SERVICE QUALITY APPLICATION OF BUTLER ON THE GUEST SATISFACTION AT NYAMAN VILLAS SEMINYAK-KUTA

I Wayan Deny Pranayasa[1], Ni Putu Somawati[2], I Ketut Suarja[3], Nyoman Winia[4], I Ketut Suarta[5]

[1,2,3,4,5]Travel & Tourism Business, Politeknik Negeri Bali
Kampus Bukit Jimbaran, Bali Telp 62 361 701081 Ext 196
e-mail: nyomanwinia@pnb.ac.id

ABSTRACT

The quality of services can be defined as the difference between reality and the expectation of customers for services that they had received. The problem in Nyaman villas is the occupancy of a room that came to a significant decline, to the total number of the occupancy of a room as many as 1.162 people. So, the problem of the research is how the application of the quality of services butler toward satisfaction of customers at Nyaman Villas Seminyak-Kuta?

As for the purpose of this research is to know the application of the quality of services of butler toward satisfaction of customers at Nyaman Villas Seminyak-Kuta. The sample techniques in this research were incidental random sampling with a population have to actually representative. So, the number of respondents in this research was 80 people. The analysis was done with of qualitative and quantitative methods with the approach analysis diagram kartesius. Based on the results of qualitative analysis it can be seen that the average level of customer satisfaction is still relatively low if than the level of hope. Based on the results of the quantitative analysis calculation importance-performance analysis known that the average expectations consumers a whole is 4.42 and the average level of service butler as a whole is 3.89. This indicates 4.42 > 3.89, meaning greater expectations consumers than service butler given by Nyaman Villas or in other words the quality of services they received did not in conformity with expectation consumers.

Keywords: Service quality, customer satisfaction, ServQual Method, importance-performance analysis.

I.   INTRODUCTION

One of keys to succeed in changing the condition of any business is the quality that is offered. With the provision of the service that is to be maximized, expected to be able to give satisfaction to the colony consumers feel more (Atmawati and Wahyudin, 2007).The quality of service can be defined as to what extent have the difference between reality and grown and developed become an in the number of subscribers over services they received.

Nyaman villas are one of the service providers of accommodation that are located in Jalan Kayu Aya, Gang Kahyangan 15 Seminyak. This villas consist of 6 villas with the facility that might be amenable to guest satisfaction. Butler is one of the departments having 3 primary responsibilities that is as the food and beverage product, the food and beverage service and as housekeeping. And the number of butler staff in Nyaman Villas is 10 people. As for the number of tourists visiting nyaman villas in the past three years than years 2015-2017 can be seen in the following Table 1.

Table 1. The number of tourist visiting Nyaman Villas in 2015-2017

Year	The Occupancy Villa (People)
2015	1.243
2016	1.343
2017	1.162
The Average Of Occupancy Villa	1.249

Source: Front Office Department of Nyaman Villas in 2018

The highest rate of occupancy was in 2016 is as much as 1.343 people, but in 2017 the number of the occupancy of a room in Nyaman Villas had a significant decline, with the number of the occupancy of a room as many as 1.162 people. This decline can be the benchmark that the customer satisfaction low. Based on the background then it can be formulated related problems is how the application of service quality of butler toward guests satisfaction in Nyaman Villas Seminyak-Kuta. As for the purpose is to find the application of the quality of services of butler to satisfaction guests in Nyaman Villas Seminyak-Kuta.

II.   RESEARCH METHODS

This method used is the qualitative and quantitative analysis by   diagram approach that   can help a villa manager to focus on improving the performance of services in accordance with the expectation of consumer. While the qualitative services in assessing performance of comfortable villas, the need to consider all aspects that is able to improve the quality of service. One method used to assess the quality of services is the method.

Servqual method is used for seeing a quality of services through 5 dimensions, tangibles, reliability, responsiveness, insurance, and empathy. All of the dimensions were described in some attributes question to be given to the respondents. The data from respondents with questions then formed in tabulation of Likert like scale in Table 2.

Table 2. Likert Scale

Performance	Score	Satisfaction	Score
Very Good	5	Very Important	5
Good	4	Important	4
Fair	3	Fair	3
Deficient	2	Less Important	2
Very Deficient	1	Unimportant	1

Fandy Tjiptono (2000:15)

To calculate the level of suitability of consumers who were respondents with importance performance analysis method calculated by equation as follows:

$$Tk_i = \frac{X_i}{Y_i} \times 100\% \qquad (1)$$

Description:

Tk_i = The level of suitability respondents

X_i = A rating score of the quality of services

Y_i = A rating score of customer satisfaction

and the next, for calculation data quantitative according to a formula as follows:

1.   Counting the score on average with the formula:

$$X = \frac{\sum X_i}{n}$$

$$Y = \frac{\sum Y_i}{n} \qquad (2)$$

Description:

X = The average of score the services quality

Y = The average of score the customer satisfaction

n = The number of respondents

2.   Counting the score on average with the formula:

$$X = \frac{\sum_{i=1}^{n} X_i}{K}$$

(3)

$$Y = \frac{\sum_{i=1}^{n} Y_i}{K}$$

Description:

K = The number of attributes

X = The average of the average of score the service quality

Y = The average of the average of score the customer satisfaaction

There were four quadrants in Cartesian diagram namely quadrant *a, b, c* and *d*. As for the meaning of each quadrant is explained as follows. The quadrant *a* shows factors or the attribute of being affecting the customer satisfaction, but the company cannot implement in conformity with the wish so that disappoint or dissatisfy the customers. The quadrant *b* shows one element services company success as well, it is compulsory to defend and considered to be very important and very satisfied. Quadrant *c* shows several factors that have less important impact on customers, the implementation is just enough. Considered unimportant and unsatisfactory. Qquadrant *d* shows factors that influence customers unimportant, but the operations are excessive and considered unimportant but very satisfied. The four quadrants in Cartesian diagram is shown in Figure 1.
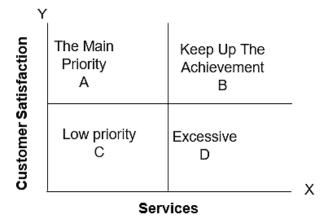

Figure 1. Cartesian diagram between the quality of service and customer satisfaction

III.   RESULTS AND DISCUSSION

Qualitative analysis

The analysis used is Cartesian diagram (importance-performance analysis) with the parameters used is reliability, responsiveness, empathy, and tangible using a likert scale to get data in this research, so the spread of the questionnaire is done to 80 consumers. Based on the research done so factor-factor of quality of services that affect customer satisfaction described as follows.

1.   Reliability

a.   The butler service is professional, friendly, and carefully is an attribute a part of the company to provide facilities of procedures for guests. The questionnaire is shown in Table 3 and Table 4.

Table 3. The butler service is professional, friendly, and carefully.

Very Good	Good	Fair	Deficient	Very Deficient	Mark
26	31	18	5	0	318

Mark = (26 x 5) + (31 x 4) + (18 x 3) + (5 x 2) + (0 x 1) = 318

Table 4. The level of customer's expectation to the butler service is professional, friendly, and carefully.

Very Important	Important	Fair	Less Important	Unimportant	Mark
42	35	3	0	0	359

Mark = (42 x 5) + (35 x 4) + (3 x 3) + (0 x 2) + (0 x 1) = 359

The level of suitability = (318 : 359) x 100% = 89%

b.   Inconsistency of the butler in the service is an attribute that includes the consistency of officers butler in providing service for the guests. The questionnaire is shown in Table 5 and Table 6.

Table 5. Inconsistency of the butler in the service.

Very Good	Good	Fair	Deficient	Very Deficient	Mark
36	20	19	5	0	327

Mark = (36 x 5) + (20 x 4) + (19 x 3) + (5 x 2) + (0 x 1) = 327

Table 6. The level of customer's expectation to consistency of the butler in the service.

Very Important	Imprtant	Fair	Less Important	Unimportant	Mark
44	26	10	0	0	354

Mark = (44 x 5) + (26 x 4) + (10 x 3) + (0 x 2) + (0 x 1) = 354

The level of suitability = (327 : 354) x 100% = 92%

2.   Responsiveness

a.   A butler officer is quick to the respond the customer's complaints is an attributed to providing service quickly to receive and overcome complaints guests. The questionnaire is shown in Table 7 and Table 8.

Table 7. A butler officers are quick to the respond the customer's complaints.

Very Good	Good	Fair	Deficient	Very Deficient	Mark
30	27	15	9	0	321

Mark = (30 x 5) + (27 x 4) + (15 x 3) + (9 x 2) + (0 x 1) = 321

Table 8. The level of customer's expectation to the butler officers are quick to the respond the customer's complaints.

Very Important	Important	Fair	Less Important	Unimportant	Mark
43	37	0	0	0	363

Mark = (43 x 5) + (37 x 4) + (0 x 3) + (0 x 2) + (0 x 1) = 363

The level of suitability = (321 : 363) x 100% = 98%

b. A butler officers has speed in solving problems that arise is the attribute of being the provision of the service in a fast manner in the hope of officers butler able to provide quick action in the completion of each guest complaint. The questionnaire is Table 9 and Table 10.

Table 9. A butler officers has speed in solving problems that arise.

Very Good	Good	Fair	Deficient	Very Deficient	Mark
17	32	21	10	0	296

Mark = (17 x 5) + (32 x 4) + (21 x 3) + (10 x 2) + (0 x 1) = 296

Table 10. The level of customer's expectation to the butler officers has speed in solving problems that arise.

Very Important	Important	Fair	Less Important	Unimportant	Mark
47	31	2	0	0	365

Mark = (47 x 5) + (31 x 4) + (2 x 3) + (0 x 2) + (0 x 1) = 365

The level of suitability = (296 : 365) x 100% = 81%

3. Assurance

a. The level of knowledge, ability, and the skill of butler in carrying out their job is an attribute to provide services pertaining to the knowledge, ability, and skill of employees, so the employees can be able to provide a professional service to consumers. The questionnaire is shown in Table 11 and Table 12.

Table 11. The level of knowledge, ability, and the skill of butler in carrying out their job.

Very Good	Good	Fair	Deficient	Very Deficient	Mark
9	27	30	14	0	271

Mark= (9 x 5) + (27 x 4) + (30 x 3) + (14 x 2) + (0 x 1) = 271

Table 12. The level of customer's expectation to the knowledge, ability, and the skill of butler in carrying out their job

Very Important	Important	Fair	Less Important	Unimportant	Mark
37	40	3	0	0	354

Mark = (37 x 5) + (40 x 4) + (3 x 3) + (0 x 2) + (0 x 1) = 354

The level of suitability = (271 : 354) x 100% = 77%

b. The level of dedication and the honesty of the butler officers is an attribute that includes dedication, honesty, and skill an employee in the provision of the service to guests in the hope of service delivery that done by the personnel butler without differentiating between the economic status of the social and cultural. The questionnaire is shown in Table 13 and Table 14.

Table 13. The level of dedication and the honesty of the butler officers.

Very Good	Good	Fair	Deficient	Very Deficient	Mark
40	22	18	0	0	342

Mark = (40 x 5) + (22 x 4) + (18 x 3) + (0 x 2) + (0 x 1) = 342

Table 14. The level of customer's expectation to the dedication and the honesty of the butler officers.

Very Important	Important	Fair	Less Important	Unimportant	Mark
42	31	7	0	0	355

Mark = (42 x 5) + (31 x 4) + (7 x 3) + (0 x 2) + (0 x 1) = 355

The level of suitability = (342 : 355) x 100% = 96%

4. Emphaty

a. A butler officer gives an individual attention to the guest is an attributes to respond to meet the needs of guests. The questionnaire is Table 15 and Table 16.

Table 15. A butler officers give an individual attention to the guest.

Very Good	Good	Fair	Deficient	Very Deficient	Mark
26	30	22	2	0	320

Mark = (26 x 5) + (30 x 4) + (22 x 3) + (2 x 2) + (0 x 1) = 320

Table 16. The level of customer's expectation to the butler officers give an individual attention to the guest.

Very Important	Important	Fair	Less Important	Unimportant	Mark
32	25	23	0	0	329

Mark = (32 x 5) + (25 x 4) + (23 x 3) + (0 x 2) + (0 x 1) = 329

The level of suitability = (320 : 329) x 100% = 97%

b. The butler's ability to understand the costumer's desire is an attribute that includes the wish of guests that had to meet so that guests do not feel aggrieved with the services provided by butler. The questionnaire is Table 17 and Table 18.

Table 17. The butler's ability to understand the costumer's desire.

Very Good	Good	Fair	Deficient	Very Deficient	Mark
17	37	20	6	0	305

Mark = (17 x 5) + (37 x 4) + (20 x 3) + (6 x 2) + (0 x 1) = 305

Table 18. The level of customer's expectation to the butler's ability to understand the costumer's desire.

Very Important	Important	Fair	Less Important	Unimportant	Mark
27	42	11	0	0	336

Mark = (27 x 5) + (42 x 4) + (11 x 3) + (0 x 2) + (0 x 1) = 336

The level of suitability = (305 : 336) x 100% = 91%

5. Tangibles

a. Facilities available in Nyaman Villas have arrayed neat and clean is an attribute would facilitate guests to use the facilities provided by the Nyaman villas. The questionnaire is shown in Table 19 and Table 20.

Table 19. Facilities available in Nyaman Villas have arrayed neat and clean

Very Good	Good	Fair	Deficient	Very Deficient	Mark
20	17	31	12	0	285

Mark = (20 x 5) + (17 x 4) + (31 x 3) + (12 x 2) + (0 x 1) = 285

Table 20. The level of customer's expectation with the facilities available in Nyaman Villas has arrayed neat and clean.

Very Important	Important	Fair	Less Important	Unimportant	Mark
37	41	2	0	0	355

Mark = (37 x 5) + (41 x 4) + (2 x 3) + (0 x 2) + (0 x 1) = 355

The level of suitability = (285 : 355) x 100% = 80%

b. A clean villa environment, harmonious and had a familiar staff is the attribute of including neatness, cleanliness, and order of villa. The questionnaire is shown Table 21 and Table 22.

Table 21. A clean villa environment, harmonious and had a familiar staff

Very Good	Good	Fair	Deficient	Very Deficient	Mark
32	27	18	3	0	328

Mark = (32 x 5) + (27 x 4) + (18 x 3) + (3 x 2) + (0 x 1) = 328

Table 22. The level of customer's expectation of clean villa environment, harmonious and had a familiar staff.

Very Important	Important	Fair	Less Important	Unimportant	Mark
47	33	0	0	0	367

Mark = (47 x 5) + (33 x 4) + (0 x 3) + (0 x 2) + (0 x 1) = 367

The level of suitability = (328 : 367) x 100% = 89%

The results of all the percentage of above shows that all the attributes have not run in conformity with the expectation of that which is desirable. That is why it is, this was

conducted with the needs to be improved and will be enhanced even rewards the charitable by Nyaman Villas.

Quantitative Analysis

After all the attribute of a judgment of the qualities of butler service and customer satisfaction calculated, then it will account for importance-performance analysis shown in the Table 23.

Table 23. Calculation of importance-performance analysis

Factors the quality of services	Satisfactions Y	Services X	$\bar{Y}$	$\bar{X}$	Quadrant
1. Reliability					
a. The butler service is professional, friendly, and carefully.	359	318	4.49	3.98	B
b. Aconsistency of the butler in the service.	354	327	4.43	4.09	B
2. Responsiveness					
a. A butler officers are quick to the respond the customer's com-plaints.	363	321	4.54	4.01	B
b. A butler officers has speed in solving problems that arise.	365	296	4.56	3.70	A
3. Assurance					
a. The level of know-ledge, ability, and the skill of butler in carrying out their job.	354	271	4.43	3.39	A
b. The level of dedi-cation and the honesty of the butler officers.	355	342	4.44	4.28	B
4. Emphaty					
a. A butler officers give an individual attention to the guest.	329	320	4.11	4.00	D
b. The butler's ability to understand the costumer's desire.	336	305	4.20	3.81	C
5. Tangibles					
a. Facilities available in Nyaman Villas have arrayed neat and clean.	355	285	4.44	3.56	A
b. A clean villa envi-ronment, harmonious and had a familiar staff.	367	328	4.59	4.10	B
The average of $\bar{X}$ and $\bar{Y}$			4.42	3.89	

$\bar{X}$ and $\bar{Y}$ = The value of average from 80 respondents.
Source : The data that it is processed

As a result of the calculation in Table 23 can be counted the mean value of the X and Y is as follows:

$$
\begin{aligned}
X &= \frac{\sum_{i=1}^{n} X_i}{K} \\
&= \frac{44.2}{10} \\
&= 4.42
\end{aligned}
\tag{4}
$$

$$
\begin{aligned}
Y &= \frac{\sum_{i=1}^{n} Y_i}{K} \\
&= \frac{38.9}{10} \\
&= 3.89
\end{aligned}
\tag{5}
$$

So, the value of the average level of customer satisfaction Y is shown by the extent of the interest total is 4.42 it was actually higher than the average of the performance level of butler total is 3.89. It means that the quality of services butler has not yet been fully in accordance with consumer interests or expectations. And next, the value of each attribute at table 23 applied to in the Cartesian diagram is consisting of 4 quadrants namely *a, b, c* and *d* (Figure 1) with the use of fundamentals as follows: Quadrant   A = (Y > 4.42; X < 3.89), Quadrant = (Y > 4.42; X > 3.89), Quadrant C = (Y < 4.42; X < 3.89) and Quadrant D = (Y < 4.42; X > 3.89).

Based on the calculation of the importance-performance analysis it was discovered that the average service levels butler given Nyaman Villas Seminyak Kuta as a whole is 3.89 and the average expectations consumers a whole is 4.42. This indicates 3.89 and 4.42 which means service levels butler given Nyaman Villas have been lower than the hope of consumers or the provision of services still have not in conformity with expectation consumers. Next to an analysis is also attribute the quality of service services and customer satisfaction on each quadrant that is in the Cartesian diagram (Figure1) as follows: The quadrant *a*, the attribute of being included here are 2b, a butler officers has speed in solving problems that arise, attribute 3a the level of knowledge, ability, and the skill of butler in carrying out their job, and attribute 5a, facilities available in Nyaman Villas

have arrayed neat and clean. The quadrant *b*, the attributes of being included here are an attribute 1a, the butler service is professional, friendly, and carefully, attribute 1b, the aconsistency of the butler in the service, attribute 2a, a butler officers are quick to respond the customer's complaints, attribute 3b, the level of dedication and the honesty of the butler officers, and attribute 5b, a clean villa environment, harmonious and had a familiar staff. The quadrant *c*, attributes included here is attributes 4b, The butler's ability to understand the costumer's desire. The quadrant *d*, attributes included here is 4a, a butler officer gives an individual attention to the guest.

IV. CONCLUSION

According to the qualitative analysis above, so we can see that the quality of services provided by villas are comfortable, but there is one attributes that is an attribute to the level of knowledge, ability, and the skill of butler in carrying out their job in the line of duty in category or criteria as, because those attributes having value of 77%, so those attributes must be improved again by management. In addition, there is one attributes that is an attributes Facilities available in Nyaman Villas have arrayed neat and clean have lined up and net should also be increased by the company, because it has value attribute the level of as much as 80% while, based on analysis quantitative has done, so we can see that the average consumer expectations was in 4.42 and the average level of service on Nyaman Villas was in 3.89.

REFERENCES

Alexander, Y. 2010. *Analisis Kualitas Pelayanan Jasa Penginapan Terhadap Kepuasan Konsumen Pada Hotel Arinas Di Bandar Lampung*. Jurnal Manajemen dan Bisnis, Volume 1, Number 1, pp. 68-87.

Atmawati and Wahyudin. 2007. *Analisis Pengaruh Kualitas Pelayanan Terhadap Kepuasan Konsumen Pada Matahari Departement Store Di Solo Grand Mall.* Surakarta: Jurnal Daya Saing, Program MM-UMS.

Ranas, R.Y. and Mansur, A. 2013. *Analisis Dan Perbaikan Layanan Hotel Menggunakan ServQual Dan Diagram Kartesius (Studi Kasus Di Hotel Kombokarno)*. Volume 14, Number 2.

Tjiptono, F. and Chandra, G. 2005. *Service Quality Satisfaction*. Yogyakarta: Andi.