The influence of excellent service by butler service on guest satisfaction at Tanadewa Villas & Spa

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Abstract: This research aims to determine the effect of excellent service by butler on guest satisfaction at Tanadewa Villas & Spa. This research used a quantitative method. Data were collected by questionnaire were analyzed using simple linear regression analysis. The collecting of data was an observation, distributed the questionnaire, and interviewed the assistant front office manager. The population in this research was the number of guests who stayed at Tanadewa Villas & Spa for six months from October 2020 to April 2021. The total of samples of this research was 30 respondents. The results of this research 30 respondents stated excellent service by a butler has a significant effect and has a positive direction towards guest satisfaction. The Pearson Correlation test results between the excellent service and guest satisfaction variable (Y), which are 0.662, show that the correlation between excellent service and guest satisfaction is high. Determination Coefficient Analysis shows that excellent service has 43.9% in explaining the variance of guest satisfaction, while the remaining 56.1% is from other factors not in this research. All the indicators have shown numbers above four of the Likert Scale. It means excellent service is still needed to optimize to make guest satisfaction such as teaching English of serving guests, providing directions on how to use the facilities in the villa, for example operating coffee machine or EDC machine, and carrying out guidance also socialization periodically focuses on excellent service procedures to butler employees.

Keywords: butler, excellent service, guest satisfaction, Tanadewa Villas & Spa

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Introduction

Bali has lots of inns, hotels, villas with various price offers. One of the villas in Bali that competes in the hospitality industry with services equivalent to five-star hotels in the Nusa Dua area is Tanadewa Villas & Spa. Canada Villas & Spa has several employees who have an important role in providing excellent service to tourists, especially butler service.

Butlers are trained professionals with various abilities to assist all departments in the villa (Seniartha, 2014). The butler section at Tanadewa Villas & Spa is frequently sought after and contacted by guests for whatever reason, whether by phone or in person. The task of the butler itself is serving the needs of guests from the beginning to come until they get out of the villa (Fandya et al., 2017). Therefore, if the service provided by the butler is not following the hotel standards, of course, it will make guests feel disappointed and dissatisfied with the services provided, their assessment of the services provided will also decrease. Customer satisfaction is the most important thing that companies use to attract consumers (Desthiani & Ernawati, 2020). Service quality and customer satisfaction have gradually been recognized as key factors to gain competitive advantage and customer retention to succeed. (Yang et al., 2011), (Bilgah, 2019).

Efforts to provide excellent service can realize if we can integrate ability, attitude, appearance, attention, action, and accountability by serving the guests well and fulfilling their needs (Barata, 2003). Therefore, the theoretical framework used as the basis of this research is Barata's theory of the concept of excellent service based on A6 by aligning factors, namely ability, attitude, appearance, attention, action, and accountability. The author chose this theory because this

concept is complete in achieving the goals and implementation of excellent service. Moreover, the A6 is an influential concept for every job employee to meet customer expectations (Rangkuti, 2017).

According to Boyt, Lusch, & Naylor (2001), the quality of service can be defined as an area of learning developed to define and describe how services are delivered under certain conditions to satisfy the customer or recipient. According to Zeithaml, Bitner, & Gremler (2018), service quality is the delivery of good or very good service compared to customer expectations. Making the guest happy and satisfied intention is not enough to prove the excellent service, but the strategy is needed to respond to their desire to create a positive impression on our company. One of the efforts to realize excellent service by butler is implementation it directly to the villa. According to Jones's theory, as quoted in (Mulyadi, 2015), implementation is directed toward effecting a program.

The quality of excellent service at Tanadewa Villas & Spa could be read from the guest reviews. Some of them commented they were not satisfied with the quality of services provided by butler staff. These not satisfied comments about service provided by butler could be found in some online travel agents, and some are in the form of guest comment cards which were given to guests in writing after the checking-out process. One example of dissatisfied comment to the butler was listed on Traveloka from guests who stayed on December 2020 as the following: "Check-in process was long, I arrived at 4 PM and still waited half an hour because the room was not ready". Besides it, some guests complained in November 2018 on booking.com regarding: "There was a little barrier with English with a staff member which made it hard to get across where we needed to go," and other comments directly from the guests said, "I call the butler to ask dental kit, but they don't come. Had always to call twice to request anything". These problems, it is stated that the butler service at Tanadewa Villas & Spa has not met the standard of excellent service quality, so it is necessary to evaluate the performance of the butler. These problems make the image of Tanadewa Villas & Spa weaken. This condition is also supported by research conducted by Yunanto, Setiono, & Medyawati (2012); Kim & Kim (2016), that excellent service is very important because it affects the company's success by a good company, proud and superior performance with excellent service performed. Shows how taking an end-to-end view of the complete customer experience, from when the problem first occurs right through to when the customer is happy that a permanent resolution has been achieved, enables service providers to identify the key support capabilities that are required to deliver an excellent customer experience (Trigger & Harrison, 2006). According to Johnston (2004), there are four keys to achieving excellent service: making promises, providing a personal touch, working harder, and solving problems well. Based on these problems, this study aimed to explore all of these to achieve excellent service. Therefore, the writer analyzed the influence of excellent service by butler service on guest satisfaction at Tanadewa Villas & Spa.

The research conducted by Fandya et al. (2017) about the relationship between the existence of Butler and Service Quality received by VIP Guests shows that service quality received by guests was also very good. There was a strong positive relationship between butler's existence and service quality in Raffles Hotel Jakarta. The difference was the variables used. Research conducted by Fandya et al. (2017) uses service quality to see how far the level of customer satisfaction is, while research conducted by the author uses excellent service to see how far the level of customer satisfaction is.

Methodology

The research used quantitative methods. The collecting of data was an observation, distributed the questionnaire, and interviewing the assistant front office manager. The population in this research was the number of guests who stayed at Tanadewa Villas & Spa for six months from October 2020 to April 2021. Determination of appropriate samples or sources as data in this study was an accidental quota sampling technique, in which is given the questionnaire to the guests by chance or meet accidentally with the writer at Tanadewa Villas & Spa (Sugiyono, 2013). The total of samples of this research was 30 respondents, influenced by several factors: the number of guests staying, the limited time, and the limited number of respondents willing to help fill out this

questionnaire. The questionnaire was used to assess the effective implementation of excellent service following the applicable SOPs at Tanadewa Villas & Spa.

Data analysis test using simple regression analysis aims to determine two variables between an independent variable (excellent service) with the dependent variable (guest satisfaction), whether it has a linear relationship or not. In this research, data analysis was conducted using SPSS Statistics 26 software (Statistical Product and Service Solution) and Microsoft Excel 2016. The dependent variable was influenced by the independent variable or will be affected due to it (Sugiyono, 2013). The indicator in the independent variable was taken from Barata (2003), and the indicator in the dependent variable was taken from (Lovelock & Wright, 2016). The independent variable can be seen in Table 1, and the dependent variable can be seen in Table 2.

Table 1. Independent Variable

Variables	Operational Definition	Indicator	Questionnaire	Measurement
Independent Variable (X) Excellent Service	Excellent service is service that meets quality standards that exceed customer expectations	Ability	1. Clear and understandable communication in the mastery of English and Indonesian	Likert scale
			2. Have high skills in using EDC machine, coffee machine, computer machine	Likert scale
		Attitude	3. Treating and respecting customers well	Likert scale
			4. Act rationally and professionally in explaining the quality and price of the goods/ services offered	Likert scale
		Appearance	5. Using face shields, masks, hand gloves in serving guests	Likert scale
			6. Dress up complete, neat, and fragrant	Likert scale
		Attention	7. Listen and truly understand the needs of the guest	Likert scale
			8. Always greeting and offer help to guest	Likert scale
		Action	9. Record every order and guest request	Likert scale
			10. Expressing thanks accompanied by warm smiles and greetings; "Hopefully come back ..."	Likert scale
		Accountability	11. Staff responsive in performing the services promised (when asking for room service, makeup room)	Likert scale
			12. Prompt and precise in respond complaints or suggestions from guests	Likert scale

Table 2. Independent Variable

Variables	Operational Definition	Indicator	Questionnaire	Measurement
Dependent Variable (Y) Guest Satisfaction	According to Zeithaml. et al. (2003: 86), "Guest satisfaction is customer's evaluation of a product or service itself in terms whether that product or service has made their needs and expectations is assumed to result in dissatisfaction with the product or service".	Perceived delivery product or service	Satisfied with the services provided by the staff	Likert scale
		Complaining behavior	Feel comfortable and safe while staying	Likert scale
		Expectations	Services provided according to expectations	Likert scale
		Confirmation or disconfirmation	Will come back to stay after this	Likert scale

Before conducting the research, it was found that there were services on the indicators of ability, attention, and accountability that needed to be improved. However, the study results show that all the factors in excellent service have been met. The data can be shown in Table 3.

Table 3. Result of excellent service

Excellent Service	Indicator	Likert Scale
Ability	Clear and understandable communication in the mastery of English and Indonesian	4.6
	Have high skills in using EDC machine, coffee machine, computer machine	4.5
Attitude	Treating and respecting customers well	4.5
	Act rationally and professionally in explaining the quality and price of the goods/ services offered	4.6
Appearance	Using face shields, masks, hand gloves in serving guests	4.7
	Dress up complete, neat, and fragrant	4.6
Attention	Listen and truly understand the needs of the guest	4.4
	Always greeting and offer help to guest	4.6
Action	Record every order and guest request	4.2
	Expressing thanks accompanied by warm smiles and greetings; "Hopefully come back ..."	4.6
Accountability	Staff responsive in performing the services promised (when asking for room service, makeup room)	4.4
	Prompt and precise in respond complaints or suggestions from guests	4.6

According to Sugiyono (2013), the Likert Scale measures approval or disagreement with a series of statements relating to belief or behavior regarding a particular object. The answer score of 5 means excellent, the answer score of 4 means very good, the answer score of 3 means good, the answer score of 2 means poor, the answer score of 1 means very poor. Table 3 above shows that all indicators on the dimensions of excellent service have shown numbers above 4. It shows that the excellent service at Tanadewa Villas & Spa is excellent. Excellent service is very important applied in a company and organization. The level of guest satisfaction also affects the

performance of the service received, better the perceived performance, meaning that services provided are in line with expectations. Efforts by Tanadewa Villas & Spa are by increasing strategies of excellent service to the maximum so that all guests can feel overall service satisfaction.

Hypothesis
H_0 = There is no effect of excellent service toward guest satisfaction at Tanadewa Villas & Spa.
H_a = There is an effect of excellent service toward guest satisfaction at Tanadewa Villas & Spa.

Results and Discussions

The total of respondents in this research was 30 respondents. They were the guest who stayed at Tanadewa Villas & Spa. The questionnaire distributed to 30 respondents consists of several characteristics of gender and age. According to the sample determination, this research used an accidental quota sampling technique was given that the questionnaire was by chance or met accidentally with the writer at Tanadewa Villas & Spa. Based on gender, 17 people or 56.7% were females, while 13 people or 43.3% were males. Based on age, 50.0% or 15 people were 21-30 years old considered honeymoon guests and productive working age, while 30.0% or 9 people were 31-40 years old, and 20.0% or 6 people were 41-50 years old.

The data obtained from the field will be tested first using the validity test and reliability test. We use Pearson's bivariate correlation formula to find out the validity of the questionnaire. Questionnaire items are stated valid if r-table lower than r-count and sig. (2-tail) lower than 0.05. The validity test results by distributing questionnaires to 30 respondents show that two variables in this research are valid because they have a correlation coefficient value greater than r-table (0.361) and sig. lower than 0.05. Then we use the formula of Cronbach's Alpha to find out the reliability of the questionnaire. In this test, the writer compares the result Cronbach Alpha (α) with the standard unit of 0.60. The data is reliable if the alpha coefficient value is bigger than 0.60 (Ghozali, 2005). In this study, the questionnaire is reliable because the Cronbach Alpha value is bigger than 0.60 on the excellent service variable, which is 0.904, while the guest satisfaction variable is 0.808.

In analyzing simple linear regression, the classical assumptions test in this research include normality test, heteroscedasticity test, and linearity test. Normality test aims to check whether residual variables have a normal distribution or close data in the regression model. This research uses a One-sample Kolmogorov-Smirnov test using a significance level of 0.05. On this Kolmogorov-Smirnov test, data is normally distributed if probability (sig) is greater than significance level α of 5% (0.05). Table 4 shows the result of the normality test or Asymp. Sig. (2-tailed). This value is compared with 0.05 or uses a significance level of 5%. It shows the value of Asymp. Sig. equal to 0.129 is greater than α of 0.05. So it can be concluded that data is normally distributed.

Table 4. Result of normality test

One-Sample Kolmogorov-Smirnov Test		Unstandardized Residual
N		30
Normal Parameters[a,b]	Mean	.0000000
	Std. Deviation	1.51745555
Most Extreme Differences	Absolute	.141
	Positive	.074
	Negative	-.141
Test Statistic		.141
Asymp. Sig. (2-tailed)		.129

[a]. Test distribution is Normal.

(Source: Data processed on IBM SPSS 26, 2021)

The heteroscedasticity test is a test to identify variance differences from residual in observation with other observations. The regression model is good if there is no heteroscedasticity (Ghozali, 2005). Heteroscedasticity testing can be done by the Glejser Test method. The result value of the test can be seen from the value of significance. If the significance value is greater than 0.05, there is no heteroscedasticity. Table 5 shows the significant level of excellent service variable is 0.673. It is greater than significance level 0.05, so it can be concluded that the regression model is free from heteroscedasticity.

Table 5. Result of Heteroscedasticity Test

		Coefficient				
	Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.924	1.633		1.178	.249
	Excellent Service	-.013	.030	-.080	-.427	.673

a. Dependent Variable: Res_Abs
(Source: Data processed on IBM SPSS 26, 2021)

Linearity test is used as a prerequisite in applying the linear regression method. The result shows excellent service (X) and guest satisfaction (Y) has a linear relationship if the significance (linearity) is lower than the significance level of 5% (0.05). Based on Table 6, the significance (linearity) equals 0.000. Therefore, the value is smaller than the research significance level of 5% (0.05). Therefore, it can conclude that between variables excellent service (X) and variables guest satisfaction (Y) has a linear relationship.

It can be concluded that the results of the classical assumption test also prove that the regression model meets the requirements. The data is proven to be used in a normally distributed analysis and has a linear relationship. Furthermore, there is no heteroscedasticity (results of discussion of classical assumption tests).

In measuring the implementation of excellent service by the butler, it is necessary to fill out a questionnaire that aims to provide an overview and information in the form of direct data from guest assessments of the excellent service by butlers at Tanadewa Villas & Spa. Then, simple regression is used to determine the effect of excellent service on guest satisfaction at Tanadewa Villas & Spa. The result of simple linear regression analysis is shown in Table 7.

Table 6. Result of Linearity Test

			Sum of Squares	df	Mean Square	F	Sig.
			ANOVA Table				
Guest Satisfaction *Excellent Service	Between Groups	(Combined)	65.836	10	6.584	2.354	0.052
		Linearity	52.189	1	52.189	18.663	0.000
		Deviation from Linearity	13.647	9	1.516	0.542	0.826
	Within Groups		53.131	19	2.796		
	Total		118.967	29			

(Source: Data processed on IBM SPSS 26, 2021)

Table 7. Result of Simple Linear Regression Analysis

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.556	2.895		1.574	.127
	Excellent Service	.246	.053	.662	4.678	.000

a. Dependent Variable: Guest Satisfaction

Source: Data processed on IBM SPSS 26, 2021

The results of the regression equation by using SPSS version 26 are obtained as follows:Y= 4.556 + 0.246 X

The regression equation above partially shows the relationship between the independent and dependent variables. From the equation, it is concluded that:

α = Constant value of 4.556 means if the excellent service (X) is equal to zero (constant/ no increase), then the guest's satisfaction value (Y) is 4.556.

β = Regression coefficient of 0.246 means excellent service positively influences guest satisfaction.

The regression equation also explains that guest satisfaction at Tanadewa Villas & Spa will remain valuable positive, and significant. If there is an increase in the excellent service variable (X), it will increase the guest satisfaction variable (Y).

The significance test is used to check the significance of the relationship, whether the specified relationship applies to the entire population. In this research, we use the significance test using t statistic. Based on Table 8, it is partially known that excellent service affects guest satisfaction at Tanadewa Villas & Spa. This condition shows that the t count value of 4.678 is greater than the t table of 2.048, with a significant level of 0.000 is lower than 0.05. Therefore, the study results show a significant effect between capability and guest satisfaction, so Ho is rejected, and Ha is accepted. The correlation coefficient is used to determine the degree of relationship closeness between the independent variable (X) and dependent variable (Y). For data in the form of intervals, the product-moment correlation is used.

Table 8. Result of Correlation Coefficient Analysis

Correlations

		Excellent Service	Guest Satisfaction
Excellent Service	Pearson Correlation	1	.662**
	Sig. (2-tailed)		.000
	N	30	30
Guest Satisfaction	Pearson Correlation	.662**	1
	Sig. (2-tailed)	.000	
	N	30	30

**. Correlation is significant at the 0.01 level (2-tailed).

(Source: Data processed on IBM SPSS 26, 2021)

Based on Table 8, the simple coefficient between excellent service (X) and guest satisfaction (Y) shows that the r-value of 0.662 is greater than the r-table of 0.361, with a significant level of 0.000 is greater than 0.05. Based on an interpretation of the correlation coefficient related to what has been stated by Sugiyono (2007:116), the r-value of 0.60 to 0.79 shows that there is a high correlation between the excellent service (X) and guest satisfaction (Y). The result follows the theory by Barata (2003) that excellent service can affect guest satisfaction.

The coefficient of determination measures the deep regression model can explain dependencies variables. The coefficient of determination is between zero and one. A close value means that the independent variables provide almost all the information needed to predict the dependent

variable. Table 9 shows the result of the determination coefficient analysis. The Pearson Correlation test results can be seen between the excellent service (X) and guest satisfaction (Y), which are 0.662, show that excellent service and guest satisfaction are high because they are in the value range of 0.60 - 079. Furthermore, there is a big influence from the excellent service variable (X):

$$D = r^2 \times 100\%$$
$$D = 0{,}662^2 \times 100\% = 43{,}8244\% = 43{,}9\%$$

Table 9. Result of Determination Coefficient Analysis

Model Summary				
Model	R	R Square	Adjusted R Square	Std. The error of the Estimate
1	.662ᵃ	.439	.419	1.544

a. Predictors: (Constant), Excellent Service

(Source: Data processed on IBM SPSS 26, 2021)

Table 9 shows that excellent service has 43.9% in explaining the variance of guest satisfaction, while the remaining 56.1% is from other factors not in this research, for example, product quality, pricing, and others that are not researched.

Talking about standard operating procedures (SOPs) becomes a reference or guideline for all employees, especially for a butler in carrying out the operations. Following the writer's observations, butler employees have carried out all operations according to established standard operating procedures. Through several unstructured interviews, the writer got an answer from one of the respondents as an assistant front office manager who said that currently, the butler had implemented all the SOPs in operation with excellent service. It is realizing and creating a good image for the company. Furthermore, even from day to day, the services provided by the butler to guests are satisfying. This can be read from the increase in ratings and many good reviews about services and villas on online travel agents. It means the excellent service has to optimize to make guest satisfaction, such as teaching English of serving guests, providing directions on how to use the facilities in the villa, for example operating coffee machine or EDC machine, and carrying out guidance also socialization periodically focuses on excellent service procedures to butler employees.

Many repeat guests come to stay again and review the good from the guests prove the excellent service is very well implemented. Excellent service aims to provide all the wishes and guests' needs during their stay at the villa. This is realized by free shuttle service specifically for the Nusa Dua area according to schedule, then giving some surprises to guests on birthdays, anniversaries, or honeymoons and decorating the villa rooms with romantic decoration. It is also supported by some of the previous researcher's results, among others. The results of this research are supported by previous research conducted (Asih et al., 2016). Furthermore, it is known that providing excellent service has a positive effect on customer satisfaction. Therefore, reliable human resources must support excellent service because excellent service gives the first impression to the end in serving customers.

Conclusions

The research proves with The Pearson Correlation test that guest satisfaction at Tanadewa Villas & Spa is highly related to excellent service factors: ability, attitude, appearance, attention, action, and accountability. Based on the determination value, it can be concluded that excellent service has 43.9% in explaining the variance of guest satisfaction, while the remaining 56.1% is from other factors not in this research. But all indicators on the dimensions of excellent service have shown numbers above four of the Likert Scale. Therefore, it means excellent service is still needed to optimize guest satisfaction to make the guests come to stay again. It is also supported by the results of interviews with butlers related to strategies in implementing excellent service for butlers at Tanadewa Villas & Spa, such as by providing 24-hour personal butler service, daily

cleaning services by housekeeping, free shuttle service specifically for Nusa Dua area only with a predetermined schedule, also especially by giving surprises to those tourists who are on birthdays, anniversaries, and honeymoon by giving free cakes and decorating the villa rooms with romantic decorations and set-up roses at bath-up.

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