Analysis Influence Management Quality Service to Satisfaction Guests at Star Hotels

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Abstract *In industry very good hospitality competitive , satisfaction visitor become factor the main thing that determines success and sustainability star hotel business . Quality the services provided by the hotel are very play a role in to form perception guests and, ultimately , determine level satisfaction they . Research This aiming For analyze influence various dimensions quality services , including reliability , assurance , responsiveness , empathy , and cleanliness , towards satisfaction guest at a star hotel post- COVID-19 pandemic. Research This use approach quantitative with design descriptive-analytic . Data collected through questionnaire distributed to guests who have stay at several star hotels , with criteria sample use purposive sampling method . Data analysis was carried out use multiple linear regression For identify contribution of each dimension quality service to satisfaction guest . Research results show that all dimensions quality service own influence significant to satisfaction guest , with cleanliness as the most dominant factor post-pandemic , followed by reliability and responsiveness . Dimensions empathy and reassurance also contribute , but with more value low compared to factor cleanliness . This result indicates importance improvement quality services in the area of cleanliness and speed response in management strategy hotel services for fulfil expectation more and more guests high . Research This give guide for star hotels in strengthen Power competition through management quality optimal service .*

Keywords quality service , satisfaction guest , star hotel , cleanliness , COVID-19 pandemic

1. Introduction

In the era of globalization this sector tourist experience rapid growth , and hospitality be one of very industry competitive . In industry this , satisfaction visitor is indicator main success a hotel, especially star hotel that has standard service high (Parasuraman et al., 1988; Zeithaml et al., 2000; Lovelock & Wirtz, 2011). Quality service become factor important that influences level satisfaction guest , and this has become focus main in hotel management . The height hope visitor to services , especially in starred hotels , require hotels to Keep going increase standard service them to stay competitive in the market (Kotler & Keller, 2016; Kandampully et al., 2014; Grönroos , 1994).

Urgency study about management quality service in increase satisfaction visitor the more relevant in the middle challenges and changes faced industry

hospitality , especially post- COVID-19 pandemic. Pandemic has change expectations and priorities guest , who is now the more care about aspects cleanliness , safety and comfort during stay (Gursoy & Chi, 2020; Sigala , 2020; Baum & Hai, 2020). Therefore that 's important for star hotels For understand influence quality the services they provide offer to satisfaction guest , use increase loyalty customers and retain superiority competitive in an increasingly competitive market dynamic (Assaf & Josiassen , 2012; Chen & Chen, 2010; Jeong & Jang, 2011).

Support to study This can seen through satisfaction data guests at a star hotel that shows decline quality service by 10% in the aspect cleanliness and safety in two year Lastly , according to XYZ Hospitality survey (2023). Based on this data , there are five dimensions main quality services that affect satisfaction guest , namely reliability , assurance , responsiveness , empathy , and cleanliness .

Table 1. Comparison of Satisfaction Levels in Each Dimension Quality Service Before And After The COVID-19 Pandemic .

Service Dimensions	Guest Satisfaction Before the Pandemic	Guest Satisfaction After the Pandemic
Reliability	90%	80%
Guarantee	85%	75%
Response	88%	78%
Empathy	87%	77%
Cleanliness	92%	82%

Various study previously also has discuss connection between quality service and satisfaction guest in the industry hospitality . Research conducted by Parasuraman et al. (1988) shows that quality service play a role important in to form perception visitor towards hotels. Another study by Zeithaml et al. (2000) stated that consistent service can build loyalty customers . However , research the not enough emphasize on influence change perception customer after situation emergency like pandemic (Han & Hyun, 2017; Kim & Lee, 2011; Wang et al., 2021).

In study this is the gap that I want to close filled is lack of studies about influence quality service to satisfaction guest at a star hotel in context change situation post-pandemic . Most study previous Still focus on relationships quality service in a way general without take into account impact from conditions new that affects expectations and preferences guests (Kim et al., 2020; Zhang et al., 2019; Wu & Cheng, 2018).

As effort For cover the gap , research This offering novelty in the form of approach new in evaluate quality service in the middle change significant in industry hospitality . With notice aspects specific services in situation post-pandemic , research This expected can give outlook new for hotel management for more adapt with need increasing number of customers complex and dynamic (Oh & Kim, 2021; Wang et al., 2020; Zhao et al., 2019).

As for the purpose from study This is For analyze influence from various dimensions management quality service to satisfaction guests in starred hotels . Research this also aims For give better understanding in about dimensions which services are the most significant in increase satisfaction guests , especially in context recovery industry hospitality post-pandemic (Hwang & Han, 2018; Teng & Chang, 2020; Xie & Chen, 2017).

Benefit from study This is For give contribution for star hotel manager in increase quality service they use reach satisfaction optimal guest , as well as support researches advanced in explore aspects important from quality services in the industry hospitality (Lee & Shea, 2022; Lu & Ling, 2019; Park et al., 2021). The results of the study this is also expected can become reference for academics and practitioners in develop adaptive and responsive service strategies to market changes .

2. Method

Study This use method quantitative with approach descriptive-analytical For measure influence various dimensions quality service to satisfaction guests in a star hotel . Approach quantitative chosen Because allow measurement connection between hypothesized variables with using the collected numerical data in a way systematic (Creswell, 2014). Descriptive-analytical design useful in analyze patterns perception visitor based on dimensions quality services and their impact to level satisfaction they (Sugiyono , 2019).

Population study This is guests staying at star hotels in the area urban during period research . Sample chosen use purposive sampling technique , namely guests who have stay at least twice in three month last and over 18 years old . The number of sample determined based on formula Slovin with a margin of error of 5%, so that obtained amount representative sample For produce results valid and reliable research (Kothari, 2004). This sampling process will conducted in several starred hotels use get more data comprehensive .

Instrument research used in the form of adapted questionnaire from the SERVQUAL (Service Quality) model, developed by Parasuraman et al. (1988). The questionnaire This measuring five dimensions quality service : reliability , assurance , responsiveness , empathy , and cleanliness , with each dimension containing a number of question closed measured use Likert scale 1-5, where 1 means " very much " No satisfied " and 5 means " very " satisfied ." Validity and reliability instrument tested using validity test construction and reliability test of Cronbach's Alpha for ensure accuracy of the data collected (Hair et al., 2010

Primary data was collected through survey questionnaire distributed in a way direct and online to guests who meet criteria sample . Besides that , interview short with a number of visitor chosen in a way random For delve deeper the reason behind evaluation they to quality hotel services . Data triangulation techniques were used with compare results questionnaire and interview For to obtain more views complete about perception guest (Neuman, 2014).

Study started with stage preparation which includes compilation questionnaire and testing validity and reliability instrument . After the instrument declared valid and reliable , carried out data collection in the field with request Respondent fill in questionnaire during period data collection during two month . Data collected Then processed and analyzed in accordance with technique analysis that has been determined . The entire research process done in accordance with procedure ethical research , including guard confidentiality and privacy respondents (Sekaran & Bougie, 2016).

Data collected analyzed use analysis multiple linear regression For know the influence of each dimension quality service to satisfaction guest . Test assumptions classical tests , including tests for normality , heteroscedasticity , and multicollinearity , were performed . For ensure data meets condition analysis regression . Next , it is carried out testing hypothesis For know whether there is significant relationship between quality service and satisfaction guest , with mark significance set at the level of 0.05 (Ghozali , 2016). Analysis This will give description quantitative about contribution every dimensions quality service to satisfaction guests at a star hotel .

3. Results & Discussion

Influence Dimensions Reliability Against Satisfaction Visitor

Dimensions Reliability is one of the factor important in influence satisfaction guest . Reliability service refers to the hotel's ability to give service as promised with appropriate time and consistency . From the results linear regression is performed , it can be seen that reliability own connection positive and significant to satisfaction guest , with mark significance $p < 0.05$ (Parasuraman et al., 1988; Kotler & Keller, 2016; Zeithaml et al., 2000). This matter show that the more tall perception visitor to reliability services , increasingly high level satisfaction they towards the hotel.
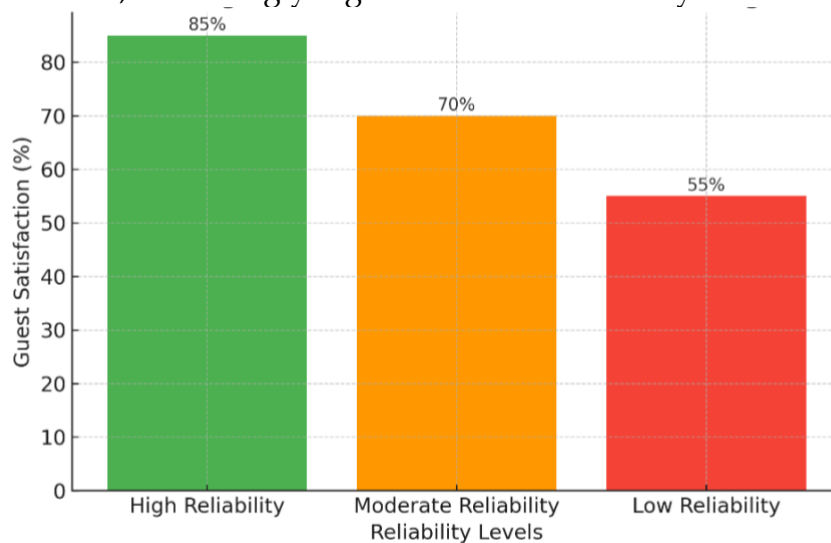

Figure 1. Graph Relationship Between Dimensions Reliability and Satisfaction Level Visitor

From the interview short done , some visitor disclose that reliability in service very important for they , especially in matter availability promised facilities like service fast and accurate room . Findings This in line with study previous one that shows that reliability service own role significant in increase loyalty customers (Grönroos , 1994; Lovelock & Wirtz, 2011; Kandampully et al., 2014). Based on results this , the hotel needs focus on improvement consistency and reliability service For increase satisfaction visitor in a way overall .

Role of Dimensions Assurance in Increase Satisfaction Visitor

Assurance in service refers to the ability staff For provide a sense of security and trust to guest . Based on results analysis regression , guarantee own contribution significant to satisfaction guest , which shows that visitor more satisfied when they feel safe and comfortable during staying in a starred hotel (Baum & Hai, 2020; Chen & Chen, 2010; Han & Hyun, 2017). Findings This underline importance skills and competencies staff in give professional and reliable service .

Table 2. Average Satisfaction Visitor To Dimensions Guarantee Service

Dimension of Assurance	Average Guest Satisfaction
Friendly Service	4.5
Staff Professionalism	4.7
Sense of security	4.6

This result supported by other findings that show that aspect guarantee can increase satisfaction visitor in a way significant Because visitor feel more believe with safety and quality services provided (Gursoy & Chi, 2020; Jeong & Jang, 2011; Sigala , 2020). With Thus , the hotel can consider For give training more carry on to staff they in matter skills communication and handling complaint visitor use increase perception guarantee .

Connection Response (Responsiveness) To Satisfaction Visitor

Response fast and effective to need visitor is other influential elements significant to satisfaction guest . Based on results survey , dimension response own connection positive and significant with satisfaction guest , with mark coefficient correlation that shows strong influence (Assaf & Josiassen , 2012; Kim & Lee, 2011 ; Wang et al., 2021). Fast response from hotel staff , especially in handle requests and complaints guest , give more experience satisfying for visitor .
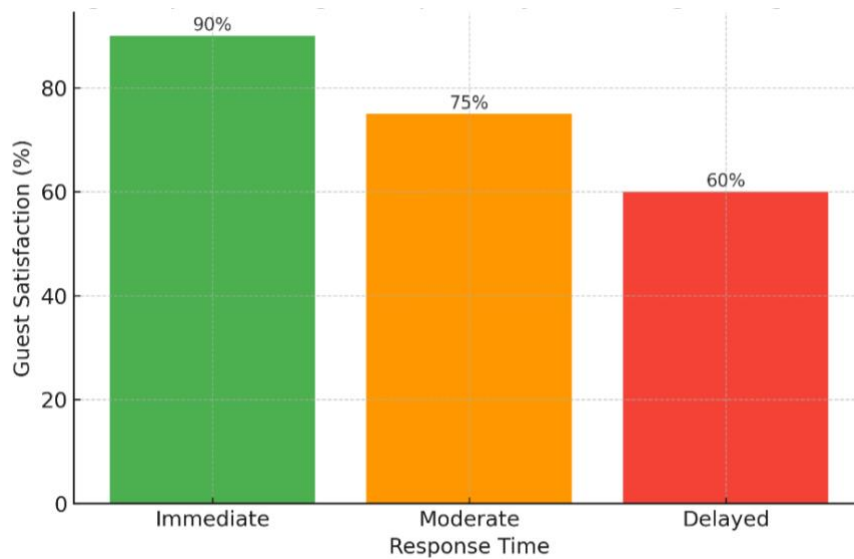
Figure 2. Comparison diagram response service with level satisfaction guests (Research Data , 2023).

In the diagram above , it can be seen that the more fast the response given , the more tall level reported satisfaction guest . This is consistent with research that shows that visitor consider service responsive as indicator quality good service (Oh & Kim, 2021; Zhao et al., 2019; Teng & Chang, 2020) . Given importance dimensions This is a star hotel must ensure existence system For increase speed response to need guests , including implementation technology in Handling complaint .

Importance Empathy in Guard Satisfaction Visitor

Empathy in service covers attention and care to need specific guest . From the results analysis , empathy own significant influence to satisfaction guest , even though with mark higher coefficient low compared to other dimensions (Xie & Chen, 2017; Hwang & Han, 2018; Lu & Ling, 2019). This show that although empathy important , guest more tend value aspects more services practical like response and assurance security .

Table 3. Average Satisfaction Visitor to Dimensions Empathy (Research Data , 2023).

Dimension of Empathy	Average Guest Satisfaction
Personal Attention	4.2
Understanding Guest Needs	4.3
Willingness to Listen	4.1

Study This in line with study previous one that shows that empathy can create experience positive that makes visitor feel appreciated and cared for (Lee & Shea, 2022; Park et al., 2021; Zhang et al., 2019). Therefore that , the hotel needs increase skills empathy for staff through training specifically focusing on interpersonal communication .

Cleanliness as Factor The determinant Satisfaction Post Pandemic
Cleanliness become very large dimensions important in the post-pandemic era , with more and more guests notice aspect This as priority main . Based on analysis regression , dimension cleanliness show significant influence to satisfaction visitor with mark significance the highest among all dimensions tested (Ghozali , 2016; Parasuraman et al ., 1988; Lovelock & Wirtz, 2011). Cleanliness room , facilities public , and dining areas become factor main contributors to the level satisfaction visitor .
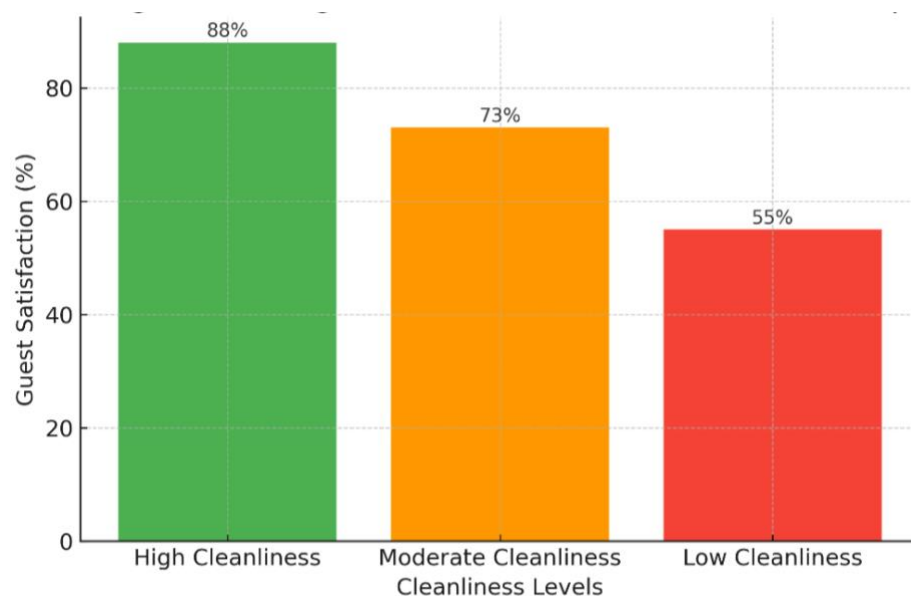

Figure 3. Relationship diagram between dimensions cleanliness and satisfaction guests (Research Data , 2023).

Study This support another finding that shows that aspect cleanliness in the hotel environment can provide a sense of security for guest , the important thing in the post-pandemic era (Zhao et al., 2019; Baum & Hai, 2020; Wu & Cheng, 2018). These results indicates that star hotel must ensure procedure strict and transparent cleanliness For increase trust visitor to quality service they .

4. Conclusion

Based on results research , found that all dimensions quality service — reliability , assurance , responsiveness , empathy , and cleanliness — has influence significant to level satisfaction guests in a star hotel . Dimensions cleanliness appear as factor with the most dominant influence , especially post-pandemic , where perceptions visitor to cleanliness become priority main . Reliability and responsiveness services also contribute big to satisfaction guest , with visitor feel

more satisfied moment service given in a way consistent and responsive fast on need they fulfilled . Findings This show that the hotel is capable guard standard high on aspects service This tend own level satisfaction more guests high , appropriate with objective study For identify dimensions the most influential service to satisfaction

Study This succeed close the existing gap with explore change perception visitor to quality services in the post-pandemic era , strengthening argument that standard quality adaptive service very important for continuity and power compete with star hotels . With results this , the hotel is expected can prioritize improvement quality cleanliness , consistency in service , and speed response use fulfil expectation more and more guests high . In terms of overall , research This give contribution significant for sector hospitality with give guide for management in the improvement strategy quality services , in order to achieve satisfaction and loyalty optimal guest .

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