The Relationship between the Implementation of Service Quality and Guest Satisfaction at Hotel X Jakarta

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Abstract : A Hotel is becoming more increasingly supporting our tourism industry in accommodation sector. Such growth has raised many questions the quality of service and impact on guest satisfaction. The growth of hotel nowadays giving the inspiration to do research about service quality and guest satisfaction. The research describes about the relationship between the implementation of service quality and guest satisfaction at Hotel X Jakarta. The purpose of study is to analyze the relationship between two variables and conclusion also recommendation for better service delivering to the guest. The study research took quantitative method as a study method and using such as F-Test, T-Test, Validity, and Reliability analysis. The research result shows all variables from service quality have relationship to guest satisfaction. Respondent profile is from the age range 26-35years old and based on year 2019 most of them is millennial generation so they need the efficiency and effectiveness such as speed of check in, finding the reservation and service quality from the restaurant. All the services have the impact from tangible, responsiveness, reliability, assurance, and empathy. Hotel need to improve and maintain the quality and value to the guest. Service qualities have the impact and relationship to the guest satisfaction.

Keywords: Quality; Satisfaction; Service; Hotel; Guest

1. Introduction

1.1 Background of study

Nowadays, there are many kinds of industry appear in our country. We have Agriculture, trading, industry, construction, and Hospitality also Tourism sector. Based on the data from Central Bureau of Statistic shown that Hospitality and Tourism is the top 5 biggest growth industry in Indonesia. Economic and financial situation in the one nation is depending on the tourism condition at one country. The role of the tourism sector is playing important situation. We as a human being at one country need to support the growth of the tourism sector and becoming a good people to support the tourism.

Figure 1. Central Bureau of Statistic

Hotel as a part of tourism industry is also growth in any kind of economic situation. Every single hotel has their own characteristic and purpose of the business. They need to make good action plan, target market and how they can achieve their goals. Based on the data, the growth of the opening hotel from 3 stars until 5 stars have significantly increase.
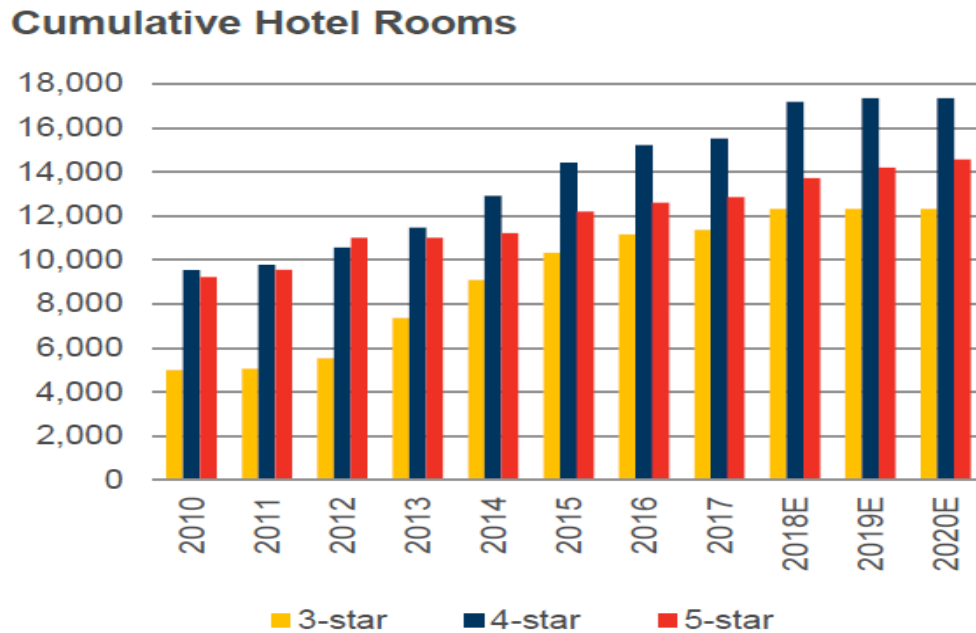
Figure 2. Colliers International Indonesia Hotel data

Because of the growth of the hotel significantly increase, hotel need to offer many kind of facilities, value, good service and competitive price in the market. Guest satisfaction is the biggest part need to be concerned.

Hadi Irawan (2007:37) said there are five factors need to be concerned such as product quality, Service quality, emotional, price, and cost. As a part of to minimize the unsatisfied guest, hotel must give good quality of product to the guest such as good quality of room, food and beverage. Not only product, we need to think about the service quality to be offered. Every guest is expecting good service quality from the hotel. We need to put our mind that "Every Guest is a King" and finally the hotel will get good image from us and will returning back again.

Hotel X Jakarta is a private hotel company in West Jakarta. In order to do their operational, hotel X always gives their best service, give a new effort so they can compete with other competitor in the surrounding area. By giving good service quality will lead to guest satisfaction and give good interest and image to the hotel.

Because of the situation explained above, the study has decided to do research about "**The Relationship between the implementation service quality and guest satisfaction at Hotel X Jakarta**"

1.2 Problem Identification

Every hotel wants to give best service quality to the guest who come and stay at the hotel. Satisfaction get from the hotel will bring the guest always come back to the hotel and become loyal guest. The problem identification from the research is the compete of the hotel business nowadays more struggle, so we need to give good service quality to the guest because Service Quality have impact towards Guest satisfaction.

1.3 Purpose of Study

Based on the problem identification above, the purpose of study is to analyze whether service quality dimensions have impact to the guest satisfaction.

1.4 Hypothesis

H_0: Service Quality (Tangible, Reliability, Responsiveness, Assurance, and Empathy) has no impact to Guest Satisfaction

$H_{1.1}$: Service Quality (Tangible) has impact to Guest Satisfaction

$H_{1.2}$: Service Quality (Reliability) has impact to Guest Satisfaction

$H_{1.3}$: Service Quality (Responsiveness) has impact to Guest Satisfaction

$H_{1.4}$: Service Quality (Assurance) has impact to Guest Satisfaction

$H_{1.5}$: Service Quality (Empathy) has impact to Guest Satisfaction

1.5 Research Model

As is indicated by the name of this model, Parasuraman, Zeithaml and Berry (1985)SERVQUAL is a measure of service quality. Essentially it is a form of structured market research that splits overall service into five areas or components which is Tangible, Empathy, Reliability, Responsiveness and Assurance and will describe as Variable X. Guest Satisfaction will describe as Variable Y.
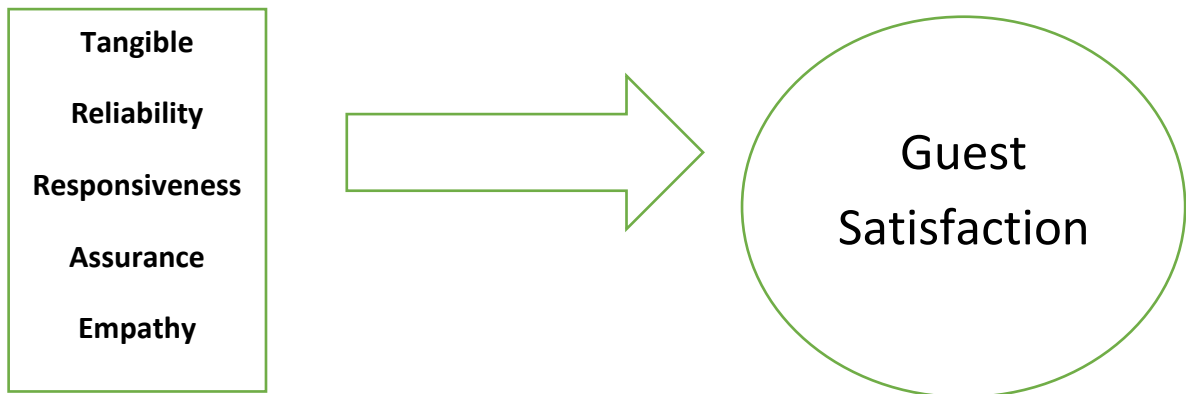

Figure 3. Research Model

2. Related Works/Literature Review

2.1 Marketing Definition

Marketing is a business term that experts or people have their own definition in the different ways. In fact, even at company level people may perceive the term differently. Basically, it is a management process through which products and services move from concept to the customer. It includes identification of a product, determining demand, deciding on its price, and selecting distribution channels. It also includes developing and implementing a promotional strategy.

Based on the Philip Kotler, our Marketing Guru, Marketing is the social process by which individuals and groups obtain what they need and want through creating and exchanging products and value with others. In the other way, Wiliam j.Shultz dan Buchari Alma (2005:2) "marketing or distribution is the performances of business activities that direct the flow goods and service from producer to consumer or user".

2.2 Service Quality

Service Quality could be defined as focusing on meeting needs and requirements and how well the service delivered matches customer expectations. Perceived service quality is a global consumer judgement or attitude, relating to service and results from comparisons by consumers of expectations of service with their perception of the actual service performance (Mohd. Adil, Ghaswyneh and Albkour, 2013).

The SERVQUAL scale constitutes an important landmark in the service quality literature and has been extensively in different setting (Gupta, 2004). SERVQUAL provides a technique for assessing and managing service quality (Parasuraman, Zeithaml and Berry, 1985) and then further developed for the next eight years by the same researchers. SERVQUAL measures service quality through

comparing customer expectation and actual company performance to seek up the gap between expectation and reality (Mohd. Adil, 2013).

SERVQUAL comprise 22 items in Likert type questionnaire to measure five dimensions : Tangibility, reliability, responsiveness, assurance and empathy.

2.3 Guest Satisfaction

Customer satisfaction is the key of long term success of any kind of business include hotel. Hotel needs to maintain stable and close relationship with the guest in order to develop satisfaction. We believe that every hotel deliver a quality service is the essential for success and survival in today society. Guest satisfaction measurement are normally done by asking some questions to the guest by questionnaire form or doing interview directly.

Smith (2012) explained that there are four keys of customer satisfaction measurement for effective measurement as below:

1. Overall Satisfaction measure
   This aspect of question reflects the overall opinion of guest satisfaction experience with a product which they have used.
2. Loyalty Measurement
   This aspect of question measure the core NPS (Net Promoter Score) of the customer.
3. A series of attribute satisfaction measurement
   This aspect of question measure the guest satisfaction and perception of a specific attribute of a brand or business.
4. Intentions to repurchase measurements (behavioral measure)
   This aspect of question the guest tendency to come back to a specific brand to make another purchase in the future.
   Satisfaction level is very important to be measured, so a business would know the customer thinks, feels, and want from them.

3. Material & Methodology

This type of study is quantitative method; the author would like to find out the relationship between each of the hotel service quality indicator to guest satisfaction. To add more information, the author complete with some interview session with the hotel guest who stay at during the period.

3.1 Type of data and collection method

The data in this research is primary data, which collected through questionnaire among the guest who stay in the hotel X, with the sample size is 100 users to analyze their satisfaction level of hotel service quality indicator. The reason to use primary research is to look for direct evidence and information in order to better understanding of the research objects. The population is 100 respondents.

3.2 Likert Scale

Likert scale always useful during questionnaire preparation. Likert scale starts from five preferences step with the details as below:
1 = Strongly disagree
2 = Disagree
3 = Netral
4 = Agree
5 = Strongly Agree

3.3 Variables

There will be two (2) variables in the research, hotel service quality and guest satisfaction. Hotel Service quality will consist of 5 variables dimensions according to SERVQUAL theory which:
   a. Tangible
   b. Reliability
   c. Responsiveness

    d. Assurance
    e. Empathy

All the indicators above will be tested for each of its relation with the guest satisfaction in the Hotel X.

3.4 Population and Samples

The population in this research is based on the data guests who stay at the hotel X. The questionnaire has been distributed into 100 respondents. Sugiyono (2011:62) said Samples is part of total and characteristic belongs to Population. Isaac and Michael has developed the theory and said research technique using 5% error.

3.5 Multiple Regression Analysis

The author uses multiple regression analysis to examine the five independent variable dimensions. Multiple regressions is a statistical tool used to developed a self-weighting estimating equation that predicts values for dependent variable. Multiple correlation analysis is used to analyze whether there is significant impact between independent and dependent variable.

Below is the value classifications according to Sugiyono (2007):

- 0.00-0.199 = Very Weak
- 0.20-0.399 = Weak
- 0.40-0.599 = Average
- 0.60-0.799 = Strong
- 0.80-1.000 = Very Strong

3.6 Reliability and Validity Analysis

The research can be valid and reliable if the author have been tested with validity and reliability analysis from the data gathered from the respondents.

3.6.1 Validity analysis

Formula for Validity analysis:

$$r = \frac{n.\,(\Sigma xy) - (\Sigma x)\,(\Sigma y)}{\sqrt{n.\,\Sigma x^2 - (\Sigma x^2)}\,\sqrt{n.\Sigma y^2 - (\Sigma y)^2}}$$

Note:

r = Coefficient Correlation
x = Independent Variable (Service Quality)
y = Dependent Variable (Guest Satisfaction)
n = Total Respondents

Validity test can be done by overseeing the correlation between each score from the questionnaire by using coefficient correlation pearson. If the significant value (P Value) > 0,05 means no significant relationship and if the P value < 0.05 means there is significant relationship.

3.6.2 Reliability Analysis

Reliability is synonymous with the consistency of a test, survey, observation, or other measuring device. A questionnaire can be reliable if the answer among the question is consistent or stable time to time.

3.7 F Test

The F-Test is conducted to analyze if there is significant impact between of all the independent variables as a whole which the service quality dimensions (Tangible, Reliability, Responsiveness, Assurance and Empathy) toward the dependent variable which is guest satisfaction.

3.8 T-test

T-test will be used to analyze if there is any partial independent variables (Service Quality) have impact between dependent variables (guest satisfaction) with the significant value α=0,05

3.9 Determination Coefficient

Coefficient Determination is a method to know and analyze how much the impact of independent variable (X) towards dependent variable (Y).

$$KD = (r^2 X 100\%)$$

KD : Determination Coefficient
r   : Correlation coefficient

4. Results and Discussion
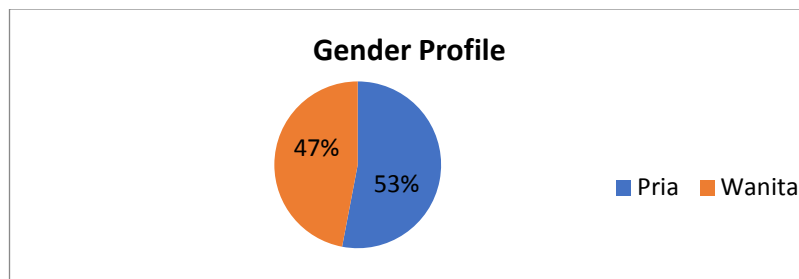### 4.1. Profile Respondents
4.1.1 Gender

Figure 4. Gender Profile

From 100 questionnaires distributed, we got 47 % or 47 persons are female and 53% or 53 persons are Male.
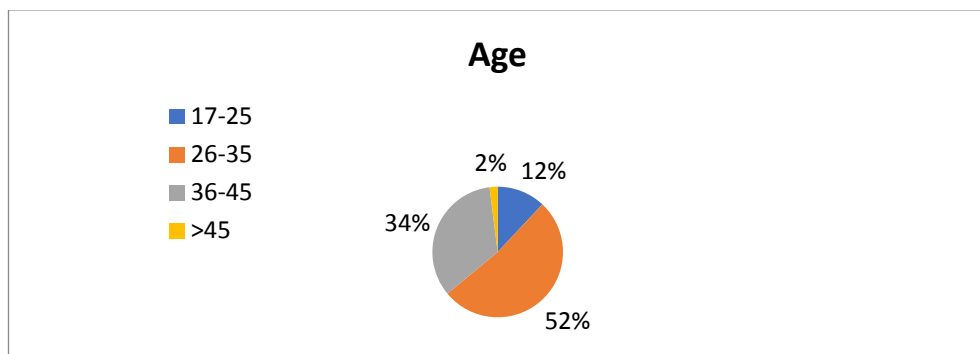
4.1.2 Age

Figure 5. Age Profile

From 100 questionnaire distributed, we have the data 2% or 2 persons is more than 45 years old, 12% is 17-25 years old, 34% is 36-45 years old and 52% is from 26-35 years old.

4.1.3 Monthly Income

The monthly income from 100 respondents is 3 persons is below 2 million, 33 persons is 2-6 million, 54 persons is from 6-10 millions, and 10 persons is more than 10 millions.
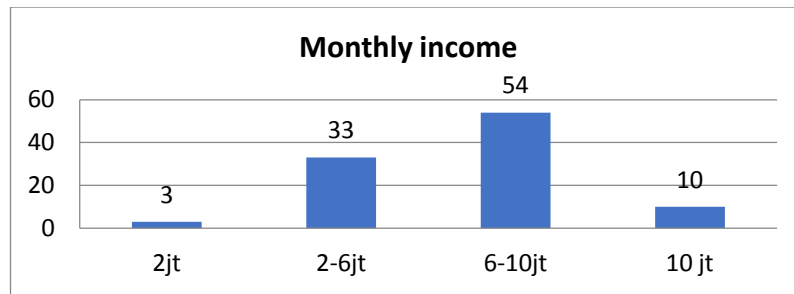
Figure 6. Monthly Income Profile

4.2. Result of Questionnaire
4.2.1. Descriptions

Descriptive Statistics

	N	Range	Minimum	Maximum	Mean		Std. Deviation	Variance	Skewness		Kurtosis	
	Statistic	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Statistic	Statistic	Std. Error	Statistic	Std. Error
X	100	53	68	121	100.86	1.045	10.450	109.192	-1.007	.241	.975	.478
y	100	62	76	138	115.33	1.208	12.081	145.941	-1.015	.241	1.074	.478
Valid N (listwise)	100											

From the N Statistic is 100 respondents filled up the questionnaires, the result is with the range minimum is 68 and maximum is 121 for Variable X (Service Quality). Range Minimum is 76 and maximum is 138 for Variable Y (Guest Satisfaction).

4.2.2. Validity Test Result

Correlations

		X	y
X	Pearson Correlation	1	.993**
	Sig. (2-tailed)		.000
	N	100	100
y	Pearson Correlation	.993**	1
	Sig. (2-tailed)	.000	
	N	100	100

**. Correlation is significant at the 0.01 level (2-tailed).

Based on the result above, we can conclude that the result is valid shown from Sig(2-tailed) is 0.000 is less than 0.01. (0.000<0.01). The result shown that there is a relationship between service quality(X) with guest satisfaction(Y) at Hotel X Jakarta.

4.2.3. Reliability Test Result

Reliability Statistics

Cronbach's Alpha	N of Items
.991	2

Because of the value of reliability test is 0.991, since all the cronbach's alpha values are more than 0.5, we can conclude that the items is reliable

4.2.4. Normality Test
Normality test is conducting to test if the dependent variable and independent variable have or not have normal distribution. From the table shows that the pattern diagonally upwards and around the normal line. Therefore, the regression model is normal assumption.
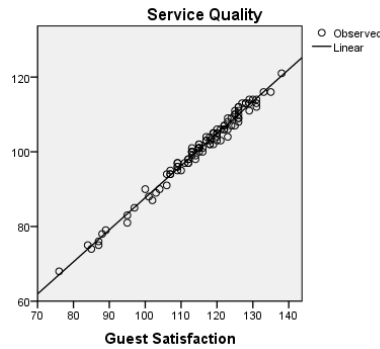
4.2.5 Coefficient Determination (R^2)

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.993[a]	.985	.985	1.270

a. Predictors: (Constant), y

From the result of SPSS, the value of R^2 is 0.985, which mean 98.5% variation from five independent variables (Tangible, Empathy, Reliability, Responsiveness, Assurance) and the other (100% - 98.5% = 1.5%) can be explained from other factor.

4.2.6 F-Test Result (ANOVA)

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	10651.871	1	10651.871	6599.808	.000[b]
	Residual	158.169	98	1.614		
	Total	10810.040	99			

a. Dependent Variable: X

b. Predictors: (Constant), y

F-Test used to analyze there is relationship between all the independent variable as a whole which is Service quality toward independent variable, which is guest satisfaction.

ANOVA is a form of hypothesis test and the hypothesis is:
H_0: Service Quality (Tangible, Reliability, Responsiveness, Assurance, and Empathy) has no impact to Guest Satisfaction
$H_{1.1}$: Service Quality (Tangible) has impact to Guest Satisfaction
$H_{1.2}$: Service Quality (Reliability) has impact to Guest Satisfaction
$H_{1.3}$: Service Quality (Responsiveness) has impact to Guest Satisfaction
$H_{1.4}$: Service Quality (Assurance) has impact to Guest Satisfaction
$H_{1.5}$: Service Quality (Empathy) has impact to Guest Satisfaction

From ANOVA test result shown that F-Statistic is 6599.80 with the F-Table in this research is 3,93 (using excel function), we can conclude that all the Variables have impact to the guest satisfaction and H1 is accepted.

4.2.5. T-Test Result and Regression Result

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95,0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	-.191	.559		-.341	.734	-1.301	.920
	x1	1.944	.044	.247	44.106	.000	1.857	2.032
	x2	2.115	.051	.260	41.285	.000	2.014	2.217
	x3	2.003	.040	.263	50.667	.000	1.925	2.082
	x4	1.978	.048	.276	41.192	.000	1.882	2.073
	x5	2.291	.051	.297	44.968	.000	2.190	2.393

a. Dependent Variable: Y

Based on T-Test result we can conclude that

$$Y = A + b_1x_1 + b_2x_2 + b_3x_3 + b_4x_4 + b_5x_5 \ldots\ldots\ldots\ldots\ldots\ldots\ldots.. \text{ Equation 1}$$

$$\textbf{Y = -0.191 + 1.944X}_1\textbf{+2.115X}_2\textbf{+2.003 X}_3\textbf{+1.978X}_4\textbf{+2.291 X}_5 \textbf{\ldots\ldots.. Result}$$

Where; Y is guest satisfaction, A is 11.54 which is the constant, X_1 is tangible, X_2 is reliability, X_3 is responsiveness, X_4 is assurance and X_5 is Empathy.

4.2.6 Hypothesis Testing

Previously, the hypothesis is:

H_0: Service Quality (Tangible, Reliability, Responsiveness, Assurance, and Empathy) has no impact to Guest Satisfaction

$H_{1.1}$: Service Quality (Tangible) has impact to Guest Satisfaction

$H_{1.2}$: Service Quality (Reliability) has impact to Guest Satisfaction

$H_{1.3}$: Service Quality (Responsiveness) has impact to Guest Satisfaction

$H_{1.4}$: Service Quality (Assurance) has impact to Guest Satisfaction

$H_{1.5}$: Service Quality (Empathy) has impact to Guest Satisfaction

Because of all the T-value from the table above is more than 1.98 as t-table, so we can conclude that H0 is rejected and we received H1 which is service quality have impact to the guest satisfaction.

Variable	Hypothesis	Statement	T-test Result Score	Remarks
Tangible	$H_{1.1}$	Variable Tangible has impact to guest satisfaction	44.10	$H_{1.1}$ ACCEPTED
Reliability	$H_{1.2}$	Variable reliability has impact to guest satisfaction	41.28	$H_{1.2}$ ACCEPTED
Responsiveness	$H_{1.3}$	Variable responsiveness has impact to guest satisfaction	50.66	$H_{1.3}$ ACCEPTED
Assurance	$H_{1.4}$	Variable assurance has impact to guest satisfaction	41.19	$H_{1.4}$ ACCEPTED
Empathy	$H_{1.5}$	Variable empathy has impact to guest satisfaction	44.96	$H_{1.5}$ ACCEPTED

5. Conclusion

5.1 Conclusion

Based on research study, the authors suggest several conclusion and recommendation for the Hotel X could take to improve service quality so they can give better service for guest satisfaction:

1. Respondent profile is most likely from the age range 26-35years old and based on year 2019 most of them is millennial generation so they need the efficiency and effectiveness such as speed of check in, finding the reservation and service quality from the restaurant.

2. All the services have the impact from tangible, responsiveness, reliability, assurance, and empathy. The hotel just need to improve and maintain the quality, add more service and value so the guest will always happy and returned back to the hotel.

3. All the dimension from service quality have the impact and relationship to the guest satisfaction.

5.2 Recommendation

Based on the analysis, the following recommendations are proposed. The hotel need to more focus on the young people market segment because of the guest most likely from 26-35 years old. The hotel is also need to improve and change the condition of the room, pricing strategy, and more closely add some value like free special gift takeaway so everybody will happy. As a hotelier, we need to add more value to the guest such as simply calling their name, remembering their needs or request. Simple service but the moment of truth is appear in this case.

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