Service quality analysis as sustainable marketing strategy at Hotel X in Surabaya

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ABSTRACT

Introduction: Hotel X in Surabaya is one of the hotels located in the city center. Over time, many competitors have star equivalent to hotel x. The services provided by hotel x are felt to be decreasing as evidenced by the many negative reviews obtained by Hotel X. This study analyzes the quality of service on customer satisfaction at Hotel X Surabaya.

Methods: The method used to identify and prioritize customer satisfaction is the SERVQUAL (Service Quality) method using five dimensions, namely tangible, reliability, responsiveness, assurance, and empathy. The analytical method used is descriptive analysis and Importance Performance Analysis (IPA) which uses a Cartesian diagram to determine the ranking of importance and performance. The number of samples is 100 people using the Slovin formula, sampling by simple random sampling method.

Results: The results showed that most of the hotel customers were satisfied with the service performance provided by Hotel X Surabaya. With the IPA method, there are no attributes that must be improved by Hotel X Surabaya. Then there are 8 attributes whose service quality is following what consumers expect, there are 9 attributes that do not have any influence on consumers, and there are 3 service quality attributes that exist or not.

Conclusion: Consumers are satisfied with the services provided by Hotel X Surabaya.

Keywords: Customer Satisfaction, Service Quality, Sustainable Marketing.

INTRODUCTION

Service is not only a demand from consumers but also for company management to provide satisfactory services for consumers.¹ The emergence of new hotels with more adequate facilities is the beginning of the development of the hotel business to provide good service quality and satisfaction for consumers or guests. Competition in conditions of many competitors requires hoteliers to think creatively. Because the main purpose of the hotel service sales process is customer satisfaction so that maximum service delivery is achieved. Companies that act as sellers must fulfill consumer desires in selling the services they offer because the benefits contained in those sold must be large and felt so that they can be used as an attraction to return buy the service.² Likewise with hotel services in the city of Surabaya, one of the hotels is the Hotel X Surabaya. This hotel has a very strategic location, located on the edge of the highway, 2.9 km to one of the Surabaya Malls, close to various shopping centers, and easy to reach and find by consumers.³ Hotels with competitive advantage are hotels that satisfy consumers the most to reach their market. One of the ways used to retain customers is to have consumers who are satisfied with hotel services. During 2017 - 2019 there has been a decrease in guests coming to Hotel X Surabaya. It is indicated by the services provided and getting complaints on social media, one of which is Traveloka. Some of the results of comments and complaints from consumers/guests of Hotel X Surabaya include the Check in Check out process being long, the location being quite strategic, close to a shopping center, disappointed because the rooms are narrow and not as photographed, the wi-fi network has a slow connection, the bathroom hard to close, etc. There are also some guests or consumers who keep coming back to stay because of the adequate location, and facilities, of Hotel X Surabaya. So, it can be said that customer satisfaction can be assessed by the services provided by the hotel to consumers. The services implemented by Hotel X Surabaya are not solely following the wishes and expectations of consumers so it is necessary to examine whether the service system implemented by Hotel X Surabaya has fulfilled the wishes and expectations of consumers or is considered too excessive by consumers.⁴,⁵

This research aims to show what factors affect customer satisfaction so Hotel X can make some improvements to increase the satisfaction level of their customer. When the satisfaction level is increasing, it is expected that the customer who stayed will also be increasing.

MATERIALS AND METHODS

Materials
Based on the five dimensions of service quality, customer satisfaction can be measured, understood, and used as a good result for the benefit of improving the quality of services provided to customers,
both first-time customers and customers who have repeatedly used these services. Tjiptono, (2012) identifies quality sources that determine service quality, namely: 1. Production Quality Explains that service quality is determined by the cooperation between the production/operations department and the marketing department. 2. Delivery Quality Explains that service quality can be determined by the company's promise to consumers. 3. Design Quality Explains that service quality is determined from the first time the service is designed to meet consumer needs. 4. Relationship Quality Stating that service quality is determined by professional and social relations between the company and stakeholders (consumers, suppliers, intermediaries, government, and employees). Indicators in service quality are to determine the quality of service that is felt by consumers, there are indicators of service quality that lie in five dimensions of service quality, namely: 1) Tangible (tangible), 2) Reliability (reliability), 3) Responsiveness (responsiveness), 4) Assurance (guarantee), 5) Empathy. Each dimension has indicators which will be explained as follows: 1. Tangibles (tangible): service quality in the form of physical office facilities, computerized administration, waiting rooms, and information centers. The indicators are: a. The appearance of officers/apparatus in serving customers b. The convenience of a place to do service c. Ease in the service process d. The discipline of officers/apparatus in performing services e. Ease of customer access to service requests f. Use of tools in service 2. Reliability: the ability and reliability to provide reliable services. The indicators are: a. Accuracy of officers in serving b. Have clear service standards c. The ability of officers/apparatus in using assistive devices in the service process d. The expertise of officers in using tools in the service process 3. Responsiveness: the ability to help and provide services quickly and accurately, and responsive to consumer desires. The indicators are: a. Respond to every customer/applicant who wants to get service b. Officers/apparatus perform services quickly c. Officers/apparatus perform services appropriately d. Officers/apparatus perform services carefully e. Officers/apparatus perform services promptly f. All customer complaints are responded to by the officer 4. Assurance (guarantee): the ability and friendliness and courtesy of employees in ensuring consumer confidence. The indicators are: a. Officers provide guarantees on time in service b. Officers provide a guarantee of costs in service c. Officers provide guarantees of legality in service d. Officers provide a guarantee of cost certainty in service 5. Empathy: firm but attentive attitude of employees towards consumers. The indicators are: a. Prioritize the interests of the customer/applicant b. The staff serves with a friendly attitude c. Officers serve with courtesy d. Officers serve non-discriminatory (discriminatory) e. Officers serve and value every customer

Data collection procedures
The sampling technique used is simple random sampling. The population is consumers at Hotel X Surabaya, guests who stay are 148,208 for 3 (three) years. Determination of the sample with the Slovin formula so that the number of samples is 100 respondents. Then using primary data, distributing questionnaires to customers and secondary data, the required company internal data. Data collection techniques with questionnaires and documentation.

Data analysis
The data analysis used is importance-performance analysis (IPA). Then a Cartesian diagram is presented which consists of four quadrants, namely Quadrant I (Main Priority), Quadrant II (Maintain Achievement), Quadrant III (Low Priority), and Quadrant IV (Excessive). This diagram makes it easier for readers of the research results to determine the level of customer interest and performance/service implementation of Hotel X Surabaya.

RESULTS
The picture above can be interpreted as follows: Quadrant I showed attributes that are considered to affect customer satisfaction and are considered very important by consumers but the service is not satisfactory or not carried out properly by Hotel X Surabaya, so it is disappointing. There are no attributes included in this quadrant.

Quadrant II shows attributes that are considered very important and very satisfying to consumers which have been carried out well by PT Hotel X Surabaya. The attributes included in this quadrant are: 1. Hotel X Surabaya has complete, comfortable, clean, and well-organized room interiors, and 11. Employees respond to consumer requests quickly, 15. Employees have skills in handling consumer problems, 16. Employees guarantee timely service, 17. Employees can establish good relationships with consumers, 18. Employees can communicate well with consumers, 19. Employees serve consumers without discrimination, 20. Employees serve with a friendly attitude.

Quadrant III shows attributes that are considered less important for consumers and are not implemented properly by PT Hotel X Surabaya. The attributes included in this quadrant are: 2. Hotel X Surabaya has facilities such as gardens, spas, as well as food and beverage outlets, 3. Hotel X Surabaya has employees who look neat, clean, and attractive, 5. Employees provide maximum service, 6. The honesty of hotel employees in serving customers, 7. Procedures for managing room/event reservations and other transactions are accurate, fast, and
appropriate, 8. Experienced employees in serving customers, 9. Employees are quick to respond to consumer questions, 10. Employees quickly inform when services will be provided to consumers, 11. Employees quickly inform when consumers are satisfied with the services provided by Hotel X Surabaya.

Quadrant IV shows attributes that are considered less important for consumers and their implementation has been carried out well by PT Hotel X Surabaya to satisfy customers. The attributes included in this Quadrant are: 4. Hotel X Surabaya has a comfortable waiting room, 10. Employees deal with complaints experienced by consumers quickly, 13. Employees are always polite in serving customers.

DISCUSSION
Every hotel tries to provide the best service for its service products to be provided to guests. Likewise with Hotel X Surabaya, so is a separate reason for people to choose Hotel X Surabaya as a place to stay. Hotel X Surabaya strives to maintain customer satisfaction to minimize competition with other hotels by providing services that prioritize facilities, consumer comfort, friendliness, and security to create satisfaction for customers who stay. Some examples of hotel consumer need such as mineral water (complement water), additional sandals, towels, pillows, extra bed (extra mattress), glasses, kettle jack (water heater). Consumer expectations of course the quality of service that continues to increase. With so many choices, consumers tend to prefer service offerings that match their expectations and needs.1,7,8

This research uses IPA methods which used to examine which indicator affects customer satisfaction. The total samples of this research are 100 respondents who have already stayed at the hotel for a minimum of 1 night. This method uses Cartesian Diagram to show us which indicator has priority to elevate or which indicator has the most important effect on customer satisfaction.5 Judging from the GAP analysis, overall, the dimensions of service quality (Tangibles, Reliability, Responsiveness, Assurance, and Empathy) affect customer satisfaction. Only the dimensions of tangibles and reliability need to improve the quality of service for the customers of Hotel X Surabaya so that their satisfaction is high.10

From the results of IPA (Importance Performance Analysis), it can be concluded that there is no difference between consumer expectations and customer satisfaction and it is explained in the Cartesian diagram that there are no attributes that must be improved by Hotel X Surabaya. Then there are 8 attributes whose service quality is following what consumers expect, there are 9 attributes that do not have any influence on consumers, and there are 3 service quality attributes that exist or not, consumers are satisfied with the services provided by Hotel X Surabaya.11

Based on the results of research and discussion, the suggestion that can be given is that the management of Hotel X Surabaya can further improve the quality of its services so that consumer expectations can be following customer satisfaction. To make reservation management procedures better by providing retraining for the reservation system to receptionist employees, the maximum quality of service from Hotel X Surabaya employees can provide satisfaction to customers.12

The limitation of this study only measures the service quality variable with several attributes that affect customer satisfaction, that it is hoped that further researchers can add other attributes so that the results of the customer satisfaction analysis of Hotel X Surabaya are even more perfect and further researchers can examine by adding variables other things that can affect customer satisfaction.

CONCLUSION
Based on the results of research and discussion on the Customer Satisfaction Analysis of Hotel X Surabaya, it can be concluded that the consumers are satisfied with the services provided by Hotel X Surabaya.

CONFLICT OF INTEREST
None.

FUNDING
None.

ETHICAL STATEMENT
This research was approved by the Ethics Committee of Chakra Brahmanda Lentera institution in August with the number 077/006/VIII/EC/KEP/LCBL/2022.

AUTHOR CONTRIBUTION
All authors contributed equally to this study.

REFERENCES

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