceptions and expectations of guests is -0.40. This is because the check-in process is not in accordance with the SOP, which is more than 10 minutes. Where when the situation is crowded with guests, it takes more than 10 minutes. This service must be improved so that guests can feel satisfied with the services provided.

The receptionist can resolve guest complaints quickly, accurately and politely, referring to the value of Maitri and Karuna in Catur Paramita, the average perception value is 4.27 and the average expectation value is 4.64 so that the value of the gap between guest perceptions and expectations is -0.37. This is because there are several complaints from guests that cannot be resolved quickly such as guest complaints about rooms that are not ready to type guests who come suddenly, resulting in guests having to wait until the room is ready. Guest requests that cannot be served quickly. This is partly because during the COVID-19 pandemic there were staff who were seconded to understaffed departments. Where this results in less speedy service provided to guests because the staff assigned to the new department has not been able to master the work. This was done by management due to operational cost considerations.

b. Service To Be Maintained At The St. Regis Bali Resort

Local wisdom-based service by the receptionist at The St. Regis Bali Resort that must be maintained there are 8 indicators, namely:

1. In indicator X1 the appearance of the receptionist is neat and polite according to the SOP which refers to the Maitri value in Catur Paramita
2. In indicator X2 the receptionist uses a computer system and good equipment with friendly and polite service which refers to the value of Mudita and Maitri in Catur Paramita
3. In Indicator X3 the receptionist provides professional service with a cheerful smile, this is related to the value of Mudita in Catur Paramita
4. In Indicator X6 the receptionist with a sincere smile provides fast and precise service to guests, referring to the Upeksa value in Catur Paramita
5. In Indicator X7 the receptionist is able to quickly and kindly respond to guest wishes, referring to the Mudita value on Catur Paramita
6. In indicator X9 the receptionist can maintain guest privacy well, referring to the Upeksa value in Catur Paramita
7. On the X11 indicator the receptionist is able to provide a sense of comfort and friendliness in conducting transactions, referring to the Mudita value on Catur Paramita
In the X12 indicator the receptionist focuses on listening to guest complaints properly and politely referring to the Karuna value in Catur Paramita

Conclusions

The level of guest satisfaction with receptionist services based local wisdom in increasing guest satisfaction at The St. Regis Bali Resort shows a more positive gap than a negative gap. So that the services provided by receptionists based local wisdom to guests are satisfying. From these results, customer expectations for perceived service perceptions have been met so that guests feel comfortable and satisfied with the services provided by the receptionist.

The efforts made by the receptionist in an effort to increase guest satisfaction at The St. Regis Bali Resort, namely the receptionist, can focus more on SOPs that must be implemented properly and briefings on service SOPs need to be echoed every day. the addition of staff at the receptionist because from observations there are several staff who have resigned but there has been no replacement, indeed this is because the previous year was still in a pandemic situation. The receptionist can prepare rooms that are ready for guests to check in who suddenly arrive at least 5 rooms with various types of rooms available. So when a guest arrives without a previous booking, there is no need to wait until the room is ready. Meanwhile, for guest requests that can-not be served quickly, they can add staff or train staff who are currently providing assistance to other departments, so that the staff concerned can carry out their work quickly and accurately.

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