

SERVICE QUALITY OF ROOM SERVICE DURING PANDEMI COVID-19

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SERVICE QUALITY OF ROOM SERVICE DURING PANDEMI COVID-19

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ABSTRACT

This study examines the analysis of room service quality in increasing guest satisfaction during the covid-19 pandemic at Kayumanis Jimbaran Private Estate & Spa. This study aims to determine whether the dimensions of service quality namely tangible, reliability, responsiveness, assurance, and empathy affect guest satisfaction at Kayumanis Jimbaran Private Estate & Spa. This study uses a five-dimensional analysis of service quality in the servqual (service quality) model. The population of this study is guests who stay and have experienced the quality of room service as many as 55 respondents with the method of determining the sample, namely accidental sampling. The data collected was analyzed using a questionnaire and then analyzed using the Servqual Test which describes the gap (gap) in the quality of service expected (expectations) and reality (perceptions) received by guests staying at Kayumanis Jimbaran Private Estate & Spa. Furthermore, it is analyzed using Importance Performance Analysis (IPA) which is presented in a Cartesian diagram. The results of the servqual analysis show that there are more positive gaps than gaps with negative values. Based on the results of the Importance Performance Analysis (IPA) in the Cartesian diagram, it shows that the quality of room service services has 2 indicators in quadrant A, which means that indicators in this quadrant need to be prioritized because they are considered important by guests, namely the indicator of the accuracy of room service in serving food and drinks on the attribute (Q5), on the indicator in serving food and drink to the estate a maximum of only 2 room service staff on the attribute (Q8). In addition, the results of the study show that the dominant room service quality is in quadrant B, which means that the room service at Kayumanis Jimbaran Private Estate & Spa is in a satisfactory category and is necessary to maintain its performance.

Keywords: Service Quality, Improve, Guest Satisfaction

INTRODUCTION

Hotels are required to have the best form of service to offer to hotel guests so that guests choose their services. Providing good service will create customer satisfaction. If consumers are satisfied, they will make repeat purchases and recommend others to buy at the same place (Tjiptono & G Chandra, 2011). At this time the 2019 Novel Coronavirus (2019-nCoV) is attacking the world community, including in Indonesia. The government has made efforts to control the spread of Covid-19 by issuing policies regarding health protocols and has also issued a covid-19 vaccination which will be spread to all levels of society in stages. Therefore, people are starting to dare to travel but still with strict health protocols because the hospitality industry must prioritize service quality, especially in the room service section at Kayumanis Jimbaran Private Estate & Spa.

Table 1. Number of Guests Staying

Month	Number of guests staying
September 2020	20
October 2020	310
November 2020	115
December 2020	452
January 2021	90
February 2021	103

The number of guests staying at Kayumanis Jimbaran Private Estate & Spa has fluctuated, which has increased and decreased from September 2020 to February 2021, this is influenced by the existence of PPKM during the covid-19 pandemic which caused drastic compliance in January 2021. Problems encountered The problems faced regarding guest satisfaction are: At breakfast, some orders are not available, although they are always repeated. On the last day was orange juice which could not be drunk because dirt fell into it, there was a guest who complained about One of the room service staff delivered our afternoon tea with his mask hanging under his nose and I had to ask him to correct it, about Kitchen is poor. Needs improvement. Regarding the background of the problem above, The author wants to conduct research on "Analysis of Room Service Quality in Increasing Guest Satisfaction During the Covid-19 Pandemic At Kayumanis Jimbaran Private Estate & Spa". The purpose of this study was to determine the quality of room service on guest satisfaction at Kayumanis Jimbaran Private Estate & Spa, and to determine indicators that need to be improved and maintained by room service at Kayumanis Jimbaran Private Estate & Spa.

METHODS

This research was conducted in the Room Service section of the Food and Beverage Service at Kayumanis Jimbaran Private Estate & Spa for 5 months. In this study, the object under study was "The Quality of Room Service in Increasing Guest Satisfaction During the Covid-19 Pandemic at Kayumanis Jimbaran Private Estate & Spa". In the research variable used is the measurement of service quality based on the five dimensions of service quality according to Parasuraman quoted by (Tjiptono & G Chandra, 2011). The independent variables are Tangible (X1), Reliability (X2), Responsiveness (X3), Assurance (X4), Empathy (X5) dimensions.

Table 2. Identification of Variables and Indicators

Variable	Dimension	Indicator
Guest Satisfaction	Physical Evidence	a. Complete facilities in each estate, such as kitchen sets, and added health protocols during the covid-19 pandemic
		b. Food and drinks are covered with plastic wrap before serving.
	Reliability	a. The service serves food and drinks quickly and well to guests in the estate by Room Service.
		b. Room Service's ability to perform the promised service on time

Responsiveness	a. Room Service accuracy in serving food and drinks b. Room Service speed in dealing with problems that arise
Guarantee	a. Room service always use hand gloves when serving food and drinks. b. In serving food and drinks to the estate a maximum of 2 room service staff. c. Room service ensure that services are carried out in a professional manner
Empathy	a. Room service always provide the best attention and service individually and understand the needs of guests. b. Room service remind to always follow health protocols

Sources: Secondary Data, 2022

The types of data used in this study are quantitative data and qualitative data. Quantitative data is data obtained from the form of numbers and can be calculated or qualitative data is calculated and qualitative data is data in the form of words, schemes, and pictures. (Sugiyono, 2016). Sources of data used in this study are primary data and secondary data, primary data is data obtained directly from the source and is directly related to the problem under study and secondary data is data obtained indirectly from an object of research. (Sugiyono, 2016).

The sampling method used in this study is incidental sampling, which means that this sampling technique is based on chance, i.e. anyone who coincidentally/incidentally meets the researcher can be used as a sample, if it is deemed that the person who happened to meet fits the data source. (Sugiyono, 2015). Determination of the number of samples in this study according to (Maholtra, 2005) which states that the sample size can be determined by multiplying the number of sub indicators x 5 (five). In this study, the number of variables used in analyzing the service quality of Room Service is 11 indicators, so the minimum sample is $11 \times 5 = 55$ respondents. So the total indicator is 55 respondents. The method of data collection is carried out by observation, which is a thorough observation process and observing behavior in certain conditions (Tersiana, 2018). Interview is a data collection technique by asking questions to respondents to find the problems to be studied (Sugiyono, 2015). Questionnaire is a data collection instrument that contains questions related to the 5 dimensions of service quality (Sugiyono, 2014). Literature study is carried out to enrich knowledge about various concepts that will later be used as guidelines in this research (Setyawan, 2017).

Data analysis techniques used are Validity Test, Reliability Test, Servqual Test and Important Performance Analysis, Validity shows the degree of accuracy between the data from the object and the data obtained by the researcher (Sugiyono, 2016), reliability test is an index that shows the extent to which a measuring instrument can be trusted or relied upon (Sugiyono, 2016). The servqual model is based on the assumption that consumers compare service performance on relevant attributes with ideal/perfect standards for each service attribute (Tjiptono, 2012). To find out whether all important service quality characteristics have been analyzed using Importance performance analysis.

RESULTS AND DISCUSSIONS

From the calculation of the Servqual Test that has been carried out, it shows how the quality of service at Kayumanis Jimbaran Private Estate & Spa is. A negative servqual score (-) indicates that there is an indication of a gap or gap in the quality attribute, and if the servqual score (+) indicates that the quality is quite good or satisfactory or neutral (0), it can be said that the service quality is satisfactory. Table 2 shows the Servqual score of each indicator

Table 3. Results of Servqual Calculation of Guest Satisfaction on Room Service Services at Kayumanis Jimbaran Private Estate & Spa.

Dimension	No	Service Attributes	Customer Satisfaction			Note:
			Perception	Hope	gap	
Physical Evidence	Q1	Complete facilities in each estate, such as kitchen sets, and health protocols during the covid-19 pandemic	4.62	4.62	0.00	Neutral
	Q2	Food and drinks covered with plastic wrap	4.51	4.31	0.20	Positive
	Q3	The service of serving food and drinks quickly and well to guests in the estate by Room Service	4.56	4.55	0.02	Positive
Reliability	Q4	Room Service's ability to perform the promised service on time	4.55	4.76	-0.21	Negative
Responsiveness	Q5	Room Service accuracy in serving food and drinks	4.47	4.56	-0.09	Negative
	Q6	Room Service speed in dealing with problems that arise	4.47	4.38	0.09	Positive
Guarantee	Q7	Room service always uses hand gloves when serving food and drinks	4.27	4.49	-0.22	Negative
	Q8	In serving food and drinks to the estate a maximum of 2 room service staff.	4.49	4.64	-0.15	Negative

Empathy	Q9	Room service ensures that services are carried out in a professional manner	4.64	4.64	0.00	Neutral
	Q10	Room Service always provides the best attention and service individually and understands the needs of guests	4.53	4.45	0.7	Positive
	Q11	Room service remind to always follow health protocols	4.33	4.29	0.04	Positive

Sources: Secondary Data, 2022

Based on table 2 it was found that 5 (five) indicators had a positive average score, 2 (two) indicators had a neutral average score, and 4 (four) indicators had a negative average score.

Table 4. Validity Test Results for Perception and Expectations

Attribute	R	Perception		Expectation	
		Correlation item total	Description	Correlation item total	Description
Q1	0.266	0.444	Valid	0.377	Valid
Q2	0.266	0.402	Valid	0.512	Valid
Q3	0.266	0.408	Valid	0.497	Valid
Q4	0.266	0.703	Valid	0.656	Valid
Q5	0.266	0.585	Valid	0.542	Valid
Q6	0.266	0.726	Valid	0.690	Valid
Q7	0.266	0.535	Valid	0.600	Valid
Q8	0.266	0.683	Valid	0.701	Valid
Q9	0.266	0.584	Valid	0.433	Valid
Q10	0.266	0.662	Valid	0.561	Valid
Q11	0.266	0.648	Valid	0.406	Valid

Sources: Primary Data, 2022

Valid decision criteria are stated the total item correlation value is greater than 0.266. Based on the Table 2 output, the total item correlation value for all questionnaire items is greater than 0.266 therefore all items in the perception and expectation questionnaire regarding service quality are declared valid to be used in this study. After testing the validity and the results of the questionnaire declared valid, then proceed with the reliability test. The reliability of the research instrument was assessed through the magnitude of Cronbach's Alpha coefficient, which shows the internal consistency of the items that underlie a variable. Cronbach's Alpha coefficient calculation using SPSS 22.0 for Windows.

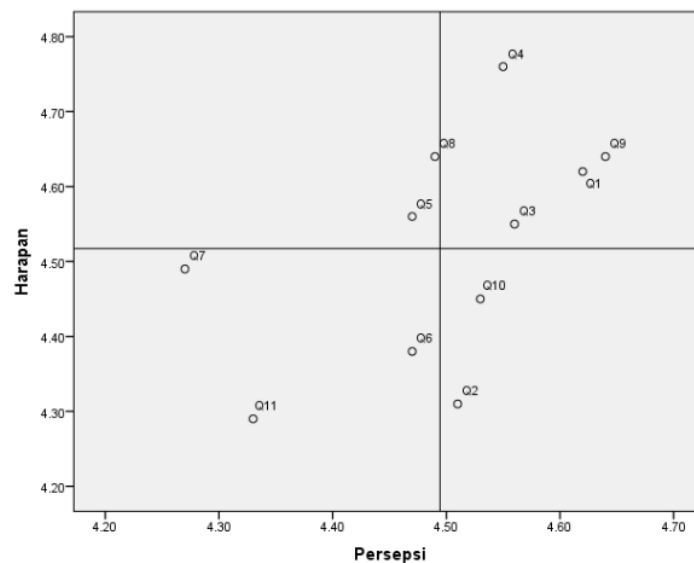
Table 5. Reliability Test Results of Perceived and Expectations

N of Items	Perception		Expectation	
	Cronbach's Alpha	Description	Cronbach's Alpha	Description
11	0.801	Reliable	0.726	Reliable

Sources: Primary Data, 2022

Based on table 4.5 above it can be seen that all the coefficients of the tested variable indicators are greater than Cronbach's Alpha greater than 0.60. So these results can indicate that all indicators of the level of perception (x) and level of satisfaction (y) in this study proved reliable. This means that the items used will be able to obtain consistent data in the sense that if the question is asked again, relatively the same answer will be obtained

Importance Performance Analysis is used to find out whether all service quality indicators need to be improved or maintained by room service at Kayumenis Jimbaran Private Estate & Spa which will be presented with a Cartesian diagram. Guests by the room attendant at Hotel Solaris Kuta, which is presented in the form of a Cartesian diagram. The Cartesian diagram consists of four quadrants, 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 it is necessary to maintain achievement. Quadrant C is a low priority, meaning that the indicators in this quadrant have little effect on guest satisfaction. Quadrant D shows that all indicators in this quadrant are considered excessive

**Figure 1. Cartesian Diagram Importance Performance Analysis**

Based on Figure 2, from the calculation of the importance-performance analysis, it was found that there are 2 indicators in quadrant A, namely the accuracy of room service in serving food and drinks (Q5), in serving food and drinks into the estate a maximum of only 2 room service staff (Q8), 4 indicators in quadrant B are the completeness of facilities in each estate (Q1), serving food and drinks quickly and well (Q3), the ability of room service to carry out the promised services on time (Q4), professionally performed services (Q9), 3 indicators in quadrant C are the speed of room service in dealing with problems that arise (Q6), the use of hand gloves when serving food and drinks (Q7), Room service reminds to always follow health protocols (Q11), 2 indicators in quadrant D are food and drinks covered with plastic wrap (Q2), room service provides the best attention and service individually and understands guest needs (Q10)

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CONCLUSIONS

Based on the results of the analysis and discussion that has been done that the quality of service at Kayumanis Jimbaran Private Estate & Spa can be said to be good where the Servqual test shows that the level of positive gap is more than the negative gap when calculated by the number of neutral gaps. These results indicate that the quality of service provided by room service is good and guest expectations of perception are satisfactory, so that guests feel satisfied and comfortable staying at Kayumanis Jimbaran Private Estate & Spa. The results of the Importance Performance Analysis that need to be improved are such as the accuracy of room service in serving food and beverages,

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