Analysis of room attendant service quality towards guests' satisfaction during the Covid-19 pandemic

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Abstract: This research aims to analyse room attendant service quality towards guests' satisfaction at a 3-star hotel in Yogyakarta, Indonesia, especially at the moment of Covid-19 pandemic. The research method used are service quality and importance-performance analysis method from January until first April 2021 with 80 guest staying in the hotel. It is by measuring five dimensions of service quality: tangible, reliability, responsiveness, assurance, empathy. The results of the assessment show that the average room attendant performance is lower than the average guest expectation, so guests staying at the hotel are less satisfied with the service of the room attendant. Increasingly intense competition in the service industry makes the hotel strive to improve the quality of service in accordance with customer demand at present (short term), as well as future (long term) so that customers feel satisfied and continue to use the service.

Keywords: room attendant, service quality, customer satisfaction.

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Introduction

The Covid-19 pandemic that hits the world today has had a huge impact on the hospitality industry in Indonesia. The news coverage in the mass media related to the closure of hotel businesses in Yogyakarta and other cities, has made this Covid-19 pandemic a disaster for the hospitality industry in Indonesia. Various ways have been carried out by hoteliers, tourism entrepreneurs, hotel associations and the government in reducing the impact of losses on the hotel industry, especially in Indonesia. Many industries are not running according to the initial target. The hospitality industry is an industry that has been hardest hit and has had a huge impact in this pandemic (Diayudha, 2020).

The number of passenger arrivals through Adisutjipto Airport and Yogyakarta International Airport in February 2020 was recorded at 277,456 people. The number of foreign tourist visits or foreign tourists to Yogyakarta through the Adisutjipto entrance in February 2020 decreased by 15.18 percent compared to the number of visits in January 2020, from 8,371 visits to 7,100 visits. Meanwhile, when compared to February 2019, the number of foreign tourist visits in February 2020 decreased by 26.07 percent (Badan Pusat Statistik Provinsi D.I Yogyakarta, 2019).

This pandemic also has an impact on accommodation facilities in this area. One of them is XYZ Hotel Yogyakarta (it is not a real name) which is located in Mantrijeron, Yogyakarta City. This hotel is a 3-star hotel that has 100 deluxe rooms and 1 suite type rooms with traditional decorations ranging from floors to paintings on the walls. This

hotel is one of the hotels affected by this pandemic and was closed for 1 month. Of course, all hotels will provide maximum service. Of all the good things, it's room service and hotel supporting facilities. This guest satisfaction can be seen from the quality of service provided by hotel employees. One of the sections that deal directly with guests is the room attendant who is under the auspices of the Housekeeping Department. To provide quality room service standards, the behavior and actions of the room attendant must be considered properly where the room attendant must understand and understand the guests who use room service services because providing quality service to guests has the aim of winning business competition.

In the current era of globalization, only with the physical facilities of a hotel or offering the perfect beauty of the room does not guarantee that guests will choose it, as long as there are funds to provide physical facilities, a hotel can compete because facilities and equipment can be provided and provided. However, these facilities and equipment will not mean anything if the room attendant cannot liven up the atmosphere of luxury presented. As someone who works in the Hospitality Industry, the room attendant must be able to create a good impression on his guests, the department and himself. In carrying out his duties the room attendant is directly related to all hotel guests, therefore as a good room attendant must be able to give a positive first impression, because the room attendant does not only represent himself but in essence also represents his company.

Based on the results of interviews with the Housekeeper Manager at XYZ Hotel Yogyakarta and also looking at the results of guest comment data, there are complaints every month with a different number of complaints. This can be seen from several guest complaints in Table 1.

Table 1. Types of complaints

No.	Complaints
1	The effects of the pandemic. A bit of a decline in room service at the hotel.
2	The exhaust in the bathroom smells burnt.
3	I have spent 30 minutes for disappointment, the room is not ready even after 30 minutes.
4	Rooms are not fully cleaned.
5	The sheets and pillowcases had glaring dirt and stains on them.
6	The bed is a bit noisy.
7	I will give 5 stars if they fix the blower in the bathroom. It's very noisy like diesel engine.
8	The toilet is dirty.
9	The bathroom floor is slippery

(Source: Traveloka guest comments, accessed in 2021).

Based on Table 1, it greatly affects the rating of the hotel itself. This can be seen from the decline in the rating of the hotel on the Traveloka online application, which is from 8.7 to 8.5.

Methodology

This research was conducted at XYZ Hotel Yogyakarta which is located on Jalan Jogokaryan, Mantrijeron, Yogyakarta City. The hotel has 100 deluxe rooms and 1 suite type rooms. The reason the researchers conducted research at the hotel, was due to the large number of complaints from guests caused by the decreased quality of service

provided by the room attendant. This research was conducted during field work practice in the period January 2021 to April 2021.

In this study the variables in question are: quality of service which has 5 sub-variables, reliability, responsiveness, assurance, empathy, tangible. In this study there are two kinds of variables, namely the dependent variable is a variable that depends on other variables and the independent variable is a variable that does not have a dependency on other variables. There are 2 types of data used, namely quantitative and qualitative. Quantitative data is data in the form of numbers and can be calculated, directly, in the form of information or explanations expressed in numbers or in the form of numbers (Siyoto & Sodik, 2015).

Quantitative data in this study are the answers to the questionnaires given to respondents (overnight guests). Qualitative data is data that is not in the form of numbers but in the form of information related to the things studied (Siyoto & Sodik, 2015). The qualitative data of this research is in the form of an overview of the XYZ Hotel Yogyakarta, the existing facilities at the hotel and the organizational structure.

The primary data included are data obtained from distributing questionnaires to respondents, namely guests who stay overnight to determine the level of guest satisfaction with room attendant services at XYZ Hotel Yogyakarta. Secondary data is data obtained indirectly from the first source (company) or through intermediaries (Sugiyono, 2012; Sugiyono, 2014: 59: Sugiyono 2015; Sugiyono, 2016). In this study, secondary data included information regarding the general description of the research location, the history of the establishment of XYZ Hotel Yogyakarta, facilities owned, organizational structure and information related to research.

According to Tjiptono (in Tuwin, 2018: 31-32), the servqual model is based on the assumption that consumers compare service performance on relevant attributes with ideal/perfect standards for each service attribute. If the performance matches or exceeds the standard, the perception of the overall service quality will be positive and vice versa. In other words, this model analyzes the gap between two main variables, namely the expected service and the customer's perception of the service received (perceived service) by customers in this case are guests staying at XYZ Hotel Yogyakarta. To find out whether all important service quality characteristics have been analyzed using importance-performance analysis. The level of the elements will be described and divided into four parts or quadrants in this Cartesian diagram is a building divided into four parts bounded by two lines that intersect perpendicular to the points (X, Y).

Results and discussions

This research was conducted by distributing questionnaires to 80 respondents (guests) who visited or stayed at the XYZ Hotel Yogyakarta and felt the services of the Room Attendant. The data obtained can be explained descriptively by reviewing it in the form of simple statistics so that it can be easier to review the description of the research situation carried out at the XYZ Hotel Yogyakarta. Characteristics of respondents are name, gender, age and occupation.

a. Characteristics of respondents by gender

The number of guests staying and having experienced the services provided by housekeeping at XYZ Hotel Yogyakarta, namely: male guests as many as 51.8% or 44 people and female guests as much as 48.2% or 36 people from a total of 80 person.

b. Characteristics of respondents based on occupation

There are several types of work from guests who stay (respondents). Which is where employees 15% or 12 people, entrepreneurs 5% or 4 people, students 33.8% or 27 people, and civil servants 46.3% or 37 people.

c. Characteristics of respondents by age

That there are differences in the type of age of each respondent. Ranging from 18 years to more than 30 years.

Validity and Reliability Test of Perceptions and Expectations

Validity shows the degree of accuracy between data that actually occurs on the object and data that can be collected by researchers. That is, every statement on the perception and expectation questionnaire can reveal with certainty about the quality of service. The validity test was carried out using Pearsons correlation with the help of SPSS 25.0 for Windows.

Table 2. Validity test results

Attribute	r	Reality		Expectation	
		Total Item Correlation	Information	Total Item Correlation	Information
Q1	0,220	0,560	Valid	0,616	Valid
Q2	0,220	0,552	Valid	0,749	Valid
Q3	0,220	0,614	Valid	0,291	Valid
Q4	0,220	0,378	Valid	0,483	Valid
Q5	0,220	0,555	Valid	0,480	Valid
Q6	0,220	0,615	Valid	0,416	Valid
Q7	0,220	0,430	Valid	0,483	Valid
Q8	0,220	0,509	Valid	0,629	Valid
Q9	0,220	0,395	Valid	0,243	Valid
Q10	0,220	0,260	Valid	0,749	Valid
Q11	0,220	0,533	Valid	0,480	Valid
Q12	0,220	0,437	Valid	0,264	Valid
Q13	0,220	0,509	Valid	0,439	Valid
Q14	0,220	0,378	Valid	0,661	Valid
Q15	0,220	0,341	Valid	0,693	Valid
Q16	0,220	0,533	Valid	0,417	Valid

(Source: Output SPSS 25.0, 2021).

A valid decision criterion is stated if the total item correlation value is greater than 0.220. Based on the output in Table 4, the total item correlation value for all questionnaire items is greater than 0.220 so that all items on the perception and expectation questionnaire regarding service quality are declared valid to be used in this study.

After the validity test and the results of the questionnaire were declared valid, it is continued with the reliability test. The reliability of the research instrument is assessed through the magnitude of the Cronbach's alpha coefficient, which shows the internal consistency of the items that underlie a variable. Calculation of the Cronbach's alpha coefficient using the SPSS 25.0 for Windows program is shown in Table 3.

Table 3. Reliability test results

Attribute	Reality		Expectation	
	Cronbach's alpha	Information	Cronbach's alpha	Information
Q1	0,746	Reliable	0,775	Reliable
Q2	0,749	Reliable	0,768	Reliable
Q3	0,741	Reliable	0,801	Reliable
Q4	0,760	Reliable	0,787	Reliable
Q5	0,746	Reliable	0,787	Reliable
Q6	0,740	Reliable	0,797	Reliable
Q7	0,758	Reliable	0,787	Reliable
Q8	0,751	Reliable	0,775	Reliable
Q9	0,766	Reliable	0,804	Reliable
Q10	0,773	Reliable	0,768	Reliable
Q11	0,749	Reliable	0,787	Reliable
Q12	0,760	Reliable	0,800	Reliable
Q13	0,751	Reliable	0,793	Reliable
Q14	0,760	Reliable	0,771	Reliable
Q15	0,768	Reliable	0,769	Reliable
Q16	0,749	Reliable	0,791	Reliable
Cronbach's alpha	0,766		0,796	

(Source: Output SPSS 25.0, 2021).

Table 3 shows that all reality and expectation variables have Cronbach's alpha of 0.766 and 0.796 values greater than 0.60. An instrument is said to be reliable if it has a reliability coefficient or Cronbach's alpha of 0.60 or greater than 0.60. So, it can be concluded that the questionnaire of expectations and reality variables is declared reliable so that it can be used in this study.

Servqual Quality Results (Servqual)

The calculation of the servqual score shows the service quality of the Room Attendant at XYZ Hotel Yogyakarta. A negative servqual score (-) indicates that there is an indication of a gap in the quality attribute, while a positive servqual score (+) indicates an indication of quality that is satisfactory to customers.

From the results of the SPSS output, it shows the results of guest perceptions and the average score of expectations and the gap on the quality of room attendant

service at XYZ Hotel Yogyakarta on the tangible dimension (physical evidence) which consists of 4 indicators. In the tangible dimension (physical evidence) there are 2 indicators that are negative and 2 indicators that are positive.

Table 4. Servqual Count Result

No	Attribute	P	H	GAP	Inf.
Tangible					
Q1	Cleanliness of the hotel area and hotel rooms	3.75	3.84	-0.09	Negative
Q2	Condition of hotel facilities (hotel building, parking lot, lobby area).	3.93	4.30	-0.38	Negative
Q3	Using modern equipment and technology (elevator, AC, TV).	3.68	3.53	0.15	Positive
Q4	Clean and tidy appearance of employees	4.40	3.46	0.94	Positive
Reliability					
Q5	Provide timely and fast service	3.65	3.56	0.09	Positive
Q6	Hospitality of employees in providing services to guests	3.64	3.54	0.10	Positive
Responsiveness					
Q7	Always willing to help overcome the difficulties the guests face	4,35	3,46	0,89	Positive
Q8	Provide service to guest complaints	4,25	4,14	0,11	Positive
Q9	Provide information clearly and easy to understand	3,26	4,41	-1,15	Negative
Assurance					
Q10	Employee knowledge about hotel environment	4,35	4,30	0,05	Positive
Q11	Provide a guarantee of security for the services provided to guests	3,64	3,56	0,08	Positive
Q12	Employees are polite, friendly and patient with guests.	3,76	3,39	0,38	Positive
Q13	Always be honest with guests	4,25	3,55	0,70	Positive
Emphaty					
Q14	Have good communication skills with guests	4,40	3,74	0,66	Positive
Q15	Understanding guest needs and expectations	3,76	4,36	-0,60	Negative
Q16	Giving special attention to guests	3,64	3,73	-0,09	Negative

(Source: Output Excel, 2021).

The following is an explanation of the results of the servqual calculation for each dimension.
1. Tangible (physical evidence)
a. The Q1 indicator produces a negative gap of 0.09 which means that guests are not satisfied with the cleanliness of the hotel area and hotel rooms, this is because the hotel area is surrounded by plants where there is strong wind, the leaves will fall, for the room, it is caused because every hotel room is only swept not in a mop, so there is a possibility that dust is not swept clean.
b. The Q2 indicator produces a negative gap of -0.38 which means that guests are not satisfied with the hotel building, this is because the hotel building is built with a traditional theme, so it looks less modern.
c. The Q3 indicator produces a positive gap of 0.15 which means that guests are satisfied with the modern facilities provided by the hotel.

d. In the Q4 indicator which produces a positive gap of 0.94, which means that guests are satisfied with the appearance of a neat and clean room attendant.

2. Reliability

From the results of the SPSS output, it shows the results of guest perceptions and the average score of expectations and the gap on the quality of room attendant service at XYZ Hotel Yogyakarta on the reliability dimension which consists of 2 indicators. In the dimension of reliability (reliability) there are 2 indicators that are positive.

a. The Q5 indicator produces a positive gap of 0.09, which means that guests are satisfied with the timely and fast service provided by the room attendant.

b. The Q6 indicator produces a positive gap of 0.10 which means that guests are satisfied with the friendly attitude of the room attendant when providing services to guests.

3. Responsiveness

From the results of the SPSS output, it shows the results of guest perceptions and the average score of expectations and the gap on the quality of room attendant service at XYZ Hotel Yogyakarta on the dimension of responsiveness (responsiveness) which consists of 3 indicators. In the dimension of responsiveness (responsiveness) there are 2 indicators that are positive and 1 indicator that is negative.

a. The Q7 indicator produces a positive gap of 0.89, which means that guests are satisfied when they are given assistance by the room attendant when experiencing difficulties.

b. The Q8 indicator produces a positive gap of 0.11 which means that guests are satisfied with the service to the problems that guests complain about.

c. The Q9 indicator produces a negative gap of -1.15 which means that guests are not satisfied with the information provided by the room attendant, this happens because of frequent miss communication between room attendant staff, so that misinformation is often conveyed, it is also not uncommon for guests to ask for places which is outside the hotel which is rarely known by the staff.

4. Assurance

From the results of the SPSS output, it shows the results of guest perceptions and the average score of expectations and the gap on the quality of room attendant service at XYZ Hotel Yogyakarta on the assurance dimension (guarantee) which consists of 4 indicators. In the assurance dimension, there are 4 positive indicators.

a. The Q10 indicator produces a positive gap of 0.05 which means that guests are satisfied with the knowledge of the room attendant about the hotel environment.

b. The Q11 indicator produces a positive gap of 0.08, which means that guests are satisfied with the guarantee of security provided by the housekeeping staff.

c. The Q12 indicator produces a positive gap of 0.38 which means that guests are satisfied with the attitude of the room attendant who is polite, friendly, and patient when serving guests.

d. The Q13 indicator produces a positive gap of 0.70 which means that guests are satisfied with the honesty of the staff.

5. Empathy

From the results of the SPSS output, it shows the results of guest perceptions and the average score of expectations and the gap on the quality of room attendant service at XYZ Hotel Yogyakarta on the empathy dimension which consists of 3 indicators. In the dimension of empathy (empathy) there are 2 indicators that are negative and 1 indicator that is positive.

a. The Q14 indicator produces a positive gap of 0.66, which means that guests are satisfied with the good communication skills possessed by the room attendant.

b. The Q15 indicator produces a negative gap of -0.60 which means that guests are not satisfied with the sensitivity of the staff to the needs of guests, this happens because of the staff's lack of understanding of the needs of guests.

c. The Q16 indicator produces a negative gap of 0.09 which means that guests are not satisfied with the attention given to guests, this is due to the lack of housekeeping staff which causes a lack of attention given to guests.

Indicators that Need to be Improved and Maintained

Important performance analysis is used to determine which service indicators need to be improved and need to be maintained in the quality of service to guests by the room attendant at the XYZ Hotel Yogyakarta, which is presented in the form of a Cartesian diagram. The Cartesian diagram consists of four quadrants.

a. Quadrant A is the main priority, which means that the indicators in this quadrant are the indicators that most need to be improved.

b. Quadrant B shows that the indicators contained in this quadrant already have good service so it is necessary to maintain achievement.

c. Quadrant C is a low priority, meaning that the indicators in this quadrant have little effect on guest satisfaction.

d. Quadrant D shows that all indicators in this quadrant are considered excessive in their implementation. The following is a Cartesian diagram table:
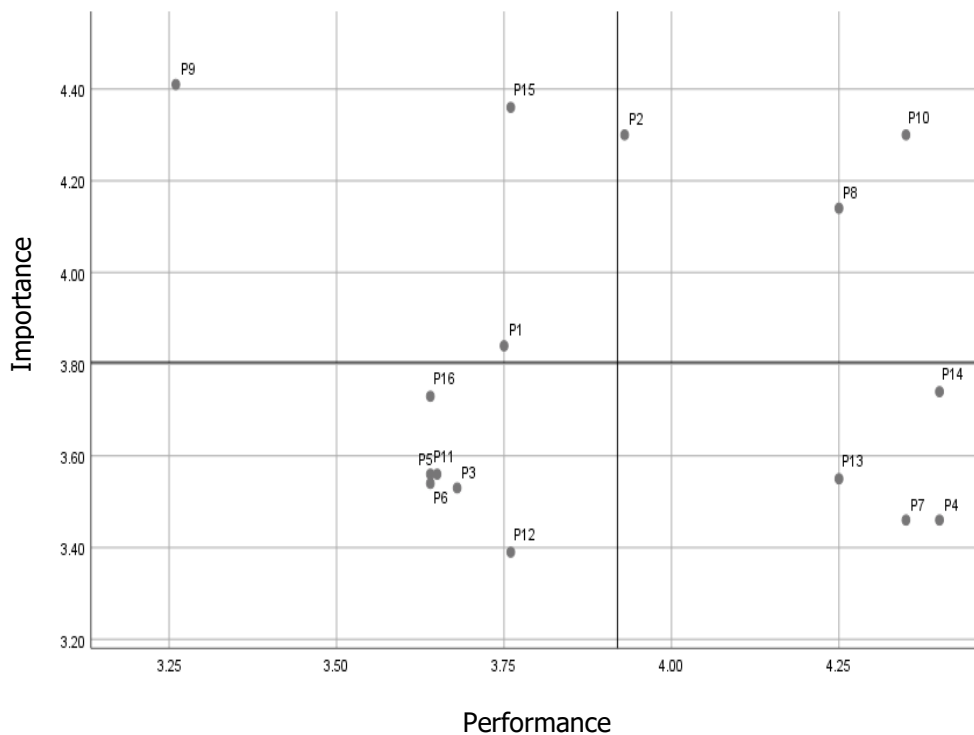
(Source : Output SPSS 25.0).
Figure 1. IPA test results

To find out the service indicators that need to be improved and maintained and the quality of service performed by the room attendant at the XYZ Hotel Yogyakarta, an important performance analysis is calculated which is presented in the form of a Cartesian diagram. From the calculation of important performance analysis, it was

found that there are 3 indicators in quadrant A, 3 indicators in quadrant B, 6 indicators in quadrant C, and 4 indicators in quadrant D. The position of the four quadrants is used as a strategy in improving the quality of room attendant services for customer satisfaction at XYZ Hotel Yogyakarta.Figure 6 shows the position of each indicator that affects customer satisfaction at XYZ Hotel Yogyakarta in their respective quadrants. An explanation of the important performance analysis can be seen in the following quadrants.

a. Quadrant A (top priority)

1. Cleanliness of Hotel area and Hotel Room (Q1)

Cleanliness is in quadrant A, because the average value of guest expectations is greater than the reality value of guests, so guests are not satisfied with the cleaning service of the area and hotel rooms by the room attendant. this is because in the process of cleaning hotel rooms, only use a broom because the floor uses ceramic tiles, so there is a possibility that dust is not swept away. Also the influence of the lack of staff room there is no attendant who sometimes doubles up in the public area so that room cleaning is less effective. To overcome this, it is necessary to increase the number of room attendants and also the housekeeping staff of the public area so that the work of the room attendant can focus on the room section so that the work of the room is more effective.

2. Provide clear and easy-to-understand information (Q9)

Submission of clear information is in quadrant A, this is because the average value of guest expectations is greater than the reality value of guests, so guests are not satisfied with the delivery of information by the room attendant. This happens because of frequent miss communication between room attendant staff, so that misinformation is often conveyed, it is also not uncommon for guests to ask for places outside the hotel that are rarely known by the staff.

To overcome this, the staff should pay more attention to places around the hotel, ranging from entertainment venues, places that are the center of attention of guests so that guests are not confused when they want to visit the place they want to go.

3. Understanding guest needs and expectations (Q15)

An understanding of the needs and expectations of guests is in quadrant A, this is because the average value of guest expectations is greater than the reality value of guests so that guests are not satisfied with the needs and expectations that cannot be met by the room attendant. This is because sometimes guests want something that is not yet in the hotel, but the room attendant provides other alternatives to the needs of guests but does not meet the expectations of guests.

To overcome this, the hotel should meet the needs of guests, such as hair dryers and irons which are often borrowed by guests but sometimes the stock is still lacking.

b. Quadrant B (maintain achievement)

1. Condition of hotel facilities (building, parking, lobby area) (Q2)

Being in quadrant B, this indicates that guests are satisfied with the state of the hotel building even though it is in a traditional design and looks old-fashioned, because it is the desire of the owner.

2. Provide services to guest complaints (Q8)

Being in quadrant B, this indicates that guests are satisfied with the services provided by the room attendant for the problems that guests complain about.

3. Employee knowledge about the hotel environment (Q10)

Being in the B quadrant, this indicates that guests are satisfied with employees' knowledge of the hotel environment.

c. Quadrant C (low priority)

1. Using modern equipment and technology (Q3)

The equipment owned by the hotel already uses modern technology that is in accordance with 3 star hotel standards. This indicator is in quadrant C, because the average value of guest reality and the average value of guest expectations is quite low, so this indicator is not very influential and considered unimportant.

2. Provide timely and fast service (Q5)

The service provided by the room attendant staff is quite timely and fast, but this indicator is in quadrant C, because the average value of guest perceptions and the average value of guest expectations is quite low, so this indicator is not too influential and is considered not too important.

3. Hospitality when serving guests (Q6)

The hospitality provided by the room attendant staff is quite satisfactory but this indicator is in quadrant C, which means that the increase in the variables included in this quadrant can be reconsidered because its effect on the benefits felt by customers is very small.

4. Provide a guarantee of security for the services provided (Q11)

The guarantee of a sense of security has been felt by the guests, but this indicator is in quadrant C, which means that this quadrant is not very important to guest satisfaction.

5. Employees are polite and friendly when serving guests (Q12)

A polite and friendly attitude has been felt by guests, the gap value on this indicator gets a positive value but this indicator is in quadrant C, which means this indicator needs to be reconsidered because its effect on the benefits felt by customers is very small.

6. Giving special attention to guests (Q16)

Special attention to guests has not been felt by guests, it can be seen from the gap results which show negative results. This indicator is in quadrant C, which means this indicator needs to be reconsidered because its effect on the benefits felt by customers is very small.

d. Quadrant D (excessive)

1. Employee appearance is clean and tidy (Q4)

In accordance with the situation at XYZ Hotel Yogyakarta, the room attendant staff always looks clean and tidy. The guests considered that the attributes in quadrant D had been implemented well by the room attendant staff, but these attributes were considered excessive in their implementation. However, this is not a significant problem because customers are still satisfied with the service they feel.

2. Always willing to help overcome the difficulties that guests face. (Q7)

In accordance with positive ratings from guests, it indicates that the room attendant staff always helps to overcome guest difficulties. The guests considered that the attributes in quadrant D had been implemented well by the room attendant staff, but these attributes were considered excessive in their implementation. However this is not a problem.

3. Always be honest with guests (Q13)

An honest attitude has been applied by the room attendant staff because this must be done by the room attendant and has become commonplace. The guests considered that the attributes in quadrant D had been implemented well by the room attendant staff, but these attributes were considered excessive in their implementation. However, this is not a problem because customers are still satisfied with the service they feel.

4. Have good communication skills (Q14)

The ability to communicate has been implemented well, it can be seen from the gap that has a positive value. The guests considered that the attributes in quadrant D had been implemented well by the room attendant staff, but these attributes were considered excessive in their implementation. However, this is not a significant problem because customers are still satisfied with the service they feel.

Conclusions

Research on the level of guest satisfaction with the quality of room attendant service at XYZ Hotel Yogyakarta shows that the positive gap is more than the negative gap. So that the services provided by the room attendant to guests are satisfactory. From these results, customer expectations for perceived service perceptions have been met so that guests feel comfortable and satisfied with the services provided by the room attendant staff. For example, the room attendant staff is always friendly and polite to guests who stay or visit the XYZ Hotel Yogyakarta.

In accordance with the results of the importance performance analysis, there are 3 indicators of service quality that must be improved, namely indicators regarding the cleanliness of the hotel area and hotel rooms, providing clear and easy-to-understand information, and understanding the needs and expectations of guests. As well as indicators that need to be improved and maintained in room attendant service as many as 3 indicators: (1) the condition of hotel facilities (building, parking, lobby area), (2) providing services to guest complaints, and (3) employee knowledge about the hotel environment.

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