Analysis of Receptionist Service Quality to Increase Guest Satisfaction at Hotel Yusro Jombang

Risa Hani Safitri[1]*, I Gusti Agung Bagus Mataram[2], I Putu Krisna Arta Widana[3]

[1,2,3] *Tourism Department, Politeknik Negeri Bali, Indonesia*

*Corresponding Author: *risahanisafitri21@gmail.com*

Abstract: This study aimed to analyze the level of receptionist service quality in increasing guest satisfaction at Hotel Yusro Jombang, East Java. The number of samples used was 60 respondents, with a purposive sampling data collection technique. The primary data collection method for service quality variables is using a questionnaire that has been tested for its validity and reliability. The analysis technique used is Customer Satisfaction Index, Servqual, and Importance Performance Analysis, presented in a Cartesian diagram. This study indicates that there is a negative, positive and neutral gap between guest perceptions and expectations. Customers are satisfied with the services provided because the value of the positive gap is more than the negative. The quality level of receptionist service in improving guest satisfaction at Hotel Yusro Jombang has been good, because the value of customer satisfaction index (CSI) of 90.22% is in the range of 81%-100%, meaning, in general, the guest satisfaction index at Hotel Yusro Jombang is on the "very satisfied" criteria. Next, based on the result of importance-performance analysis, each indicator's position in the cartesius diagram found an indicator that is a priority to be fixed, i.e., indicator in the A quadrant and an indicator that is an achievement to be maintained indicator which is in the B quadrant. As for indicators that are considered most satisfying by guests, they are X3 indicators, X5 indicators, and X10 indicators, each of them has a score of 0.04.

Keywords: Receptionist, Service Quality, Customer Satisfaction, Importance Performance Analysis.

Introduction

Hospitality is one service industry that provides lodging services and other supporting facilities. Hotels are classified as group-managed buildings that provide services, such as room service and food and beverage facilities to function for people traveling. They can pay an amount of money according to the services received (Sugiyono, 2014).

The Front Office Department, especially the receptionist, plays an essential role in providing services to the guests as the center of hotel operations and is responsible for giving the best first and the last impression to the guests. The receptionist deals directly with guests when guests make a reservation. A receptionist serves the check-in and check-out process, accepts guest complaints, receives incoming calls, serves payment transactions, and provides information on hotel facilities.

Due to the importance of the Front Office Department in a hotel, especially the receptionist, the quality of receptionist service is very influential for the satisfaction of staying guests. Hotel Yusro Jombang is one of the hotels that always provide full service to the guests from the moment they enter until they leave the hotel. To maintain and improve its services, Hotel Yusro Jombang always pays attention to the service quality by using guest comment cards.

Based on the guest comment card, some negative comments were obtained from the guests about the Front Office Department services, especially at the reception, namely: The check-in and check-out handling process take a long time, the receptionist is not prompt in assisting guests, the receptionist does not explain about the use of coupons breakfast and welcome drink coupons clearly which make the guests feel confused, a bellboy is late in taking guest belongings which make those guests wait too long. Various complaints about the quality of

services and services provided must be followed up by Hotel Yusro Jombang, especially the receptionist.

The objectives of this research are: to determine the level of guest satisfaction with the receptionist service at Hotel Yusro Jombang, to determine the most satisfactory service indicators for guests at Hotel Yusro Jombang, to determine the service indicators that need to be improved in the receptionist service at Hotel Yusro Jombang. The expected benefits of the research are to increase the understanding, experience, and knowledge of a receptionist at Hotel Yusro Jombang in providing the best service so that customers feel satisfied. The practical benefits are: to become a reference or learning material for students interested in researching service quality in increasing customer satisfaction, for Hotel Yusro Jombang, it is expected that it can be an input for the management of Hotel Yusro Jombang, especially the receptionist in improving service quality which will have an impact on the guest satisfaction and assisting in the operational development of the hotel in the future.

A hotel is a company that is managed by providing services and facilities such: food, drinks, and lodging for tourists who can pay a reasonable amount based on the service received without special approval in advance (Sulastiyono, 2011). A Hotel is a type of accommodation managed commercially, provided for a person or group of people who provides lodging, food and beverage services, and other services according to the development of needs and technology (Bagyono, 2012). There are several departments in the hotel: Room Division Department, Front Office Department, Housekeeping Department, Food and Beverage Department, Engineering Department, Security Department, Accounting Department, Marketing Department, and Human Resources Department (Hadi, 2014).

The reception is one place where guest services occur, such as reception of guests, serving guests without booking in advance or walking in guests, and giving or determining rooms for guests who have booked rooms in advance (Nawawi, 2015). Quality is a dynamic condition that affects products, the environment, services, processes, and people, which meet needs or exceed expectations, according to (Tjiptono, 2011). Service quality is the combination of all products and services resulting from marketing, engineering, production, and maintenance, making these products and services available (Wijaya, 2011). Sujatno (2008:6-7) in (Handayani, 2018) states that guests are critical people for the company because hotel guests buy company products such as rooms, food, drinks, and the use of hotel facilities, which directly determine the success of the company. Service quality will affect customer satisfaction. Customers will feel disappointed if expectations do not match with perceptions, and if perceptions exceed expectations, the customer will feel satisfied with the services provided (Sunyoto, 2013). There are characteristics of customers who are satisfied with the service received (Suryadana, 2015): Loyal to the product, Promotion through word of mouth, and the company is the customer's first choice.

Several previous studies serve as references in this study. These studies are as follows. Handayani conducted the first research (2018) entitled "Analysis of Reception Service Quality in Improving Guest Satisfaction at Bali Rani Hotel Kuta." A sample of 60 customers was taken using the accidental sampling technique. The result of this research is a positive and negative gap between the perceptions and expectations of guests on the quality of receptionist service at Bali Rani Hotel Kuta. 5 indicators produce a negative gap and nine indicators that produce a positive gap.

Pratiwi (2019) in her "Analysis of Front Office Service Quality for Customer Satisfaction at Padma Resort Legian" uses a sample of 60 customers through accidental sampling technique. The data analysis technique used was the servqual method and the Importance Performance Analysis. The research results show a positive and negative gap between guest perceptions and expectations of the service quality of the Front Office Department at Padma Resort Legian.

Taviprawati (2019) in her "Analysis of Room Attendant Service Quality on Customer Satisfaction at the Inter-Continental Jakarta MID Plaza Hotel" uses a sample of 75 guests through purposive sampling technique. Data were analyzed using servqual to see the gap between expectations and reality.

Winarno & Absor (2018) in their "Service Quality Analysis with Service Quality (Servqual) and Importance Performance Analysis (IPA) Methods at PT. Media Purna Engineering" use the

sample was 27 respondents who were determined using the Solvin formula. The data analysis technique used was the servqual technique and then analyzed using the Importance Performance Analysis (IPA) method. The result shows that one attribute must be improved, namely attribute number 15 about speed in providing solutions. Improvements that can be made are by empowering employees.

Choibamroong (2017) wrote "Expectations and Satisfaction of Chinese Tourists Toward Thailand Tourism Management." The sample amounted to 850 tourists consisting of 435 general tourists and 413 qualified tourists. The data analysis technique used is Importance Performance Analysis. The result showed that the two tourism groups prioritized the uniqueness of tourism activities and were equally satisfied with the uniqueness of tourism activities in Thailand.

Felix (2017) researched "Service Quality and Customer Satisfaction in Selected Banks in Rwanda." The sample was 384 customers with a convenience sampling technique. This study indicates that the five dimensions of service quality are highly correlated with customer satisfaction and show a significant relationship.

Methodology

In this study, two variables were used, namely the independent variable (X) and the dependent or dependent variable (Y). The independent variable in this study is service quality which consists of five dimensions, namely: Tangibles (X1), reliability (X2), responsiveness (X3), assurance (X4), and empathy (X5). The dependent variable in this study is customer satisfaction (Y).

The variables contained in this study are service quality which is measured based on five dimensions of service quality, namely: (1) Physical Evidence (X1) includes physical facilities, such as building and reception area, availability of parking lots, adequate equipment such as computers, telephones, and receptionist appearance. (2) Reliability (X2) is the ability of hotel employees, especially receptionists, to provide services as promised accurately and reliably. (3) Responsiveness (X3), namely the ability of hotel employees, especially receptionists, to welcome guests, help guest problems, and deal with guest complaints responsively, quickly, and accurately. (4) Assurance (X4), related to extensive knowledge, professional receptionist in serving in growing trust and confidence so that it is free from danger, risk or doubt. (5) Empathy (X5) is the receptionist's willingness to pay attention to guests, understand their needs, and serve them sincerely. (6) Customer Satisfaction (Y) is the feeling of pleasure or disappointment felt by guests after comparing the performance (result) of the product on the perceived service with their expectations.

Table 1. Variable and Indicators Variable

Variable	Sub Variable	Indicators
Service Quality (X)	Tangibles (X1)	The receptionist is always neat, fragrant, and clean
		The reception area is clean and well maintained
	Reliability (X2)	The receptionist communicates in a reasonable and understandable language
		The time of check-in and check-out times is fast and on time
	Responsiveness (X3)	The receptionist is responsive in welcoming guests
		The receptionist can solve problems quickly and precisely
		The receptionist is prompt in assisting guests
	Assurance (X4)	The receptionist provides a professional service
		The receptionist has extensive knowledge
		Security is guaranteed when guests' belongings are deposited at the reception

Empathy (X5)	The receptionist pays attention seriously to guest complaints
	The receptionist understands the needs of guests

(Source: processed data, 2021)

The types of data in this study are qualitative and quantitative data. Qualitative data is data in sentences or words, not in numbers (Siregar, 2017). The qualitative data in this study is the history of Hotel Yusro Jombang, the organizational structure and specifications of Front Office Department employees according to their respective fields, and receptionist services. Data were obtained from interviews with the Front Office Department Hotel Yusro Jombang. Quantitative Data, quantitative data is data in numbers (Siregar, 2017). Quantitative data in this study is data on the number of guests who stay. At the same time, the author conducts research and data from questionnaires given to guests after receiving service from the receptionist at Yusro Hotel Jombang.

The data sources used are primary and secondary data sources with the following descriptions. Primary data is collected by individuals or an organization directly or referred to as original or first-hand information. The primary data in this study were data from questionnaires distributed to guests staying at Hotel Yusro Jombang and data from direct interviews conducted by researchers with front office supervisors and receptionists at Hotel Yusro Jombang. Secondary data is obtained from previous studies and published by various agencies, usually in pre-existing journals and research. In this study, secondary data used by researchers are journals, theses, and the history of Hotel Yusro Jombang.

The sample is part of the selected members of the population. The sampling method is purposive sampling. The sampling technique is based on specific criteria. The criteria determined by the author are as follows: (1) Respondents' role is to provide input regarding the quality of service provided by the receptionist at Hotel Yusro Jombang. (2) Respondents are guests who have experienced the services provided by the receptionist at Hotel Yusro Jombang.

The sample can be determined by multiplying the number of indicators by at least 4 or 5. This study uses 12 attributes, so according to Malhotra in (Indrawan, 2014) a minimum of 60 respondents is required. Before analyzing the data, a questionnaire was tested by testing the validity and reliability of the indicator data on the questionnaire. Furthermore, the data analysis technique in this study uses the servqual method and mapping customer satisfaction using the Important Performance Analysis matrix. The Statistical Program used Social Sciences (SPSS) version 22 software data processing.

In obtaining the data needed in this study, several data collection methods were used. Observation is a data collection technique by directly observing the research site (Sugiyono, 2014). The observations made by the researchers were: observing directly the service provided by the receptionist to guests at Hotel Yusro Jombang, the service of the walk-in guest reception process, services in the check-in and check-out process, handling guest's problems, and receiving incoming calls. Interview is a data collection technique done orally (Sujarweni, 2014). Researchers conducted interviews according to interview guidelines with front office supervisors and receptionists to obtain data and direct information following the object under study, namely the quality of receptionist services in increasing customer satisfaction. Literature study is a data collection technique that comes from pictures, writings, or monumental works of someone (Sugiyono, 2014). Library studies conducted by researchers collect data from the internet, journals, scientific books, and the result of previous research related to the object under study. Questionnaire is a data collection technique done by giving respondents a set of questions or statements to answer (Sugiyono, 2014). The researcher sent questionnaires in Google forms to respondents using the WhatsApp application, namely guests who enjoyed reception services at Hotel Yusro Jombang.

The variables in this research questionnaire were measured using a Likert scale. The Likert scale is used to measure something that has no size, such as customer satisfaction. Strongly agree: rated 5; agree: rated 4; don't agree: rated 3; disagree: rated 2; strongly disagree: rated 1.

Testing of the questionnaire must be carried out before the data analysis process includes testing the validity and reliability of the data. An indicator can be valid if it can reveal data from the variables studied appropriately. According to (Sugiyono, 2014), validity is the degree of accuracy between the data that occurs on the researcher's object and the data collected by the researcher. Reliability is an indicator that will produce the same data if used several times to measure the same object (Sugiyono, 2014).

Statistical Program for Social Sciences (SPSS) version 22 is used to process the data. SPSS is a computer application used to analyze statistical data. The data obtained from the respondents' answers were processed using SPSS, which later obtained a value for the category of guest perceptions and expectations and saw the gap between these two things from each existing quality dimension. Servqual analysis technique is used to see the perceived service to the service expected by customers, in this case, guests who receive reception services at Hotel Yusro Jombang. Through this analysis, it is expected that there is a gap or gap between what is perceived and the customer's expectations. The data will be grouped into a matrix of importance-performance analysis in the mapping method of customer satisfaction. The Customer Satisfaction Index (CSI) is used to know the overall level of customer satisfaction by seeing the importance level of product or service indicators.

Results and discussions

Results

The results about the service quality of the Receptionist at Hotel Yusro Jombang from combining guest answers on questioner for four months from March 2021 to June 2021 based on five variables, namely tangible, reliability, responsiveness, assurance, and empathy, can be seen on following table 2.

Table 2. Sevice Quality of Receptionist at Hotel Yusro Jombang

Variable	Perceptions	Expectations
The receptionist is always neat, fragrant, and clean.	4,53	4,52
The reception area is clean and well maintained.	4,55	4,52
The receptionist communicates in a good and understandable language.	4,52	4,48
The time of check-in and check-out times is fast and on time.	4,43	4,55
The receptionist is responsive in welcoming guests.	4,57	4,53
The receptionist can solve problems quickly and precisely.	4,45	4,48
The receptionist is prompt in assisting guests.	4,48	4,53
The receptionist provides a professional service.	4,48	4,48
The receptionist has extensive knowledge.	4,47	4,57
Security is guaranteed when guests' belongings are deposited at the reception.	4,57	4,53
The receptionist pays attention seriously to guest complaints.	4,47	4,47
The receptionist understands the needs of guests.	4,50	4,47

(Source: process data, 2021)

Discussions

Before analyzing the data, the validity and reliability of the data were first tested. Determination of the validity of an instrument is measured by comparing r-count with r-table, df = n-2 (degree of freedom) with a significant level of 5%, "n" is the number of samples. If r-table < r-count, it can be said that the item of the instrument is valid. The number of sample test questionnaires is n = 30 and the magnitude of df is 30-2 = 28 and the significant level = 5% obtained r-table = 0.374.

Table 3. The result validity of perceptions and expectations

Variable	Perceptions Correlation Coefficient	Expectations Correlation Coefficient	Score (r-table)	Information
The receptionist is always neat, fragrant, and clean	0,713	0,757	0,374	Valid
The reception area is clean and well maintained	0,747	0,835	0,374	Valid
The receptionist communicates in a good and understandable language	0,814	0,856	0,374	Valid
The time of check-in and check-out times is fast and on time	0,690	0,623	0,374	Valid
The receptionist is responsive in welcoming guests	0,862	0,738	0,374	Valid
The receptionist is able to solve problems quickly and precisely	0,802	0,873	0,374	Valid
The receptionist is prompt in providing assistance to guests	0,891	0,820	0,374	Valid
The receptionist provides a professional service	0,890	0,875	0,374	Valid
The receptionist has extensive knowledge	0,823	0,928	0,374	Valid
Security is guaranteed when guests' belongings are deposited at the reception	0,782	0,795	0,374	Valid
The receptionist pays attention seriously to guest complaints	0,780	0,661	0,374	Valid
The receptionist understands the needs of guests	0,890	0,914	0,374	Valid

(Source: process data, 2021)

Furthermore, the perception reliability test was conducted. If the value of Cronbach's alpha is more significant than 0.60, it can be said that the indicator is reliable (Ghazali in Putri, 2017). The result of the questionnaire reliability test in this study can be seen in Table 4 as follows.

Table 4. The resulting reliability of perceptions and expectations

Cronbach's Alpha perceptions	Cronbach's Alpha expectations	Information
0,952	0,951	Reliable

(Source: process data, 2021)

The perception and expectation reliability test in Table 4 shows that Cronbach's alpha is more significant than 0.60. Based on the result of data processing, all indicators are declared reliable or reliable, and further analysis can be carried out.

The Customer Satisfaction Index is used to know the level of visitor satisfaction overall by seeing the importance of a product or service from the indicators in calculating the level of customer satisfaction using the Satisfaction Index (CSI). The calculation of the level of consumer performance using the Customer Satisfaction Index (CSI) requires an average score of the level expectation and an average score of the perceived receptionist service quality indicator at Hotel Yusro Jombang.

Tabel 5. Analysis of Customer Satisfaction Index (CSI)

Indicator	Indicators	MIS	WF	MSS	WS
X1	The receptionist is always neat, fragrant, and clean	4,53	8,39	4,52	37,90
X2	The reception area is clean and well maintained	4,55	8,42	4,52	38,07
X3	The receptionist communicates in a reasonable and understandable language	4,52	8,37	4,48	37,49
X4	The time of check-in and check-out times is fast and on time	4,43	8,20	4,55	37,31
X5	The receptionist is responsive in welcoming guests	4,57	8,46	4,53	38,32
X6	The receptionist is able to solve problems quickly and precisely	4,45	8,24	4,48	36,90
X7	The receptionist is prompt in assisting guests	4,48	8,29	4,53	37,57
X8	The receptionist provide a professional service	4,48	8,29	4,48	37,15
X9	The receptionist has extensive knowledge	4,47	8,27	4,57	37,82
X10	Security is guaranteed when guests' belongings are deposited at the reception	4,57	8,46	4,53	38,32
X11	The receptionist pay attention seriously to guest complaints	4,47	8,27	4,47	36,99
X12	The receptionist understands the needs of guests	4,50	8,33	4,47	37,24
Total		**54,02**			
WAT					**451,09**
	CSI (%)			**90,22**	

(Source: process data, 2021)

Based on the satisfaction index, the Customer Satisfaction Index (CSI) value of 90.22% is 81% - 100%. The guest satisfaction index at Hotel Yusro Jombang is generally in the "very satisfied" criteria. Although the value of the consumer satisfaction index is at a very satisfactory criterion, Hotel Yusro Jombang still has to improve the quality of its services because the Customer Satisfaction Index (CSI) value of 90.22% means that there are still 9.78% of customers who have not been fully satisfied with the quality reception service at Hotel Yusro Jombang. Therefore, Hotel Yusro Jombang needs to track customer satisfaction with indicators of the quality of receptionist service. Besides, customer satisfaction can change from time to time depending on the level of expectations required by the customer.

Table 6. Test Result on Average Perceptions and Expectations and Gaps
Service Quality Questionnaire at Hotel Yusro Jombang

Variable	Perceptions	Expectations	Gap
The receptionist is always neat, fragrant, and clean	4,53	4,52	0,01
The reception area is clean and well maintained	4,55	4,52	0,03
The receptionist communicates in a good and understandable language	4,52	4,48	0,04

The time of check-in and check-out times is fast and on time	4,43	4,55	-0,12
The receptionist is responsive in welcoming guests	4,57	4,53	0,04
The receptionist is able to solve problems quickly and precisely	4,45	4,48	-0,03
The receptionist is prompt in providing assistance to guests.	4,48	4,53	-0,05
The receptionist provides a professional service.	4,48	4,48	0,00
The receptionist has extensive knowledge.	4,47	4,57	-0,10
Security is guaranteed when guests' belongings are deposited at the reception.	4,57	4,53	0,04
The receptionist pays attention seriously to guest complaints.	4,47	4,47	0,00
The receptionist understands the needs of guests.	4,50	4,47	0,03

(Source: process data, 2021)

Based on Table 6, the score servqual shows a negative gap between perceptions and expectations in indicators X4, X6, X7, and X9. In addition to the negative gap between perceptions and expectations, there are eight positive indicators on indicators X1, X2, X3, X5, X8, X10, X11, and X12. The indicators that are considered the most satisfactory by guests are: the indicator X3 (The receptionist communicates in a reasonable and understandable language), the indicator X5 (The receptionist is responsive in welcoming guests), and indicator X10 (Security is guaranteed when guests' belongings are deposited at the reception), each of these indicators have a score 0,04.

Based on the result of the servqual score and the discussion above, it is found that services are perceived to have negative, positive, and neutral gaps. This is influenced by the point of view of Hotel Yusro Jombang as a service provider that is not always the same as the expectations of guests as recipients of services. Overall, Hotel Yusro Jombang has provided exemplary service because the perceived service is more significant than guest expectations. With this discussion, the Hotel Yusro Jombang must improve and improve services with negative values and maintain services with positive values.
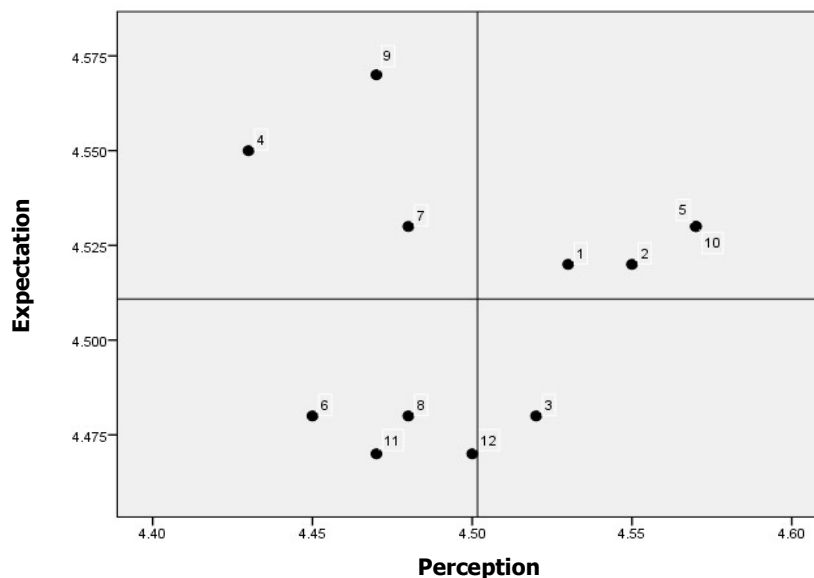
Figure 1. Cartesian Diagram Kartesius Importance Performance Analysis
(Source: processed data, 2021)

Information: 1.Quadrant A (Top Priority). Indicators in quadrant A show indicators that are considered to affect customer satisfaction. The management has not carried out according to customer expectations, so it is disappointing. The indicators in quadrant A are the implementation of fast and appropriate times to check-in and check-out (X4), the receptionist being prompt in assisting guests (X7), and the receptionist having extensive knowledge (X9). 2. Quadrant B (Maintain Achievement). Indicators in quadrant B are considered very important by guests and have succeeded in satisfying customers. The indicators that are in quadrant B are: the receptionist is always neat, fragrant, and clean (X1), the receptionist area is clean and well maintained (X2), the receptionist is responsive in welcoming guests (X5), and the security is guaranteed when guest's luggage be abandoned at the receptionist (X10). 3. Quadrant C (Low Priority). Indicators in quadrant C indicated indicators considered unnecessary and not too expected by guests. The indicators in quadrant C are: the receptionist can solve any problems quickly and accurately (X6), the receptionist provides professional services (X8), the receptionist is paying attention to guest complaints seriously (X11), and the receptionist should understand the guest's needs (X12). 4. Quadrant D (Excessive). Indicators in quadrant D indicate that they are considered less important and not too expected by guests. The services provided by the receptionist exceed what is expected by guests. The indicators in quadrant D are the receptionist communicates in a reasonable and understandable language (X3).

Conclusions

The level of receptionist service quality in increasing guest satisfaction at Hotel Yusro Jombang is good because score the Customer Satisfaction Index (CSI) value of 90.22% is in the range of 81% - 100% which means, that in general, the guest satisfaction index at Hotel Yusro Jombang is in the "very satisfied" criteria. Although the value of the consumer satisfaction index is at a very satisfactory criterion, Hotel Yusro Jombang still has to improve the quality of its services because the Customer Satisfaction Index (CSI) value of 90.22% means that there are still 9.78% of customers who have not been fully satisfied with the quality reception service at Hotel Yusro Jombang. Therefore, Hotel Yusro Jombang needs to track customer satisfaction with indicators of the quality of receptionist service; besides, customer satisfaction can change from time to time depending on the level of expectations required by the customer. Then, the indicators that are considered the most satisfactory by guests are X3, X5, and X10. Indicators that must be improved the quality of services are in quadrant A because the indicators in quadrant A affect customer satisfaction. Indicators that are in quadrant A, namely: X4, X7, and X9.

The indicators that Hotel Yusro Jombang must maintain are indicators in quadrant B because most customers are satisfied with the services provided by the receptionist. Indicators in quadrant B are X1, X2, X5, and X10. Not only in quadrant B but also the other indicators must be maintained and the quality of service improved to increase customer satisfaction with the services provided by Hotel Yusro Jombang. Thus, the overall level of receptionist service quality in increasing guest satisfaction at Hotel Yusro Jombang has proven suitable. Also, guests are satisfied with the services received during their stay at Hotel Yusro Jombang.

Based on research and discussion, the author conveys suggestions to the parties involved in service to customers, especially the receptionist at Hotel Yusro Jombang. The level of receptionist service quality in increasing guest satisfaction at Hotel Yusro Jombang is good because score the Customer Satisfaction Index (CSI) value of 90.22% is in the range of 81% - 100% which means, that in general, the guest satisfaction index at Hotel Yusro Jombang is in the "very satisfied" criteria. In this research, the researcher expected that Hotel Yusro Jombang could improve the quality of service, which has negative indicators, such as: a. The activity of check-in and check-out times is fast and appropriate. b. The receptionist can solve problems quickly and precisely. c. The receptionist is prompt in assisting guests. d. The receptionist has extensive knowledge.

The efforts that can be implemented to improve service quality are: a. Add human resources, especially at the receptionist, so the guests do not wait too long to get the services provided by the receptionist due to limited staff. b. Add human resources, especially at the receptionist, so the guests get a quick and precise response from the receptionist's staff in solving

problems. c. Improve communication and coordination between the receptionist and other departments to create a synergistic performance in improving service. d. The empowerment of employees at the reception is a meaningful and promising way to increase the receptionist's knowledge at Hotel Yusro Jombang.

Hotel Yusro Jombang must maintain positive indicators. Indicators that have a positive gap value are: (1) the receptionist is always neat, fragrant, and clean; (2) the receptionist area is clean and well maintained; (3) the receptionist's communicating is excellent and understandable language; (4) the receptionist is responsive in welcoming guests; (5) the receptionist provide professional service; (6) the security is guaranteed when guests' belongings are abandoned at the receptionist; (7) the receptionist is paying attention to guest's complaints seriously; (8) the receptionist understands the needs of guests. Steps that can be taken to maintain the positive values that have been achieved are to maintain performance and standard operating procedures as a reference in providing services. So, customers' trust and satisfaction are maintained, eventually making guests come back to Hotel Yusro Jombang.

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