

Service Quality and Customer Satisfaction at Kenari Hotel Parepare

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ABSTRACT

This research aims to reveal the effect of service quality, namely physical evidence, reliability, responsiveness, assurance, empathy in creating customer satisfaction. The theory used in this research takes the theory of service marketing management, service quality, customer behavior, customer satisfaction. Samples were taken of 60 respondents and analyzed using multiple linear regression analysis tools, using the SPSS 20 application. The results of the research in this article are related to service quality both partially and simultaneously, which influences customer satisfaction and the result is that the average respondents chose answers to agree and only neutral or quite satisfied.

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1. Introduction

Hotel service quality is an important element in terms of customer satisfaction, the variables included are (1) Physical evidence in the form of building appearance, interior, building and room facilities, and employee performance; (2) Reliability which is the person's ability to provide the best service; (3) Responsiveness, which is the willingness of employees to help customers and provide fast service and attention; (4) Assurance in the form of courtesy of employees and their ability to generate a sense of trust in customer safety; (5) Empathy which is in the form of personal care and attention given to customers.

The creation of customer satisfaction can provide several benefits, such as a harmonious relationship between hotel institutions and customers, repeat visits to create loyalty from customers, and provide a promotional impact of 'word of mouth' that benefits the hotel.⁴

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⁴ Assauri, Sopyan, (2004). *Manajemen Pemasaran*, Jakarta PT Raja Grafindo Persada, p. 23.

In this research, problems found based on customer complaints at the Kenari Hotel Parepare, among others: Parking space facilities are less spacious to accommodate some of the hotel visitors' vehicles, the Kenari Hotel payment system still uses a cash payment system while some customers currently need more practical things to facilitate payments, the hotel does not provide a suggestion box for customers, and the service is not fast-responsive towards visitors who come during recess.

Kenari Hotel Parepare must remain active in maintaining customer trust, for that hotel management still has an important task, especially for the management to continue combining their advantages and innovations, which aims to attract customer interest, while maintaining customers to the level of loyalty. This can be done by increasing the quality of the services provided because this is one of the factors that can create customer satisfaction.

Customer satisfaction with the quality of service offered by the hotel is an achievement that can be developed as a form of service with the best innovation based on customer input so that organizational continuity can continue well.

2. Method

This research was conducted at Hotel Kenari Parepare. The method used in this research, by taking 60 respondents through incidental data collection, in which the researcher waited at the research site to distribute questionnaires to responses.

The results of respondents through questionnaires were quantified, then recapitulated into an excel program, and then analyzed with the SPSS 20 application. By testing the research instrument, namely 'validity' and 'reliability test'. Furthermore, analyzing the results of calculations both partially, simultaneously and multiple regression squared or commonly known as the coefficient of determination. The formula used according to Rangkuti is as follows:⁵

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + b_4X_4 + b_5X_5 + e$$

Where Y: Customer Satisfaction, a: Constants, X_1 (Physical Evidence), X_2 (Reliability), X_3 (Responsiveness), X_4 (Assurance), X_5 (Empathy), b (Regression Coefficient), e (Error Rate).

The calculation of the Partial Determination Coefficient (R^2) is used to determine how far the independent variable (Independent can explain its effect on the dependent variable (dependent), namely customer satisfaction (Y). Test F (Simultaneous Test) is to find out joint influence between the independent variables on the dependent variable. The t-test (partial test) is partially used to test whether each independent variable regression coefficient has an influence or not on the dependent variable.

3. Research Results

Table 1. Multiple Linear Regression Analysis

Coefficients ^a						
Model	(Constant)	Physical Evidence	Reliability	Responsive-ness	Assurance	Emphaty
Unstandardize d Coefficients						

⁵ Rangkuti, Freddy. (2004). *Riset Pemasaran*, Jakarta: PT Gramedia Pustaka Utama, p. 153.

B	1.591	.337	.563	.402	.381	.315
Std. Error	.718	.093	.079	.090	.091	.084
Standardized Coefficients						
Beta		.259	.615	.341	.324	.268
Total						

Source: Primary data, 2020 (Edited).

From the table 1, it can be seen that the value of a (Constant) is 1.591; the value of b1 is 0,337; the value of b2 0,563; the value of b3 0,402; the value of b4 0,381; the value of b5 0,315. So that the regression equation is obtained: $Y = 1,591 + 0,337X_1 + 0,563X_2 + 0,402X_3 + 0,381X_4 + 0,315X_5$

Table 2. Simultaneous Test Analysis (F Test)

ANOVA ^b					
Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	4.013	5	.803	10.372	.000 ^a
Residual	3.132	44	.071		
Total	7.145	49			

Source: Primary data, 2020 (Edited).

This statistical F test aims to test the first hypothesis whether the independent variables, namely physical evidence (X_1), reliability (X_2), responsiveness (X_3), assurance (X_4), empathy (X_5) can significantly influence the size of the dependent variable (customer satisfaction), or not.

To determine the overall regression coefficient, the F test is used with a confidence level of 95%, from the calculation, F_{count} obtained a value of 10,372 while F_{table} obtained by df (5) 44 amounting to 2,4270. On the significant $0,000 < 0,05$ then it can be seen that $F_{\text{count}} < F_{\text{table}}$. This means that H_0 is rejected and H_a is accepted.

Furthermore, to determine the effect of each independent variable (physical evidence, reliability, responsiveness, assurance, empathy) on the dependent variable (customer satisfaction) partially, it is tested by t-test. The t-test is done by comparing the values t_{count} with t_{table} .

Table 3. Partial Test Analysis (t count)

Coefficients ^a						
Model	(Constant)	Physical Evidence	Reliability	Responsive-ness	Assurance	Emphaty
Unstandardized Coefficients						
B	1.591	.337	.563	.402	.381	.315
Std. Error	.718	.093	.079	.090	.091	.084
Standardized Coefficients						
Beta		.259	.615	.341	.324	.268

T	2.216	2.558	5.820	3.347	3.094	2.542
Sig.	.032	.014	.000	.002	.003	.015
Total						

Source: Primary data, 2020 (Edited).

4. Discussion

Generally, this research showed satisfactory results which must be improved. This was indicated by the number of respondents who gave normal/neutral responses to each of the research variables. The results of the research will be discussed from each variable as follows:

4.1. Results of the Analysis of Respondents' Responses Regarding Physical Evidence (X_1)

The strongly agree score, none of the respondents chose the answer regarding the building and interior of an attractive hotel, which means that for customer recognition, the perception of being very satisfied is not following what the customer expected. This is shown from the incomplete condition of the building and hotel facilities, while the scores were very satisfied with the appearance of the building and the hotel interior. And, some customers agreed or were satisfied with the appearance of employees, which was shown by wearing clean clothes and always looking neat and attractive.

The agree on score that some respondents chose this answer because they felt satisfied with the physical evidence about the building and the interior of the hotel was attractive, meaning that the respondent's response showed a satisfied acknowledgment of the condition of the physical evidence owned by the Kenari Hotel Parepare. This is supported by the condition of the physical facilities owned in the form of equipment conditions, facilities, building models, and simple interiors, some customers were satisfied to see the neatness of the appearance of hotel employees, which was supported by employee uniformity, cleanliness, and tidiness.

The neutral/mediocre scores were mostly chosen by respondents in this answer, which means that they were quite satisfied with the building and interior of the hotel because they were considered for a jasmine class hotel, the condition of the building and its interior was attractive, and for employees' appearance regarding tidiness, and uniformity it was considered that some customers all hotels did that so customers thought almost the same as other hotels.

The disagree score was still selected by the respondents in this answer, regarding the building and interior of the hotel, because customers thought for buildings that were designed almost the same as the houses they usually see in the city, and regarding the appearance of hotel employees neat and attractive for the score do not agree because no customer chose, meaning that the employee's appearance was judged to be according to hotel standards. The score strongly disagreed or was very dissatisfied; no respondent chose this answer for a very poor assessment of the physical evidence of the hotel.

4.2. Research Results on Respondents' Responses on Reliability (X_2)

The strongly agree score with the perception of respondents who choose this answer who strongly agree or were very satisfied with the reliability of the food provided (according to the agreement) by the hotel seen at the right time and not late. The thing that strongly agrees or was very satisfied with the reliability indicator of service procedures or registration was not convoluted or complicated was seen from the service procedure shown

from the identity card for visitors who want to stay overnight, so that these requirements can be fulfilled by the customer.

Agree on score, the respondents were satisfied with the reliability service regarding the food provided as promised by the hotel, meaning that the customer agrees with what was stated by the hotel. Customers agree or were satisfied with the reliability regarding service procedures that are not convoluted or not complicated, seen from the service procedures which only show the customer's identity card and can stay without a long procedure.

The neutral/mediocre score or quite satisfied, at most this answer is seen from the reliability of the food provided on time, which is considered by the customer to be correct, and some have passed a few minutes, but not too late and considered normal. The neutral/mediocre score chose the most in this answer because it was felt quite satisfied with the reliability regarding service procedures or registration that is not complicated. According to some customers, all hotels do that, so customers feel normal with the service procedures provided.

The score does not agree that there are still respondents who choose this answer those are not satisfied with the reliability provided by the hotel regarding the food provided as promised according to the respondents, meaning that some respondents think that reliability was not on time after the specified time. And there were still respondents who do not agree or are dissatisfied with the reliability of service procedures that are not convoluted, which are considered by customers who still have to wait a few minutes to check-in. The score strongly disagrees that there are no respondents who choose this answer regarding reliability because there was no customer perception that stated service reliability was terrible.

4.3. Results of the Analysis of Respondents' Responses (X₃)

The strongly agree score, the respondents who chose this answer very agree with or very satisfied regarding the indicators of responsive employees in handling customer needs and complaints and respondent indicators of employees who are alert in serving customers, in this case, it is shown by the presence of employees who have responsiveness that does not differentiate between customers in solving problems appropriately and resolving customer needs quickly and without delay.

The agree score that respondents who chose this answer to agree or were satisfied with the indicators of responsive employees in handling customer needs and complaints, as well as indicators of alert employees in serving customers, seen from the responsiveness of employees shown by some employee behavior asking customer needs at certain times so that customers are not too embarrassed, and waiting for an employee for a particular order.

The neutral/mediocre score, most respondents choose this answer who is quite satisfied regarding the indicators of responsive employees in handling customer needs, complaints, and indicators of employees who are alert in serving customers. This is shown in terms of services provided by employees to customers seen from the responsiveness of employees in completing the problem of irregularities in the performance, or benefits of existing facilities in the hotel.

The disagrees score. There were still some respondents who chose this answer who were not satisfied with the responsiveness of the employee's responsiveness indicators in handling needs and indicators of employees are alert in serving customers, it is shown by the responsiveness of employees who do not immediately provide service to customers.

The strongly disagrees score that no respondent chose this answer because the perception of customers with bad ratings was not responsiveness.

4.4. Results of the Respondents' Responses Analysis regarding the Variable Guarantee (X_4)

The strongly agree score of respondents that respondents who chose this answer strongly agree or were very satisfied with the indicators of friendly hotel employees in serving customers, seen from the friendliness of employees; it can be seen from the facial expressions of hotel employees in listening to or responding to requests from customers. The strongly agreed score that no respondent chose this answer for a very satisfying perception of the indicators that employees had the knowledge and abilities that convinced these customers because the training and skills of employees have not satisfied their delivery to customers according to customer expectations.

The agreed score of respondents who chose this answer was satisfied with the indicators that hotel employees were friendly in serving customers, this was seen from the facial expressions of employees who were always friendly, smiling, polite, good at serving customers and indicators of employees who had the knowledge and abilities that convinced the respondent's customers to agree or be satisfied with knowledge provided to employees to convey guarantees in the form of safety and security to customers.

The neutral/mediocre score of the respondents who chose most of these answers was quite satisfied with the indicators of friendly hotel employees in serving customers, shown by the friendliness of employees in providing services in helping customers and good attitude shown by employees. For indicators, those employees have the knowledge and the ability to persuade customers with neutral/mediocre responses or quite satisfied with the delivery of employee capabilities in providing guarantees to its customers regarding guarantees during their stay at the hotel because customers think that every hotel provides a guarantee of service following the hotel criteria.

The disagree score, the indicator for hotel employees was friendly in serving these customers because there was no customer perception of dissatisfaction about hospitality because employee friendliness is considered good. For the disagree score, there were still respondents who were not satisfied with the assurance that employees have knowledge and ability to convince customers is because employees are still not able to convey guarantees convincingly to customers with customer wishes. The strongly disagrees score with the guarantee that there were no respondents who choose this answer because there is no customer perception of the very poor security service at the hotel.

4.5. Results of the Respondents' Responses Analysis regarding the Empathy Variable (X_5)

The strongly agrees score that respondents who chose this answer strongly agree or were very satisfied with the employee sympathetic indicator for complaints and this customer problem is seen from the very good individual attention to the customer and the strongly agrees score that the respondent chose this answer regarding the indicators that employees are able to communicate well to understand customer needs so that customer requests can be responded to well by the hotel.

The agree score that respondents who chose this answer agreed or satisfied about the employee indicators sympathetic to complaints and customer problems, in terms of concern and employee concerns regarding customer complaints, and a sense of satisfaction about the indicators of employees being able to communicate well to understand customer

needs, employees can communicate well to respond customer requests. The neutral/normal score chose the most of these answers which were quite satisfied regarding the employee sympathetic indicator for complaints and customer problems, seen from employees who always care and attention to customer complaints does not ignore them, and feeling quite satisfied with the indicators of employees being able to communicate well to understand customer needs. Here employees can communicate both for delivery about the hotel and respond to customer requests.

The Disagree score. There were still some respondents who chose this answer were not satisfied regarding the employee sympathetic indicator for complaints and customer problems while for the score disagree, this is shown by employees who are considered slow in solving problems or customer complaints. Those who disagree or with empathy given about the indicators of employees being able to communicate well to understand customer needs are still considered by some customers to be still unclear or slow in accepting what customers want. The strongly disagrees score that no respondent chose this answer because there was no very bad customer perception about empathy services in the hotel.

4.6. Analysis of Respondents' Responses regarding Customer Satisfaction Variables (Y)

The strongly agrees score that respondents who chose this answer strongly agree or were very satisfied with the indicators of interest in returning to stay overnight or use the services at the Kenari Parepare Hotel, and the score strongly agrees that the respondent chooses this answer regarding the indicators of feeling very satisfied with the attention given by employees and feeling comfortable while in the hotel.

The agree on score that the respondents who chose this answer agreed or satisfied about the indicators of interest in returning to stay or use the services at the Kenari Parepare Hotel, and the score agreed that respondents chose this answer regarding the indicators of feeling satisfied with the attention given by employees and feeling comfortable while in the hotel.

The neutral/mediocre score, the respondents who chose the most answers were quite satisfied regarding the indicators of interest in returning to stay overnight or use the services at the Kenari Hotel Parepare, and the neutral/mediocre score respondents who were quite satisfied chose this answer regarding the statement of indicators of feeling satisfied with the attention given by employees and feel comfortable while in the hotel.

The disagree score that there were no respondents who chose this answer regarding customer satisfaction, an indicator of interest in returning to stay or use the services at the Kenari Parepare Hotel, and the score there were respondents who chose this answer those were not satisfied with the service regarding indicators of feeling satisfied with the attention given by employees and feel comfortable while in the hotel because customers felt the services provided were still slow. The score strongly disagrees that no customer chose this answer because of the customer's perceived feeling of being very dissatisfied or disappointed with the service not felt by the customer while at the Kenari Hotel Parepare

5. Conclusion

All service quality variables (physical evidence, reliability, responsiveness, assurance, and empathy) have a significant and positive effect on customer satisfaction at Kenari Hotel in Parepare. The results of this analysis stated that the proposed research hypothesis is accepted because service quality affects customer satisfaction and in this research, it is known that the reliability variable is the most influencing variable of customer satisfaction.

From the results of the analysis and discussion of respondents' responses service quality variables and average customer satisfaction choose a score of mediocre/neutral or quite satisfied. From the results of the discussion regarding the respondents' responses, there are still some customers who disagree with the variables studied, namely Physical evidence regarding indicators of buildings and hotel interiors, reliability variables, responsiveness variables, assurance variables regarding indicators of employees knowing and the ability to convince customers, variables of empathy and variable customer satisfaction regarding indicators of satisfaction with the attention given by employees of Kenari hotel, this is because some customers expect more service than they want.

From the research results, the dominant influence on customer satisfaction is the reliability variable, so the hotel should prioritize attention to these variables by always improving and improving every service procedure, without neglecting the other four variables (physical evidence, responsiveness, assurance, empathy) so that it runs smoothly.

Kenari Hotel services are further improved in providing services following expectations, and customer desires so that no part of the customer disagrees. For the Kenari Parepare Hotel, it is better if in terms of physical evidence it should expand the parking lot facility by widening it or use new land or make multi-storey buildings for parking lots. For the Kenari Parepare Hotel, it is better if you apply for a debit/credit card, to make it easier for customers in the payment process without having to carry cash and provide a suggestion box to accommodate customer complaints, wants, and needs as input for better progress at the hotel.

Kenari Hotel in Parepare should provide training and skills for employees regarding hospitality education every two weeks to accelerate hotel services and can create quality services at hotels based on hotel procedures, especially for the variable employee responsiveness in hospitality is more dexterous or better yet, so that no customer has to wait. Leaders should pay more attention to aspects that can increase employee motivation that is not yet available in the company, such as compensation, health programs, and work safety programs. Because with this aspect, employees will be more motivated so that the work done by employees will be more effective and more optimal.

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Conflict of Interest Statement:

The author declares that the research was conducted in the absence of any commercial or financial relationships that could be construed as a potential conflict of interest.

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