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Analysis of Receptionist Service Quality on Guest Satisfaction at Harper Kuta Hotel

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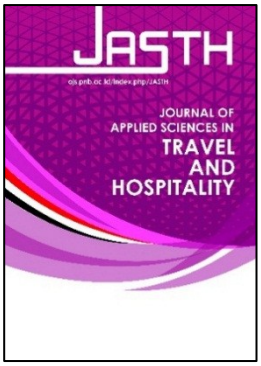


Abstract

This research is based on the importance of the role of the receptionist as a brand image of a hotel in terms of first impressions and final impressions for guests who stay overnight. Services provided to guests are expected to be able to meet expectations or even exceed them. This research is intended to measure and analyze the quality of receptionist services to guest satisfaction at Harper Kuta Hotel, using servqual method to check the gap both partially and simultaneously. By using servqual which is used as 16 indicators X, against the Overall of Guest Satisfaction, Customer Loyalty. The average expectation of respondents is 3.60 is higher than the average of perception in 3.52, means that the service quality is not meet the expectation from customers. Respondents were determined by random sampling method and with the method of determining the number of samples using the Slovin method, the number of respondents was 99 respondents. The data analysis technique used is validity test, reliability test, servqual method and data processing using SPSS 25 software to analyze multiple linear regression. Based on the results of data processing obtained 3 positive indicators, namely the infrastructure supporting the receptionist is adequate, the receptionist provides services professionally, the receptionist provides general information correctly and updates. While other variables produce negative gaps that have an adverse effect.

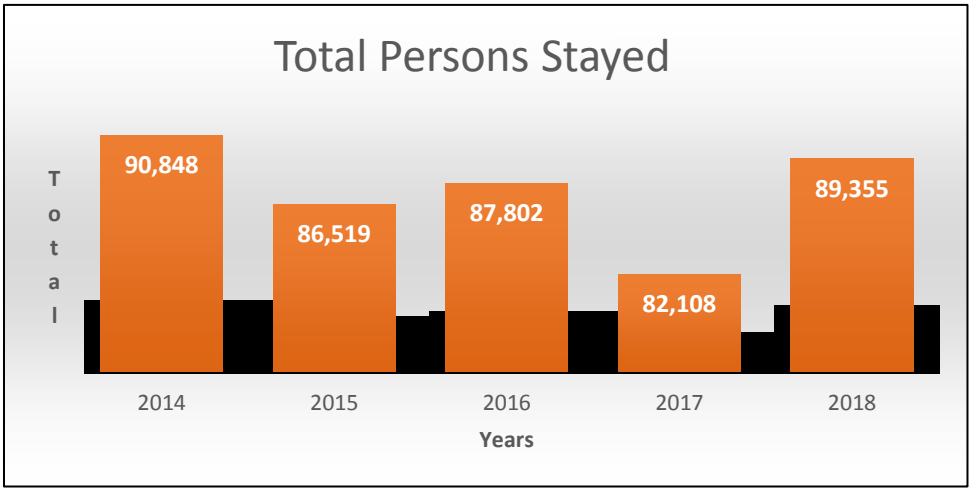
Keywords: *service, guest satisfaction, receptionist, service quality*

INTRODUCTION

Harper Hotel is one of the 4 star hotels located in Legian Kuta Bali. The facilities offered are restaurants and bars, swimming pools, spas, and meeting rooms that are expected to meet satisfaction for guests who stay overnight. a strategic location and supported by good service will be able to make guests satisfied. The characteristics of tourists visited Kuta beach are visited by foreign guests ranging in age from 21 to 25 years and get students and are dominant from Australia. It is said that the characteristics of guests visiting Kuta Beach are tourists with intermediate categories, who tend to seek accommodation at medium prices (Juniawan et al. 2017). Various types of accommodation are available in tourist areas, in Badung alone, it has 443 approved hotels with a 1 to 5-star classification, with rooms reaching 58,694 rooms based on BPS publication, Bali Province in Figures 2018.

The front office is said to be the spearhead in interacting with guests at the hotel, in its role to give guests the first and last impressions. Reception is one part that is in the Front

Office Department, the person is called the receptionist. The receptionist has an important role in the hotel, namely handling registration upon arrival, giving servants from before arrival, during the stay, when checking out, and also connecting incoming or outgoing telephone properly (Handayani et al., 2018). While the other stated the receptionist is part of the department The front office has the duty and responsibility to welcome guests to hotel guests, it is very important to create a good impression when coming and waiting (Patriani. 2018). So it is very important for the receptionist and all hotel components to provide the maximum possible service to achieve satisfaction from all guests who stay overnight. The following is the data on the number of guests staying at the Harper Kuta Hotel in 2014– 2018 in Figure 1.



Source: Harper Kuta, 2019

Figure 1. Number of Guests Staying at Harper Kuta period 2014 – 2018

Service is an activity offered to consumers or customers who are served, which are intangible and cannot be owned (Prakoso, 2017: 17) If the services provided are in accordance with the expectations of guests, guests will feel satisfied. However, if the service provided is not as expected, namely when guests are handled by incompetent employees, late service, feel uncomfortable because employees are not polite and unfriendly, dissatisfaction will give different reactions, one of which is canceling orders and consumers will share his frustration on social media. On average a guest recommends a few friends if the waiter he can satisfy. Service quality is the difference between the expectations and realities of the customers for the service they receive. Service quality can be known by comparing customer perceptions of the services they actually receive with the actual service they expect. Service quality is the main thing that needs to be taken seriously by companies that involve their own resources (Lupiyoadi, 2006: 161). Service quality elements such as reliability, responsiveness, assurance, empathy and tangibles (tangible evidence) are coordinated and interacted to get

guest satisfaction. Satisfaction is a feeling of pleasure or disappointment that arises from comparing perceptions of performance (or results) of a product with expectations that are owned. If performance fails to meet expectations, customers will be disappointed. If performance equals expectations, customers will be satisfied. If performance exceeds expectations, customers will be very satisfied or fascinated (Budi, 2013: 74). Customers satisfaction is really a focus point in the hospitality industry like Hotel, because customers satisfaction will gave an impact into guest loyalty and affected the image of the hotel, from the online reviews.

RESEARCH METHOD

Harper Kuta is at the heart of Legian, located on Jalan Legian No. 73, Kuta 80361, Bali, only 20 minutes from the airport and 15 minutes from Kuta Beach on foot, with a website at www.harperhotels.com, telephone number +62 361 846 9869 and email address kutainfo@harperhotels.com. Harper Kuta is under the auspices of Archipelago International.

Harper Kuta has a modern concept but with rural appeal. Harper Kuta offers a luxurious stay with a classy lifestyle but still preserves the warm touches of the countryside that are especially present in Bali which can be seen from the design of the room, interior design, and the surrounding environment. Harper Kuta consists of 149 rooms, and is supported by various other supporting facilities, such as high-speed wifi, adult and children's swimming pools, Rustik Bistro and Bar for restaurants, The Spa, and 2 meeting rooms (The Meeting room and Sky Meeting room), and supported by adequate parking. 149 The rooms at Harper Kuta are divided into 5 categories, namely, superior rooms, deluxe rooms, deluxe pool access rooms, family suite rooms, and Harper Suite rooms. So there are a total of 16 variables that have been prepared based on 5 dimensions of service quality, namely tangible, reliability, responsiveness, assurance, and empathy, while there are 2 questions to measure how the overall guest satisfaction level towards the service provided by the receptionist and the second question aims to measure how guest loyalty at Harper Kuta. In this study questionnaires were used using a Likert scale, with the following conditions for the scale used in guests' perceptions. Very bad, Bad, Neutral, Good, and Very Good, Whereas the one used on expectations is Not Very Importance, Not Importance, Neutral, Importance, Very Importance. The data sources used in this study are from Primary Data,

Sugiyono (2017: 456), primary data is data that directly provides data to data collectors. Primary data in this study is data from the distribution of questionnaires to customers in this case guests who have stayed at Harper Kuta Hotel. Secondary Data Secondary data sources are sources that do not directly provide data to data collectors, for example through other

people or documents (Sugiyono, 2017: 456). Secondary data in this study is data on tourist visits to Bali, and the organizational structure and job desk of the existing section at the Harper Kuta Hotel front office department. The sampling technique used in this study is the probability sampling technique. Sugiyono (2018: 140) probability sampling is a sampling technique that provides equal opportunities for each member (member) of the population to be chosen as a member of the sample. Sampling method use is Slovin technique, as reference, the number of guests staying in 2018 is 89,355 people with an average of 7,446 people per month. The number of samples or sample size (sample size) is determined by Slovin formula as follows:

$$n = \frac{N}{1 + Ne^2}$$

$$n = \frac{N}{1 + Ne^2} = \frac{7.446}{1 + (7.446)\ (0.10\%)^2} = \frac{7.446}{75{,}46} = 98{,}67 = 99\ respondent$$

RESULTS AND DISCUSSION

Before collecting data using questionnaire, first steps is to conduct validity test and reliability test to the instruments. The standard validity test r table $\geqslant$0.3 (greater or equal to 3). Based on the results of data processing with SPSS 25, the following results are obtained which have been compared directly with r (Pearson product-moment), like on the Table 2. The result is clear that all the variable is valid, cause the counted r is higher than 3. The result of validity test all of the independent variable x1 until x16 the counted “r” is higher that “r” table, it’s mean all research instrument are valid.

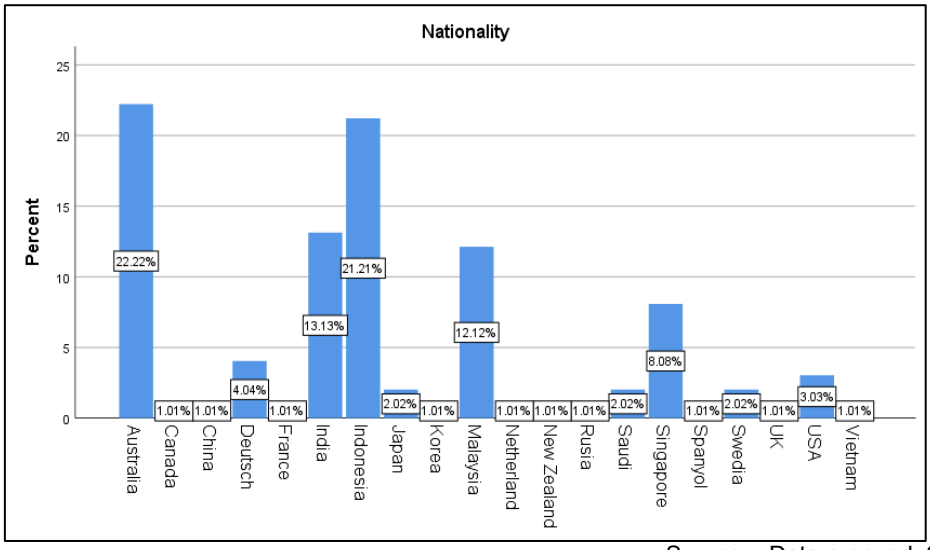
Then after doing validity test to the instrument that will used for this study, I going to continue to check using reliability test. It will used same software SPSS 25. This reliability test aims to measure the extent to which the questionnaire made can be trusted as a data measuring device. If the instrument is used several times to measure the same object will produce the same data. Like present on the Table 1, this test standard is cronbach's alpha 0.977 or if it is concentrated to 97.70%, which when used the criteria nunnally (1960) cronbach's alpha obtained is at least 60%. So it can be said that the questions in the questioned questionnaire are reliable.

Table 1. Reliability Test

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
0.977	0.977	16

Source: Data proceed, 2019

Then we continue about the characteristics of respondents based on the results of the questionnaire obtained. As can be seen from the appendix, in the questionnaire there are general questions that can be used to map respondents. These questions include citizenship, destination when staying, how many times have you stayed at Harper Kuta and the length of stay. All the results of the distribution of respondents' data will be presented with a graph to facilitate the reading of the data, overall the number of respondents is 99 respondents. First about nationality like on Figure 2.

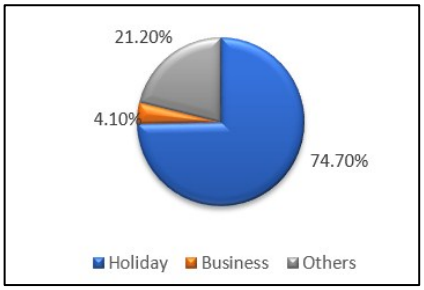


Source: Data proceed, 2019

Figure 2. The Results of The Distribution of Respondents' Data.

By citizenship, the respondents who visited Harper Kuta the most were respondents who were Australian citizens with a percentage of 22.22% or as many as 22 respondents. Furthermore, for the second position, the highest number of respondents is Indonesia with 21 respondents and in the third position, India with 13 respondents.

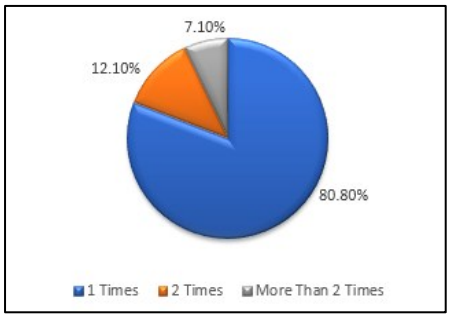
Based on the objectives of the respondents coming and staying at Haper Kuta, the author's group into 3 categories, namely for vacation, business, and others. Based on Figure 2, the distribution can be seen, 74.70% of respondents want to take a vacation, 21.20% others, and 4.10% aim for business.



Source: Data proceed, 2019

Figure 3. Purpose of Visit

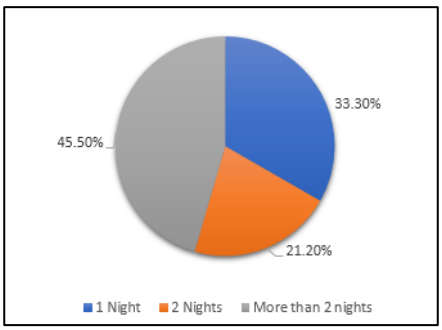
Whereas if based on the number of respondent visits to Harper Kuta, it was found that 80.80% of respondents were the first times visiting Harper Kuta, then 12.10% of respondents in the second visits and the remaining 7.10% of respondents had already more than 2 visits and stay at Harper Kuta.



Source: Data proceed, 2019

Figure 4. Number of Visit

The length of stay of respondents according to the diagram above can be seen as many as 45.50% of respondents stayed more than 2 nights, while respondents who stayed overnight there were 33.30% of respondents, and the remaining 21.20% of respondents stayed just 2 nights. In general, the characteristics of the respondents in this study were the guests of the Harper Kuta Hotel, which had a majority stay of more than 2 nights.



Source: Data proceed, 2019

Figure 5. Period of Stay

After collected data using questionnaire the total of respondent and calculated the average of each variable as on Table 2.

Table 2. Average Servqual Data

VARIABEL	DESCRIPTION	EXPECTATION AVERAGE	PERCEPTION AVERAGE	GAP
X1	Front desk and lobby area are clean and tidy	3.58	3.48	-0.09
X2	Receptionist are in well Groomed	3.59	3.56	-0.03
X3	Front desk is equipped with proper infrastructure to support the receptionist ex. PC, Key Encoder, EDC machine, Stationary	3.47	3.55	0.07
X4	Receptionist deliver a professional service	3.57	3.64	0.07
X5	Receptionist can provide a correct and update general information	3.61	3.63	0.02
X6	Receptionist can provide a correct hotel information	3.59	3.53	-0.06
X7	Receptionist deliver correct and accountable bill or receipt	3.58	3.42	-0.15
X8	Receptionist are ready to serve guest	3.63	3.44	-0.18
X9	Receptionist are ready to handle guest requisition	3.65	3.48	-0.16
X10	Receptionist can deliver a quick service to guest	3.61	3.30	-0.30
X11	Receptionist has consistency give a honest polite and courteous service	3.60	3.46	-0.13
X12	Receptionist can give a right and proper service or answer to guest	3.58	3.48	-0.09
X13	Receptionist can make guest feel save during handling a transaction	3.62	3.56	-0.06
X14	Receptionist can keep guest privacy if needed	3.67	3.60	-0.07
X15	Receptionist give full attention during interaction with guest	3.62	3.56	-0.06
X16	Receptionist can feel and understand guest	3.66	3.57	-0.09
Y1	Overall guest satisfactions against service from receptionist			**3.52**

Source: Data proceed, 2019

The result considered from Table 2, there are 13 variables are below of customers expectation, means that guest didn't satisfied yet with the services provided by Receptionist at Harper Kuta. The 13 variables that still below guest expectation is variable X1, X2, X6, X7, X8, X9, X10, X11, X12, X13, X14, X15 and X16. While the other 3 variables are met and exceed guest expectation are X3, X4, and X5, those are the good and can be maintain by the Harper kuta while improving the other variables that still below from guest expectation. Those

are variable that higher than guest expectations is Front desk is equipped with proper infrastructure to support the receptionist ex. PC, Key Encoder, EDC machine, Stationary, Receptionist deliver a professional service, and Receptionist can provide a correct and update general information

The dependent variable of this research is the overall guest satisfaction or variable Y against service from receptionist the result of the average is 3.52 from 4.00, hence mean customers or 99 respondents are satisfied enough for services that given by Receptionist. Although in the table found that mostly the independent variable or X are below from respondents expectation. Based on the results of the Y variable average, the overall guest satisfaction against service from reception is 3.52, which means it's good enough. Simultaneous As for all variables X gives effect to the Y variable, evidenced by the results of the data output with SPSS 25 through the F test below.

Table 3. Effect of Variable X Simultaneously on Overall Guest Satisfaction

ANOVA[a]						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	40.001	16	2.500	5.849	.000[b]
	Residual	34.621	81	0.427		
	Total	74.622	97			
a. Dependent Variable: Overall guest satisfactions against service from receptionist						
b. Predictors: (Constant), Receptionist can feel and understand guest,Receptionist deliver a professional service,Receptionist can deliver a quick service to guest ,Front desk and lobby area are clean and tidy,Receptionist can make guest feel save during handling a transaction, Receptionist are ready to serve guest ,Front desk is equipped with proper infrastructure to support the receptionist ex. PC, Key Encoder, EDC machine, Stationary,Receptionist can provide a correct hotel information ,Receptionist has consistency give a honest polite and courteous service,Receptionist are in well Groomed,Receptionist can give a right and proper service or answer to guest, Receptionist are ready to handle guest requisition,Receptionist can provide a correct and update general information, Receptionist can keep guest privacy if needed, Receptionist give full attention during interaction with guest,Receptionist deliver correct and accountable bill or receipt.						

Source: data proceed, 2019

The results show that together or simultaneously all variables X have an influence on the variable Y or the satisfaction of the respondents as a whole on the service provided by the receptionist, this can be seen from sig. or significance whose value is smaller than 0.1. Based on the description on the independent variable, the dominant influence is how respondents evaluate the receptionist who is able to understand and understand the guest, how the respondent's assessment of the receptionist who provides professional training and the speed

of the receptionist in providing services are the three main variables that influence guest satisfaction simultaneously. By using the ratio of f count and f table, the results are 5,849 > 1,542, so that overall the variable X gives an influence on the variable Y, or the service provided by the receptionist influences the satisfaction of the respondents.

Furthermore, the results of data processing will be displayed, the effect of the overall variable X on loyalty rather than guests/respondents, in the context of staying back to the Harper Kuta Hotel. The influence can be seen from sig. or its significance is smaller than 0.1. Whereas if using a comparison between f count and f table, which is 7.643> 1.542, so it can be said that the whole variable X gives effect to variable Y2, or the service provided by the receptionist influences guest loyalty. The influence given is greater to Y2 compared to Y1, which can be seen from the F calculated obtained greater value.

Table 5. The effect of variable X simultaneously on respondent loyalty

ANOVA[a]						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	48.075	16	3.005	7.643	.000[b]
	Residual	31.843	81	0.393		
	Total	79.918	97			
a. Dependent Variable: Respondent Loyality						
b. Predictors: (Constant), Receptionist can feel and understand guest, Receptionist deliver a professional service, Receptionist can deliver a quick service to guest ,Front desk and lobby area are clean and tidy, Receptionist can make guest feel save during handling a transaction, Receptionist are ready to serve guest ,Front desk is equipped with proper infrastructure to support the receptionist ex. PC, Key Encoder, EDC machine, Stationary, Receptionist can provide a correct hotel information ,Receptionist has consistency give a honest polite and courteous service, Receptionist are in well Groomed, Receptionist can give a right and proper service or answer to guest, Receptionist are ready to handle guest requisition, Receptionist can provide a correct and update general information, Receptionist can keep guest privacy if needed, Receptionist give full attention during interaction with guest, Receptionist deliver correct and accountable bill or receipt.						

Source: data proceed, 2019

CONCLUSIONS

Based on result of data analysis, can be concluded that mostly services given by receptionist are below expectations from respondent. Negative gap are comes from Front desk and lobby area are clean and tidy Receptionist are in well Groomed, Receptionist can provide a correct hotel information, Receptionist deliver correct and accountable bill or receipt, Receptionist are ready to serve guest, Receptionist are ready to handle guest requisition, Receptionist can deliver a quick service to guest, Receptionist has consistency give a honest

polite and courteous service, Receptionist can give a right and proper service or answer to guest Receptionist can make guest feel save during handling a transaction, Receptionist can keep guest privacy if needed, Receptionist give full attention during interaction with guest, Receptionist can feel and understand guest. While the positive gap comes from Front desk is equipped with proper infrastructure to support the receptionist ex. PC, Key Encoder, EDC machine, Stationary, receptionist deliver a professional service, receptionist can provide a correct and update general information

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