Analysis of Services Quality in Improving Customer Satisfaction at Warung Shinta Restaurant Inna Bali Heritage Hotel

I WK Teja Sukmana[1], GustiNgurahJoko Adinegara[2]

[1, 2] Management Department, Faculty of Economic and Humanity,
DhyanaPura University, Bali, Indonesia
Corresponding Author: I WK Teja Sukmana

Abstract: *Satisfaction is a concept that continues to be considered by all organizations and companies engaged in the service of goods and services. Inna Bali Heritage Hotel is one of the star hotels in Denpasar which continuously strives to improve the satisfaction of tourists staying at Inna Bali Heritage Hotel. WarungShinta Restaurant is one of the outlets that provide food and drink services to guests who stay. Guest satisfaction has not been measured properly; this can be seen from the number of sales tends to fluctuate. This study seeks to analyze the effect of service quality on the satisfaction of guests who stay and get services at WarungShinta Restaurant. Respondents of this study were tourists visiting WarungShinta Restaurant. Method used in this study is the survey method, with a total of 100 respondents. Based on the results of the analysis, it was found that assurance variable had a significant influence on guest satisfaction. While tangible, reliability, responsiveness and empathy did not give a significant influence on the guest's satisfaction. The dimensions of service quality have a little effect which is 15% on guest satisfaction. Management should continue to motivate employees to work and pay more attention to the needs of guests to be able to continue to improve the guest's satisfaction who come to WarungShinta Inna Bali Heritage Hotel.*
Keywords: *service quality, customer satisfaction, restaurant, hotel, Bali*

I. Introduction

Tourism is one of the main factors that are expected to be able to make a major contribution in the efforts of regional economic growth. In the Bali BPS report, it was stated that in 2016 the Bali economy grew by 6.05% with the highest growth rate occurring in the service sector, which amounted to 11.08%. Bali as one of the main tourist destinations in Indonesia, has advantages in tourist attraction from other regions, because it has very adequate facilities that can be enjoyed by tourists such as the availability of something to see (something to see), something that can be done (something to do), and something that can be bought (something to buy). Foreign tourists who come to Bali prefer 60.27% of natural-related destinations and 30.15% of foreign tourists prefer destinations related to culture and historical places (Bali Central Statistic, 2016). This will provide excellent input for tourism managers both private and government in order to maintain and manage destinations while still improving the quality of destinations and services to foreign and domestic tourists.

Various events that have been held in Bali also have an impact on the number of tourists visiting various tourist attractions in Bali and other tourism supporting facilities. Hotels are one of the industries supporting the success of the tourism industry and 70.11% of foreign tourists visiting Bali choose to stay in starred hotels (Bali Central Statistic, 2016) . The increasing number of foreign tourist visits is not supported by the average length of stay of foreign tourists in Bali. For star hotels, the average length of stay of tourists reaches 3.30 days, lower than the previous year which reached 3.56 days. While non-star hotels, the average length of stay of foreign tourists reached 3.46 days, up from the previous year which had reached 3.38 days (Bali Central Statistic, 2016).

Inna Bali Heritage Hotel is one of the star hotels in Denpasar City and is the oldest hotel in Bali. The location of a very strategic hotel in the heart of Denpasar is one of the advantages given to tourists who visit mainly to the city of Denpasar. Tourists who stay at Inna Bali Heritage in recent years tend to fluctuate, as well as tourists who eat and drink at WarungShinta Restaurant. WarungShinta Restaurant serves guests in providing breakfast, lunch and dinner. Management continuously monitors the quality of services provided by staff as well as improvements to facilities directly used by guests. Measurement of service quality is one of the main priorities in order to measure the level of satisfaction of visiting tourists. The measurement of service quality towards tourist satisfaction at WarungShinta Restaurant has never been measured scientifically, only using guest comment cards. Analysis of the results of this guest commentary has not been analyzed further, so that management has not clearly understood the influence of each variable in measuring tourist satisfaction. The

purpose of this study was to determine the effect of the services quality provided by WarungShinta Restaurant on tourist satisfaction at Inna Bali Heritage Hotel.

Service Quality created cannot be measured from a company perspective, but must be from a perceived/quality perspective (Manimaran, 2010). Service quality is an important antecedent of customer value, because many studies find a positive and significant influence on service quality on customer value perceptions (Cretu&Brodie, 2009). The value perceived by customers has become an important part of management in understanding the importance of providing customer value in the development of the service process. Understanding customer perceived value involves many aspects. The perceived value of customers has been found to be the main predictor of customer satisfaction and intention to repurchase / intention after purchase behavior (Chitty, et. al, 2007). Most research on service quality carried out in the past two decades has been based on the SERVQUAL model. Parasuraman, et al. (1988) developed this model to measure service quality from a broader perspective. Initially SERVQUAL focused on ten dimensions of service quality and then reduced the number of dimensions into five dimensions namely tangibles, reliability, responsiveness, assurance, and empathy. So in the context of service companies, not only learn the quality of service perceived and learn how service quality is measured, but also provide direction in improving service quality in order to achieve customer satisfaction. Consumers consider products that are intangible, namely service quality, have contributed a large role in encouraging customer satisfaction or dissatisfaction (Negi, 2009).

Service quality is a concept that has become a major concern for companies in providing services to their customers, especially in an increasingly competitive environment, and commitment is positively influenced by patient satisfaction. Cronin, et al. (2000) found that service quality has a direct effect on satisfaction and also directly affects behavioral intentions, further service quality will have a higher value of behavioral intention if through satisfaction, this indicate that the service quality perceived by customers will have more impact high on customer behavior intentions when customers get satisfaction with company services. Some studies also show that hotel service quality will have an effect on satisfaction (Abbasi, et. al, 2010) and service quality has an indirect influence on behavioral intention through satisfaction (Olorunniwo, et. al, 2006).

Van Vuuren et al. (2012) state that satisfaction is the customer's emotional response when evaluating differences between expectations about service and perceptions of actual performance and perceptions of performance obtained through the customer's physical interaction with business products and services. Consumer satisfaction will encourage the formation of loyalty to both the brand and the company, and loyalty is the result of the satisfaction felt by the customer (Oliver, 1980; Kandampully& Hu, 2007). Therefore, customer satisfaction is a matter of concern to the company by providing the best quality products and services, so that it is expected to increase consumer loyalty to the company in the future.

Consumer satisfaction can be achieved if the quality of services is expected in accordance with his wishes (Li &Krit, 2012). So, if the service received by the consumer exceeds or equals his expectations, then the service provided by the service provider is satisfactory, and vice versa. Through customer satisfaction, it is expected to create loyalty in which customers will make repeat purchases or reuse, not easily affected by other similar companies and will also form free promotions for companies by providing positive recommendations to others / word of mouth communication (Jani& Han, 2013).

II. Material And Methods

This research was conducted at WarungShinta Restaurant Inna Bali Heritage Hotel. This research uses a quantitative research design. Data will be taken randomly so that the conclusions of the research results can be generalized to the population where the sample was taken. This study used a survey method because the data was collected from respondents using a questionnaire. The variables used in this study are the results of identification of service quality and satisfaction variables that have been used in several previous studies, especially based on the results of research from (Parasuraman, et al. 1988; Li &Krit, 2012) and (Keshavarz, et. al. (2016). The service quality variables in this study used 5 dimensions of service quality, namely reliability, assurance, tangible, empathy and responsiveness consisting of 23 indicators and satisfaction variables consisting of 4 indicators.

The instrument used is divided into two parts: part I collects general tourist demographic information; while part II refers to tourists' perceptions of service quality attributes and tourist satisfaction with these attributes. Filling out questionnaires is done around the hotel so that it will be easier in the process of filling out the questionnaire. All evaluations were measured using a five-point Likert Summated Scale (LSR) which refers to the variable quality of service and satisfaction. The questionnaire was carried out by distributing questionnaires to tourists visiting WarungShinta Restaurant. Determinations of the number of samples using Slovin formula, and the sample size in this study were 100 samples.

III. Result

Profile of Respondents

Based on the questionnaire collected, data were obtained about the age, gender, education, country of origin, purpose to visit and length of stay in Bali. The characteristics of respondents based on age can be seen that there were 37 respondents under the age of 25 years or 37%, then age between 37 - 47 years or 28%. The characteristics of respondents based on gender can be seen that there is 75% of respondents were male and 25% were female. Based on education can be seen that the level of graduate respondents is dominated by diploma education level by 40%, then high school graduates by 29%, undergraduate graduates by 22% and post graduate graduates by 9%.

Respondents were dominated from Indonesia by 48%, then from Australia at 8% and others at 28%. Based on their purpose visiting Bali it can be seen that respondents have a destination to Bali, mostly for vacation purposes (43%), and then for seminars (17%) and for business purposes at 12%. Majority of respondents who came to Bali lived in Bali for more than 3 days at 42%, then 30% of respondents lived in Bali for a maximum of 3 days. This shows that respondents spend more of their time on vacation and stay long in Bali. From these data it is known that the majority of respondents to Bali lived more than 3 days.

Table 1. Results of Regression Analysis

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	5.555	2.243		2.477	.015
	Tangible	.077	.107	.083	.725	.470
	Reliability	.123	.093	.141	1.322	.189
	Responsiveness	.104	.106	.099	.987	.326
	Assurance	.229	.083	.274	2.748	.007
	Empathy	.039	.086	.047	.456	.650

From table 9 can be arranged in the form of a regression equation: $Y = 5.555 + 0.077X_1 + 0.123X_2 + 0.104X_3 + 0.229X_4 + 0.039X_5$. The constant (a) = 5.555 shows the satisfaction of guests who get service at WarungShinta if there is no influence of tangible variables (X_1), reliability (X_2), responsiveness (X_3), assurance (X_4) and empathy (X_5) if the independent variable affecting the value is considered zero. The value of the regression coefficient of the tangible variable (X1) indicates a positive influence of 0.077 on guest satisfaction. Positive regression coefficients indicate a direct effect, meaning that if tangible is increased then guest satisfaction will increase. Also the value of the reliability variable (X_2) indicates a positive influence of 0.123 on guest satisfaction. The positive regression coefficient shows a direct effect, meaning that the higher the level of reliability in WarungShinta will lead to higher guest satisfaction.

Responsiveness variable (X_3) also shows a positive influence of 0.104 on guest satisfaction. Positive regression coefficients indicate a direct effect, meaning that the higher the level of responsiveness in the organization will lead to the higher satisfaction of guests who come to WarungShinta. The value of assurance variable (X_4) shows a positive influence of 0.229 on guest satisfaction. This also indicates a direct effect, meaning that the higher the level of assurance in the organization will lead to higher guest satisfaction. Also the value of empathy variable (X_5) shows a positive influence of 0.039 on guest satisfaction. The positive regression coefficient shows a direct effect, meaning that the higher the level of employee empathy in serving guests at WarungShinta will cause the higher satisfaction of guests who come to WarungShinta.

Table 2. Results of Correlation Values

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.442[a]	.195	.152	1.415

Based on Table 10 it can be seen that the correlation value (r) of 0.442 shows that the relationship of all service quality on guest satisfaction (Y) is have a strong relationship. The coefficient of determination (r2) to find out how much the contribution of service quality variables to the guest satisfaction variable came to WarungShinta. Based on Table 10, the results of the adjusted value $R^2 = 0.152$. This shows that service quality variables contribute 15% to guest satisfaction while the remaining 85% is contributed by other variable which was not observed in this study.

Based on the results of calculations in Table 9, the results obtained from the analysis of hypothesis 1 test are whether there is a significant effect of tangible variables on guest satisfaction, it can be seen that the significance level of 0.470 is greater than the level of α = 5% means that the tangible variable gives an effect that is not significant to the satisfaction of guests. Based on the results of hypothesis 2 testing, is there a significant effect of reliability variables on guest satisfaction, it can be seen that the significance level of 0.189

is greater than the level of α = 5% means that the reliability variable has no significant effect on the guest satisfaction variable at WarungShinta .

Based on the results of hypothesis 3 testing, which is whether there is a significant effect of the responsiveness variable on guest activities, it can be seen that the significance level of 0.326 is greater than the level of α = 5% which means that the responsiveness variable gives an insignificant influence on guest satisfaction at WarungShinta. Based on the results of hypothesis 4 testing, is there a significant effect of variable assurance on guest satisfaction, it can be seen that the significance level of 0.007 is smaller than the level of α = 5% means that the assurance variable has a significant influence on the guest satisfaction variable at WarungShinta. Based on the results of hypothesis 5 testing, is there a significant influence of empathy variables on guest satisfaction, it can be seen that the significance level of 0.650 is greater than the level of α = 5% means that the empathy variable has no significant effect on variable guest satisfaction at WarungShinta.

IV. Discussion And Conclusion

Based on the results of research and discussion, it can be concluded that service quality measured based on five dimensions of service quality has an influence on the satisfaction of guests who come to visit WarungShinta at Inna Bali Heritage Hotel. Based on the results of the analysis, it was found that there was only one variable in the service quality dimension that had a significant effect on guest satisfaction visiting the WarungShinta Inna Bali Heritage Hotel, namely assurance variable had a significant influence on guest satisfaction. While tangible, reliability, responsiveness and empathy did not provide a significant influence on the satisfaction of guests visiting WarungShinta.

Guest satisfaction is influenced by many variables; in this study obtained information that it turns out that the assurance variable provides a significant influence on guest satisfaction. This result is a concern for the management of Inna Bali Heritage Hotel, especially WarungShinta, to be able to maintain the quality that has been given to guests. There are 5 indicators of guarantee variables that have a real influence on guest satisfaction, namely guests can trust restaurant staff, guests feel safe transacting with satf restaurants, restaurant staff are very polite in serving guests, staff are knowledgeable in answering guest questions, staff have attention to guests and staff have sympathy for guests. This is what should be maintained by management to continue to be able to provide satisfaction to guests.

Management must also pay more attention to the variables tangible, reliability, responsiveness and empathy in increasing the satisfaction of visiting guests. Service quality variables did not have a significant effect on guest satisfaction at WarungShinta, because in this study the adjusted r square value was 15%. The management should continue to motivate employees to work and pay more attention to the needs of guests to be able to continue to increase guest satisfaction that comes to WarungShinta Inna Bali Heritage Hotel.

Future studies are expected to include other variables other than the variables used in this study such as the variable quality of food served, food prices so that it can have a greater influence on guest satisfaction. Subsequent research can also be applied to other companies, where the results of these studies can provide information and comparison to the effect of service quality on guest satisfaction. This study has limitations as this study was carried out limited to the object of research in hotels

References

[1]. Bali Central Statistic. 2016. *Bali in Figures 2015*.
[2]. Manimaran, S, Linkage between Service Quality and Customers Loyalty in Commercial Banks. *Journal of Marketing and Communication*. 2010. 6(1), 26 – 34.
[3]. Cretu, A &Brodie, R. Brand Image, Corporate Reputation, and customer Value. *Business To Business brand management: Theory, Research and Executive Case Study Exercises Advances in Business Marketing and Purchasing*. 2009. 15, 263–387.
[4]. Chitty, B., Steven, W & Christina, C. An Application of the ECSI Model as a Predictor of Satisfaction and Loyalty for Backpacker Hostels. *Marketing Intelligence and Planning*. 2007. 25(6), 563-580
[5]. Parasuraman, A., Zeithaml, V.A. & Berry, L.L. SERVQUAL: a Multi-Item Scale For Measuring Customer Perceptions Of Service Quality. *Journal of Retailing*, 1988. 64(1), 12-40.
[6]. Negi, R. Determining Customer Satisfaction through Perceived Service Quality: A Study of Ethiopian Mobile Users, *International Journal of Mobile Marketing*. 2009. 4(1), 31-38.
[7]. Cronin, J., Brady, M. K &Hult, G. Tomas M. Assessing the Effects of Quality, Value, and Customer Satisfaction on Consumer Behavioral Intentions in Service Environments. *Journal of Retailing*, 2000. 76(2), 193–218.
[8]. Abbasi, S., Khalid, W., Azam, M. &Riaz, A. Determinants of Customer Satisfaction in Hotel Industry of Pakistan. *European Journal of Scientific Research*. 2010. 48(1), 97-105
[9]. Olorunniwo, F., Maxwell K., & Godwin J. Service Quality, Customer Satisfaction, and Behavioral Intentions In the Service Factory. *Journal of Services Marketing*. 2006. 20(1), 59–72.
[10]. Van Vuuren, L &Tonder, E. Customer Satisfaction, Trust and Commitment as Predictors of Customer Loyalty within an Optometric Practice Environment. *Southern African Business Review*. 2012. 16(3). 81 – 96.
[11]. Oliver, R. A Cognitive Model of the Antecedents and Consequences of Satisfaction Decisions. *Journal of Marketing Research*, 1980. 17(4), 460-469.
[12]. Kandampully, J & Hu, H. Do Hoteliers Need To Manage Image To Retain Loyal Customers? *International Journal of Contemporary Hospitality Management*. 2007. 19(6), 435 – 443.

[13].   Li, X &Krit, J. Service Is Power: Exploring Service Quality in Hotel's Business, Yunnan, China. *International Business Research.* 2012. 5(5). 35 – 48.

[14].   Jani, D & Han, H. Personality, Social Comparison, Consumption Emotions Satisfaction, and Behavioral Intentions; How Do These and Other Factors Relate In A Hotel Setting? *International Journal of Contemporary Hospitality Management*. 2013. 25 (7), 970-993.

[15].   Keshavarz, Y., Jamshidi, D., &Bakhtazma, F. The Influence of Service Quality on Restaurant Customer Loyalty. *Arabian Journal of Business and Management Review*, 2016. 6(4), 1-16.