

**THE EFFECT OF SERVICE QUALITY TO THE GUEST SATISFACTION
(Case Study at Puri Perdana Hotel Blitar)**

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ABSTRACT

This research is to find out how much the influence of service quality to the guests at Puri Perdana Hotel Blitar. The research object is the receptionist in charge of providing services at the Puri Perdana Blitar Hotel. A sample is a set or part of a population unit. The sample selection is done by using purposive sampling which is the direct appointment of respondents according to the research needs. So the sample size in this study determined 21 respondents who were in Puri Perdana Hotel Blitar. The result of this research is a significant influence of work facilities on the productivity of 54.661.11 Puri Perdana Hotel Blitar employees known $t_{hitung} > t_{tabel}$, $= 0.536 > 0,433$ then H_0 is rejected and H_a is accepted. It means that there is an influence between work facilities to the productivity of 54.661.11 Puri Perdana Hotel Blitar employees. The coefficient of determination above is 0.30 or 30%. It means that the variance that occurs in the 30% employee productivity variable is determined by the variance that occurs in the work facilities variable. This understanding is often interpreted the influence of work facilities on employee productivity = 30%, and the remaining 70% are other factors including work motivation, work discipline and others.

Key words : *Quality Service, Guest Satisfaction, Hotel*

1. INTRODUCTION

Service quality is influenced by two factors, namely expectations and performance perceived by consumers. Consumers will compare consumer expectations and performance provided by companies in the form of satisfying service delivery. If expectations are fulfilled by company services, these services are said to have good quality and will be able to satisfy consumers. Quality is one of the keys to success in every business which is run (Suryadarma & Nurcahya, 2015).

Puri Perdana Hotel Blitar is a company engaged in the field of tourism which includes the fields of hospitality, travel / travel agencies and guesthouses. According to Susepti, Hamid & Kusumawati (2017) Hotels is an organization engaged in services with the focus of its activities being to serve hotel guests through quality service. So in an effort to increase customer satisfaction Puri Perdana Hotel Blitar needs to pay attention to customer satisfaction because the customer is the most important element in hospitality service activities managed by the company. Customer satisfaction is influenced by many factors, including quality of service.

According to Zeithaml, Berry and Parasuraman, (in Zulian Yamit, 2005: 10) has conducted various studies on several types of services, and managed to identify five dimensions of characteristics used by customers in evaluating service quality. The five dimensions of service quality characteristics are:

1. Reliability, namely the ability to provide services immediately and satisfactorily and in accordance with what has been promised.
2. Responsiveness, namely the desire of staff to help customers and provide services responsively.
3. Guarantee, which includes the ability, courtesy and trustworthiness of the staff, free from danger, risk or doubt.

4. Empathy, which includes ease of relationships, good communication, and sincere attention to customer needs.
5. Direct evidence (tangibles), which includes physical facilities, equipment, employees, and means of communication.

According to Sinambela, (2014:4) service is an activity to fulfill someone's need or provide people's need. The service basically has a target or a simple goal that is able to meet what is expected by the customer as the user of the service. Even though the goal of the service is quite simple, the implementation is not as easy as what they said because to achieve it all a quality service is needed. If the company does not provide good services, the company will be abandoned by consumers and they choose companies that offer more attractive offers (Seghal, 2017: 42). Likewise, the Puri Perdana Hotel Blitar as a service organization must be able to provide quality services to its customers. Because in service organizations, the problem of service quality becomes an important and fundamental problem to increase customer satisfaction as use of services. The same thing was also conveyed by Saragih & Panjaitan (2018) in his research that "Satisfaction is an important concept in marketing because if consumers are satisfied the company will get benefit".

Based on the background described above, researchers are interested in conducting research under the title "The Effect of Service Quality to the Guest Satisfaction at Puri Perdana Hotel Blitar"

2. RESEARCH METHODS

This research was conducted at Jl. Anjasmoro No.78 Blitar, East Java Indonesia, the research period lasted for 3 (three) months, from June to August 2017. Data collection methods in this study are intended to obtain relevant and accurate data with the problem discussed. The data collection methods are as follows: Observation is a method used as a tool in collecting data based on direct observation of the effect of service quality on customer satisfaction at the Puri Perdana Hotel Blitar. Questionnaires are data collection techniques by asking a number of questions in writing given to respondents with a view to obtaining accurate and valid data.

3. RESULT

Calculation of the validity and reliability in measuring instruments in this study was carried out with SPSS 16.00 for windows. The data analysis techniques to determine the effect of Service Quality on Consumer Satisfaction, the researchers used the Product Moment analysis technique from Karl Pearson.

1. Instrument Validity Test

To test the level of empirical validity of the instrument, the researcher tested the instrument on the target in the study. This step can be called an instrument testing activity. If the data obtained from this test is as it should be, it means that the instrument is good, or valid. To find out the accuracy of this data, a validity test technique is needed.

In this research, to test the level of validity of the instrument is done by analyzing the different power items. Analysis of different items and reliability power is carried out simultaneously after the analysis begins. The difference in power of an

item is indicated by the reliability of the Corrected Item-Total Correlation ($r_{i(t-i)}$). Analysis of the different power of the results test to get the items which be aborted. Item usage is based on the negative total corrected item in correlation criteria.

a. Validity Test of Service Quality Instrument

Based on data collected from 21 respondents shown in table.1, there are 9 corrected total item correlations (item 9). The results of item analysis are shown in the following table:

Tabel.1
 The Result of The Analysis of Service Quality Instrument Items

Number of Instrumen	Corrected Item-Total Correlation	Result
Number Item 1	0,562	Valid
Number Item 2	0,475	Valid
Number Item 3	0,804	Valid
Number Item 4	0,822	Valid
Number Item 5	0,904	Valid
Number Item 6	0,678	Valid
Number Item 7	0,795	Valid
Number Item 8	0,885	Valid
Number Item 9	0,774	Valid

Source : The Data is Processed by Researcher 2017

It has been stated that the difference in power of an item is indicated by the reliability of the Corrected Item-Total Correlation ($r_{i(t-i)}$). Analysis of the different power of the test results to get the items to be aborted. The use of items is based on the negative total corrected item correlation criteria.

Based on table 4.1 can be read, it turns out that the analysis of the different power items test results of the instrument Quality of Service in the first round did not get the item that failed. Analysis of the different power of the results of the instrument test results of Service Quality in the first round obtained items that have the highest validity is item 5 with a total item corrected 0.904 and the lowest is item number 2 with a total item corrected correction 0.475.

This result is the last round result which 9 items were received, they are number 1, 2, 3, 4, 5, 6, 7, 8, and 9. It is table.2 Result of analysis of service quality test instrument:

Table. 2
 Service Quality Instrument Test Results

Indicator of Service Quality	Received Items	Number of received Items	Items not received	Number of items not received
Dimension of service quality				
Employee abilities or staff to quickly respond to the complaints of the guests	1	1	-	-

Puri Perdana Hotel has a neat looking, clean and interesting employees	2	1	-	-
Employee's confidence or staff in service	3	1	-	-
Employee service or staff of Puri Perdana Hotel always friendly and ready to help	4	1	-	-
Giving the right solution of all problems faced by the guests	5	1	-	-
Employee service or staff of Puri Perdana Hotel when then guests check in and check out	6	1	-	-
The Puri Perdana Hotel can understand the guests's wishes	7	1	-	-
The Puri Perdana Hotel has employees or staf who have competencies and professionals in serving the guests	8	1	-	-
The Puri Perdana Hotel finish the service on time	9	1	-	-

Source : The Data is Processed by Researcher 2017

b. Validity Test of Consumer Satisfaction Instrument

Based on data collected from 21 respondents shown in table.3 below, there are 5 corrected total item correlations (number items 5). The results of item analysis are shown in the following table:

Table.3
 The Result Analysis Item of Consumer Satisfaction Instrument

No Instrumen Item	Corrected Item-Total Correlation	Result
Number Item 1	0,652	Valid
Number Item 2	0,777	Valid
Number Item 3	0,767	Valid
Number Item 4	0,836	Valid
Number Item 5	0,680	Valid

Source : The Data is Processed by Researcher 2017

It has been stated that the difference in power of an item is indicated by the reliability of the Corrected Item-Total Correlation ($r_{i(t-i)}$). Analysis of the different power of the test results to get the items to be aborted. The use of items is based on the negative total corrected item correlation criteria.

Based on table 4.3 above, it turns out that the analysis of the different power items of the results of the test instrument of Consumer Satisfaction in the first round did not get the item that failed. Analysis of the difference in items of the results of the instrument test Consumer Satisfaction in the first round obtained items that have

the highest validity is item 4 with a total item corrected 0.836 and the lowest is item number 1 with a total item corrected correlation 0.652.

This result is the result of the first round as the final result where there are 10 valid items, namely item number 1, 2, 3, 4, and 5. The following table 4.4 results of the analysis of the Consumer Satisfaction instrument test:

Table.4
 Consumer Satisfaction Test Results

Indicator of Consumer Satisfaction	Received Items	Number of Received Items	Items not Received	Number of Items not Received
Dimension of guests satisfaction				
The price room offered by Puri Perdana Hotel	1	1	-	-
The employees or staff of Puri Perdana Hotel are able to convince their products or services to be trusted by the guests	2	1	-	-
Service quality employees or staff of Puri Perdana Hotel are ready to solve the problem and complaints from the guests	3	1	-	-
The agility of employees or hotel staff in serving the guests requests	4	1	-	-
The products offered are as desired	5	1	-	-

Source : The Data is Processed by Researcher 2017

After validity testing, valid instruments have high validity on the Service Quality and Customer Satisfaction questionnaire received 9 items and 5 items.

Researchers deliberately discard items that fall without replacing them because the items received are sufficiently representative to be used as a measuring tool.

2. Questionnaire Reliability Test

From the results of research conducted on 21 respondents obtained each reliability variable of Service Quality and Customer Satisfaction, namely Alpha scores of 0.930 and 0.885. Questionnaire points are said to be reliable if the Alpha value of each variable is obtained from both, with a significance level taken of 5% with 0.1.

Measurement reliability using SPSS 16.00 for windows. The observer test program uses the Alpha Cronback technique.

Table. 5
 The Result of Reliability Test
 Questionnaire of Service Quality and Customer Satisfaction

Variabel	Alpha	r_{label}	Note	criteria
Service Quality	0,930	0,1	Sig > 0,05	Reliabel
Customer Satisfaction	0,885	0,1	Sig > 0,05	Reliabel

Source : The Data is Processed by Researcher 2017

From table 4.5, it is known that all statement variables are reliable because they have a greater Alpha value (0.1). A variable is said to be reliable if it gives a cronbach 'alpha value > 0.60.

3. Product Moment Correlation Analysis from Karl Pearson

In analyzing data before entering the Product Moment correlation formula from Karl Pearson, the average calculation and standard deviation were used to determine the level of Service Quality and Consumer Satisfaction.

After the data is processed using a computer program SPSS 16.00 for windows, it is known the average and standard deviations of the variable Service Quality and Consumer Satisfaction as in the table below:

Table.6
 The Average and Standard Deviation of
 Service Quality and Customer Satisfaction

		Service Quality	Customer Satisfaction
N	Valid	21	21
	Missing	0	0
Mean		37.0000	19.4762
Std. Deviation		5.07937	3.29574

Source : The Data is Processed by Researcher 2017

Referring to the data categorized as high, medium, and low as below:

a. Level of Service Quality

Based on table 4.7, the distribution of scores obtained by an average or $M = 37.0000$ and standard deviations or $SD = 5.07937$. Furthermore, referring to the data categorized as high, medium, and low as below:

Tabel.7
 Percentage of Service Quality Level

Classification	Interval	Frequency	Proportion%
High	$42,07939 \leq X$	4	19,05
Medium	$31,92063 \leq X < 42,07939$	14	66,67
Low	$X < 31,92063$	3	14,29
Σ		21	100,0

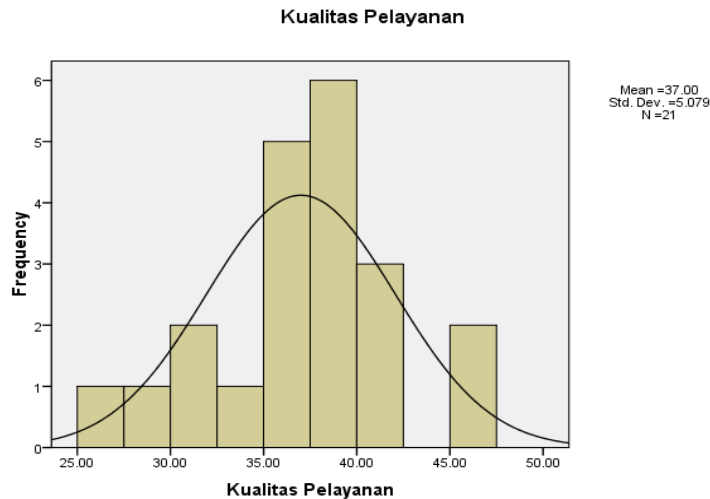
Source : The Data is Processed by Researcher 2017

Based on table 4.7 it is known that from 21 respondents there were 19.05% level of Service Quality included in the high category; 66.67% level of Service Quality in the medium category; and 14.29% of the level of Service Quality in the low category.

The frequency distribution presented in the form of a histogram graph looks as follows:

Histogram Graphic 4.9

Frequency of Quality Service Level Score



Source : The Data is Processed by Researcher 2017

b. Customer Satisfaction Level

Based on table 4.8, obtained a score distribution with an average or $M = 19.4762$ and a standard deviation or $SD = 3.29574$. Furthermore, referring to the data categorized as high, medium, and low as below:

Table 4.8
 Percentage of Customer Satisfaction

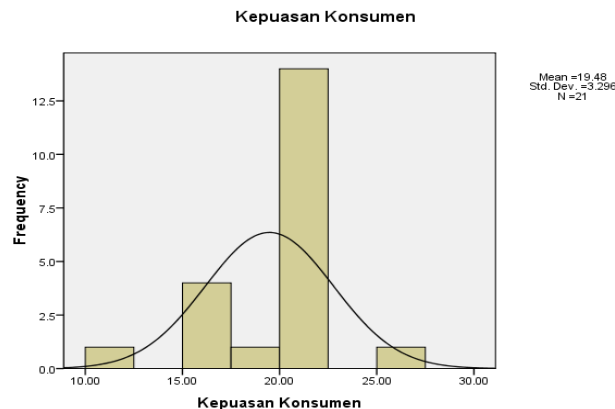
Classification	Interval	Frequency	Proportion %
High	$22,77194 \leq X$	5	23,81
Medium	$16,18046 \leq X < 22,77194$	14	66,67
Low	$X < 16,18046$	2	9,52
Σ		21	100,0

Source : The Data is Processed by Researcher 2017

Based on table 4.8 it is known that from 21 respondents there were 23.81% the level of Consumer Satisfaction included in the high category; 66.67% level of Consumer Satisfaction in the medium category; and 9.52% the level of Consumer Satisfaction is in the low category.

The frequency distribution presented in the form of a histogram graph as follow:

Histogram Graphic 4.10
 The Frequency Score of the Level of Customer Satisfaction



Source : The Data is Processed by Researcher 2017

From the description of the table above, the overall response of 21 respondents to the level of Service Quality and the level of Consumer Satisfaction in Puri Perdana Hotel Blitar is moderate, this is indicated by the presence of the largest percentage score.

4. The Effect of Service Quality Variables to the Customer satisfaction Variables

The presence or absence of the effect of Service Quality on Consumer Satisfaction, is done by using a correlation between two variables to test research competency. Hypothesis assessment is based on an analogy:

- a. Ho: There is no effect of service quality on customer satisfaction at the Puri Perdana Hotel Blitar.
- b. Ha: There is an influence of service quality on consumer satisfaction at the Puri Perdana Hotel Blitar.

The basis of the decision is based on the following probabilities:

- a. $t_{hitung} > t_{tabel}$, then Ho is rejected and Ha is accepted;
- b. $t_{hitung} < t_{tabel}$, then Ho is accepted and Ha were rejected.

To give interpret how strong the influence is, the following guidelines can be used (Sugiono, 2002: 147):

- 0,00 – 0,199 : very low
- 0,20 – 0,399 : low
- 0,40 – 0,599 : medium
- 0,60 – 0,799 : strong
- 0,80 – 1,000 : very strong

After the data is processed using a computer program SPSS 16.00 for windows, it is known the effect of Service Quality on Consumer Satisfaction as in the table below:

Table 4.9
 The Effect of Service Quality to the Customer Satisfaction
Correlations

		Service Quality	Customer Satisfaction
Service Quality	Pearson Correlation	1	.827**
	Sig. (2-tailed)		.000
	N	21	21
Customer Satisfaction	Pearson Correlation	.827**	1
	Sig. (2-tailed)	.000	
	N	21	21

** . Correlation is significant at the 0.01 level (2-tailed).

Source : The Data is Processed by Researcher 2017

Table 4.9 shows that the correlation coefficient (r_{xy}) found at 0.827 is included in very strong category. Significance test can be seen that $n = 21$, the level of error is 0.05, then the price is $r_{tabel} = 0.549$. The condition is if $t_{hitung} > t_{tabel}$, $= 0.827 > 0.549$ then H_0 is rejected and H_a is accepted. This means that there is a very strong influence on service quality on consumer satisfaction at the Puri Perdana Blitar Hotel.

The coefficient of determination above is $(r^2) = (0,827^2) = 0,68$ or 68%. This means that the variance that occurs in the 68% customer satisfaction variable is determined by the variance that occurs in the variable service quality. This understanding is often interpreted the influence of service quality on customer satisfaction = 68%, and the remaining 32% are other factors.

4. DISCUSSION

The results of statistical tests on 21 respondents indicate that the level of service quality and level of customer satisfaction is in medium category, this is indicated by the presence of the largest percentage score of 66.67% each.

Furthermore, the results show that the correlation coefficient () found at 0.827 is included in the very strong category. Known = 0.827 ($P < 0.01$), $N = 21$, if $>$, $= 0.827 > 0.549$ then H_a is accepted, that is, there is an influence of Service quality on customer satisfaction at Puri Perdana Hotel Blitar.

It means that the higher the level of service quality at Puri Perdana Hotel Blitar, the higher the level of customer satisfaction will be followed. The findings of this study indicate that service quality has a positive and significant effect on the level of customer satisfaction. The magnitude of the effect of service quality directly on device productivity is 68%. This understanding is often interpreted the influence of service quality on customer satisfaction = 68%, and the remaining 32% are other factors. Another factor is the development of human resources itself which includes the level of education or skills and training has a broader scope to improve and enhance knowledge, abilities, attitudes and personality traits also influence it.

Service Quality is a comparison between the reality of the service received with the expectation of the service to be received (Brady and Conin, 2001). Based on the results of the analysis above, the quality of service provided to the guests of the Puri Perdana Hotel Blitar is excellence service or superior service, which is an attitude or way of service providers in serving customers satisfactorily. Broadly speaking there are 4 (four) main elements in the concept of superior service, namely 1) Speed; 2) Accuracy; 3) Hospitality; 4) Comfort. These four components constitute an integrated service unit, meaning that the service or service becomes not excellence if there is a missing component. To achieve a level of excellence, according to Tjiptono (1998: 58):

The services at Puri Perdana Hotel Blitar are in accordance with the standards which guests expect; they are good looking and neat, be friendly, show enthusiasm for work and attitude always ready to serve, calm at work, not arrogant because they feel needed, master the work both tasks related to the department or department or other parts, able to communicate well, can understand guest sign language (gesture), and have the ability to handle guest complaints in a professional manner.

5. CONCLUSION

1. The level of service quality at Puri Perdana Hotel Blitar is 19.05% in the high category, 66.67% in the medium category, and 14.29% in the low category;
2. The level of customer satisfaction at Puri Perdana Hotel Blitar is 23.81% the level of entry in the high category, 66.67% in the medium category, and 9.52% in the low category.
3. Known $t_{hitung} > t_{tabel}$, $= 0.827 > 0.549$ then H_0 is rejected and H_a is accepted. This means that there is a significant influence on service quality on consumer satisfaction at the Puri Perdana Hotel Blitar. The higher level of service quality in Puri Perdana Hotel Blitar, the higher level of customer satisfaction will be followed. The coefficient of determination above is $(r^2) = (0,827^2) = 0,68$ or 68%. This means that the variance that occurs in the 68% customer satisfaction variable is determined by the variance that occurs in the service quality variable, and the remaining 32% is other factors.

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