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Analysis of room attendant service quality in increasing customer satisfaction at Hotel Vila Lumbung

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Abstract: This study discusses the analysis of the service quality of room attendants in increasing customer satisfaction at Hotel Vila Lumbung. The purpose of this study is to determine the level of guests' satisfaction with the services provided by the room attendant and determine the service indicators that need to be improved and maintained by the room attendant at this hotel. The sample is 80 respondents. This study uses a sampling technique that is incidental random sampling. The analysis technique used is SERVQUAL analysis (Service Quality) and Importance Performance Analysis (IPA). The result shows there are sixteen indicators found in the five dimensions of the service quality that show the room attendants' performance are already categorized as excellent in terms of such dimensions as tangibility, reliability, assurance, and empathy. This indicates that there is only one dimension which service is still need to improve and maintain to make customer satisfied, namely the responsiveness dimension found in quadrant A in IPA.

Keywords: customer satisfaction, importance-performance analysis, room attendant, SERVQUAL

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Introduction

Customer satisfaction services as factors of some significant influence upon the sustainability or continuity of a business company in its competing position to others. Some experts with academic background have attempted to define about customer's satisfaction one of them Tjiptono (2011) satisfaction is the customer's response to the discrepancy between the desires and the benefits of the product that are felt after its use. Consumer goals are feelings of pleasure or disappointment for someone that arises after the performance (results) of the product seen from the expected performance (Kesuma & Amri, 2015). Destination will impact WOM (Word of Mouth) and have an impact on subsequent visits from tourists. So it becomes very important to provide service to consumers. Service is an activity that is visible (cannot be touched) that occurs as a result of interactions between guests or other things provided by service delivery companies that cannot solve customer/guest problems (Mariska & Shihab, 2016). Measuring Service Quality, service providers need to pay attention to four service characteristics; intangible, perishable, inseparable, and heterogeneous, as these are intrinsic to services as they lead to different consumer perceptions and behaviors. (Mola & Jusoh, 2011).

Providing quality services to visitors or tourists will increase the number of tourists visiting. Service quality according to (Tjiptono in Susepti et al., 2017) is the expected level of excellence and control over the level of excellence to meet customer desires. Service quality is a basic business strategy that produces good and services that meet consumer needs and satisfaction (Kotler in Atmanegara et al., 2019). Service quality is a measure that states how well the level of service provided matches or exceeds customer expectations. (Moha et al., 2016). Parasuraman et al. (1988) developed SERVQUAL in their study, which includes physical evidence, responsiveness, assurance, empathy, and reliability (Ramzi & Mohamed, 2011:887). Service quality is a

concept consisting of five main dimensions (Tjiptono, 2012). Tangibles (Atmosphere and general appearance of physical facilities, rooms, restaurants, equipment, personnel, and communication materials), responsiveness, assurance, empathy, and reliability (Eshetie et al., 2016:75). Each company has its way to provide 10 best products and services to provide satisfaction for its customers. One of them is hotels. A hotel is a company managed by its owner by providing food, drink, and room facilities for sleeping to people who do it (Sulastiyono in Wu, 2020:543). In the context of this research, namely Hotel Vila Lumbung, which is one of the companies engaged in accommodation services in Bali. To meet the wishes of guests, of course, Hotel Vila Lumbung provides maximum service in all respects.

At Hotel Vila Lumbung, guest satisfaction/disappointment can be seen from guest comments or guest feedback. The housekeeping department, especially room attendants in the room section, often gets negative comments or feedback from guests after enjoying services that show their dissatisfaction. A room attendant is an employee at a hotel whose main task is to maintain the cleanliness, tidiness, comfort, and completeness of hotel rooms and arrange them according to the standards applicable in the hotel (Prami et al., 2021). This can be seen in the negative comments of consumers who show their dissatisfaction after enjoying the services of the room clerk in the room section.

5e of the guest comments from the Hotel Vila Lumbung website and delivered directly by guests can be seen in Table 1.

Table 1. Guest Negative Comments

Period	Negative Comments	Source
February 2020	We had a spider web at the entrance, we had an ant infestation and there was a cockroach in the toilet. It's so bad!	www.hotellumbung.com
September 2020	Very bad Housekeeping. White towels are grey. With coffee mugs with brown stain. White bathtub floor full of black spots.	www.hotellumbung.com
February 2020	The room itself was clean, but, the bathroom was a little rundown. When the extractor fan was off, dust fell on the floor/toilet. The bathtub was huge but had a ton of stains. Also, the water doesn't stay hot or cold, it keeps it within seconds.	www.booking.com
March 2020	I found a bunch of loose hair when I came, and the next day when I was out from the hotel, I still found them on the stairs.	www.booking.com
December 2020	The floor was still very dusty, when I entered the room I did not find any slippers so my feet were dirty. Room Attendant is slow to get it back.	Hotel Vila Lumbung

25 Based on Table 1. above, it can be seen that most guest complaints are due to unsatisfactory room cleanliness for consumers, there is still dust in some corners of the room, Guest supplies or guest amenities in rooms that are sometimes incomplete, as well as room attendant delays in handling rooms and handle guest complaints. Based on these complaints, referring to the five dimensions of service quality, it is not fully carried out by the room attendant, causing guests to feel dissatisfied with the services provided. With negative consumer complaints, it is very important to explore indicators of room attendant services that can provide a good experience for guests while staying at hotels in general, and especially hotels in the research location. By identifying all those indicators the management can determine the best problem-solving strategy to give the best solution to guarantee guests' satisfaction because they become comfortable with having their such needs are fulfilled. So that the symptoms that occur are a driving force for the author's interest to choose the research title "Analysis 1 Room Attendant Service Quality In Improving Customer Satisfaction At Hotel Vila Lumbung". The results of this study should later provide a signal to be immediately anticipated by the management of Hotel Vila Lumbung in

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improving the quality of room attendant services to increase customer satisfaction as a relevant strategy for improving the quality of room attendant services is by hotel management.

Methodology

18 The research was conducted for 6 months from November 08, 2020, to May 08, 2021, at Hotel Vila Lumbung located on Jl. Petitenget No. 1000x, S. 35 nyak, North Kuta, Badung Regency, Bali 80361. This study uses service attributes as variables. According to Parasuraman, et al (1985) 26 by (Tjiptono, 2012) the research variables used in measuring service quality are based on five dimensions of service quality, which include tangibles, responsiveness, assurance, empathy, and reliability. 22

9
The types of data used in this study are quantitative and qualitative data. Qualitative data is data that 15 expressed in the form of words, sentences, and pictures (Sugiyono, 2016). Quantitative is a process of finding knowledge that uses data in the form of numbers as a tool 13 to analyze information about what you want to know (Kasiram, 2008). The data sources for this research are primary data and secondary data. Primary data is data taken or collected directly from the object of research by researchers, (Siregar, 2014). Secondary data is data obtained in a ready-made form, 33 been collected and processed by other people or other organizations (Wardiyanta, 2010). Primary data was obtained from questionnaires, interviews, and secondary data in the form of guest comments from websites, journals, books, company overviews. Methods of data collection using observation techniques, questionnaires, interviews, and literature studies related to research.

Determination 9 of the research sample using the method of Incidental Random Sampling. Incidental 12 Random Sampling is a technique for determining samples based on chance (Sugiyono, 2016). The number of respondents was as many as 80 people. These respondents are the guests staying at the Villa Lumbung during the research which was from September 2020 to March 2021. The number 80 is determined by multiplying the subordinator (16) items by 5. (Maholtra in In-drawn & Rully, 2014). This scoring will use a Likert scale. According to (Sunyoto, 2012), the Lik-ert scale is used to measure attitudes, opinions, and perceptions of a person or group of people about social phenomena.

Data analysis uses SERVQUAL 7 analysis (quality of service), and Importance Performance Analysis. This SERVQUAL 11 analysis analyzes the gap between two main variables, namely the expected service and the customer's perception of the service received (Tjiptono, 2012).

$$VS = VP - VE \quad (1)$$

Information:

VS = Value Satisfaction

VP = Value Perceived Service

VE = Value Expected Service

result description:

0 >: Expectations were more than met or very satisfied.

= 0: Expectations are met or satisfied

< 0: Expectations were not met or not satisfied (Tjiptono, 2012).

Importance Performance Analysis, respondents are asked to rank how well the hotel's performance is from 5 each of these elements, (Daryanto & Styobudi, 2014). The rating level will be described and divided into four parts or quadrants bounded by two lines that intersect perpendicular to the points (X, Y) in the Cartesian diagram.

Results and Discussions

Results

Validity and Reliability Test Results Expectation and Perception Level

Before the data was analyzed, validity and reliability tests were carried out using SPSS 24 software.

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Table 2. Validity and Reliability Test Results Expectation Level

No	Variable	Indicator	Pearson Correlation	Information
1	Tangibles	Q1	0.626	Valid
		Q2	0.643	Valid
		Q3	0.571	Valid
		Q4	0.652	Valid
2	Reliability	Q5	0.394	Valid
		Q6	0.434	Valid
		Q7	0.668	Valid
		Q8	0.580	Valid
3	Responsiveness	Q9	0.577	Valid
		Q10	0.377	Valid
4	Assurance	Q11	0.429	Valid
		Q12	0.552	Valid
		Q13	0.652	Valid
5	Empathy	Q14	0.631	Valid
		Q15	0.510	Valid
		Q16	0.633	Valid
Reliability Test				
Cronbach Alpha			0.853	Reliable

(Source: Data processing results, 2021. Output SPSS 24.0 for Windows)

Table 3. Validity and Reliability Test Results Perception Level

No	Variable	Indicator	Pearson Correlation	Information
1	Tangibles	Q1	0.626	Valid
		Q2	0.699	Valid
		Q3	0.587	Valid
		Q4	0.706	Valid
2	Reliability	Q5	0.663	Valid
		Q6	0.674	Valid
		Q7	0.530	Valid
		Q8	0.605	Valid
3	Responsiveness	Q9	0.583	Valid
		Q10	0.685	Valid
4	Assurance	Q11	0.680	Valid

5	Empathy	Q12	0.685	Valid
		Q13	0.694	Valid
		Q14	0.633	Valid
		Q15	0.747	Valid
		Q16	0.705	Valid
Reliability Test				
Cronbach Alpha		0.909	Reliable	

(Source: Data processing results, 2021. Output SPSS 24.0 for Windows)

4 The result is that all instruments are valid because the r-count is higher than the r-table. Based on the results of the validity test, all the values of each question item from the level of perception and expectation have an r-count > r-table (0.2864), this indicates that all items are declared valid for use in research. And all research instruments on the level of expectation and perception have Cronbach's Alpha values greater than 0.60. An instrument is said to be reliable or reliable if it has a reliability coefficient or Cronbach's Alpha greater than 0.60. This shows that all the instruments of the questionnaire are declared reliable so that they can be used to conduct research.

Discussions

Guest Satisfaction Level of Room Attendant Service Quality at Hotel Vila Lumbung

20 In the SERVQUAL analysis, the model used is to analyze the gap between two main variables, namely the expected service and the customer's perception of the service received (perceived service) by customers in this case are guests staying at Hotel Vila Lumbung. If the SERV-QUAL score (gap) is negative (-) it indicates that expectations are not met or not satisfied. While a positive SERVQUAL score (+) indicates expectations are more than fulfilled or very satisfied. And if the SERVQUAL score (gap) is neutral (0) it indicates that expectations have been met or satisfied.

Tabel 4. SERVQUAL Analysis Results Room Attendant Service Quality at Hotel Vila Lumbung

No	Variable	Indicator	Average Perception	Average Expectations	SERVQUAL Score (Gap)	Information
1	Tangibles	Room attendant completeness and readiness in handling rooms	4.24	4.31	-0.07	Negative
		Room attendant appearance (clean, tidy, and fragrant	4.41	4.38	0.03	Positive
		Complete guest amenities in the room	4.33	4.31	0.02	Positive
		Cleanliness of facilities in guest rooms	4.41	4.39	0.02	Positive
2	Reliability	Room Attendant's punctuality in handling guest rooms	4.16	4.38	-0.22	Negative
		Compliance with the Standard	4.25	4.23	0.02	Positive

		Operational Procedure of working in handling rooms				
		Room Attendants can provide information about the state of the room	3.89	4.1	-0.2	Negative
		The ability of the Room attendant to resolve guest complaints	4.53	4.51	0.02	Positive
3	Respon-siveness	The responsiveness of the Room Attendants in serving guest requests	4.16	4.28	-0.12	Negative
		The responsiveness of the Room Attendants in dealing with guest complaints	4.16	4.34	-0.18	Negative
4	Assurance	Room security is well maintained by Room Attendants	4.44	4.44	0	Neutral
		Room comfort for guests to occupy	4.10	4.18	-0.08	Negative
		Courtesy Room Attendants in serving guests	4.31	4.31	0	Neutral
5	Empathy	Room Attendants understand guests' needs	4.43	4.40	0.03	Positive
		Room Attendants are friendly when serving guests	4.43	4.31	0.12	Positive
		Room Attendants can handle and provide good solutions to problems faced by guests	4.33	4.29	0.04	Positive

(Source: Data processing results, 2021. Excel for Windows output)

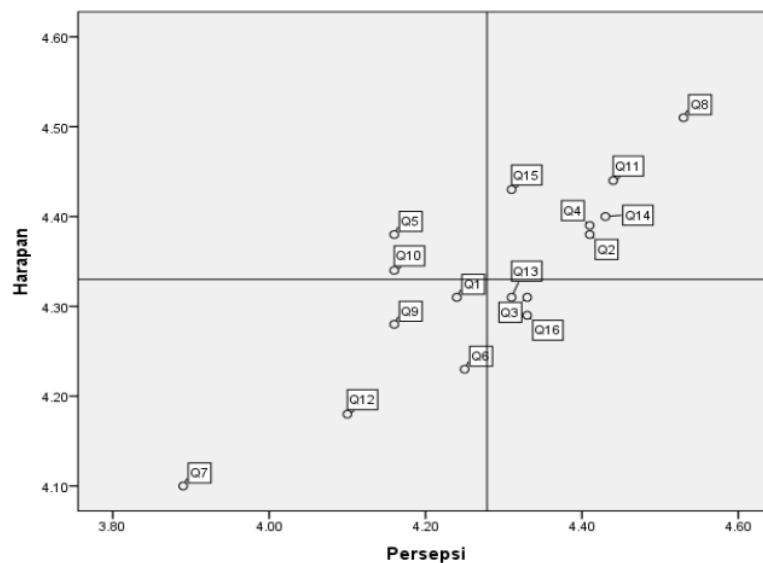
Based on the calculation results of the SERVQUAL analysis (Service Quality) in Table 4, it means there is a positive gap (+) or negative (-) between consumer perceptions and expectations of the quality of service provided by the Room attendant at the Hotel Vila Lumbung. SERVQUAL score (gap) negative (-) indicates that expectations are not met or not satisfied. While a positive SERVQUAL score (+) indicates expectations are more than fulfilled or very satisfied. And if the SERVQUAL score (gap) is neutral (0) it indicates that expectations have been met or satisfied.

Overall, the room attendant at Hotel Vila Lumbung has provided good service to consumers. This can be shown by the gap between the positive and neutral SERVQUAL scores compared to the negative SERVQUAL scores. Of the 16 service quality indicators, 10 indicators are positive

(+) and 6 are negative (-). This means that the room attendant at Hotel Vila Lumbung has provided good service to consumers.

6 Service Indicators That Need to be Improved and Maintained to Increase Customer Satisfaction by Room Attendant

Important performance analysis (IPA) is used to identify service indicators that need to be maintained and need to be improved in service to consumers by the room attendant at Hotel Vila Lumbung, the results of which are presented in the form of a Cartesian diagram. The Cartesian diagram has four quadrants, namely, quadrant A is the main priority, which means that the indicators in this quadrant are the indicators that most need to improve their services. Quadrant B shows that the indicators contained in this quadrant already have good service so they must be maintained because this is an achievement. Indicators in quadrant C show low priority, meaning that indicators in this quadrant have little effect on guest satisfaction. Quadrant D shows that all indicators in this quadrant are considered excessive in their implementation.



(Source: Data processing results, 2021. Output SPSS 24.0 for Windows)

Figure 1. Cartesian Diagram Importance Performance Analysis

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Based on Figure 1 Cartesian diagram, it can be seen that the locations of each indicator indicate an assessment of the level of guest satisfaction that needs to be maintained or improved based on the location in the quadrant of the quality of room attendant service at Hotel Vila Lumbung observed in the four quadrants with the following explanation.

1. Quadrant A

Quadrant A shows the sub-indicators that are considered important for guests in assessing the performance of the room attendant at Hotel Vila Lumbung, but the performance of the room attendant is considered unsatisfactory, so it needs to be improved again. The indicators that need to be improved are as follows:

a. Room attendant punctuality in handling guest rooms (Q5)

The Q5 indicator, which is part of this Reliability dimension, will be prioritized because the level of guest interest is high but its performance is still lacking. From the research conducted, the room attendant has tried to work according to the specified time procedure. However, it is

undeniable that obstacles can occur, where the time specified is not by the existing room conditions. Sometimes the condition of a guest room that is quite dirty will require more time and while the room attendant is required to clean a large number of rooms working time becomes less effective.

The finding result of the research then is discussed with the management to have support. The feedback from the management comes the solution that can be done is ²⁸analyze the workload again by the housekeeper so that the workload that is delegated is by the number of existing employees. And if the number of employees is right with the workload delegated, then the problem is the employees themselves, because they cannot complete their work by the existing time standards. So the solution that can be done is to conduct training so that employees can work according to the standard time that has been set so that the room attendant can complete the handling of guest rooms by the existing time procedures. The training as the necessary solution should be provided by hotel management based on the feedback provided by the research result.

b. Responsiveness of room attendant in dealing with guest complaints (Q10)

The Q10 indicator, which is a chart of the Responsiveness dimension, belongs to the quadrant that must be prioritized. This is due to responsiveness comprising the wiliness or the wish of the employees to provide services needed by the customer. The fact is that from the observations made, the room attendant is still not ready to deal with guest complaints. Still not able to respond quickly to complaints that occur, when viewed from existing procedures, some complaints that should be handled quickly by the room attendant itself but cannot be handled alone until the problem finally reaches the manager level until the problem spreads in the hotel. This is what happens if the room attendant is not responsive to guest complaints that occur. In addition to this, the occurrence of guest dissatisfaction regarding the responsiveness of the room attendant in handling guest complaints occurred due to the delay in the information received by the room attendant, causing delays. Room attendants are also often a liaison for guest complaints to other departments or sections related to the complaint. Therefore the room attendant is considered less responsive to guest complaints, due to delays in problem-solving from the relevant departments.

Seen from the condition mentioned above the ability of room attendants to handle complaints should be given priority. This is because this ability is an attribute that can give an impact on the customer, this is supported by Sari's study (2019) shows that this quadrant should be maintained because the service provided by room attendants needs to be improved to satisfy the customer. Otherwise, this will automatically trigger dissatisfaction on the part of the customer. The study shows that room attendant prepares room according to customers' need, the readiness of room attendant in responding to the problem is needed to guarantee a secure feeling on the part of the customer.

The feedback from the management after knowing the result of the research, in this case, the hotel started to overcome this by providing training on procedures for handling complaints from guests, so that the room attendant in carrying out their duties can overcome this and become more responsive to respond to create satisfaction for guests. This training on the procedures for handling guest complaints should be conducted by the hotel management based on the feedback from this research result. In addition, maintaining good communication must always be maintained so that information can be conveyed properly, and problems can be handled immediately.

2. Quadrant B

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Quadrant B shows an important sub-indicator for the level of guest satisfaction with the quality of room attendant service at Hotel Vila Lumbung by providing good service so that it needs to be maintained. The indicators in quadrant B are as follows.

- a. Room attendant appearance (clean, neat, and fragrant) (Q2)
- b. Cleanliness of facilities in guest rooms (Q4)
- c. Room attendant ability in resolving guest complaints (Q8)
- d. Room security is well maintained by the room attendant (Q11)
- e. Room attendant understands guest needs (Q14)

f. Room attendant is friendly when serving guests (Q15)

Indicators Q2, Q4, Q8, Q11, Q14, and Q15, are located in quadrant B, meaning that in this indicator guests are satisfied with the performance provided by the room attendant. Therefore, this indicator needs to be maintained by the room attendant.

3. Quadrant C

Quadrant C shows sub-indicators that do not have much effect on guest satisfaction or in the sense that the services provided by the room attendant do not make guests feel satisfied or dissatisfied. Those located in this quadrant are as follows:

- a. Completeness and readiness of room attendant in handling rooms (Q1)
- b. Compliance with Standard Operating Procedures (Q6)
- c. Room attendant can provide information about the state of the room (Q7)
- d. Responsiveness of the room attendant in serving guest requests (Q9)
- e. Comfort of the room to be occupied by guests (Q12)

This indicator is in quadrant C because the average value of guest perceptions and average guest expectations is quite low, so it is considered not too important by guests. But maintaining the quality of service on the indicators above is very important for a room attendant. So this indicator must still be maintained for better service.

4. Quadrant D

In quadrant D the indicators in it are less expected by guests but the room attendant performs the service very well so it is considered very excessive. The following are indicators that are in quadrant D.

- a. Completeness of guest amenities in the room (Q3)
- b. Courtesy of room attendant in serving guests (Q13)
- c. Room attendants can handle and provide good solutions to problems faced by guests (Q16)

Room attendants have done their job well on the above indicators, but are considered redundant by guests. However, this is not a problem in its implementation, because customers are still satisfied with the services provided by the hotel.

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Conclusions

Based on the research result it can be concluded that there are sixteen indicators found in the five dimensions of the service quality, includes in the Importance Performance Analysis. The result shows that there are two indicators considered important by the guests, but the performance on the part of the room attendant is still inferior that it needs improvement, particularly concerning the timeliness of the room attendants in handling the guests' room which includes reliability dimension and responsiveness dimension on the part of the room attendants to handle complaints. Meanwhile, at quadrant B there are four dimensions considered important by the guests, and it is found that the room attendants' performance is already categorized as excellent in terms of such dimensions as tangibility, reliability, assurance, and empathy. This indicates that there is only one dimension whose service is still in need of improvement, namely the responsiveness dimension found in quadrant A. The indicator of quadrant A indicates that this dimension needs to be reexamined so that the service provided can satisfy the guests whereby the image of Villa Lumbung Hotel can be more competitive in attracting them to stay.

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