

Analysis of service quality towards repeater guest satisfaction at The Samaya Seminyak

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Abstract: The purpose of this study was to determine how satisfied the repeater guest were with the performance of The Samaya Seminyak and to know indicators that had to be improved in order to increase the satisfaction of the repeater guest. The method used is Servqual Test and Important Performance Analysis as the tools to measure repeater guest satisfaction on the existing performance of The Samaya Seminyak. Data were collected from 75 questionnaires repeater guest. Measurement of repeater guest satisfaction was using the theory of 5 dimensions of service quality those are tangible, reliability, responsiveness, assurance, and empathy. The quality of service available at The Samaya Seminyak was unable to meet the quality of service desired by repeater guest. Analysis of service quality is resolved by Servqual test, where 10 out of 15 indicators produce negative gaps, and 5 indicators produce positive gaps. The services that need to be improved in order to increase the satisfaction of repeater guest are indicators of the accuracy and speed of the host and butler staff in providing services appropriately, the ability in providing services to the guests, the ability of the host and butler staff in understanding guests' wishes quickly, host and butler staff initiative in providing assistance, and host and butler staff knowledge about the products offered

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Introduction

Tourism has an important role for the economic sector in Indonesia. The development of tourism can be seen simply from the increase in the number of tourist visits to Indonesia. According to Central Bureau of Statistics (2018) data, the number of tourist visits to Indonesia continues to increase which is then presented in Table 1.

Table 1. Number of Tourist Visit to Indonesia

Year	Amount	Percentage (%)
2013	8,802,129	9.42
2014	9,435,411	7.19
2015	10,230,775	10.29
2016	11,519,275	10.7
2017	14,039,799	21.88
2018	15,810,305	12.58

Based on information through the website of the Tourism and Creative Economy Ministry (2018), in this country's foreign exchange income reached 19.29 billion US Dollars and the biggest contribution of tourists while visiting was accommodation which amounted to 31.32%. The

increase on the number of tourist visits must be balanced with the best infrastructure capable of supporting tourism activities. According to Medlik in Aryanto (2005), there are four aspects that must be considered in tourism, namely (1) attraction, (2) accessible, (3) amenities, and (4) ancillary (4A).

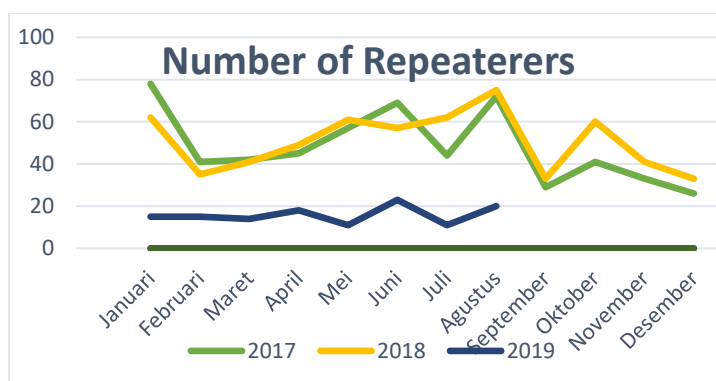
The Samaya Seminyak is one of the best facilities in Seminyak, Kuta, Bali. The Samaya Seminyak has 52 villas in five categories, namely One Bedroom Pool Villa, One Bedroom Royal Pavilion Villa, One Bedroom Royal Courtyard Villa, Two Bedroom Royal Courtyard Villa, Three Bedroom Royal Courtyard Villa.

Management must be aware of the importance of service quality for the convenience of tourists (Septariani, et al, 2020; Sari, et al, 2020), therefore The Samaya Seminyak offers a full service villa for tourists who stay at The Samaya Seminyak. Full service villa is a service provided to fulfill the guests while staying at The Samaya Seminyak.

The service quality is classified to be good if it is able to fulfill the consumers expectation. In this case, the consumers are the repeater guest. It should be management responsibility to improve the service quality for repeater guest (Bithara, et al, 2020; Surya, et al, 2020). In an effort to improve the service quality, Parasuraman, Zeithaml, and Berry (1988) argued that there are 5 dimensions that must be considered in fulfilling service quality, namely (1) tangible, (2) reliability, (3) responsiveness, (4) assurance, and (5) empathy.

Good service quality will create satisfaction (Nugraha, et al, 2020; Putra, et al, 2020) and is expected to build an attitude of tourist loyalty (Sutama, et al, 2017). Repurchase or the so-called repeater guest is one example that these tourists have an attitude of loyalty (Sutama, et al, 2017) towards the services that exist at The Samaya Seminyak.

All reservation activities at The Samaya Seminyak are recorded using the Front Office System (FOS). FOS will record every repeater guest who stays with a red check on the system. The data showing the number of repeater guests staying at The Samaya Seminyak from 2017 to August 2019 is presented in figure 2.



(Source: The Samaya Seminyak, 2020)

Figure 1. Number of repeater guests at The Samaya Seminyak

Based n figure 2, it can be seen that there was a very significant decrease in the number of repeater guests. One of the factors that caused the decrease in the number of repeater guests was that management changed the repeater guest calculation system. Previously, every guest who came more than once was considered a repeater guest, currently every guest who comes more than once within one year is considered as a repeater guest.

Based on the decrease in the number of repeater guests then it needs to be seen whether the quality of service felt by repeater guest has decreased so that it results in a decrease in the number of repeater guests.

Methodology

This study was conducted at The Samaya Seminyak for 6 months using qualitative and quantitative data types with primary data and secondary data sources. Data collection methods using interviews, questionnaires, and observations.

To determine the number of respondents a sample method based on Sugiyono (2012; 2015; 2016) is used which states that the determination of the sample is calculated based on the number of sub-indicators multiplied by 5 (five), so the number of respondents used is 75 samples. The analysis used is Servqual Test and Important Performance Analysis techniques.

Results and discussions

Results

Servqual analysis at The Samaya Seminyak

Servqual test is used to calculate the gap score between the interests and the level of performance (Artini, et al, 2020; Putra, et al, 2019) of each indicator. From the Servqual test calculation that has been done, it shows how the quality of service at The Samaya Seminyak. If the indicator shows negative (-) then the service quality has a gap or it can be said that it is not satisfactory. If the indicator shows a positive score (+), it can be said that the service quality is satisfactory. Table 2 shows the Servqual scores of each indicator.

Table 2. Results of Tests of Interest and Service Performance at The Samaya Seminyak

Question	Importance	Performance	GAP	Mark
Tangible				
Cleanness and the comfortably of lobby lounge	3.92	4.08	0.16	Positive
Staff butler and host appearance	3.93	4.03	0.10	Positive
Room facilities conditions	3.88	3.51	-0.37	Negative
Reliability				
The accuracy and quickness of the butler and host staff in providing services	4.01	3.47	-0.54	Negative
The proficiency of foreign languages besides English	3.99	3.88	-0.11	Negative
The ability in providing services to the guests	4.00	3.39	-0.61	Negative
Responsiveness				
The ability of staff butler and host in understanding the wishes of the guests	4.08	3.73	-0.35	Negative
The ability of staff butler and host in handling problem quickly	3.97	3.47	-0.5	Negative
Initiatives of staff butler and host in providing any assistance to the guests	4.16	3.61	-0.55	Negative

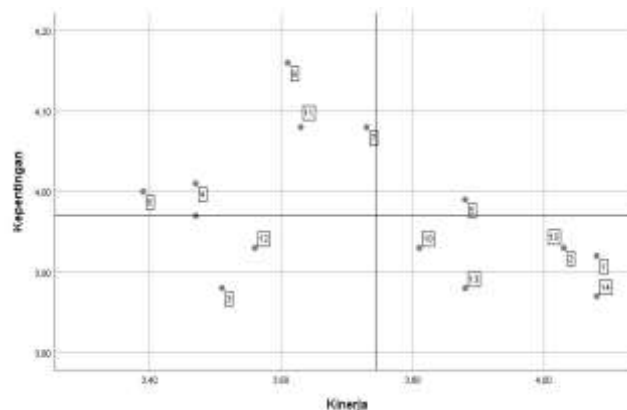
Question	Importance	Performance	GAP	Mark
Assurance				
The ability of staff butler and host in providing any information precisely	3.93	3.81	-0.12	Negative
Staff butler and host's knowledge of the product offered	4.08	3.63	-0.45	Negative
Assurance to the security and trust while staying in	3.93	3.56	-0.37	Negative
Empathy				
Personal concern of staff butler and host to the guests	3.88	3.88	0.0	Positive
The ability of staff butler and host in providing service regardless the social status of the guests	3.87	4.08	0.21	Positive
The ability of staff butler and host in establishing a good relationship with the guests	3.93	4.03	0.1	Positive

Based on Table 2, it can be seen that from the 15 indicators, there are 10 indicators that experienced a negative gap, and 5 indicators experienced a positive gap. If the indicator experiences a negative gap, it can be interpreted that the repeater guest is not satisfied with the service at The Samaya Seminyak, conversely if there is a positive gap, the repeater guest is considered to be satisfied with the service at The Samaya Seminyak.

Discussions

Important performance analysis at The Samaya Seminyak

In the important performance analysis technique, data will be presented in a Cartesian diagram. The important performance analysis test was used to find out which indicators need to be improved to increase repeater guest satisfaction at The Samaya Seminyak presented in the form of a Cartesian diagram. Cartesian diagram consists of 4 quadrants, namely quadrant A the main priority for improve the quality of service because it is considered capable of improving repeater guest satisfaction, quadrant B maintain achievement, which means in quadrant B, The Samaya Seminyak needs to maintain the quality of its service because it is able to balance what is the interest of the repeater guest with the performance that has been given, the C quadrant low priority indicator does not too influential on the interests of the repeater guest that was expected by The Samaya Seminyak, quadrant D is the attitude of The Samaya Seminyak too excessive in providing quality of service to the minor attributes. Figure 2 is a Cartesian diagram which shows the location of each indicator based on the results of important performance analysis.



(Source: SPSS 25.0, data processed, 2020)

Figure 2. Cartesian Diagram

Based on Figure 2, it can be seen that 15 indicators are spread into each quadrant. In quadrant A there are five indicators that are the main priority in increasing the satisfaction of repeater guest, namely accuracy and speed of host and butler staff in providing correct service (Q4), the ability when serving quests well (Q6), the ability of host and butler staff in understanding guest desires (Q7), host and butler staff initiatives in providing assistance (Q9), and host and butler staff knowledge of the products offered (Q11). One indicator is located in quadrant B, namely mastery of foreign languages apart from English (Q5) which means that the indicator has satisfied repeater guest.

In quadrant C there are three indicators that are considered not too influential on repeater guest satisfaction and the management is expected not too much focus on these indicators, namely condition of room facilities (Q3), the ability of host and butler staff in resolving problems immediately (Q8), guarantee of trust and safety while staying at the hotel (Q12). There are six indicators on quadrant D which in their performance are too excessive while the indicators in quadrant D does not greatly affect the satisfaction of repeater guest, namely cleanliness and comfort of the lobby lounge (Q1), host and butler staff appearance (Q2), the ability of the host and butler staff to provide information correctly and precisely (Q10), personal attention of hosts and butler staff to guests (Q13), the ability of the host and butler staff to provide services regardless of the social status of the guest (Q14), and the ability of the host and butler staff to establish good relations with guests (Q15).

Conclusions

The conclusion of this study is that The Samaya Seminyak does not meet the satisfaction of repeater guest of the services offered. The Servqual test result shows that 10 out of 15 indicators experienced negative gaps, which means that the repeater guest was not satisfied with the service on the indicator, while the other 5 indicators had a positive gap, which means that the performance of The Samaya Seminyak was able to meet the speed of the repeater guest. The results of important performance analysis shows that there are 5 indicators located in quadrant A which means that these indicators should be made as top priorities for the management of The Samaya Seminyak because it can increase the satisfaction of repeater guest. Performance indicators that need to be improved are indicators of the accuracy and speed of the host and butler staff in providing services appropriately (Q4), the ability to serve guests well (Q6), the ability of the host and butler staff in understanding the wishes of guests quickly (Q7), host initiative and butler staff in providing assistance (Q9), and knowledge of the host and butler staff about the products offered (Q11).

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