ANALYSIS OF SERVICE QUALITY TO CUSTOMER SATISFACTION AT IBIS SENEN HOTEL JAKARTA

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Abstract

In the global era world business is intense with competition, especially in the field of hospitality services company. Hotel is a company managed by its owner to provide food service, drinks, and a room for sleeping facilities to people who are traveling and able to pay with a reasonable amount of care received in accordance with the absence of a special agreement. Quality of service and facilities at this time, more emphasis in the business world for allegedly affects customer satisfaction, and will also take into account competition arising from a variety of hospitality services. Facilities used by each company a variety of forms, types and benefits. The purpose of this study to analyze the impact of service quality and customer satisfaction at the facilities of the hotel in the city Ibis Senen Jakarta. Library research methods, give the results and showed the quality of services and facilities affects customer satisfaction. Ibis Senen hotel management should improve customer satisfaction as to the quality of service is better, and provide affordable facilities so that consumers will be back to stay.

Keywords: Quality of Service, Hotel and Customer

INTRODUCTION

Global business competition has increased since the covid-19 pandemic case, where all aspects of the business lost some customers or customers, as well as in the tourism and hospitality sector, because all types of flights from abroad were closed and it greatly impacted the tourism and hospitality sector, therefore currently, focusing on customers is a strategic choice for the industry or the business world to be able to survive in the midst of an economic environment situation that shows a tendency to change after change, one of which is the increasingly fierce business competition. According to Nugroho (2012) Business competition is the implementation of a healthy and fair competition, while preventing the emergence of unfair competition will only lead to the death of business competition which in turn will give birth to a monopoly. Of course, competition in the business world, both in the economic sector and the tourism sector, is very influential with the covid-19. The problem with the tight business competition that is intended is that many companies outperform each other in creating more value through a number of quality improvements in their products or services. A product or service that has good quality is that the product or service has reliability and is in accordance with consumer expectations. The quality of a product or service can be interpreted as the level of excellence possessed by a product or service. Putri (2022) said that orientation to products is more about the service system because the service is related to customer satisfaction. With a good system, customers will become loyal to a product.

A hotel is a company managed by its owner by providing food, beverage, and
bedroom services for sleeping to people who are traveling and are able to pay a reasonable amount in accordance with the services received without any special agreement. Hotels are also included in the Hospitality Industry group, where according to Janitra (2017) Hospitality Industry is a broad category of fields that are included in the service industry including hotels, or room rental services, restaurants, cruise ships or transportation services, and the elements cannot be separated from the products they sell. Of course, it must have good quality. Quality is the overall characteristic and nature of a product or service that affects its ability to satisfy stated or implied needs.

According to Gronroos et al in Pujawan (1997) quoted still in Hanif Mauludin (2004) explained that service quality as a result of perception and comparison between customer expectations and actual service performance there are 2 main factors that affect service quality, namely expected service (expected experience) and perceived service (service received). Consumers can experience one of the three general satisfaction levels, namely if the performance is below expectations, consumers will feel disappointed but if the performance is in accordance with the expectations of the customer will feel satisfied and what if the performance can exceed expectations then the customer will feel very satisfied happy or happy. According to Haryanto and Firmansyah (2019) The quality of a service is the result of an evaluation process where customers compare their perception of the service and the results, with what they expect.

The number of customers has a very large influence on the survival of companies engaged in the sale of services, because for service companies, customers are a source of income. According to Fatihudin and Firmansyah (2019) The purpose of marketing activities is to attract new customers by promising the right value and retaining current customers by meeting their expectations so as to create a level of satisfaction. The more customers of the company, the greater the income that the company can achieve, on the contrary, the fewer customers of the company, the less income that the company can achieve presented by the company.

According to Kotler (2012) explained that consumer satisfaction is a feeling of pleasure or disappointment of a person caused by the performance or results of a product or service that is felt, compared to his expectations. Service services that are considered superior for consumers, namely in their fulfillment, can create satisfaction, because the satisfaction felt is the achievement of consumer expectations for the company's services, but inversely proportional to if consumers are dissatisfied, it makes the company get a bad image from negative recommendations spread by consumers who have used the services of a service company, as a result of dissatisfaction. Dissatisfaction with the services provided by the company occurs because the expectations of the consumer do not match what customer gets.

Dissatisfaction is one of the factors causing the shift of brands because dissatisfied consumers will look for information on other product choices, and may stop buying products or influence others not to buy, therefore dissatisfaction is a dangerous factor that can harm a service company because it can cause a decrease in company profits.

For this reason, in fulfilling its services, service companies must correctly understand and pay attention to the things that are the expectations and desires of consumers. Fulfilling the expectations and desires of consumers, Ibis Senen Jakarta Hotel is a hotel that has an attraction, where Ibis Senen Jakarta Hotel is one of the three-star hotels in the city of Jakarta that promises good service quality. Not only focusing on the quality of services, in satisfying its consumers, Ibis Senen Jakarta Hotel also prioritizes the provision of facilities in serving guests staying at Ibis Senen Hotel Jakarta. Reporting from Accor
All Ibis Senen from Jamal General Manager is Ibis Senen hotel strategically located in Jakarta city center is suitable for both leisure and business travelers. Hotels that are even more comfortable and quite simply better.

Here's table 1.1 of the facilities and services offered by Hotel Ibis Senen Jakarta.

<table>
<thead>
<tr>
<th>No</th>
<th>Facilities</th>
<th>Services</th>
<th>commitment to environmental sustainability</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Parking Area</td>
<td>24-hour receptionist</td>
<td>Energy use audited by independent organizations</td>
</tr>
<tr>
<td>2</td>
<td>Wifi</td>
<td>Full Service Laundry</td>
<td>Energy from carbon-free sources</td>
</tr>
<tr>
<td>3</td>
<td>AC</td>
<td>Elevator</td>
<td>Energy-saving lighting</td>
</tr>
<tr>
<td>4</td>
<td>Breakfast</td>
<td></td>
<td>Excess food is donated</td>
</tr>
<tr>
<td>5</td>
<td>Breakfast buffet</td>
<td></td>
<td>Hazardous substances are handled safely</td>
</tr>
<tr>
<td>6</td>
<td>Restaurant</td>
<td></td>
<td>Food waste reduction programs</td>
</tr>
<tr>
<td>7</td>
<td>Room Service</td>
<td></td>
<td>Electronics, batteries and light bulbs are safely disposed of</td>
</tr>
<tr>
<td>8</td>
<td>Disability-friendly</td>
<td></td>
<td>No single-use plastic straws</td>
</tr>
<tr>
<td>9</td>
<td>Meeting Room</td>
<td></td>
<td>Water use audited by independent organizations</td>
</tr>
<tr>
<td>10</td>
<td>Babysitting</td>
<td></td>
<td>Water-efficient faucets, toilets and showers</td>
</tr>
<tr>
<td>11</td>
<td>Activities for Children</td>
<td></td>
<td>Towel and linen reuse program</td>
</tr>
<tr>
<td>12</td>
<td></td>
<td></td>
<td>Organic food and drinks</td>
</tr>
<tr>
<td>13</td>
<td></td>
<td></td>
<td>Food and beverages from local ingredients</td>
</tr>
<tr>
<td>14</td>
<td></td>
<td></td>
<td>Organic eggs from poultry that are kept without cages</td>
</tr>
<tr>
<td>15</td>
<td></td>
<td></td>
<td>Vegetarian dishes</td>
</tr>
<tr>
<td>16</td>
<td></td>
<td></td>
<td>Eco-friendly bathing equipment</td>
</tr>
</tbody>
</table>

Source: Accor Live Limitless, 2022

**METHOD**

This research is library research, which is research carried out using literature (literature), both in the form of books, notes, and reports on research results from previous research. Zed (2014) also argues that literature research is a series of activities related to the method of collecting library data, reading and recording and processing research materials.

Data collection techniques, in this case the author will identify discourse from books, papers or articles, magazines, journals, the web (internet), or other information related to the title of writing to find things or variables in the form of notes, transkip books, newspapers, magazines and so on related to the study of Hamka's concept of thought about Sufism. Then the following steps are carried out:

1) Collect existing data either through books, documents, internet magazines (web).

2) Analyze these data so that researchers can conclude about the problem being studied.
In this study after data collection was carried out, the data was analyzed to get conclusions, the form of techniques in data analysis techniques was as follows:

1) Descriptive analysis The descriptive analysis method is an effort to collect and destroy data, then an analysis of the data is carried out. Descriptive analysis is that the data collected is in the form of words, pictures and not numbers. This is due to the presence of the application of qualitative methods. In addition, everything collected is likely to be the key to what has already been studied. Thus the research report will contain data quotations and data processing to give an overview of the presentation of the report.

2) Content analysis or content analysis The analysis used in this study is content analysis. Where descriptive data is often only analyzed according to its content, and therefore this kind of analysis is also called content analysis.

This opinion is as stated by Hadari Nawawi quoted by Soejono and Abdurrahman that content analysis in research is carried out to reveal the content of a book that describes the situation of the author and his society at the time the book was written Burhan Bungin defines content analysis as a research technique to create replicable inferences, and valid data by paying attention to the context. Content analysis relates to communication or communication content. In qualitative research, content analysis is emphasized on how researchers see the content of communication qualitatively, on how researchers interpret the communication content of symbolic interactions that occur in communication.

Results and Discussion

According to Widjaya (2005) in his research explained that in developing the tourism industry, hotels are one of the main means of providing lodging, hotels have a different meaning for everyone. Hotel is a type of accommodation that uses part / all of the building to provide lodging, eating and drinking services that are managed commercially and meet the requirements set by the government.

There is also the definition of hotels from the opinion of Agung (2013) in his research explaining that one of the businesses engaged in services is to seek profits through a service to guests who stay such as front office services, housekeeping, eating and drinking, and recreation. Sambodo (2020) also conveys The main requirements for tourists towards hotel services are entertainment comfort, accommodating, convenient location, foreign currency exchange facilities and friendly staff who are ready to assist.

The definition of a hotel based on a decree. Minister of Transportation No.PM.10/Pw.301/phb.77, namely: A hotel is a form of commercially managed accommodation, provided for everyone to obtain services and lodging along with eating and drinking.

From the definition above, it can be concluded that there are several main elements contained in the definition of a hotel as follows, namely:
1. The hotel provides service facilities in the form of lodging, food and beverage services as well as other services.
2. Hotel is a service facility that is open to the public in traveling.
3. A commercially managed business Each hotel, motel or various other forms of lodging will try to provide different added value to products or services that will make a hotel different from others, which ultimately leads to why people have their own reasons for choosing a hotel.

Hotels can be divided and grouped into several types according to specific sizes and criteria:

a. According to the size of the Hotel
1. Small Hotel, which is a hotel that has 150 residential rooms.
2. Medium-Average Hotel, which is a hotel that has 150-300 residential rooms.
3. Large Hotel, which is a hotel that has 600 residential rooms.
b. Based on the length of stay of the guest
   1. Transit Hotel, guests staying in a short time, an average of only one night.
   2. Semi-Residential Hotel, guests who stay more than one night, but the period of stay remains short, roughly ranging from two weeks to one month.
   3. Residential Hotel, guests who stay for a long time, approximately at least one month.

c. By Hotel Location
   1. City Hotel, is a hotel located in an urban area.
   2. Residential Hotel, a hotel located on the edge of or adjacent to a big city.
   3. Motels, which are hotels located on the edge of or along highways that are connected between major cities and have the provision of separate parking facilities.
   4. Beach Hotel, a hotel located in the seaside area.

Satisfied customers continue to make purchases with the company. Similarly, if there is no satisfaction, it can result in customers making purchases elsewhere. The creation of optimal customer satisfaction will encourage the creation of loyalty in the minds of satisfied customers. There are 2 models of customer satisfaction, namely:

1. The Cognitive Model says a customer's assessment is based on the difference between a collection of combinations of attributes that are seen as ideal for the individual and his perception of the combination of actual attributes. In other words the assessment is based on the ideal difference with the actual one. If the ideal is the same as the perception, the customer will be satisfied, on the other hand, if the difference between the ideal and the actual one is greater, the consumer will be more dissatisfied. Based on this model, customer satisfaction can be achieved in 2 main ways, namely:
   a. Changing the company's offer so that it fits the ideal.
   b. Convincing customers that the ideal does not correspond to the actual reality.

2. The Affective Model says that an individual customer's assessment of a product is not solely based on regional calculations alone but also based on the level of aspiration, learning behavior, emotions of specific feelings (satisfaction, aversion), mood (mood).

There are several methods that can be used to measure and monitor customer satisfaction. It states that there are four methods to measure consumer satisfaction.

Complaints and Suggestions
System A customer-oriented company will provide its customers with a wide opportunity to submit suggestions and complaints, for example by providing suggestion boxes, comment cards. This information from customers will provide input and ideas for the company to react responsively and quickly in the face of problems that arise. So that the company will know what its customers are complaining about and immediately correct it. This method focuses on identifying problems and also collecting suggestions from its customers directly.

1. Ghost Shopping
   One way to get an idea of customer satisfaction is to hire several people (Ghost Shopper) to act or behave as potential buyers of products from the company and also from competitors' products. In addition, ghost shoppers can also observe how to handle every complaint that exists both by the company concerned and from its competitors.

2. Lost Customer Analysis
   The company will contact its customers or at least find out its customers who have stopped buying products or who have move suppliers, in order to find out the cause of why the customer ran away. With the increase in customer lostrate, it shows...
a failure on the part of the company to be able to satisfy its customers.

3. Customer Satisfaction Survey

In general, research on customer satisfaction is carried out by conducting surveys through various media either by telephone, post, or interviews in a immediately. By conducting a survey of customers by the company, the company will get responses and feedback directly from customers and will also give a sign that the company pays great attention towards its customers. According to Sudiro (2019) People who receive honest but negative feedback in particular are not motivated to do better work and often make mistakes after assessment. Likewise, according to Indrasari (2019) Management must study customer demands before offering any goods or services to them.

Table 1.2 Examples of Customer Satisfaction Reviews

<table>
<thead>
<tr>
<th>No</th>
<th>User Name</th>
<th>Review</th>
<th>Trip Type</th>
<th>Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Parlindungan</td>
<td>I am frustrated with Ibis Senen's poor management of complaints. The road construction leading to the basement parking lot was too high to damage my car's bumper, even though I had been guided by security while driving my car into the basement. I have raised this concern with the Manager on Duty (MOD) on that day (Dec 21, 2021). The MOD just apologized and only offered me fried rice and restaurant discounts if I ever visited the hotel again, without compensation for the damage to my car, although I have offered the MOD only to reimburse me for the insurance fee which is worth Rp 300,000-. So, through this experience, I saw that Ibis Senen Jakarta was unprofessional and I felt aggrieved.</td>
<td>Business</td>
<td>2/5</td>
</tr>
<tr>
<td>2</td>
<td>Mardyana Ulva</td>
<td>Stayed here for 22 days for self-isolation on the 9th floor. Helpful staff, decent room, strong wifi connection, and I also enjoyed the nice view to the street. It's a pity that the linen quilt is too thin and the room is not soundproofed. I obviously heard my neighbors laughing or talking on the phone, also when their alarm rang at 3am btw</td>
<td>Quarantine</td>
<td>3/5</td>
</tr>
<tr>
<td>3</td>
<td>Jeetendra Kumar</td>
<td>I just quarantined for 7 days. The room has a good bathroom with hot water. No ventilation, less cooperative staff also food is not fresh</td>
<td>Quarantine</td>
<td>2/5</td>
</tr>
<tr>
<td>4</td>
<td>E 24 9094</td>
<td>It stayed here for 5 days under mandatory quarantine, for foreigners entering Indonesia during this pandemic. The food is disputable, because the same menu / type of food is served after 2 days, boring and tasteless. Worst of all, the customer service was terrible, during the check-out process, where reception was far from responsive. The elevator is locked, the emergency exit is locked and can’t imagine in case of an emergency and has to be evacuated. In essence, do not stay here unless there are no other hotels available. Worst experience.</td>
<td>Solo</td>
<td>1/5</td>
</tr>
</tbody>
</table>
5  Aditya Prakarsa
The room is comfortable and clean. The restaurant staff is friendly and very helpful (one of the waiters is also very cute). However, the chairman was not very friendly when I asked about the food he made.
Solo 4/5

6  Vijay
Fast check in process, strong wifi connection, nice room, comfortable bed and pillows, maintain your hospitality service ibis senen.
Solo 5/5

7  Bobby Yoskar
The hotel is perfect with perfection on its design, service, and also friendly staff.
Solo 5/5

8  Rini Nayla
Clean room room modern design. good service. standard food
4/5

9  M. N. Fadhlan
If you want to stay at Jakarta City, choose Ibis Jakarta Senen, you will never regret it. The best place & comfortable for you and your family
5/5

10  Wasif Ahmad
The hotel was ok, however the location was not what we expected.
A must-see place in Jakarta may be close to this location, but the location of the hotel and its surroundings needs to be improved.
Hotels should take the initiative as part of their corporate social responsibility to improve the environment rather than just having the 'Planet21' initiative in it.
Solo 2/5

11  Vidya
Staycation during a power outage in half of Java. The rooms are comfortable; the staff service is good as is ibis standard. What still needs improvement, the bathroom is old. But overall it's still ok-ish for business hotels
3/5

12  Grace Ongkowidjojo
Good price for value. Great for business stays and the rooms have all the standard amenities. The bathroom has all the basic amenities, plus a hairdryer and basic toiletries (soap &shampoo only)
4/5

13  Amita Rouly
Thank you Ibis Senen for hosting us for 2 months. The staff and hotel service were amazing though the psbb rules hit us hard. Can't thank you enough
5/5

14  Galih Nugraha
It's comfortable, clean, and the food is also good.
But the walls are a bit thin, you can hear the noise from the next room and the corridor.
4/5

15  Diksi Hasan
Convenient, close to Senen Jakarta Station and various other stations. The room is quite comfortable, staff is friendly, there is a vending machine drinks in the Lobby area which is very helpful. Not only that, it is easy to find public transportation in the Hotel area.
5/5

16  Hadi Hadiatna
I like it. Although for the mosque, it must be addressed. Elevator security access using a floor toilet room card. But going down the floor doesn't use a room card. The breakfast menu
5/5
of choice is according to western tongues and
us.

<table>
<thead>
<tr>
<th></th>
<th>Name</th>
<th>Review</th>
<th>Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>17</td>
<td>Indra Thamrin</td>
<td>Strategic hotel in Central Jakarta area. The price is very affordable but at a friendly price, you can get clean and comfortable room facilities. Air conditioning of the room, cold room, clean bathroom and hot water works fine.</td>
<td>5/5</td>
</tr>
<tr>
<td>18</td>
<td>Lugina</td>
<td>&quot;It's really unlucky to come here at 3 pm the room is still not available, it's a bit unreasonable because people checkout at 12 o'clock, and 3 hours later there is still nothing ready. After half an hour later, get a room but no towel, it's a bit strange that the towel for the mat is already there and its position is on the floor. Until 6 pm, I still didn't get a towel. Really got an unpleasant experience here.&quot;</td>
<td>2/5</td>
</tr>
<tr>
<td>19</td>
<td>Abiya Saputra</td>
<td>Sorry, Employees on duty at receptionist/CS on behalf of Hi<em>t</em>n provide unkind service to guests. We get a less comfortable service to the communication carrier in question. Sy think this is a serious complaint because companies that offer services must prioritize service and hospitality. Because the competition from other competitors is very fierce</td>
<td>1/5</td>
</tr>
<tr>
<td>20</td>
<td>Richard Togatorop</td>
<td>The overall stay at this hotel is very good, because of the soft hotel rooms, then the friendly service from the receptionist. For the price and location is also friendly and recommended to stay here</td>
<td>5/5</td>
</tr>
<tr>
<td>21</td>
<td>Muhammad Riadi</td>
<td>The receptionist is quick to serve, swift and the rooms are given on demand even the bed gets extra at no cost</td>
<td>5/5</td>
</tr>
<tr>
<td>22</td>
<td>Zulfi Ridwansyah</td>
<td>Very friendly hotel staff and very helpful. Very professional. Strategic hotel, close to culinary center. Priced. Thank you.</td>
<td>5/5</td>
</tr>
<tr>
<td>23</td>
<td>Mustika Sari</td>
<td>The room is clean, the ac is cold, the food is good, anyway, I don't want to stay here many times</td>
<td>5/5</td>
</tr>
<tr>
<td>24</td>
<td>Goldy Mulia Wisata &amp; Travel</td>
<td>No recommendations for repatriation windows cannot be open, rooms are narrow, service is not fast, the most regrettable is the limited to open space, if for just staying the location is very strategic</td>
<td>3/5</td>
</tr>
<tr>
<td>25</td>
<td>Asri Achi</td>
<td>The hotel is nice, neat, clean, and comfortable in the middle of the city2 suitable for stoppingsovers and if there are work needs for clients, close to public facilities. The crew is also friendly, responsive, breakfast is also very good. Success is always yes IBIS &amp; Hopefully in the future it can be even better, next can be added a swimming pool, Thank you for the service</td>
<td>5/5</td>
</tr>
</tbody>
</table>
Conclusion
In this study, the quality of service and facilities together have a significant effect on customer satisfaction up and down, service quality affects consumer satisfaction. Another thing that affects also the existence of facilities that are effective in influencing customer satisfaction, facilities affect consumer satisfaction. Hotel ibis Jakarta senen has facilities that are good enough for a price that is not so high, but what needs to be improved in this case is the quality of service of the employees who may have to be retrained.

Suggestion
From the various feedback given by guests, there are many who give negative comments on the quality of service from employees at the Ibis Senen Jakarta Hotel so that the Ibis Senen hotel can retrain employees in order to provide good service so that many guests will come back, Ibis Senen Jakarta facilities are already very good.

REFERENCES


