THE ANALYSIS OF RECEPTIONIST SERVICE QUALITY TO INCREASE GUEST SATISFACTION AT BALI RANI HOTEL KUTA

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ABSTRACT

The aim of this study is to analyze receptionist service quality level to increase guest satisfaction at Bali Rani Hotel Kuta. The number of respondent are 60 respondents used accidental sampling for data collect method. Primary data collect of service quality variable used questionnaire method with validity and reliability tested. Analysis technique used SERVQUAL analysis and Importance Performance Analysis applied in Cartesian diagram. The results of this research showed that there are negative, positive and neutral gap between perceptions and guest expectations. Attribute which has negative value gap are number 2, 3, and 4 then attribute which has positive value gap are number 1, 5, 6, 7, 8, 9, 10, 11, 12. Furthermore, based on the Importance Performance Analysis results indicate the position of each attributes in Cartesian diagram, founded the attribute that become a priority to be improved and attributes that become achievements to be maintained. Attribute in quadrant A which is a priority to improved is number 2 about equipment and facilities for support services at the reception are complete. Furthermore, attribute in quadrant B which is the achievements to be maintained are number 1, 4, 7, 11 about the appearance or grooming of the receptionists are neat and clean when serving guests, the hotel information contained in brochures and pamphlets are clear, receptionists able to solve the problem quickly and precisely, security of valuables guests are guaranteed when kept at the reception.

Keywords: receptionist, service quality, guest satisfaction, hotel.

INTRODUCTION

The hospitality industry is one of the businesses that produce services. This service industry supports the activities of tourists who visit the sights and require accommodation to stay, eat, drink and entertainment. In the hotel business, guest service is the main thing that cannot be separated so that guests who stay feel comfortable and the guest has the desire to come back. One of the most important parts of a hotel is the Front Office Department that can be said as the spearhead of a hotel for having direct contact with guests. The Front Office is the first and the last impression of every guest arriving at the hotel (check-in) until the guest leaves the hotel (check-out).

Reception Section is part of Front Office Department, the culprit is called receptionist. Receptionist in a hotel is very important role to handling guest registration, providing full service from before guest stay, upon arrival of guest, during stay at hotel, handling check-out and payment, receiving and connect the incoming call to the addressee.

The service by receptionist at Bali Rani Hotel Kuta is inseparable from the constraints that arise during check-in and check-out process, so the coordination between receptionist and bellboy must be good and correct in accordance with SOP (standard operational procedure) to avoid mistakes. Constraints that often occur are delays in the provision of rooms after check-in process, the unavailability of a business center in the hotel, the delay of a bellboy take the belongings of guests in the room, make guests wait too long. The existence of a variety of complaints should be follow up by Bali Rani Hotel Kuta especially reception section. Therefore, the receptionist is required to work professionally, effectively and efficiently.

Quality of service is defined as the overall combination of product and service characteristics resulting from marketing, engineering, production and maintenance that make these products and services usable to meet customer expectations (Wijaya, 2011). Furthermore, from the quality of service provided, will create customer satisfaction which can be defined feeling of pleasure or disappointment of someone who emerges after comparing the performance of thought products to the expected performance (Kotler and Keller, 2007: 177).

Aim of this study is to analyze receptionist service quality level to increase guest satisfaction at Bali Rani Hotel Kuta. This research hopefully will bring some benefits both theoretically and practically. Benefits to be gained in this research in theoretically is the results of this study are expected to provide benefits for the development of knowledge, especially in an effort to improve the quality of service and as an additional reference for the development of new ideas for further research. In practically, the results of this study are expected to be used as a consideration by management of Bali Rani Hotel Kuta to improve the quality of receptionist service that will affect future income and imaging.

Previous research conducted by Suryadharma and Nurcahya (2015) at the Bintang Pesona Hotel in East Denpasar examined five dimensions of service quality with 105 respondents. The results showed that the quality of service consisting of

tangible, reliability, responsiveness, assurance, and empathy simultaneously and partially significant effect on customer satisfaction.

Susanti *et al.* (2016) at MBA Tour & Travel examines the level of customer satisfaction on services provided with 75 respondents. The results of data analysis which used Cartesian diagram shows tourists are satisfied with the results of a score of 77% of services that have been given by MBA Tour & Travel.

Previous research conducted by Ranas and Mansur (2013) at Kombokarno Hotel, examined the quality of service consisting of five dimensions with 144 respondents. The results of data analysis used SERVQUAL method indicates that the service (performance) provided by Kombokarno Hotel still has not fulfilled the desired service expectations by consumers. This can be seen from the gap value on SERVQUAL method which is still negative overall.

METHODOLOGY

Variables in this research consist of five dimensions of service quality that is tangibles, reliability, responsiveness, assurance, empathy and guest satisfaction. Operational definitions of variables used are tangibles (X1), which includes physical facilities and equipment such as telephones, EDC (Electronic Data Capture) machines, computers, and receptionist appearances. Reliability (X2), the ability of the company especially the receptionist in delivering or providing information and services such as what has been promised accurately and reliably. Responsiveness (X3), receptionist ability to assist guests and respond to requests, inquiries and guest complaints quickly and accurately. Assurance (X4), related to the knowledge, modesty, and ability of the company especially receptionist to cultivate the security guarantee of the guest in using the service. Empathy (X5), receptionist ability to understand guest needs, give attention, communicate well, and serve friendly. Customer satisfaction (Y), the level of feeling felt by the guest after comparing performance or perceived implementation with expectations.

The data collection in this research is done by giving questionnaire to the guest who stay at Bali Rani Hotel. Determination of sample using accidental sampling method. In determining the number of samples, using the calculation of Malhotra (2005, 368-369) the number of respondents at least 4 or 5 times from the number of

attributes used in the study. Finally, the attributes observed amounted to 12, then 5 x 12 = 60 respondents given on May to June 2018.

Before performing the process of data analysis, conducted a questionnaire test by testing the validity and reliability from the attributes of the questionnaire. Furthermore, data analysis techniques in this study using the method of calculation of SERVQUAL scores and in mapping customer satisfaction using Importance Performance Analysis matrix. Data processing using SPSS 22 software.

FINDINGS AND DISCUSSION

The results of the validity test of perception and expectation indicate that the whole correlation coefficient (r count) of 12 attributes with 60 respondents has a value greater than 0.374. It can be concluded all the attributes in this study declared valid.

The results of the reliability test of perception and expectation entirely obtained Cronbach Alpha coefficient greater than 0.60. This shows that all attributes are reliable.

Table 1
The results of the average test of perception and expectation and gap quality of service

Attribute	Perception	Hope	Gap

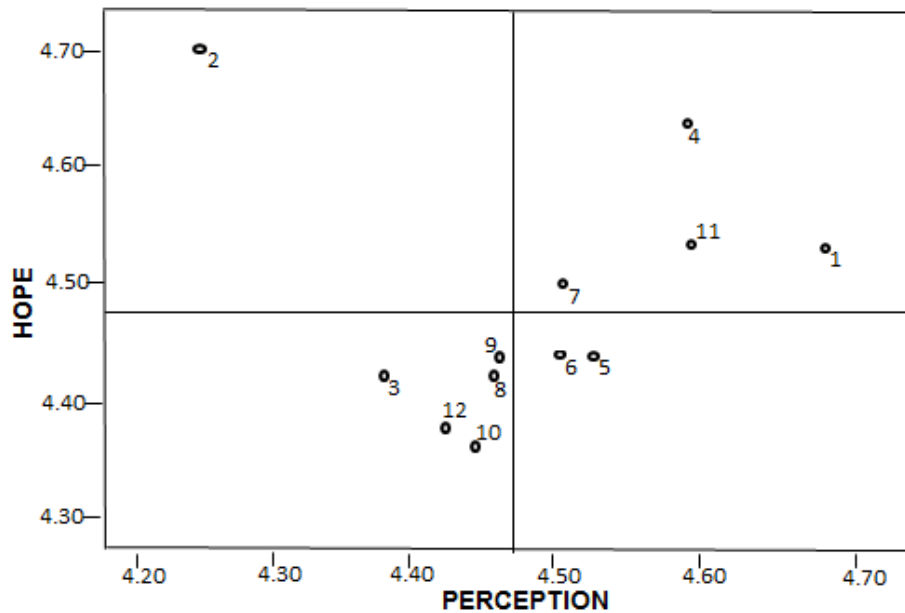|			
1	4.67	4.53	0.14
2	4.25	4.70	-
3	4.40	4.42	0.45
4	4.58	4.63	-
5	4.52	4.43	0.02
6	4.50	4.43	-
7	4.50	4.50	0.05
8	4.47	4.42	0.09
9	4.47	4.43	0.07
10	4.45	4.37	0.00
11	4.58	4.52	0.05
12	4.43	4.38	0.04
			0.08
			0.06
			0.05

Source: data process, 2018.

Based on Table 1, the calculation of SERVQUAL score shows gap between perceptions and expectations of negative value contained in attributes X2, X3, X4. Gap between perceptions and expectations with positive values are found in attributes X1, X5, X6, X7, X8, X9, X10, X11, X12.

Based on the results of the SERVQUAL score, the service perceived to experience negative gap, positive and neutral. This is because the expectation from the point of view of the hotel as a provider of accommodation services is not always the same as the expectations of guests as recipients of accommodation services. Overall the hotel has provided good service because the service perceived is greater than the expectation of the guest. With this discussion, the hotel should improve the services of negative value and maintain a positive service.

Picture 1
Cartesian diagram of important performance analysis

Source: data processed, 2018

From the results of data processing Cartesian diagram can be explained as follows.

Quadrant A

The service in this quadrant needs to be prioritized because this attribute is considered important by the guest but the reality has not been able to meet the expectations of the guests.

1. Equipment and facilities for support services at the reception are complete (telephone, EDC machine, computer, etc) (attribute 2)

Quadrant B

Maintain achievement because the level of importance and the fact has been satisfying guests.

1. The appearance or grooming of the receptionists are neat and clean when serving guests (attribute 1)
2. The hotel information contained in brochures and pamphlets are clear (attribute 4)
3. Receptionists able to solve the problem quickly and precisely (attribute 7)
4. Security of valuables guests are guaranteed, when kept at the reception (attribute 11)

Quadrant C

Attributes that are considered less important but in fact the service is running normally.

1. Cleanliness at the reception area are well preserved (attribute 3)
2. Bali Rani Hotel has a good image and receptionists has good knowledge about hotel product (attribute 8)
3. Receptionists always willing and handle guest complaints appropriately (attribute 9)
4. Receptionists has good ethics to guests (attribute 10)
5. Receptionist are friendly and provide guest needs at the hotel (attribute 12)

Quadrant D

Attributes that are considered less important by the guest but in fact the services provided exceeds than expected so as to create guest satisfaction.

1. Implementation of check-in and check-out process running well and on time (attribute 5)
2. Receptionists providing services accordance as promised and trusted (attribute 6)

CONCLUSION AND SUGGESTION

The level of quality of receptionist service in improving guest satisfaction at Bali Rani Hotel is good because the service quality is perceived bigger than guest expectation. Based on 12 attributes studied, there are 9 attributes that are positive values are X1, X5, X6, X7, X8, X9, X10, X11, X12. Furthermore, 3 attributes that are negative are X2, X3, X4. Thus, the overall level of receptionist service quality in improving guest satisfaction at Bali Rani Hotel has proven to be good and guests are satisfied with the service gained during their stay at Bali Rani Hotel.

Suggestions that can be given related to this research is to improve the quality of service whose attributes are negative and included in the main priority, that is the completeness of equipment and supporting facilities in reception service. Furthermore, maintaining a positive value that has been achieved by maintaining performance with standard operating procedures as a reference to provide services to satisfaction and trust guests are maintained.

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