# Implementation of Catur Paramita Values on Service Quality for Guest Satisfaction at Pangi Restaurant, b Hotel Bali and Spa

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**Abstract:** This study aims to determine the implementation of Catur Paramita values on the quality of services that need to be improved and maintained for guests' satisfaction at Pangi Restaurant, b Hotel Bali and Spa. The data in this study were collected through questionnaires, observations, literature studies, interviews, and documentation. Primary data collection was carried out using reliable and valid research instruments that considered the dimensions and indicators of gap analysis and Important Performance Analysis, which had been modified based on the research location. The main analysis of this research uses the method Importance-Performance Analysis. The analysis results show positive and negative gaps between customer expectations and perceptions, with an average satisfaction value of 4.81 for the average value of perception and 4.75 for the average value of guest expectations, which means very good and shows customer satisfaction. However, the gap analysis shows that several variables require improvement. Two indicators need to be prioritized; namely, the X2.2 indicator regarding The waiter serves the process of welcoming guests at the restaurant, taking orders, serving food and drinks, giving bills, and giving farewells to guests in a friendly and wholehearted manner, referring to the value of Mudita in Catur Paramita and X3.1 indicator regarding waiters with sincere smiles providing fast and appropriate service to guests, referring to the Upeksa value in Catur Paramita, this is due to the covid -19 pandemic it is difficult to get staff who work fully like services during normal situations before the pandemic where the service provided is very maximum. It is inseparable from the hotel manage-ment policy by rationalizing the number of hotel employees due to financial constraints during the pandemic. Therefore, this service must be improved immediately so guests can get maximum service by internalizing the local values of Catur Paramita wisdom to create resilience of waiters in providing excellent service, including difficult conditions during the covid-19 pandemic.

**Keywords:** service quality, important performance analysis, customer satisfaction, guest experience

## Introduction

The current era of globalization is synonymous with the era of competition in every aspect or sector of life, especially in economic business, including the hotel industry. This can result in a significant increase in the num-ber of star hotels yearly, as happened in Bali. It was recorded that in 2015 the number of hotels was only 281-star hotels, then increased to 507-star hotels in 2019 (Bali Provincial Statistics Agency, 2019). In other words, the number of star hotels has increased significantly in the last four years. A hotel is a company that provides food, beverage, and room facilities for guests to sleep, who travel from one place to another for vacation or business activities, and who can pay a reasonable amount per the services received without a special agree-ment (Agus, 2011). According to Bagyono (2012), a hotel is a type of accommodation managed commercially, provided for a person or group of people, which provides lodging, food and beverage services, and other sup-porting services according to the development of needs and technology.

Hotels in various regions do various ways to attract tourists to stay. The rise of the hotel business makes entrepreneurs compete to provide maximum service for tourists. Services such as comfort and friendliness to product quality are very influential on guest satisfaction (Arisandi et al., 2017).

Excellent service is carried out based on Catur Paramita or four main types of attitudes that should be used as the basis for behavior, consisting of Maitri or friendliness/politeness, Karuna or love, Mudita or sympathy/cheerfulness, and Upeksa or respect/tolerance (Astuti et al., 2018). Given the essence of Catur Paramita is very relevant to Balinese society. Regarding cultural tourism developed on the Island of the Gods, Bali, with its local cultural concept, has a character that can attract tourists to visit the island. This view is stated in the Regional Regulation of the Province of Bali No. 2 of 2012 concerning Balinese Cultural Tourism which

states that Balinese culture as part of Indonesian culture is the main basis for Bali tourism development, which can operationalize tourism potential in the dynamics of local wisdom, national and global life.

In connection with the above explanation, there are still some obstacles in providing services to guests. Hence, the author wants to do more in-depth research on "Implementation of Catur Paramita Values on Service Quality for Guest Satisfaction at Pangi Restaurant, Bali Hotel and Spa".

Based on the description of the background of the problem above, the main problem in this research is how is the implementation of chess paramita values on service quality for guest satisfaction at Pangi Restaurant, Bali Hotel, and Spa; Which dimensions of service quality need to be improved and maintained on quality service for guest satisfaction at Pangi Restaurant, b Hotel Bali and Spa?

By the formulation of the problem, the objectives of this study are: to determine the implementation of chess paramita values on service quality for guest satisfaction at Pangi Restaurant, Bali Hotel, and Spa. To find out the dimensions of service quality that need to be improved and maintained on service quality for guest satisfaction at Pangi Restaurant, B Hotel Bali and Spa.

A service is fulfilling the needs and desires of guests (Dahmer et al., 2009), where the waiter provides something to meet the guests' expectations when they dine for lunch and dinner. Service is a service business carried out by service sellers to service buyers, either directly or indirectly (Sihite, 2000).

This research can draw two benefits: Theoretical Benefits and Practical Benefits.

After the research problem is formulated, the second step in the research process is to find theories, and concepts, research results that can be used as a theoretical basis for the implementation of Sugiyono (2012), such as hotels, restaurants, and previous research results.

Catur Paramita is one of the new foundations for applying morals or ethics in Hinduism (Sudirga et al., 2007). In simple terms, Catur Paramita (Astuti et al., 2018) can be described as follows: Maitri (Friendly and Polite), Karuna (Love), Mudita (Sympathy and Cheerful), Upeksa (Tolerance) combined with service quality including Physical Evidence (Tangibles), about the attractiveness of the physical facilities, equipment, and materials used by the company, as well as the appearance of employees. Responsiveness (Reliability) relates to the company's ability to provide accurate services from the first time without making any mistakes and provide services by the agreed time. Reliability (Responsiveness), regarding the willingness and ability of employees to help guests, respond to their requests, inform them when services are provided, and provide services quickly. Assurance and employee behavior can foster guest trust in the company, and the company can create a sense of security for its guests. Assurance also means that employees are always courteous and have the knowledge and skills to deal with guests' questions or concerns. Empathy means that the company understands the guest's problems, acts in the guest's interest, gives personal attention to its guests and has portable operating hours.

## Method

This research was conducted at b Hotel Bali and Spa, one of the four-star City hotels in Denpasar, Bali. This research was conducted for four months, from March 2022 to July 2022. The object of this research is the implementation of Catur Paramita values on service quality for guest satisfaction at Pangi Restaurant, b Hotel Bali Hotel and Spa. According to Parasuraman in Ttjiptono (2012), there are five main dimensions of services. The high quality of services or satisfactory if the service can meet the needs and expectations of customers (Daryanto, 2014). The variables in this research were divided into 2, namely quality of service and Catur Paramita. The types of data used in this research are qualitative data and quantitative data. Qualitative data is data that is presented in the form of words or sentences, not in the form of numbers, numbers, or arithmetic operations that cannot be carried out, such as personal documents, field notes, respondents' words and actions, documents, and others (Sugiyono, 2015). Quantitative data is obtained in numbers, figures, or arithmetic operations that can be performed (Sugiyono, 2015). Researchers use the qualitative descriptive research method to seek knowledge or theory about research which is also research on descriptive research and tends to use analysis (Mukhtar, 2013). The data source used in this research is primary data obtained directly through the observation of questionnaires distributed to customers at Pangi Restaurant, b Hotel Bali and Spa. Therefore, this research also used secondary data obtained in a ready-made form, collected and processed by other parties, and used as supporting data. In this research, the data collection technique used is simple random

sampling. The data collection techniques in this research are observation, questionnaire, interview, and literature research. The validity, according to Sugiyono (2017), shows the accuracy between the data that occurs on 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 the items. Observation is a method of collecting data by making direct observations at the Pangi Restaurant, b Hotel Bali and Spa for four months to get a clear picture of the object under research. The questionnaire is a method of collecting data by distributing questions arranged in detail according to the indicators used in the quality of service to customers. The interview method collects data by conducting interviews or direct questions and answers with managers directly to obtain data and information per the object of research. Literature research is a method of collecting data by extracting data from various sources such as scientific works, journals, books, and the internet related to the object under the research of the quality of service of the food and beverage department on the implementation of Catur Paramita values on service quality for guest satisfaction at Pangi Restaurant, b Hotel Bali and Spa.

The data analysis techniques used in this research are the Validity Test to determine the level of validity of the questionnaire instrument used in data collection, the Reliability Test to measure a questionnaire which is an indicator of a variable, the Gap Analysis to analyze the gap between the expected services (expected service) with the visitor's perception of the service received (perceived service) by visitors at Pangi Restaurant, b Hotel Bali and Spa. Finally, the Importance-Performance Analysis method is used to analyze the performance of an organization by measuring the performance that is considered important by customers and the performance received by customers.

## Result and Discussion

The questions on the questionnaire are divided into two parts. The first part contains questions about respondent information such as age, occupation, and gender. Another part of the questionnaire asked about the value of the Importance and Service Performance of Pangi Restaurant based on the respondent's points of view. The questionnaire results will be used as the main data of this research. The total number of respondents who answered the questionnaire were 74, consisting of customers who stayed and were visiting Pangi Restaurant, b Hotel Bali and Spa. The results of respondent profiles with complete calculations can be seen as follows: Gender, the respondents, based on gender, are more male. This can be explained by the total number of males 43 or 58%, while the female only 31 people or 42%; Origin, the nationalities of the respondents for this research during Covid-19 were 77%, mostly from Indonesia who were guests at b Hotel Bali and Spa; Occupation, in the occupation category, the questions in the questionnaire are limited to 5 different jobs and are selected by the respondents by filling out the questionnaire. The results of the calculation of the highest occupation of 74 respondents are entrepreneurial work with a percentage of 43.24% or 32 respondents, then followed by a private employee with a percentage of 17.57% or 13 respondents, students with a percentage of 16.22% or 12 respondents, government worker with percentage 14.86% or 11 respondents, and the nurse 8.11%%, or six respondents; Age Classification, in this category, the questionnaire measures the age of the respondents which is divided into four different categories. All data on the age of respondents into four age ranges starting from between 18 - 29 years with a total percentage of 16.22% of 12 respondents, age between 30 – 40 years with a total percentage of 39.19% of 29 respondents, aged between 41 – 50 with percentage 37.84% of 28 respondents and lastly aged over 50 years with a percentage of 6.76% with five respondent.

**Validity and Reliability Test**

The results of the validity of the work level of performance and importance are presented in Table 1.

**Table 1.** Validity result of performance and importance

| | | Validity Test Result | | |
| | | r-count | | |
| Indicator | r-table | Performance | Importance | Result |
|---|---|---|---|---|
| X1.1 | 0.30 | 0.57 | 0.77 | Valid |
| X1.2 | 0.30 | 0.55 | 0.77 | Valid |
| X2.1 | 0.30 | 0.66 | 0.62 | Valid |
| X2.2 | 0.30 | 0.63 | 0.54 | Valid |
| X2.3 | 0.30 | 0.75 | 0.63 | Valid |
| X3.1 | 0.30 | 0.64 | 0.60 | Valid |
| X3.2 | 0.30 | 0.66 | 0.74 | Valid |
| X3.3 | 0.30 | 0.46 | 0.35 | Valid |
| X4.1 | 0.30 | 0.48 | 0.35 | Valid |
| X4.2 | 0.30 | 0.54 | 0.30 | Valid |
| X4.3 | 0.30 | 0.66 | 0.69 | Valid |
| X5.1 | 0.30 | 0.64 | 0.61 | Valid |
| X5.2 | 0.30 | 0.70 | 0.53 | Valid |
| X5.4 | 0.30 | 0.69 | 0.67 | Valid |

The valid decision criteria are stated if the total item correlation value exceeds 0.30. Based on the output in the table above, the total item correlation value for all questionnaire items is greater than 0.30. Therefore, all items on the perception and expectation questionnaire regarding the Implementation of Catur Paramita Values on Service Quality for Guest Satisfaction are declared valid to be used in this research.

After the validity test was carried out and the questionnaire results were declared valid, the reliability test was carried out. The reliability of the research instrument is assessed through the magnitude of Cronbach's Alpha coefficient, which shows the internal consistency of the items that underlie a variable. The calculation of Cronbach's Alpha coefficient is shown in Table 2 and Table 3.

**Table 2.** Results of the reliability of importance

| Reliability Test Result | |
|---|---|
| Reliability Statistics of Importance | |
| Cronbach's Alpha | No. of Items |
| 0.843 | 14 |

**Table 3.** Results of the reliability of performance

| Reliability Test Result | |
|---|---|
| Reliability Statistics of Performance | |
| Cronbach's Alpha | No. of Items |
| 0.876 | 14 |

Based on the table above shows that the importance variable has a Cronbach's Alpha of 0.843 and the performance level variable has a Cronbach's Alpha of 0.876. An instrument is said to be reliable if it has a reliability coefficient or Cronbach's Alpha of 0.6 or greater than 0.6. Therefore, it can be said that the question-naire of importance variables and performance level can be declared reliable.

**Implementation of Catur Paramita Values on Quality of Service for Guest Satisfaction at Pangi Restaurant, b Hotel Bali and Spa**

Based on the interviews with the Hotel Manager and Assistant Restaurant Manager, it can be said that Pangi Restaurant, b Hotel Bali and Spa has implemented Catur Paramita Values on Quality of Service for Guest Satisfaction. Furthermore, to see implementation details and answer how the implementation of Catur Paramita Values on quality of Service for Guest Satisfaction are more comprehensive. The service quality is carried out to analyze the gap between the expected importance and performance of the services received. The data processing to find gaps. After carrying out this method, it will be known the application of implementation to improve service quality. Table 4 presents the results of data processing from the gap analysis method.

**Table 4.** Gap analysis results test

| Indicator | Performance | Importance | Gap | Remarks |
|---|---|---|---|---|
| X1.1 | 4.84 | 4.82 | 0.01 | Satisfied |
| X1.2 | 4.88 | 4.81 | 0.07 | Satisfied |
| X2.1 | 4.82 | 4.77 | 0.05 | Satisfied |
| X2.2 | 4.80 | 4.86 | -0.07 | Unsatisfied |
| X2.3 | 4.80 | 4.70 | 0.09 | Satisfied |
| X3.1 | 4.77 | 4.78 | -0.01 | Unsatisfied |
| X3.2 | 4.78 | 4.77 | 0.01 | Satisfied |
| X3.3 | 4.72 | 4.50 | 0.22 | Satisfied |
| X4.1 | 4.91 | 4.74 | 0.16 | Satisfied |
| X4.2 | 4.82 | 4.59 | 0.23 | Satisfied |
| X4.3 | 4.82 | 4.78 | 0.04 | Satisfied |
| X5.1 | 4.77 | 4.77 | 0.00 | Satisfied |
| X5.2 | 4.80 | 4.78 | 0.01 | Satisfied |
| X5.3 | 4.80 | 4.77 | 0.03 | Satisfied |
| Mean | 4.81 | 4.75 | 0.06 | Satisfied |

The results of the above analysis show that of the 14 statement indicators regarding service quality when implementing Catur Paramita Values on Quality of Service for Guest Satisfaction at Pangi Restaurant, b Hotel Bali and Spa, it shows that the positive (+) gap is more than the negative gap (-) where the number of positive gaps is 12 indicators while the negative gap ( -) as many as two indicators, meaning that the implementation of Catur Paramita Values on quality of service for guest satisfaction at Pangi Restaurant, b Hotel Bali and Spa has been carried out well. The service provided is very maximum. It is inseparable from the hotel management policy by rationalizing the number of hotel employees due to financial constraints during the pandemic. Therefore, this service must be improved immediately so that guests can get maximum service by internalizing the local values of Catur Paramita wisdom to create resilience or resilience of waiters in providing excellent service, including difficult conditions during the covid-19 pandemic. Furthermore, there are several efforts to overcome the problems. One way to do this is to provide more employees to work to maximize of quality of service, and refreshment training is carried out so that services with local wisdom can be maintained.

**The Dimension of Service Quality that Needs to be Improved and Maintained on Service Quality for Guest Satisfaction at Pangi Restaurant, b Hotel Bali and Spa**

The Importance-Performance Analysis method is presented as a Cartesious diagram to answer the second problem. The Cartesious diagram consists of four quadrants, namely, quadrant A is the main priority, which means that the indicators in this quadrant need to be improved; Quadrant B is maintaining achievement, which shows that the indicators co this quadrant already have good service. Therefore, it is necessary to maintain their performance; Quadrant C is a low priority which means that this quadrant does not have much effect on visitor satisfaction; Quadrant D shows that all indicators in this quadrant are considered excessive in their implementation.

Figure 1 shows the location of the 14 indicators of service quality implemented with Catur Paramita Values on Quality of Service for Guest Satisfactions at Pangi Restaurant, b Hotel Bali and Spa.
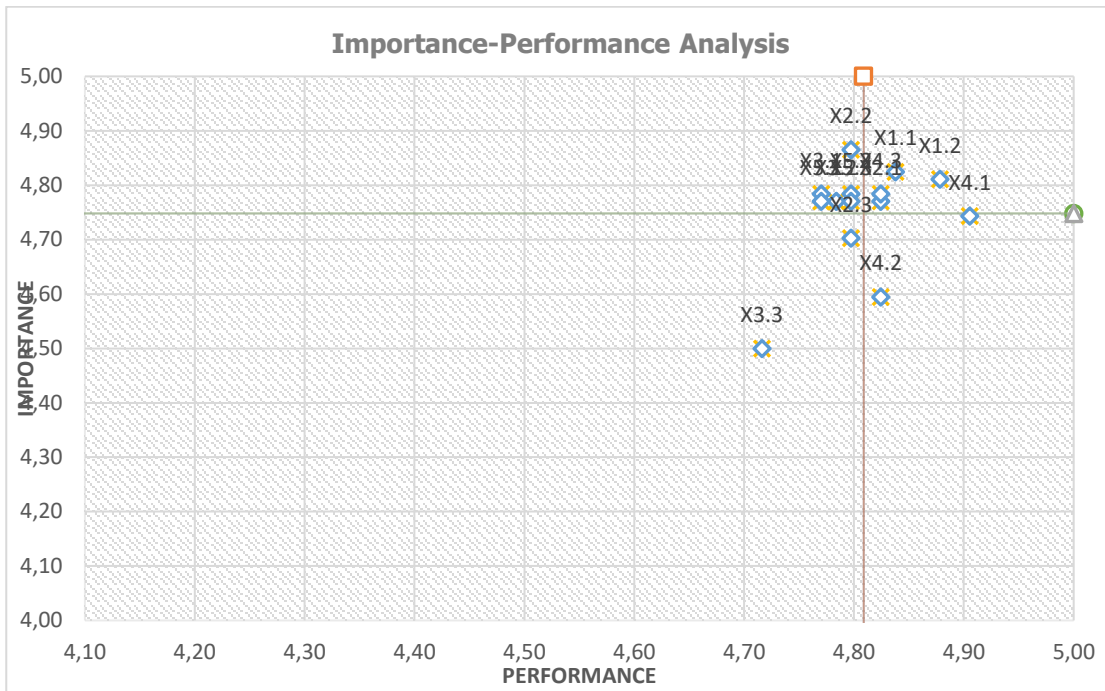


**Figure 1.** Cartesius diagram of importance-performance analysis

The following is a detailed explanation of each indicator located in each quadrant. Each quadrant has its function, which will be explained as follows:

In quadrant A or concentrate, here are some indicators: The X2.2, namely, the waiter serves the process of welcoming guests at the restaurant, taking orders, serving food and drinks, giving bills, and giving farewells to guests in a friendly and wholehearted manner, referring to the value of Mudita in Catur Paramita; the X3.1 regarding waiters with a sincere smile providing fast and appropriate service to guests, referring to the Upeksa value in Catur Paramita; The X3.2 regarding waiters being able to quickly and kindly respond to guest wishes; the X5.1 indicator regarding waiters focus on listening to guest complaints properly and politely referring to the value of Karuna in Catur Paramita; the X5.2 regarding waiters being able to anticipate guest wishes sincerely; The X5.3 regarding waiters being able to understand and feel the guest's situation sincerely. This indicator should be the main priority of management to improve the services provided. However, this indicator has not been carried out optimally, for example, serving food and drinks that should be quickly and giving farewell to guests who are not friendly and not wholeheartedly. This is due to the pandemic situation. It rationalizes the number of employees to make the company's operational costs efficient. The solution is that the waiter should do shows his toughness in providing services to guests, sincerely following the values of Catur Paramita's local wisdom.

In quadrant B, keep up the good work, here are some indicators: The X1.1 regarding the appearance of neat and polite waiters; The X1.2 indicator is the waiter greets guests in a friendly and polite manner which refers to the Maitri value in Catur Paramita; The X2.1 is about the waiter providing service proportional to a cheerful smile; The X4.3 regarding the waiter can provide comfort and friendliness in conducting transactions. The variables in this quadrant are guests who visit Pangi Restaurant, b Hotel Bali and Spa are satisfied but must be maintained, and it will be even better if the service can be improved.

In quadrant C, low priority, here are some indicators: The X2.3 regarding the waiter with a friendly and polite attitude providing information about the latest Pangi Restaurant; The X3.3 regarding the waiter resolving guest complaints quickly, precisely, and politely. The variables in this quadrant are also satisfied with the service provided by the waiter.

In quadrant D, possibly overkill, here are some indicators: The X4.1 that the waiter can maintain guest privacy well and the X4.2 indicator that the waiter provides courteous and friendly service. Variables in this quadrant guests are satisfied with the services provided.

## Conclusion

The values of Catur Paramita on service quality for guest satisfaction at Pangi Restaurant, b Hotel Bali and Spa, need to be internalized to make waiters resilient in the sense of remaining resilient in providing excellent service, including in difficult situations facing the covid-19 pandemic with Gap analysis got an average value of service quality 4.63 for guest perceptions and 4.60 for guest expectations, which means that the perception of guests has exceeded guest expectations so that guests are very satisfied with the services provided at Pangi Restaurant, B Hotel Bali and Spa. As well as 14 indicator scores that correspond to the perceived service and expected service with a zero gap value. Where the gap value is zero, the perceived service indicator does not exceed or is lower than the expected service. It also indicates that the service quality has been achieved or that the guest is satisfied with the service provided by the waiter.

Dimensions of service quality that need to be improved and maintained on service quality for guest satisfaction at Pangi Restaurant, b Hotel Bali and Spa, which is following important performance analysis, there is an indicator of Reliability (X2.2) waiters serve the process of welcoming guests at restaurants, taking orders, serving food and drinks, giving the bill and giving farewell to guests in a friendly and wholehearted manner, referring to the Mudita value in Catur Paramita and the responsiveness indicator (X3.1) waiters with sincere smiles provide fast and precise service to guests, referring to the Upeksa value in Catur Paramita, the gap between guest perceptions and expectations is -0.07 for the reliability indicator (X2.2) and -0.01 for the responsiveness indicator (X3.1), which means that the guest's perception is smaller than the guest's expectation or guests are not satisfied with the services provided. This is a priority that must be improved. In contrast, the indicator has shown positive things where the guest's perception has exceeded the guest's expectation.

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