

Analysis of Service Quality and Customer Satisfaction at Spice Beach Club Lovina

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Abstract: This research is a descriptive qualitative study that aims to analyse service quality and customer satisfaction, especially at Spice Beach Club Lovina. The discussion of the research leads to an explanation related to factors that are important in service quality and customer satisfaction as well as the strategies used by Spice Beach Club to maintain service quality and customer satisfaction. This research was conducted for four months with data collection methods, namely observation, interviews, and documentation. The interview in this research were conducted with one person operational manager, one person restaurant manager and two employees of Spice Beach Club and using 50 guest comment card samples to determine guest reviews on service quality. The results of this research show that employees and facilities owned by Spice Beach Club are strategies used to maintain service quality and customer satisfaction as well as friendliness, politeness, always responsive to guests, provide assurance to the guests, and reliable employees are important factors in service quality.

Keywords: service quality, customer satisfaction, Spice Beach Club Lovina.

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Introduction

Service quality is a basic factor that can influence consumer choices to choose or even buy a product provided by a company or industry. According to Novi, et al. (2019) service quality is the level of service related to customer expectations and needs in a product or service presentation according to the standards applicable in the place where the product is held and the delivery is at least the same as what consumers want and expect. Service quality is the most important factor in the success of the industry in attracting consumer interest. A restaurant is a type of tourism accommodation that provides services for providing food and drinks. A restaurant (Nifati & Purwidiani, 2018) is a place or building organized commercially, which provides food and drinks with good service to all consumers. There are restaurants inside the hotel and there are also stand-alone ones. The restaurant industry has experienced rapid development from year to year, restaurants have become very popular among the public as a place to relax, gather with family to enjoy a meal, or hold an event or meeting. There are several restaurants available (Anjarsari et al., 2018) such as fast food restaurants, casual dining restaurants, fine dining restaurants. According to (Tambunan, 2020) a fine dining restaurant is a restaurant that offers an elegant atmosphere and has high quality service for its visitors, therefore in fine dining restaurants service is an important part of maintaining the restaurant's image. Every restaurant has standard operational procedures for ordering food and drinks by consumers, as a guideline for providing service to guests, starting from welcoming

guests and taking guests to the table until guests make payment. The aim of having standard operational procedures (Taufiq, 2019) is to provide the same quality of service to every guest who comes without distinguishing between guests. This can maintain the quality of waiter service in a restaurant to minimize the occurrence of complaints submitted by visitor. Service quality is one of the most important things to maintain in a restaurant.

Spice Beach Club is a restaurant in Bali, precisely in the Lovina area. The Spice Beach Club restaurant has been part of the tourism industry since the 1970s. This restaurant has a Fine Dining type of service, where every guest who visits will be served from the moment the guest arrives until the guest pays the bill. Built on February 14 2013, by Nyoman Arya Astawa (Indonesian Citizen) and Mr. Jeroen Fanken (Foreign Citizen), this restaurant has a land area of around 70 m², equipped with facilities such as parking, restaurant, bar, swimming pool and kitchen. The location is strategic because it is close to several tourist destinations such as Krisna Oleh Oleh Khas Bali, Krisna Water Sports, Hot Spring Banjar, Brahmavihara-Arama Banjar, and also its location on the beach. In the following years, Spice Beach Club continued to grow with the addition of facilities such as a stage for live music performances, pizza bar, mini bar on the beach, and Spa & Therapy in the west. Its strategic location makes it easy to access various tourist attractions such as Lovina Beach, Krisna Oleh Oleh, Krisna Water Sport, Hot Spring Banjar, and Brahma Vihara Arama Banjar, as well as other important facilities such as shops, money changers, and ATMs.

The target market for this restaurant is families, usually guests who come from Europe and Australia. The types of guests who visit also vary greatly, from teenagers to old people. Spice Beach Club provides guest comment cards to every guest who visits the restaurant for the first time, this aims to measure the first impression felt by guests regarding the quality of service and food provided (Rosidah, 2015). The guest comment card is a reference for Spice Beach Club to see customer satisfaction when they come. Apart from that, it is also used to find out what guests need (Safitri & Andriyani, 2020), what guests complain about and also what guests prioritize when coming to Spice Beach Club. Based on initial observations and interviews conducted by the author with the operational manager as well as analysis of 50 guest comment card samples that had been filled in by guests, the author obtained the following data.

Table 1. Guest Comment Card

Category	Excellent	Good	Fair	Poor
Quality	35	13	2	0
Value of Money	25	21	4	0
Presentation	40	9	1	0
Food Temperature	35	13	2	0
Time Waiting	42	7	2	0
Service	48	2	0	0
Entertainment	25	4	0	0

Source: Hertina (2024)

From the data that has been obtained, the results show that the average quality of service provided has received good and very good comments from visiting guests. Providing good service will certainly increase a good image for Spice Beach Club, which is why many repeat guests come to this restaurant. The quality of service provided will certainly increase customer satisfaction (Setiadi & Manafe, 2021). In a restaurant or hotel, if you only prioritize product quality without paying attention to service quality, it

will certainly have a negative impact on customer satisfaction. So it is hoped that a restaurant and hotel will be able to provide and maintain quality service and also customer satisfaction, which of course will have a good impact on the company (Herlambang & Komara, 2022). To maintain service quality and customer satisfaction, of course there are factors and strategies used by a restaurant or hotel, such as the Spice Beach Club.

Based on the description of problem identification, this research focuses on identifying what factors are important in service quality and customer satisfaction as well as the strategies used to maintain service quality and customer satisfaction and this research was conducted at the Spice Beach Club restaurant located in the Lovina area.

In the seductive natural beauty of the beach, Spice Beach Club has become a leading destination for tourists looking for an unforgettable experience. However, behind the stunning panorama, there is the essence of the quality of service that makes this club special. As the main objective of the first question, we will explore the key factors that form the foundation of service quality at Spice Beach Club. More than just a place to relax, the club has embraced aspects that are important in meeting customer expectations and creating a memorable experience. In an effort to maintain service quality standards and ensure the satisfaction of every visitor, Spice Beach Club has designed a smart and effective strategy. Aiming to find out more about this strategy, the second question will lead us to explore the concrete steps implemented by the club in maintaining superior service quality and ensuring customer satisfaction remains a top priority.

The concept of Service Quality has been written about by many experts before, the following are several definitions related to service quality obtained according to experts. According to Pramono, et al. (2021) service quality is activities that focus on meeting needs and requirements as well as timeliness to meet customer expectations. According to Ali, et al (2021) service quality is an action to provide satisfaction to customers or employees by employing high quality service. Service quality can be seen from a service received by consumers to meet their needs and desires. Service quality has a very significant role for the company, service quality has the function of providing a sense of satisfaction and also meeting consumer needs well, so it will have a good impact on the company and also consumers.

According to Pasuramman (Tinggogoy et al., 2020) the concept of service quality which is related to satisfaction is determined by five elements which are known as "RATER" (responsiveness, assurance, tangible, empathy and reliability). The explanation of the term "RATER" is as follows.

1. Responsiveness, namely the ability of employees to help customers and respond to customers' wishes or requests quickly and precisely.
2. Assurance, namely the ability of employees to convince customers that the service is provided appropriately so that it will increase the customer's sense of self-confidence.
3. Physical evidence (tangibles), namely things related to attractiveness such as facilities, materials provided by the company, and the appearance of employees.
4. Empathy, which is often related to the ability of employees in a company to be friendly and polite towards customers.
5. Reliability, that is, every employee is expected to have the ability in terms of knowledge, expertise, mastery and high work professionalism, so as to produce a satisfactory form of service without making mistakes and being reliable.

Customer satisfaction is the feeling of happiness or disappointment felt by consumers or customers after comparing the performance or results of the product obtained with the customer's hopes or expectations. According to Kotler (2002) the definition of satisfaction is the feeling of pleasure or disappointment felt by consumers regarding employee performance, a product obtained and their expectations. According to Tse & Wilton (1988), customer satisfaction is the customer's response to the perceived evaluation of the difference between initial expectations before purchasing or using a product and the actual performance of the product as perceived after use. There are four methods used to measure customer satisfaction identified by (Kotler, 2002). Spice Beach Club has a method used to measure guest satisfaction upon arrival. This is done as a form of concern for guest comfort. Spice Beach Club usually gives guest comment cards to guests who come for the first time. From prior observation, some of the comments provided by the guest on the comment card ask for improvements. Thus, the guest comment card is used as a reference by the beach club to improve the performance, service and products provided to get satisfaction and comfort in accordance with the guests' expectations (Yuniartika, 2022).

Based on the aforementioned background, the question proposed in this research is: what strategy is used by the Spice Beach Club Bali to maintain the service quality?

Methodology

Research on service quality analysis at Spice Beach Club uses qualitative methods with a descriptive approach. In this approach, the research aims to describe aspects in the field based on guest perceptions obtained from guest comment card analysis, as well as through interviews and observations conducted by the author.

The research was carried out at the Spice Beach Club which is located in North Bali, on Jl. Seririt-Singaraja No. 225, Banjar Dinas Bunut Panggang, Kaliasem Village, Banjar District, Buleleng Regency, Bali 81152. In the research period which lasted for 4 months from August to December 2023, the Spice Beach Club was the main object of research. The location is strategic with good accessibility, close to famous tourist attractions such as Krisna Oleh Oleh, Krisna Water Sport, and Lovina beach.

Research data sources consist of primary data and secondary data. Primary data was obtained through observation, interviews and analysis, while secondary data came from guest comment cards. The combination of these two data sources provides a strong foundation for the analysis and findings in this research.

Data collection methods used include observation, interviews and documentation. Observations were carried out directly at Spice Beach Club to observe the situation, conditions, employee work systems, facilities and interactions between employees and guests. Interviews were conducted with related parties such as operational managers, restaurant managers and employees. Meanwhile, documentation was carried out to support the data obtained from observations and interviews.

In this analysis, data obtained from observations, interviews and documentation are described and presented to systematically describe the facts and relationships between the phenomena studied. The indicator used is the concept of service quality which consists of five RATER elements: responsiveness, assurance, physical evidence, empathy and reliability. Data analysis stages include data collection, data reduction, data presentation, and drawing conclusions.

Results and discussions

Results



(Source: Operational Manager Spice Beach Club, 2024)

Figure 1. Beach Restaurant Spice Beach Club

With a vision to become the main destination in Lovina, Spice Beach Club implements a mission that includes building a solid team, maintaining food and beverage quality standards, creating a comfortable atmosphere, and prioritizing customer satisfaction. Based on research results and interviews with operational managers, restaurant managers and Spice Beach Club employees, the crucial key factor in improving service quality is the caring employee. There are five characters that have to be owned by the employee to maintain the service quality and customer satisfaction, including friendliness, politeness, responsive, satisfaction assurance, and reliable employees. The second key factor is maintaining the facility. The facilities on offer include a variety of options, from an eye-catching bar with stunning views, lounges for relaxing, swimming pools for fun, to stages for music and dance performances. With the addition of facilities such as the Sunset Bar, Spa & Therapy, and a wide selection of quality food and drinks, Spice Beach Club ensures an unforgettable experience for every guest who visits. The third is surveying the guest needs. This key factor is relevant to the expected output from the service received by the guest. The employee needs to figure out the needs of the guests and fulfill it to achieve the customer satisfaction.

The research results highlight Spice Beach Club's strategy in maintaining service quality and customer satisfaction. The primary focus is employee recruitment and training, with emphasis on appropriate educational background, skills and experience. Each employee undergoes a rigorous training period to ensure a deep understanding of work procedures and proper service to guests. Also, some of the employees are required to achieve certain certification and attended workshop to gain practical insight to perform better. In addition, adequate facilities that match the restaurant's theme are also carefully maintained, including free shuttle service and cleanliness of the facilities. To ensure customer satisfaction, Spice Beach Club regularly conducts surveys via guest comment cards, collecting direct feedback from guests for continuous improvement. In the guest comment cards, several complaint and review given by the guests were evaluated and further planning to maintain the service quality was decided. In addition, initiatives such as giving birthday cakes and free drinks to birthday guests show extra attention to the customer experience that makes them feel

valued and cared for. With this strategy, Spice Beach Club strives to maintain its reputation as a destination that not only provides high-quality services but also provides an unforgettable experience for every guest who comes.

Discussions

In order to maintain service quality and customer satisfaction at Spice Beach Club, the strategies used include caring employee, facility improvement, and surveying guest needs. A caring employee is very important because employees are the spearhead in interactions with guests. The employee needs to have a welcoming attitude, including speaking politely, interacting in a friendly manner, and showing attention to guests' needs. Also, the employee is required to be alert in responding to guest needs quickly and accurately, respecting guests without discrimination, and avoiding mistakes with double checks and full focus. Building guest confidence and trust through comfortable service is a skill which is crucial in becoming the caring employee. Last, the employee also needs to serve dishes accurately, explain the menu correctly, and provide the best solution for guests' special needs such as food allergies. The importance of these characters in building good service quality is reinforced by discussions about employee politeness, friendliness and responsibility. Awareness of the importance of welcoming guests well, maintaining polite interactions, and providing guarantees for service quality is the foundation for a satisfying experience for every guest. This illustrates the importance of the human aspect in the hospitality industry, which is often the main determinant of the success of a tourist attraction or restaurant. By implementing these characters, Spice Beach Club aims to improve the quality of its services and provide a satisfying experience for every guest who visits.

Facility improvement is essential for enhancing service quality in the tourism industry. Regarding the facilities improvement, Spice Beach Club offers a variety of options for customer to expose their satisfaction. Spice Beach Club provide an eye-catching bar with stunning views, lounges for relaxing, swimming pools, and stages for music and dance performances. Upgrading spaces like rooms, dining areas, and recreational facilities creates a more enjoyable and comfortable environment, leaving a lasting positive impression on guests. With the addition of facilities such as the Sunset Bar, Spa & Therapy, and a wide selection of quality food and drinks, Spice Beach Club ensures an unforgettable experience for every guest who visits. By accommodating diverse needs, it can attract a wider range of visitors and gain better satisfaction from the guests.

Understanding guest needs through surveys is essential for enhancing customer satisfaction in the tourism industry. It enables businesses to personalize their offerings, thereby making guests feel valued and understood. By identifying pain points, businesses can address areas of dissatisfaction, significantly improving the overall guest experience and reducing the likelihood of negative reviews. Furthermore, guest feedback provides critical insights into which services are performing well and which require improvement, guiding staff training and operational adjustments effectively. In a highly competitive market, regularly assessing guest needs allows businesses to stay ahead of trends and adapt to evolving preferences, ensuring relevance and appeal. When guests feel that their opinions matter, they are more likely to return and recommend the business to others, fostering loyalty that is vital for long-term success. Additionally, this feedback can enhance marketing strategies, helping businesses to target the right audience with tailored messages. Ultimately, understanding and addressing guest needs leads to higher satisfaction levels, which often translates into increased bookings, positive reviews, and repeat customers, boosting overall revenue.

To improve the quality of service in the future, Spice Beach Club can continue training efforts for employees to deepen their understanding of service procedures and standards. Maintenance of facilities in accordance with beach club standards must also be continuously considered. Furthermore, further research could focus on new innovations in customer service to ensure that Spice Beach Club remains a top destination in Lovina and continues to strengthen its reputation in the Bali hospitality industry.

Conclusions

The Spice Beach Club aims to establish itself as the premier destination in Lovina by focusing on key strategies to enhance service quality and customer satisfaction. Central to this mission is the recruitment and training of caring employees, who embody essential traits like friendliness, politeness, responsiveness, reliability, and a commitment to customer satisfaction. The club also emphasizes maintaining high-quality facilities, including an inviting bar with stunning views, lounges, swimming pools, and performance stages, which contribute to a memorable guest experience. Regularly surveying guest needs helps personalize services and address any areas of dissatisfaction, ensuring guests feel valued and understood. By implementing feedback mechanisms and recognizing special occasions with personalized gestures, Spice Beach Club fosters loyalty and positive word-of-mouth. Future improvements will include ongoing employee training and facility maintenance, alongside exploring innovative customer service strategies, solidifying the club's reputation in Bali's competitive hospitality market.

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