

## **ANALYSIS OF CUSTOMER SATISFACTION TO ROOM SERVICE QUALITY ON LITTLE NAN YANG RESTAURANT IN LE GRANDE BALI ULUWATU**

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### **ABSTRACT**

The increasing of supporting tourism accommodation in Bali, makes competition to get customers more difficult. That caused by the different services provided by the each of service provide. One of type of service that often provide to costumers is Room Service, which is room service increasingly increasing caused by customers requestition that basicy want to get and enjoy fast and practicaly without having wait in a long time. Relating of that cased, it makes one of challenge by accomodation provider likes hotel Le Grande Bali Uluwatu to keep compete with others providers. One othe strategy taken by this hotel is to keep the Quality of Service that provide to customers. With optimal service, hope service provider can complete customers expectation, then customers will be back and enjoy the services that given from service provider. The purpose this study is to find out how room service quality by the customers satisfaction at hotel Le Grande Bali Uluwatu and to know which indicators are classified in 4 kuadran diagram kartesius This reserach was conducted in hotel Le Grande Bali Uluwatu with customers who used room service as respondent during stay on hotel Le Grande Bali Uluwatu. Data collected by the questionnaires and analysis by importance performance analisys. The result from the reserach indication that room service in hotel Le Grande Bali Uluwatu provided was quietly satisfactory. It can be seen an the average of the assesement of the implementation of the company reach 4,56%, greater than the rating of impotence which is 4,59%, which mean that quality of service given by hotel Le Grande Bali Uluwatu is quitely satisfactory. In the placement of Cartesian diagram have three indicator that go into quadrant A (main priority) and there are also two indicator that go into the quadrant D (Excessive) so it becomes an important task for the company to pay more attention to the tourists need to complete future customer expectations.

Keywords: tourism satisfaction, service quality, Cartesian diagram.

### **INTRODUCTION**

The development of tourism in Bali is increasing; this is evidenced by the increasing number of tourists who want to enjoy the beauty of exotic panorama of Bali, and see the stunning Bali culture. The increase in tourist arrivals is also followed by the increase of tourism supporting facilities and infrastructures. One of the components that can support the development of tourism is in the form of increasing the provision of accommodation such as: hotels and villas with services that include:

services/accommodation, bell boy, housekeeping, front office, and food and beverage services. Food and Beverage Department is a special department that provides food and beverage service in the form of food processing and serving of food. One form of food and beverage presentation is through room service. Le Grande Bali Uluwatu is one of five star hotels located in pecatu dreamland area with 190 rooms available for tourists who will vacation, honeymoon, business or long term stay in Bali (long stay). Le Grande Bali Uluwatu provides facilities such as; four four-story building units, one unit of D'Bar and one restaurant named Little Nan Yang. Little Nan Yang restaurant besides serving breakfast, lunch, and dinner, also serve the ordering of food and beverages through room service service. In providing room service service, it is expected that tourists can feel satisfied with the services provided by meeting the needs and desires of customers and provide good service for the creation of customer satisfaction and loyalty.

## LITERATURE REVIEW

Room service according to Graham Brown and Karon Herner in his book *The Waiter's Handbook* is a food or beverage service booked by guests and enjoyed in the rooms both in hotels and other lodgings such as villas or apartments. The function of Room Service in general, actually the same and in line with restaurants and bars. If a restaurant and bar sells food and beverages in a restaurant or bar-room, the room service has a special duty of serving food or drinks in hotel rooms or villas

Kotler (2012: 499-500) determines that there are five determinants of quality/quality of services/services that are summarized with five dimensions of service quality. That is tangible, emphaty, reability, responsiveness, assurance.

Giese & Cote (2000), as cited by Tjiptono & Chandra (2011: 292), define customer satisfaction as a response (emotional or cognitive) in which the response involves a particular focus (expectations, products, consumption experiences, etc.) within a certain period of time (after consuming, after selection of products/services, based on accumulated experience, etc.).

## RESEARCH METHODS

After the calculation, the number of samples required is as many as 100 samples, and from the results of validity and reliability tests then the data declared valid and reliable, which will be continued by using the method of importance performance analysis (IPA). In this research, company performance level that can give satisfaction represented by letter "X" and level of consumer interest represented by letter "Y".

The formula used to measure the level of conformity is

$$Tki = \frac{Xi}{Yi} \times 100\% \dots\dots\dots(1)$$

Information :

- Tki: The level of suitability of respondents.
- Xi: Score of the company's performance appraisal.
- Yi: Scores of consumer interest ratings.

If performance below expectations or conformity levels below 100% means that consumers are disappointed or dissatisfied. However, if performance is in accordance with expectations or the level of conformity equal to 100% it means that consumers are satisfied. Whereas if performance exceeds expectations or conformity levels above 100% it means that consumers are very satisfied.

Further horizontal axis (X) will be filled performance score score. And the upright axis (Y) will be filled by the importance level score. In simplifying the formula, then for each factor that influences the consumer's decision with the formula:

$$\bar{X} = \frac{\sum Xi}{n} \dots\dots\dots(2)$$

$$\bar{Y} = \frac{\sum Yi}{n} \dots\dots\dots(3)$$

Information :

- $\bar{X}$  = Average score of implementation/performance level (room service quality).
- $\bar{Y}$  = Average score of consumer interest rate.
- n = Number of respondents.

Cartesian diagram is a building divided into four sections bounded by two lines intersecting perpendicular to the point  $(\bar{X}, \bar{Y})$ .

Information :

- $\bar{X}$  = Represents the average of the average performance/performance level score of all

attribute factors.

$\bar{Y}$  = Represents the average of interest rate scores. All factors that affect consumer satisfaction. Altogether there are 15 factors or attributes.

Next formula:

$$X = \frac{\sum_i N_i \bar{X}_i}{K} \dots\dots\dots(4)$$

$$Y = \frac{\sum_i N_i \bar{Y}}{K} \dots\dots\dots(5)$$

Information :

K = Number that can affect consumer satisfaction.

Cartesian Diagram 1

Importance:

$\bar{Y}$	Main priority	Maintain Achievement	
$\bar{Y}$	A	B	
	Low Priority	Overrated	$\bar{X}$
	C	D	$\bar{X}$ Implementation

(Performance/Satisfaction)

(Source: Supranto (2001; 242)).

In this case, the use of a five-level scale (likert) that is used for (performance) consists of very good, good, good enough, not good, and not very good. The five proposals are given as follows:

1. Excellent answer given weight 5.
2. A good answer is given a weight of 4.
3. A good answer is given weight 3.
4. The unfavorable answer is given weight 2.
5. An unfavorable answer is given weight 1.

For the degree of importance of each attribute (importance) given the 5 ratings with the following weights:

1. An important answer is given weight 5.
2. An important answer is given weight 4.
3. An important answer is given weight 3.
4. Unnecessary answers are given weight 2.
5. An unimportant answer is given weight 1.

## RESULTS AND DISCUSSION

At this stage the processing of data that has been collected. The data processing is done to know the level of customer satisfaction on the quality of room service with Importance Performance Analysis (IPA) method used to know the things that become priority improvement to the factors that influence the level of customer satisfaction.

### **Importance Performance Analysis (IPA)**

Importance Performance Analysis is done by calculating the total score of service performance and consumer interest. Next is calculated the value of X (average performance score) and Y (average score of interest).

### **Conformity Level**

In the method of Importance Performance Analysis (IPA) there is also a calculation to determine the order of priority services, as measured by the level of conformance to determine the priority of the best service improvements to achieve customer satisfaction.

1. Calculate the performance score and importance

Examples of performance score calculations and expectations are taken from the timely delivery of orders into the room.

$$\text{Performance (X)} = 39 \times 5 + 58 \times 4 + 3 \times 3 + 0 \times 2 + 0 \times 1 = 195 + 232 + 9 = 436$$

$$\text{Interests (Y)} = 78 \times 5 + 22 \times 4 + 0 \times 3 + 0 \times 2 + 0 \times 1 = 390 + 88 = 478.$$

2. Calculating the level of conformity (%) =  $(436 : 478) \times 100\% = 91.21\%$

Table 1  
 Average Calculation of Implementation and Assessment Assessment  
 The Importance of Factors Affecting Travelers in Using Room Service Services  
 at Le Grande Bali Uluwatu Hotel

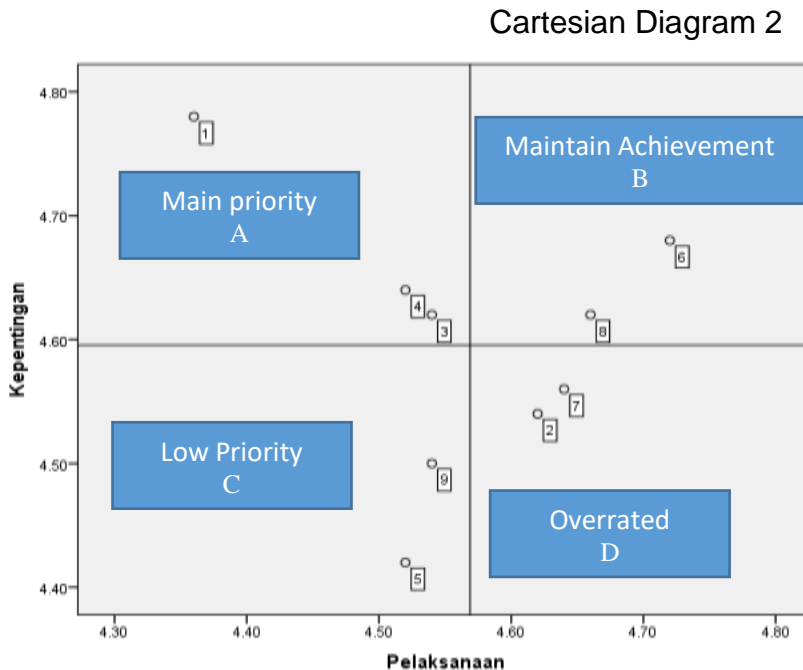
No.	Which Factors Affect Satisfaction Tourists When Using Room Service	Assessment Implementation	Assessment Interests	$\bar{X}$	$\bar{Y}$
1	Timely delivery of orders into the room	436	478	4,36	4,78
2	Friendly, courteous, and helpful attitude	462	454	4,62	4,54
3	Quick response in understanding and completing requests of tourists by staff room service	454	462	4,54	4,62
4	Quick response to tourist complaints related to services provided by staff room service	452	464	4,52	4,64
5	The knowledge and skill of the room service staff when it comes to the tourists	452	442	4,52	4,42
6	The ability of staff room service in mastering a foreign language related to the smooth communication with tourists	472	468	4,72	4,68
7	Attention is given by staff room service to tourists	464	456	4,64	4,56
8	Responsible for services provided to tourists	466	462	4,66	4,62
9	Cleanliness and neatness of staff room service appearance when dealing directly with tourists.	454	450	4,54	4,5
Average ( $\bar{X}$ and $\bar{Y}$ )				4,56	4,59

$\bar{X}$  and  $\bar{Y}$  = The average of 50 respondents

(Source = Results of Questionnaire Calculation).

From the results of each indicator of each variable, the authors obtain a level of conformity of 99,34% ( $\frac{4,56}{4,59} \times 100\%$ ) which states that the level of compliance almost

reaches 100% so that the service room service quality provided by Le Grande Bali Uluwatu hotel to tourists is quite satisfactory.



### 1. Quadrant A (Main Priority)

In this quadrant, it appears that the indicators or attributes that affect the satisfaction of tourists associated with the quality of room service needs diprioritaskan by the company. Because this indicator is considered very important by tourists, and the level of implementation has been done by the company. It can be seen from the result of data processing in this research, there are some indicators that included in quadrant A (Main Priority) that is:

- a. Timely delivery of orders to the room (number 1).
- b. Quick response in understanding and completing requests of tourists by staff room service (number 3).
- c. Quick response to tourist complaints related to the service provided by staff room service (number 4).

### 2. Quadrant B (Maintain Achievement)

In this quadrant, the factors or indicators that affect the satisfaction of tourists related to the quality of room service is very necessary to maintain, in this case seen from

the data processing in this study, there are several indicators included in quadrant B (Maintain Achievement).

- a. The ability of staff room service in mastering a foreign language related to the smooth communication with tourists (number 6)
- b. Responsible for services provided to tourists (number 8).

### 3. Quadrant C (Low Priority)

In this quadrant, indicates that the factors or indicators that affect the satisfaction of tourists are still considered less important by tourists, but already done by the company. This can be seen from the data processing on Cartesian diagram 2 which indicates that there are indicators that are considered less important by tourists, but already done by the company. Indicators included into Quadrant C (Low Priority), are

- a. Knowledge and skill of staff room service when communicating with tourists (number 5)
- b. Cleanliness and tidiness of staff room service appearance when dealing directly with tourists (number 9).

### 4. Quadrant D (Excessive)

In this awareness, indicates that factors or indicators that affect the satisfaction of tourists associated with the quality of room service provided, considered very excessive but often done by the company. So this assessment is beyond the expectations of tourists. This can be seen from the results of data processing in Cartesian diagram 2, where, there are several indicators that belong to the D quadrant (Excessive), as follows.

- a. Friendly, courteous, and ready to help (number 2).
- b. Attention given by staff room service to tourists (number 7).

## CONCLUSIONS AND SUGGESTIONS

Attributes contained in quadrant A are attributes that must be considered by the company or hotel to keep customers loyal in buying food and drinks. The hotel should make the factors contained in this A quadrant as a strategy that needs to be improved in order to compete with other hotels.



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