

## PROVIDING CUSTOMER SATISFACTION THROUGH EXCELLENT SERVICE OF BUTLERS IN SAMAJA VILLA KUNTI SEMINYAK

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### ABSTRACT

This research will explain about how the implementation and execution of a butler work in a villa by providing maximum service and commonly referred to as excellent service. In this study requires a long time and many factors that must support this research include: the existence of some opinions and theories of experts related to research, then the method used to conduct research. To examine how the application of excellent service by butler to improve customer satisfaction at Samaja Villa Kunti Seminyak requires qualitative descriptive analysis technique. This research method does not require calculation in the form of numbers, just enough to require reliable respondents to provide information and related data clearly with research methods by observation, interview, decommissioning, and literature study or by finding related sources in the book. Interview data in this research is the main data source which become the material of data analysis to answer the problem in this research. Data analysis began by conducting in-depth interviews with informants. After conducting the interview, the researcher transcribed the interview result by replaying the interview record and then writing the words according to what was recorded. After the researchers write the results of the interview into the transcript, the next researcher made the data reduction by means of abstraction, that is taking the data in accordance with the research context and ignoring the data that is not needed. Data analysis in qualitative research is done when data collection takes place in field, and after completion of data collection in certain period. At the time of the interview, the researcher has done an analysis of the answered interviewee. If the answer interviewee after the analysis feels unsatisfactory, then the researcher will continue the question again until a certain stage, obtained credible data. Then proceed with steps such as data reduction, data presentation, and conclusion drawing or verification.

*Keywords: Excellent Service, Sequence of Service butler, Customer Satisfaction*

### I. INTRODUCTION

Bali is one of the provinces in Indonesia with various small islands with all its potential such as Nusa Penida Island, Nusa Lembongan Island, Ceningan Island, Serangan Island and Menjangan Island. Bali Island lies between Java Island and Lombok Island. Bali Island has a diversity of tourism potential including nature and

culture accompanied by the hospitality of its people who make Bali as a main tourism destination in Indonesia.

The flow of tourist arrivals both from within and abroad very smoothly. The success of Bali in attracting tourists to visit has been beneficial to the public, through job creation, encouraging export of handicraft industry products as well as a source of regional income even in several decades the tourism sector has been able to become a leading sector economic generator Bali (Pitana, 1999:45).

The development of tourism in Bali increases every year, supported by the saturation and density of activities owned by tourists will tend to encourage tourists to make a tour to the place or tourist destination to get a cooler atmosphere and away from the routine. Therefore, the growth and development of the tourism industry in the field of tourism business is also increasing as the growing number of developments of accommodation facilities ranging from homestays, villas, and hotels to tourists who want to visit Bali to get the facility to stay. Then as for the culinary business such as restaurants, and cafes that provide food and beverage serving. Samaja Villa Kunti Seminyak is one of several types of businesses engaged in the hospitality industry or accommodation service providers in Bali, especially Seminyak area. Samaja Villa Kunti is located on Jalan Kunti II No. 18, Seminyak which is one of the villas owned by Samaja Bali Villas Group and managed by Bali Villa Properties Management. Samaja Villa Kunti has been operating for approximately 4 years where all staff have provided extra and excellent service at all times.

Recorded as many as 2041 domestic and foreign tourists who come to stay and enjoy the facilities offered by Samaja Villa Kunti Seminyak in 2017. It seems there is always a fairly high increase when compared with last year as many as 1932 domestic and foreign tourists in 2016, but of the increase in the number of visits are many of them provide less satisfied comments on the quality of services provided. These comments are seen from the number of reviews available on the Online Travel Agent Samaja Bali Villa Group such as Booking.com, Agoda.com, Traveloka.com, Expedia and Trip Advisor. In addition, there are also comments in the form guest card provided by guests in writing. Therefore, the management of Samaja Bali Villa Group is working hard in order to improve the service to guests

through the application of excellent service by every employee, especially by Butler who spearhead Samaja Villa Kunti Seminyak, as an effort to reduce or anticipate the existence of comments which is less pleasing again. To that end, the author is very interested to examine how excellent service is being applied to every department, especially the butler department to increase the satisfaction of guests staying at Samaja Bali Villa Group in general, Samaja Villa Kunti Seminyak in particular.

Excellent service is a behavior of producers or service providers in order to meet the needs and desires of consumers to create customer satisfaction or customer. According to Tjiptono (Lubis, 2013: 78) in Princess (2017: 10) that the quality of service is the level of excellence expected and control over the level of excellence to meet customer desires. According to Philip Kotler (2008: 83), in Vilibrian (2017: 13) the definition of service is any action or activity that can be offered by one party to the other essentially intangible and does not result in any ownership. Production may be related or not related to physical product. In the butler section excellent services are required and such the services are done by Butler Service Attendant. According to Sugiarto (2002: 119), quoted from Scribd (2011) article, Butler Service Attendant is a hotel employee capable of providing a number of services to guests in Front Office, Housekeeping and Food & Beverage. Butler is responsible for managing all services from the pre-arrival, arrival, stay and departure stages.

The following is the percentage of excellent service by the butler as measured using questionnaires and based on the standard operational procedures in Samaja Villa Kunti Seminyak in July 2017 - December 2017. This value is obtained from the direct assessment by Villa Leader to the butler staff of 5 people.

Table 1  
Excellent Service Percentage by butler at Samaja Villa Kunti Seminyak  
in July 2017 - December 2017

<b>Excellent Service Butler Staff of Samaja Villa Kunti Seminyak</b>		
<b>Indicator</b>	<b>Precentage</b>	<b>Remark</b>
<i>Reservation</i>	60%	good
<i>Sale Person</i>	65%	good
<i>Reception</i>	69%	good
<i>Cashiering</i>	67%	good
<i>Telephone Operator</i>	64%	good
<i>Bell Service &amp; Airport Representative</i>	65%	good
<i>Guest Relation</i>	58%	fair
<i>F&amp;B Service</i>	59%	fair
<i>Room Service Order</i>	63%	good
<i>Public Relation</i>	68%	good

## II. RESEARCH METHODS

This research was conducted at Samaja Villa Kunti Seminyak by taking object of application of excellent service by butler in all its operational. Sources of data used are primary and secondary data. Methods of data collection used is the method of observation, interview, documentation, and literature study. Data analysis technique used is descriptive qualitative, which means data collected and described in complete and clear so that able to depict and get result from application of excellent service by butler at Samaja Villa Kunti Seminyak can be done well to increase tourist satisfaction.

## III. RESULTS AND DISCUSSION

By comparing the assessment of the Excellent Service Implementation by Butler to improve customer satisfaction at Samaja Villa Kunti from July to December 2017 with the period January to July 2018, so as to obtain results to compare the percentage value by determining the difference of each indicator so that it can be done data presentation to draw conclusions, namely effective and ineffective application of excellent service at Samaja Villa Kunti Seminyak.

Table 2  
Excellent Service Percentage by butler at Samaja Villa Kunti Seminyak  
in January 2018 – July 2018

Excellent Service Butler Staff of Samaja Villa Kunti Seminyak		
Indicator	Percentage	Remark
<i>Reservation</i>	70%	good
<i>Sale Person</i>	79%	good
<i>Reception</i>	85%	very good
<i>Cashiering</i>	80%	very good
<i>Telephone Operator</i>	78%	Baik
<i>Bell Service &amp; Airport Representative</i>	89%	very good
<i>Guest Relation</i>	90%	very good
<i>F&amp;B Service</i>	82%	very good
<i>Room Service Order</i>	80%	very good
<i>Public Relation</i>	70%	good

Source : Samaja Villa Kunti, 2018

Table 3  
Excellent Service Percentage by butler at Samaja Villa Kunti Seminyak in 2017 – 2018

Excellent Service Butler Staff of Samaja Villa Kunti Seminyak			
Indicator	Percentage July-December 2017	Percentage January-June 2018	Effective / Not
<i>Reservation</i>	60%	70%	Effective
<i>Sale Person</i>	65%	79%	Efektif
<i>Reception</i>	69%	85%	Efektif
<i>Cashiering</i>	67%	80%	Efektif
<i>Telephone Operator</i>	64%	78%	Efektif
<i>Bell Service &amp; Airport Representative</i>	65%	89%	Efektif
<i>Guest Relation</i>	58%	90%	Efektif
<i>F&amp;B Service</i>	59%	82%	Efektif
<i>Room Service Order</i>	63%	80%	Efektif
<i>Public Relation</i>	68%	70%	Efektif
<b>Average</b>	<b>70%</b>	<b>87%</b>	<b>Effective</b>

Source : Samaja Villa Kunti, 2018

Explanation of table 3 above, that the table or data above shows some of the butler staff experienced a positive change for each indicator or statement in the standard operating procedure variable, with an average score of 87%, an increase of 17% from the year previously amounted to 70%. Butler staff is the spearhead of the operational implementation in a villa especially Samaja Villa Kunti Seminyak. Therefore, the quality of work and excellent service should always be done to get good feedback from customers and get customer satisfaction while staying in the

villa. By getting customer satisfaction then the customer will not be reluctant to come back to stay in villa as customer repeater.

#### **IV. CONCLUSION AND SUGGESTION**

Based on the results of research on the application of excellent service by butler to increase customer satisfaction at Samaja Villa Kunti Seminyak give some conclusion that is:

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Based on the results of research on the application of excellent service by butler to increase customer satisfaction at Samaja Villa Kunti Seminyak give some suggestion, such as:

1. The management should always provide training programs every month whether it's about knowledge, skill, or attitude. Courses that are needed for employees, especially the butler staff are knowledge of operational and foreign languages other than English.
2. In addition to providing courses to hone knowledge, skills and attitude, the management must also always assert to run all tasks and operations in accordance with the standard operating procedures (SOPs).

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