

THE ANALYSIS OF RECEPTIONIST SERVICE QUALITY FOR THE TOURISTS' SATISFACTION AT THE GRAND INNA HOTEL KUTA

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ABSTRACT

This research is motivated by the receptionist role known as the first and last impression of the guest. Quality of service is the thing that affects customer satisfaction. This research is aimed at knowing how the receptionist's service quality towards customer satisfaction in Grand Inna Kuta. The data was collected through the distribution of questionnaires. While, the technique of sampling applied was incidental sampling of 85 respondents. The data was analyzed using multiple linear regression with SPSS 20 software through the techniques of validity and reliability, and importance performance analysis. The results show that in general the assessment of guests staying at the Grand Inna Kuta hotel, regarding the quality of receptionist services at the hotel, can be satisfactory. This can be shown from the analysis where the average value of perception is 3.9. Indicator that make good perception is able to answer questions, able to give clear and easy to understand information, completeness and readiness of receptionist staff, knowledge of existing facilities at Grand Inna Kuta, ability of staff to quickly respond to problems of tourist complaints, general knowledge about Bali, hospitality of receptionist staff, timeliness, ease of receptionist staff to be met, helpful, politeness of receptionist staff, language mastery and courtesy of the reception staff. Indicator that formed a bad perception is the timeliness of the receptionist staff in serving the guests.

KEY WORDS: Service Quality (Reliability, Assurance, Tangibles, Empathy, Responsiveness), Customer Satisfaction.

INTRODUCTION

Education and Development for Indonesia is very important and is the only sector that can be used to collect the results from non-oil and gas. From another perspective, it can be seen from the values that exist directly into Bali, which is spent by foreign tourists while living in Bali (Pitana, 2005). So it can release information that is very important for the people of Indonesia. The role of tourism in national development, in addition to the support of foreign exchange, also contributes greatly to other fields, creating and expanding the field, improving society and government, preserving the environment and culture, strengthening national unity and unity. As we already know, Bali is one of the most popular tourist attractions in the world and thousands of people come to go every year. The island of Bali has many very beautiful tourist attractions such as beaches, lake views and a very famous one that can be used for Bali is the uniqueness of Balinese culture that is different from other areas in Indonesia. Besides, the people of Bali are also famous for its hospitality, the tourists who come to Bali will feel well received by the local community. To support tourism activities in Bali have created and equipped facilities such as hotels, restaurants, travel agencies, and infrastructure facilities that make guests feel happy and comfortable to stay longer in Bali.

It is said that the hotel is one of the important facilities provided near the tourist areas to support the sustainability of tourism activities, where the hotels are equipped with bedroom, food and beverage, SPA and many other competing facilities to make the travelers for longer vacation on the island of Bali. One of the hotels in Bali is Grand Inna Kuta which is located in Kuta area. The hotel provides a variety of facilities provided by the travelers given to staff, ranging from reservation process, registration room, check in to check out.

Like other hotels, to run a good operation, of course this hotel needs the support of the departments in the hotel such as the front office department, the department of housekeeping, the department of food and beverage, and other departments who already have the duties and responsibilities respectively to run the operations of the hotel. The front office is the department that handles the guest who will use the room from the reservation process, the reception when the guest arrives (check in) until the guest leaves the hotel (check out). the front office is known as the first and the last impression of the guest, where guests who come to the hotel will meet with this section first to check in and when the hotel will leave the hotel (check out) will be in contact with the front office staff.

To smooth the whole process of the front office service of the hotel required the existence of good and maximum service so as to minimize errors and things that are not desired by the tourists or the hotel in this case the quality of service is very important in increasing the satisfaction of tourists. Front office at Grand Inna Kuta has some parts one of them is the receptionist. The receptionist is a section or part of the Front Office Department who is in charge and responsible for serving guests who will check in or check-out (Sambodo and Bagyono, 2006: 33).

Given the importance of the Front Office Department in a hotel especially the receptionist, the quality of reception staff services is very influential to the satisfaction of consumers who stay at Grand Inna Kuta, where the service will be measured through 5 dimensions of service that is tangible, reliability, responsiveness, empathy, assurance.

A receptionist is required to welcome guests well, knowledgeable about the hotel's products and facilities, room placement, check-in and check-out, in accordance with its procedures and understand the computerized system used by the hotel. A receptionist should also serve and answer any guest questions, providing clear information, both inside and outside the

hotel. A receptionist should be able to handle complaints from guests who stay. The tourists have various problems, ranging from problems when the room, airport pickup and others. Considering the very complex issues that must be solved and addressed, a receptionist staff is required to provide the best solution to provide a sense of satisfaction to the guest who will form a good perception and affect the image of the hotel itself. Based on the above matters, the authors are interested to conduct research by taking the title: "Quality Analysis of Receptionist Services against the Level of Satisfaction Tourists at Hotel Grand Inna Kuta".

METHODOLOGY

This research was conducted at Hotel Grand Inna Kuta which is located at No. Kuta Beach road. 1, South Kuta, Badung, Bali. The object of research is the quality of service analysis of the receptionist to the level of customer satisfaction. The sampling technique used is accidental sampling. According Sugiyono (2004: 77) is the taking of respondents as a sample by chance, ie anyone who secrets meet with the research can be used as a sample if the person who happens to be found suitable as a source of data.

In this study will explain the definition of operational variables clear that there are guidelines in measuring. In this research will explain the operational definition of the variable in accordance with the object of research to be conducted.

Five dimensions of service quality are the five dimensions of service that is very influential on the level of customer satisfaction, where the five dimensions of service can be used as a measuring tool in improving the front office services provided to consumers at the Grand Hotel Inna Kuta. the five-dimensional ministry is Tangibles is a concrete proof of a company's ability to show the best for its customers. Both in terms of physical appearance of

buildings, facilities, equipment support technology, to the appearance of employees. Reliability is the ability of the company to provide services in accordance with consumer expectations related to speed, timeliness, no errors, sympathetic attitude, and so forth. Responsiveness is a response to provide a fast service or responsive and accompanied by a clear and easy to understand way of delivery. Assurance is a guarantee and certainty gained from the attitude of good manners, good communication, and knowledge owned, so as to foster the trust of customers. Empathy is giving a sincere and personal attention to the customer, this is done to know the consumer's wishes accurately and specifically.

Next to get the average value of expectations and reality research needs to be done by using a questionnaire. This questionnaire will be given to guests who stay Grand Inna Kuta and who feel the service of reception staff. Furthermore, the data will be analyzed with validity and reliability, service quality and importance performance analysis.

FINDING AND DISCUSSION

To know the aspects or indicators that shape the good perception and the bad perception of tourists in the service of Grand Inna Kuta reception staff the author uses the conformity level analysis. The level of conformity is the ratio between satisfactions with expectations of tourists to the receptionist service. If the level of customer satisfaction is greater than the expectation of the front office service then the service can be said to be qualified. If calculated in percentages, the degree of conformity under these conditions is greater than 100%. When satisfaction is less than expectation, it means that tourists consider that the service they feel less qualified. If calculated in the percentage of conformity in this condition is less than 100%. From the results of research expectations and perceptions of tourists to the receptionist services in Grand Inna Kuta, then it can be made rank sequence ranging from

having the lowest level of compliance to the highest. The level of compliance with the lowest value will get the main handling and then the highest level of suitability does not need to get further treatment because the tourists have been deemed to have satisfaction in accordance with their interests. The result of the research on the level of conformity to receptionist service at Grand Inna Kuta can be seen in the following table:

No	Service Aspect	Penilaian	Penilaian	Tingkat	Ranking
		Persepsi	Ekspektasi	Kesesuaian%	
1	Punctuality	284	383	74,15	17
2	Reliability of the information	318	398	79,89	15
3	General knowledge about Bali	330	400	82,5	11
4	Knowledge of all facilities in Grand Inna Kuta	344	385	89,35	3
5	The ability of receptionist handling your need	332	391	84,91	8
6	The ability of giving clear and understandable information	338	397	85,13	7
7	The ability of answering any inquiries	339	386	87,82	5
8	Technique of giving service	323	385	83,89	9
9	Language mastery	327	407	80,34	14
10	Insurance of self-safety while being in Grand Inna Kuta	329	403	81,63	12
11	Easiness of communicating with the receptionist staff	355	397	89,42	2
12	The receptionist staff attention to the guest	357	395	90,37	1

13	The receptionist staff courtesy	333	399	82,42	10
14	The receptionist staff friendliness	359	404	88,86	4
15	Helpfulness	340	397	85,64	6
16	The readiness of the receptionist staff with maps, brochure, computer, etc.	320	395	81,01	13
17	The physical appearance of the receptionist staff	329	399	82,45	9
Total		5657	6721	1429,78	
Average		332,76	395,35	84,104	

The result of research analysis of the level of conformity to the service of receptionist staff at Grand Inna Kuta in table 4:28 above shows that the indicators of front office services that need to get priority or get the lowest rank is the punctuality (74.15%). If the value of conformity is above 100% means that the quality of service is very satisfying for tourists. The value in the table above shows that the quality of the receptionist service is less satisfying for the tourists who stay at Grand Inna Kuta. Seen in the table above the value of the suitability level is below 100%.

CONCLUDE

The perception of foreign tourists towards receptionist service at Grand Inna Kuta based on service dimension analysis (servqual) used, it can be said that the perception of tourists on the performance of receptionist staff at Grand Inna Kuta in general less satisfactory. From the analysis of the level of conformity of receptionist services at Grand Inna Kuta the indicator value is below 100% where the value can be interpreted that the service of the receptionist staff is less satisfactory. So it still needs major handling of management. The values in the indicator are: Timeliness (74.15%),

Conformity of required information (79.89%), General knowledge of Bali (82.5%), Knowledge of existing facilities at Grand Inna Kuta (89, 35%), Ability of front office staff to respond quickly to resolve guest complaint (84,91%), able to give clear and easily understood information (85,13%), able to answer question from guest (87,82%) , Information Technology (83.89%), Language Mastery (80.34%), Self-Guaranteed Security during Grand Inna Kuta (81.63%), FO Staff Ease (89.42%), Staff Attention FO to tourists (90.37%), Hospitality FO staff (82.42%), FO staffing (88.86%), Likes help (85.64%), Completeness and readiness of FO staff (81.01%), FO staff appearance (82.45%). All indicators whose fitness is less than 100% means that receptionist service is less satisfactory for guests staying at Grand Inna Kuta.

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