

UNDERGRADUATE THESIS

**THE IMPLEMENTATION OF E-SERVICE QUALITY
IN ENHANCING CUSTOMER SATISFACTION
THROUGH MARRIOTT BONVOY APPS
AT STHALA A TRIBUTE PORTFOLIO HOTEL UBUD BALI**



POLITEKNIK NEGERI BALI

Ni Wayan Ayuk Trisna Yanti

**TOURISM DEPARTMENT
POLITEKNIK NEGERI BALI
BADUNG
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PORTFOLIO HOTEL UBUD BALI**

This undergraduate thesis is submitted as one of the requirements to earn
Applied Bachelor's Degree in Tourism Management Study Program
in Politeknik Negeri Bali



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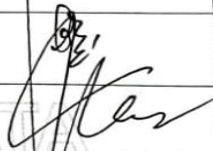

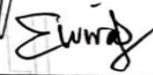


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**“The Implementation of E-Service Quality In Enhancing Customer
Satisfaction Through Marriott Bonvoy Apps At Sthala A Tribute Portfolio
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true, free from plagiarism. If this statement is proven to be untrue, I am willing to accept the sanctions according to the applicable provisions.

Thus, I hereby create this statements letter to be used as intended.

Badung, July 25th 2023



Ni Wayan Ayuk Trisna Yanti

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Praise and gratitude the writer prays to The Almighty God, because of his blessings and grace the writer was able to complete the undergraduate thesis entitled “The Implementation Of E-Service Quality In Enhancing Customer Satisfaction Through Marriott Bonvoy Apps at Sthala, A Tribute Portfolio Hotel, Ubud Bali” Writing a undergraduate thesis is a forum for distributing knowledge and student interest in conducting research as a first step in fulfilling the requirements to achieve an applied education which is a bachelor’s degree in Tourism Business Management program at Politeknik Negeri Bali. From the start of writing this undergraduate thesis until it can be completed, of course, there are various parties behind it who always provide support, guidance and assistance for the writer. In this occasion the writer would like to thank the parties, including the following:

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This undergraduate thesis is far from perfect considering the limited knowledge and experience that the writer has therefore the writer expects some suggestions and critics to improve future writing. The writer hopes this undergraduate thesis can be useful for other students, especially in majoring in tourism and be beneficial for all parties in the tourism industry.

Writer

Ni Wayan Ayuk Trisna Yanti

ABSTRACT

Trisna Yanti, Ni Wayan Ayuk. The Implementation of E-Service Quality in Enhancing Customer Satisfaction Through Marriott Bonvoy Apps at Sthala, A Tribute Portfolio Hotel, Ubud Bali. Undergraduate thesis: Tourism Business Management, Department of Tourism, Bali State Polytechnic.

This undergraduate thesis has been approved and examined by the first supervisor: Dr. Dra. I Gusti Made Wendri, M. Par, and Supervisor II: Ni Putu Lianda Ayu Puspita, SE, M.Tr.Par.

Keywords: E-Service Quality, Customer Satisfaction, Front Office Department, Hotel

This research entitled "The Implementation of E-Service Quality in Enhancing Customer Satisfaction Through Marriott Bonvoy Apps at Sthala, A Tribute Portfolio, Hotel Ubud Bali" focuses on electronic service quality and customer satisfaction. The purpose of this research is to determine the effect of electronic service quality as well as the Marriott Bonvoy application which has 7 indicators of electronic service quality including: efficiency, system availability, fulfillment, privacy, responsiveness, compensation, and contact at Sthala, a Tribute Portfolio Hotel, Ubud Bali on customer satisfaction. This study uses Simple Linear Regression analysis, the total population in this study were 100 people. The sample used in this study was 100 customers who lived and visited Sthala, a Tribute Portfolio Hotel, Ubud Bali using purposive sampling method. Data was collected using a technique of distributing questionnaires with a Likert scale, interviews and documentation. Data analysis techniques in this study are instrument tests, correlation tests, classical assumption, then partial tests (T), simple linear regression tests and coefficient of determination tests using SPSS 25. From the results of the research, it is known that the hotel has implemented e-service quality properly, it can be seen from the results obtained that e-service has a significant effect on customer satisfaction, in the test results the coefficient of determination is 0.68, which means that e-service has an effect of 68 percent in increasing customer satisfaction and 34 percent of other factors which are not examined in this research.

ABSTRAK

Trisna Yanti, Ni Wayan Ayuk. The Implementation of E-Service Quality in Enhancing Customer Satisfaction Through the Marriott Bonvoy Apps at Sthala, A Tribute Portfolio Hotel, Ubud Bali. Skripsi: Manajemen Bisnis Pariwisata, Jurusan Pariwisata, Politeknik Negeri Bali.

Skripsi ini telah disetujui dan diperiksa oleh Pembimbing I: Dr. Dra. I Gusti Made Wendri, M. Par, dan Pembimbing II: Ni Putu Lianda Ayu Puspita, SE., M.Tr.Par.

Kata kunci: Kualitas Pelayanan Elektronik, Kepuasan Pelanggan, Departemen Kantor Depan, Hotel

Penelitian dengan judul “*The Implementation Of E-Service Quality in Enhancing Customer Satisfaction Through Marriott Bonvoy Apps at Sthala, A Tribute Portfolio, Hotel Ubud Bali*” ini berfokus pada kualitas pelayanan elektronik dan kepuasan pelanggan. Penelitian ini bertujuan untuk mengetahui pengaruh kualitas pelayanan elektronik atau aplikasi Marriott Bonvoy yang memiliki 7 indikator kualitas pelayanan elektronik meliputi: efisiensi, ketersediaan sistem, pemenuhan, privasi, daya tanggap, kompensasi, dan kontak pada Sthala, a Tribute Portfolio Hotel, Ubud Bali terhadap kepuasan pelanggan. Penelitian ini menggunakan analisis Regresi Linier Sederhana, populasi dalam penelitian ini adalah 100 orang. Sampel yang digunakan dalam penelitian ini sebanyak 100 orang pelanggan yang tinggal dan berkunjung ke Sthala, a Tribute Portfolio Hotel, Ubud Bali menggunakan metode *purposive sampling*. Data dikumpulkan dengan menggunakan teknik mendistribusikan kuesioner dengan skala likert, wawancara dan dokumentasi. Teknik analisis data dalam penelitian ini yaitu uji instrument, uji korelasi, uji asumsi klasik, uji parsial (T), uji regresi linear sederhana dan uji koefisien determinasi dengan menggunakan SPSS 25. Dari hasil penelitian diketahui bahwa hotel telah mengimplementasikan pelayanan elektronik dengan baik, yang dapat dilihat dari hasil yang didapatkan bahwa pelayanan elektronik berpengaruh secara signifikan terhadap kepuasan pelanggan, dalam hasil uji koefisien determinasi yaitu 0,68 yang berarti bahwa pelayanan elektronik berpengaruh sebesar 68 persen dalam meningkatkan kepuasan pelanggan dan 34 persen merupakan faktor yang tidak diteliti dalam penelitian ini.

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CHAPTER I

INTRODUCTION

1.1 Research Background

The community is certainly knowing the word of globalization connected to worldwide global change. The global change that causes the large impact are entertainer, social life, etc. The social changes are caused by the advances in science and technology that change the patterns of consumer behavior (Muhlis, 2022). The impact of globalization is increased the competition in various economic activities, especially in the industrial sector (Aditua & Silalahi, n.d.)

The industry that is developing in Indonesia is growing rapidly, including information technology. According to the Badan Pusat Statistik (BPS) in the last five years, the use of information and communication technology in Indonesia has increased by as much as 78.18 percent. With this high number, technology and information are increasingly popular among in every generation and every sector namely school, government, entrepreneur and businessman. Every businessman feels they need to use information technology in their business because of the need for time and cost efficiency (Kidi, 2018). Many entrepreneurs use technology in their businesses, from product promotion, and trading to acquiring customer whose products are eventually sold.

The presence of technologies that are growing rapidly is necessary to support most of human activities. In terms of information dissemination, the internet is a very fast media to distribute information. However, it must be recognized that the

internet has affected the growth of the economy in other ways besides the exchange of information which is the process of buying and selling goods.

In economy and business, customers are very important component for the progress of a company (Hartoto, 2006). The customer is the backbone of any business, without the support and dedication of their customer and ensuring their needs are met, businesses will not grow properly. According to Rusydi (2017) a customer is someone who comes or has a habit of purchasing something from the seller. A growing business is one that can attract customer therefore, the company's strategy should focus on customer' expectations and fulfillment (Arfifahani, 2018). For this reason, the companies need to make the costumers perception and expectation meet, it is necessary to measure customer satisfaction. Measuring customer satisfaction itself is needed for two things, first that the company does not merely waste money in vain, where without measurement the company will don't know which is a priority for improvement. Meanwhile, the second thing is the company can raise the commitment of employees to be involved in increasing customer satisfaction (Arfifahani, 2018). By assessing and increasing consumer expectations, customer will be satisfied. Customer who are satisfied will become repeat customer. Meanwhile, if they are dissatisfied, they will discontinue using the company's products and services (Ahmad, 2022). Many companies from various sectors compete to provide the best service to their customer including the tourism sector. Because of rising tourism industry demands, which raises customer expectations, service providers must make additional efforts to find new ways to meet these expectations (Cetinsoz, 2015).

Sthala, a Tribute Portfolio Hotel, Ubud Bali is one of the hotels that find new ways to provide an online service and program to their customer. Marriott International has its own way of increasing customer satisfaction through loyalty programs to meet expectations and build good relationships with customer. The program is called Marriott Bonvoy. Marriott Bonvoy consists of 6 levels of customer membership, starting from Member, Silver, Gold, Platinum, Titanium and Ambassador. From these membership levels, there are benefits that are certainly very beneficial for the members themselves, where each level of membership has different benefits.

In order to provide maximum service to their customer, Marriott Bonvoy also launched a mobile application called Marriott Bonvoy Apps. This mobile application has been integrated with the Customer Experience Program (GXP) system owned by Sthala, a Tribute Portfolio Hotel, Ubud Bali. Marriott Bonvoy application has various features namely Mobile Check-in and Check-out, mobile room service, customer service, etc. There are many other features that make consumers easier to buy the products provided by Sthala, a Tribute Portfolio Hotel, Ubud Bali itself. The apps also can make employees easier to provide e-services from anywhere and anytime.

However, the Sthala, a Tribute Portfolio Hotel, Ubud Bali doing their best to make their customer get their expectations, but there are still bad or negative comment from their customer. According to review from Trip advisor and other application some of the review from the customer is still negative, that can be seen on the picture below:

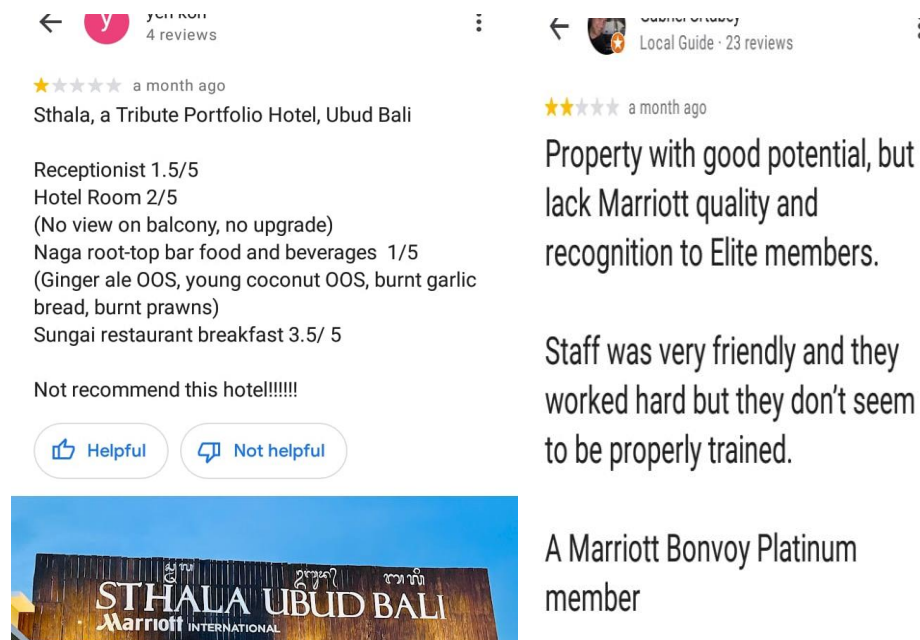


Figure 1.1 Negative Comments
Source: Trip advisor

Based on the background, the writer wants to doing research about how's big impact and the implementation of the e-service itself in enhance the customer satisfaction.

Therefore, the writer wants to conduct research on the implementation of e-service quality at Sthala, a Tribute Portfolio Hotel, Ubud Bali in enhancing customer satisfaction through Marriott Bonvoy Apps. The researcher hopes this research can provide input and references for readers who need it later.

1.2 Research Questions

Based on the background that has been described, the statement of the problem of this research are as follows:

1. How does e-service quality implement in the front office department at Sthala, a Tribute Portfolio Hotel, Ubud Bali?

2. How does e-service quality influence customer satisfaction at Sthala, a Tribute Portfolio Hotel, Ubud Bali?

1.3 Research Objective

Based on the problem identification above, the purpose or objective of this research are follows:

1. To analyze the implementation of e-service quality in the front office department.
2. To analyze the influence of e-service quality on customer satisfaction at Sthala, a Tribute Portfolio Hotel, Ubud Bali.

1.4 Research Significance

The research conducted is expected to be able to provide benefits for:

1.4.1 Theoretical Benefits

Theoretically, this research is expected to provide additional information and knowledge for the reader. The writer also hopes that later the results of this research will also become a reference for other researchers whose research is related to applications and e-service quality and customer satisfaction, especially in the front office department.

1.4.2 Practical Benefits

1. For the Sthala, a Tribute Portfolio Hotel, Ubud Bali

The practical benefit for the company where the writer conducts research is to improve the quality of its e-service further in order to get excellent service from customer who stay at the hotel. In addition, this research is helpful as input for

companies regarding the development of e-service applications, the features, and access of existing applications can be improved so that applications can be accessed easily without any errors to make customer feel satisfied while shopping.

2. For the Politeknik Negeri Bali

The benefits for Politeknik Negeri Bali are this research can be used as a reference and add insight for students who will conduct research with related problems.

3. For the Student

The benefit for the students of Politeknik Negeri Bali, namely this research is expected to be a reference for students when doing their research and later they can image and implement when they enter the industry.

1.5 Limitations and Scope of Research

The scope and limitation of the research contain the assumption used in the research and are the limitations of the problems listed above. In this research, the scope and limitations focus on e-service quality and guest satisfaction. The e-service quality variable, indicators is used according to Parasuraman (2005) which is consist of efficiency, availability, fulfilment, privacy, responsiveness, compensation and contact. Meanwhile for the guest satisfaction variable, the indicators are used based on Hawkins and Looney (2003) in Tjiptono and Chandra (2005) which are contains 3 indicators namely, conformity of expectations, a sense of return and willingness to advise.

CHAPTER V

CLOSING

5.1 Conclusion

Based on the results of data analysis and interview with Assistant Front Office Manager that obtained from the description in the previous chapter, it can be concluded that Marriott Bonvoys Apps meets the 7 indicators of e-service quality. The implementation of E-Service Quality in the front office department has gone well, it can be seen from the results of the questionnaire that the average guest is satisfied with the e-service provided and based on the results of interviews with front office assistants where they have implemented the 7 indicators in the e-service itself starting from efficiency till the customer privacy are very well maintained so these indicators have been met and realized properly by the management of Sthala, a Tribute Portfolio Hotel Ubud, Bali.

According to the analysis results, it can be concluded that e-service quality has a positive and significant effect on customer satisfaction at Sthala, A Tribute Portfolio Hotel Ubud. This conclusion is supported by the results of the t-test, where the t-value for e-service quality is 14.555 and the significance value is 0.000. These results indicate that as the quality of e-service provided by the hotel employees increases, customer satisfaction also increases.

Furthermore, the coefficient of determination test results show that e-service quality accounts for 68.4% of the variance in customer satisfaction. This means that e-service quality is a significant factor in influencing customer satisfaction.

However, it is important to note that there are other variables not considered in this study that contribute to the remaining 31.6% of customer satisfaction

5.2 Suggestions

a. For Sthala, A Tribute Portfolio Hotel Ubud, Bali

Based on the statement regarding e-service quality in the questionnaire, the statement about the indicator for efficiency of e-service quality which states "it's load page fast" got the lowest score where most likely the customers were a bit unhappy about the slowness while looking for something on the Marriott Bonvoy application itself. Considering the research results, of course, it is possible for customers to give a negative reviews and feedback which makes the hotel's reputation worse among society. Therefore, Sthala, a Tribute Portfolio Hotel Ubud, Bali must continue to carry out regular evaluations and reviews regarding application policies and problems that occur in the application as a whole, listen to complaints and input from customers and learn more about the Marriott Bonvoy application so they know more about what customers feel. If there are problems with the application, the hotel will be able to assist in resolving the problem in order to improve customer satisfaction.

a. For Future Researcher

Advice for future researchers who are interested in conducting research about other components to examine and explore more in-depth other factors that were not examined in this research which may affect customer satisfaction besides the e-service quality. Hopefully, Sthala, A Tribute Portfolio Hotel Ubud, Bali also could find out what actions should be done in maximizing customer satisfaction.

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