

Implementation of e-service quality by front office department in increasing guest satisfaction at Movenpick Resort & Spa Jimbaran Bali

Kadek Hindra Wijaya Putra ¹, I Gusti Agung Mas Krisna Komala Sari ^{2*},
I Nyoman Winia ³

^{1,2,3} Tourism Department, Politeknik Negeri Bali, Indonesia

*Corresponding Author: gungmas@pnb.ac.id

Abstract: This study was conducted to determine the implementation of e-service quality by the front office department to guest satisfaction and to determine the percentage of guest satisfaction with e-service quality by the front office department at Mevenpick Resort & Spa Jimbaran Bali. This study uses a qualitative descriptive analysis method. Data were obtained by means of observation, documentation and interviews with informants who were considered to understand the research problem, namely the implementation of e-service quality by the front office department and the percentage of guest satisfaction with e-service quality by the front office department at Mevenpick Resort & Spa Jimbaran Bali. Data collection methods used in this study were observation, documentation and interviews. The results of this study indicate that a total of 7 indicators (efficiency, reliability, compliance, privacy, responsiveness, compensation, contact) and a total of 21 sub-indicators of e-service quality have been fully implemented by the front office staff at Movenpick Resort & Spa Jimbaran Bali. The implementation of e-service quality plays a very effective and efficient role in increasing guest satisfaction, as evidenced by the results of the percentage of guest satisfaction which has increased by 3.13% from before the implementation of e-service quality, which is 86.88%. Then after the implementation of e-service quality increased to 90.01%. Then it is known that of the 7 e-service quality indicators that have been implemented several indicators are felt or considered by guests to be able to provide increased satisfaction during their stay, such as fulfillment, responsiveness, and contact.

Keywords: e-service quality, guest satisfaction, implementation

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Introduction

A hotel is a place where lodging, food and drink and other services are provided for rent to guests or people who are temporarily living (Destiana, 2018). Hotel Business is an effort to provide accommodation in the Movenpickrooms in a building, which can be equipped with eating and drinking services, entertainment activities and other facilities operationally with the aim of making a profit (Kemenparekraf, 2013).

Hospitality is one of the tourism industries that mainly aims to provide accommodation for domestic and foreign tourists. In the hospitality business there is a lot to offer to customers. All that is offered is a hotel product that aims to provide satisfaction to customers. When staying at a hotel, of course, the attributes in tsatisfactorily affect the purchasing decision of the consumer because before making a purchase decision, consumers will consider various attributes in the hotel (Thung et al., 2021).

Services are basically activitthe ties offered by organizations or programs to consumers, which are of an intangible nature and cannot be owned. Service is tseveral indicators are one party to another party. Good service is a service that is provided in a suave, fair, fast,

precisstaysnd with good ethics so as to meet the needs and satisfaction for those who receive it (Muliana, 2020).

Service Quality is one of the important parts that every company must strive for if it wants what is produced to be able to compete in the market to satisfy the needs and desires of consumers. Today's development many consumers are increasingly critical before and after buying products. Consumers always want to get quality products according to the price paid, which is accompanied by good service quality (Maulana, 2016). Service quality is one of the driving factors to increase customer satisfaction. Service quality is also an important thing in a company's business, as one of the drivers that most determine the success of the company. If the quality of service provided is considered not good or lacking and not as expected by the customer, it can cause a sense of disappointment and dissatisfaction with the quality provided. Providing the best service really needs to be done in the company both from the facilities, comfort, security, certainty and convenience offered is truly realized so as to create a sense of trust that is embedded in the customer's attention to the company's products or services (Rinjani, 2019). Satisfaction is the level of a person's feelings after comparing the performance or results felt with his expectations (Veronica, 2017). Meanwhile, according to (Laurent, 2017) Customer satisfaction creates customer behavior that can help companies to create more effective communication (Afrida, 2015).

E-service quality itself is a service that is carried out electronically through internet media such as websites that can effectively and efficiently facilitate users in carrying out online services such as online shopping, searching and finding information desired by users on the website (Virgianne et al., 2019). E-service quality is an innovation developed in terms of service quality that aims to measure customer satisfaction through electronic systems or the internet. With the existence of e-service quality, it is hoped that it can make it easier for customers to access every transaction activity, starting from ordering, checking and payment. (Rinjani, 2019). E-service quality is one of the implementations of green service because in the implementation of e-service quality, it pays more attention to the environment and then focuses on the use of environmentally friendly materials and can meet the needs of guests by providing environmentally friendly products (Liu, 2011) and (Wong et al., 2013). In the implementation of e-service quality, there are several indicators that are used as a measuring tool for the implementation of e-service quality according to those contained in the journal (Virgianne et al., 2019), namely: efficiency, reliability, fulfillment, privacy, responsiveness, compensation, contact.

The implementation of electronic service has been implemented since mid-2019 until now at the hotel. In the Front Office department, electronic services that have been applied are such as, using barcode scans to find out maps or hotel plans, scanning barcodes to find out hotel facilities and promotions from hotels, having a website for booking rooms online, installing ultraviolet light sterilizer boxes, checking body temperature automatically installed right in front of the lobby area, giving reviews or comments from guests carried out via email and website from the hotel, electronic transactions using debit and credit transaction machines.



Figure 1. Implementation of barcode scanning

Methodology

This research is a qualitative descriptive study with an analytic model adopted from Miles Huberman (1992). Miles and Huberman divide data analysis into three stages, namely;

1. Data Reduction, Data reduction is a sensitive thought process that requires intelligence and a high breadth and depth of insight. For researchers who are new, in carrying out data reduction, they can discuss with friends or other people who are considered experts. Through the discussion, the researcher's insight will develop, so that it can reduce data that has significant findings and theory development value.
2. Presentation of Data, the presentation referred to by Miles and Huberman, is a structured collection of information that gives the possibility of drawing conclusions and taking action.
3. Drawing conclusions, The third step of qualitative data analysis according to Miles and Huberman is drawing conclusions and verification. After reducing the data and then presenting it, the last step is drawing conclusions to get points from the explanation that has been presented

Qualitative research is research where the researcher is a human instrument and with data collection techniques participant observation (participatory observation) and in-depth interviews (in-depth interview), researchers must interact with data sources. Thus, qualitative researchers must really know the person who provides the data (Sugiyono, 2013). Qualitative research aims to gain a general understanding of social reality from the participant's perspective. This understanding is not determined in advance, but is obtained after analyzing the social reality that is the focus of the study, then conclusions are drawn in the form of a general understanding of that reality.

Determination of samples or informants in qualitative research aims to obtain maximum information. Informants in this study were selected using purposive sampling, purposive sampling is a sampling technique of data sources with certain considerations. purposive sampling uses certain criteria in selecting samples (Managerial et al., 2012). Informants selected in this study are parties who know in detail the information related to this research problem, namely how to implement e-service quality. There were several informants who were selected and considered to know in detail to obtain information in this study, namely Assistant Front Office Manager, Duty Manager, Front Office Supervisor, Receptionist, Telephone Operator, Bellman. The data collection method used to obtain information from predetermined informants is by using interview techniques. By collecting the results of interviews that have been conducted, the authors describe the results of the interviews so as to obtain information about the implementation of e-service quality. In addition to interviews, documentation and observations were also carried out in data collection. The author makes observations by seeing for real whether it is true that e-service quality has been implemented, for example, there is a barcode scan when making payments or providing information. In the research method that to support qualitative analysis, this study uses quantitative data taken from the results of a company survey on guest satisfaction.

Results and Discussions

Implementation of E-Service Quality by Front Office Department at Movenpick Resort & Spa Jimbaran

In the implementation of e-service quality, there are 7 indicators used as a measuring tool for the implementation of e-service quality, according to those contained in the journal (Virgianne et al., 2019), namely: (1) Efficiency. (2) Reliability. (3) Fulfillment. (4) Privacy. (5) Responsiveness. (6) Compensation. (7) Contact. After conducting the interview process, the author also made observations again to strengthen the results of the answers from the interview and the results are as follows:

1. Efficiency

The website can certainly be accessed and at the same time used easily just by clicking "movenpick.com". On the website, customers can easily find the desired product details, because the website has been equipped with a feature of the option menu feature that appears when clicking on the website. On the website provided by the hotel, namely

"movenpick.com", products from the hotel are also displayed in the form of images of products owned by the hotel and a detailed description of the product is also included. With the availability of these service facilities, where products from hotels are described and explained in full, of course, consumers will find it easier to find, find and be able to choose products that suit the needs of these consumers. On the website owned by the hotel regarding payment, there are several payment methods that can be used by customers, namely by using credit cards, coupons and promotional codes

2. Reliability

On the website owned by Movenpick Resort & Spa Jimbaran Bali, namely "movenpick.com", of course when used and accessed it runs smoothly without errors. Customers certainly feel comfortable using the website of the hotel because it can run smoothly without any problems or errors. The transaction process on the hotel website is carried out very easily and quickly, namely where the website will display the products available at the hotel and provide an explanation of the details of the product so that consumers are facilitated in choosing the desired product. Websites or social media such as Instagram and Facebook from Movenpick Resort & Spa Jimbaran Bali have a display design that is certainly made to be as attractive as possible. On websites or social media such as Instagram and Facebook owned by the company, of course, the product is depicted by illustrating by posting pictures and there are categories and detailed descriptions of the product so that way it will certainly be easier for consumers to find, know and get information about the products owned by the company.

3. Fulfillment

A product that wants to be promoted and makes customers interested in the product, of course, the product must be accurately described and explain in detail about the product. On the website or social media owned by Movenpick Resort & Spa Jimbaran, it certainly displays the details of the product and on the website displays every image of the product, price list and benefits obtained. Thus, the products depicted through websites and social media should certainly be described very accurately, clearly and easily to be understood by consumers. The availability of products or special wishes from guests can certainly be negotiated with the hotel by contacting the hotel through the website, email, or hotel phone number. Regarding the sender of the promised product, of course, the hotel will provide very optimal service in order to provide satisfaction to customers. If indeed the hotel and the customer have made an appointment regarding the delivery of products and the like, it is certain that everything will be completed at the time previously promised. The completeness of the information owned by the hotel, either through the company's website, social media such as Instagram and Facebook or through all hotel staff, especially in the front office department, is a very effective and efficient support in providing confidence to consumers regarding the products and facilities owned by the company. Thus customers will certainly get clearer information about the details of the products offered by the hotel and payment bills on each product or facility.

4. Privacy

With the existence of e-service quality, it will certainly be more effective and efficient for the hotel to send a history of belanja or guest bills only via email, so that later consumers can open at any time to review the consumer bill so that it can make it easier for consumers and save time from hotel staff in providing services in increasing guest satisfaction. The shopping history of the consumer will certainly only be given by related parties registered in the hotel system and is very guaranteed security, it is very unlikely that the shopping history of the consumer is spread to other parties because the system has been directly connected by the personal email of the consumer. Regarding credit card/ payment information, security is guaranteed because before making a transaction, of course, the hotel will ensure the entirety of the transaction then the hotel will provide an opportunity for guests to check back about transactions made when staying at the hotel such as shopping history and so on, of course, all types of transactions or shopping history from consumers are guaranteed security. Regarding consumer personal data on the website, of course, security is guaranteed because the website of the hotel already has legality that can be accounted for in terms of the security of personal data from consumers. On the website owned by the hotel regarding payment

issues, the hotel has a payment motede called a payment gateway where consumers can directly pay through the website by entering data from the consumer, then after making the payment process the next stage will be processed by the reservation party who will process the payment and it is legal and can be accounted for by the hotel.

5. Responsiveness

Providing the best service is certainly the goal of every hotel to be able to create a sense of comfort and provide satisfaction to guests. In providing the best and maximum service to guests, of course, the hotel should be able to overcome the problems experienced by guests where the hotel will act quickly if it knows that a problem occurs by the guest and the hotel will immediately provide a solution to the problem On the website, consumers can list what are the needs of these consumers and the company is certainly willing to respond to the needs of these consumers. Consumers can also contact the hotel contact to submit all their needs and the ho-tel is always ready to be on standby in responding to this. By implementing e-service quality, it is certainly very helpful for the hotel in carrying out operational activities to be more optimal and faster, because by utilizing e-service the hotel can communicate and respond to guest needs quickly through the website, social media, email and questions from consumers can now be reached more widely and answered quickly.

6. Compensation

The compensation in question is compensation given from the hotel to the consumer, compensation is a complementary thing in a business such as hospitality. The existence of this compensation is arguably quite important in a hotel with the aim of providing compensation to consumers if necessary, refunds and shipping costs or product handling. Movenpick Resort & Spa Jimbaran Bali has a mechanics refund or refund, where this refund or refund generally occurs because the consumer cancels the transaction that has been processed or there is an error from the hotel and the consumer.

7. Contact

It is very important for a hotel to have contacts in order to contact the hotel if a problem occurs. Movenpick Resort & Spa Jimbaran Bali has 24-hour customer service. Where the hotel staff will always be on standby for 24 hours to provide services to consumers from Movenpick Resort & Spa Jimbaran. If consumers need something they want or just want to know the information needed, consumers can contact the hotel staff directly through the telephone available in the hotel room and can also use a personal cellphone to contact the hotel staff if needed or if there is a problem.

Table 1. Implementation of e-service quality

Indicators	Subindicators	Already Applied	%
		(√)	
Efficiency	- The website can be accessed and used easily	√	100%
	- Consumers can search and find the desired product easily (have a good search engine)	√	
	- Websites can load quickly	√	
	- The website has a variety of payment methods	√	
Reliability	- The website does not experience crashes / errors	√	100%
	- Transactions can be done easily and quickly	√	
	- The website has an attractive appearance design	√	
Fulfillment	- Products are accurately depicted by the website	√	100%
	- Product stock availability	√	
	- Delivery of products according to the promised time	√	
	- The website provides clear information about products and payment bill	√	

Privacy	- Consumer shopping history is not shared with other parties	✓	100%
	- Credit card/ payment information is guaranteed security	✓	
	- Consumers' personal data is protected on the website	✓	
	- The website has adequate securities transactions	✓	
Respon-sive-ness	- Can solve problems experienced by consumers	✓	100%
	- The company is willing and ready to respond to consumer needs	✓	
	- Customer questions are answered quickly	✓	
Compensation	- Has a refund mechanism, shipping costs, product handling fees	✓	100%
Contact	- Has 24-hour customer service	✓	100%
	- Can contact company staff directly by phone when needed/ if there is a problem	✓	
Average implementation of e-service quality			100%

Table 1 shows the percentage of guest satisfaction when before the hotel implemented e-service quality from 2017 to the beginning of 2019. The total percentage of guest satisfaction can be seen in the box with the overall score description. The picture shows an overall score of 86.88%, which means that the overall percentage of guest satisfaction is at 86.88%.

Percentage of Guest Satisfaction with E-Service Quality by the Front Office Department at Movenpick Resort & Spa Jimbaran

The implementation of E-Service Quality at Movenpick Resort & Spa Jimbaran Bali has been implemented from mid-2019 to the present in 2022, where in its implementation e-service has a big impact on the company, especially on guest satisfaction. There have been several developments and improvements in the hotel both from the performance of the hotel and the satisfaction of guests staying at the hotel from before and after implementing e-service quality.

1. Before Implementing E-Service Quality



Figure 2. Before the implementation of e-service quality from 2017-2019

Figure 2 shows the percentage of guest satisfaction when before the hotel implemented e-service quality from 2017 to the beginning of 2019. The total percentage of guest satisfaction can be seen in the box with the overall score description. The picture shows an overall score of 86.88%, which means that the overall percentage of guest satisfaction is at 86.88%.

2. After the Implementation of E-Service Quality

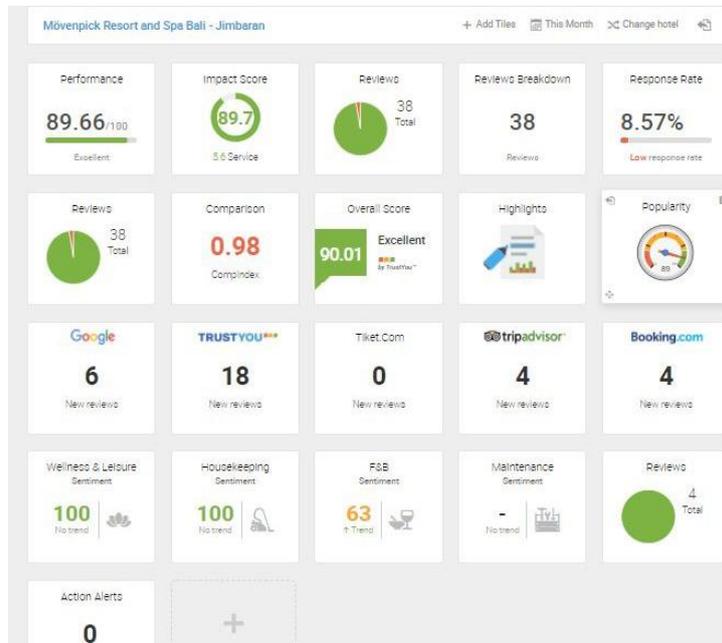


Figure 3. After the implementation of e-service quality from 2019-2022

Figure 3 shows the percentage of guest satisfaction when after the hotel implemented e-service quality from mid-2019 to the present in 2022. The total percentage of guest satisfaction can be seen in the box with the overall score description. The picture shows an overall score of 90.01%, which means that the overall percentage of guest satisfaction is at 90.01%. It can be seen in Figure 2 that before the implementation of e-service quality, from 2017 to early 2019, the percentage of guest satisfaction reached 86.88%. This shows that the percentage of guest satisfaction before implementing e-service quality is 86.88%. Meanwhile, Figure 3 after the implementation of e-service quality, namely from mid-2019 to the present in 2022, shows the percentage of guest satisfaction reaching 90.01%. This shows that the percentage of guest satisfaction when implementing e-service quality is 90.01%. Thus, it can be said that the percentage of guest satisfaction who stays at the hotel before and before the implementation of e-service quality has increased by 3.13% from before the im-plementation of e-service quality, which is 86.88%. Then after the implementation of e-service quality increased to 90.01%. The guest comments regarding e-service quality, namely the indicators of efficiency, reliability, fulfillment, responsiveness and contact indicate that guests are very satisfied. Here are guest statements from searches on Tripadvisor in 2021.

"Hotel staff are very friendly when entering the hotel area and are greeted well, friendly, polite by the front office staff and when I need service or assistance the hotel provides the maxi-mum and is available 24 hours" (Contact)
 (Sumber : https://www.tripadvisor.com/Hotel_Review-g297696-d11679425-Reviews-Movenpick_Resort_Spa_Jimbaran_Bali-Jimbaran_South_Kuta_Bali.html)

"The hotel is very good and has good and attractive facilities, the products offered on the hotel website are also in accordance with what is provided or owned by the hotel. When staying at the hotel, the necessary needs can be responded quickly by the hotel" (Fulfilment, Reliability)

(Sumber : https://www.tripadvisor.com/Hotel_Review-g297696-d11679425-Reviews-Movenpick_Resort_Spa_Jimbaran_Bali-Jimbaran_South_Kuta_Bali.html)

"I am very happy with the service from the hotel. my experience while staying at the hotel, when I wanted to ask if there was a place to eat that matched the tastes of the local people there and the staff from the hotel quickly responded and even suggested some places to eat that might match what I needed at that time " (Responsiveness)

(Sumber : https://www.tripadvisor.com/Hotel_Review-g297696-d11679425-Reviews-Movenpick_Resort_Spa_Jimbaran_Bali-Jimbaran_South_Kuta_Bali.html)

"When I looked through the website and Instagram I was very interested in visiting the hotel and wanted to experience the products and facilities available at the hotel. Then I ended up staying at this hotel and it is true that the products that were drawn on Instagram were very precise, especially the food and drinks which turned out to look very luxurious and of course have an extraordinary taste." (Efficiency)

(Sumber : https://www.tripadvisor.com/Hotel_Review-g297696-d11679425-Reviews-Movenpick_Resort_Spa_Jimbaran_Bali-Jimbaran_South_Kuta_Bali.html)

There were also several improvements in guest satisfaction in 2017 and 2020, namely:
Guest comments in 2017 :

"The hotel is good for fir families with children. Everything is new and in good condition, nice pool, good kids club and very good breakfast with kids area. This is definitely not a beach hotel even you can walk in 5 minutes to the beach. But Jimbaran beach is just for walking or re-laxing and not so inviting for swimming. Prices at the hotel are high and the cocktails at the bar are not worth the money. Very small with almost no alcohol and about 10-15\$. Nice hotel bar view. The mall next to the hotel offers some good food, especially Spanish Tapas. But definitely not a typical Balinese style hotel but therefore modern and clean. With the kids we will be back for a few days"

(Sumber : <https://www.agoda.com/movenpick-resort-spa-jimbaran-bali/hotel/bali-id.html?cid=1844104>)

"When booking a hotel, we ask for connecting rooms or adjoining rooms. I have specifically written that it is important because we have small children. I got a reply via email saying "ok take note of your request." So I think it's being taken care of. HOWEVER, when we checked in and asked about our rooms, the receptionist told us that our rooms are very far from each oth-er. I was surprised and told her our request. He said but based on availability and now it's full. I told him again that we had a small child and I needed to have a room close by. He was very un-helpful saying we were full. He asked the assistant manager Mike to come over and he was of no use either. So, we went to our rooms and found our rooms very far from each other. From one end of the resort to the other! It took us 10 minutes to walk to another room! My husband got angry and we went back to the reception. Luckily, this time the manager of FO Joko was there and he then suggested that we downgrade one of our rooms (the junior suite) to the classic room so we could have the opposite room. We took it right away. Even though the classic room is much smaller, at least I can check on my child easily. We spent over an hour to finish our room. This hotel clearly doesn't care about their guests. Even such a simple request cannot be fulfilled. Rooms are not soundproof at all. We could hear people talking, running down the corridor and slamming doors from other rooms. On our check-out day, exactly 12pm, they called our room to kick us out. After that, we moved to Ritz Carlton Nusa Dua and the service was impeccable! Well, that's

what we call a true 5 star hotel! We are very sorry to have wasted 2 days at Movenpick Hotel. Never coming back"
(Sumber : <https://www.agoda.com/movenpick-resort-spa-jimbaran-bali/hotel/bali-id.html?cid=1844104>)

Then compare guest comments in 2020 :

"Movenpick Bali Hotel Excellent facilities, location, food, and staff, nice place, convenient, good services, and good price Room was good with balcony, bed was comfy, bathroom was also good with bathup"
(Sumber : https://www.tripadvisor.com/Hotel_Review-g297696-d11679425-Reviews-Movenpick_Resort_Spa_Jimbaran_Bali-Jimbaran_South_Kuta_Bali.html)

"Good hotell status Everything is purely backed by the new, of all requests, 100 are fulfilled, and there are few of them. Everyone seems to know what you need and anticipate your desires, they are very happy that they chose it, it is completely open, even though there are very few people. You feel like you booked the whole hotel for yourself. The children don't leave the nursery, and the first day there is one nanny, the next day there are two, obviously all for you. Extend the room for free until the evening. We were very happy with the choice, and everything was on the highest level, breakfast was ala carte but what do you want and how much do you want! Many thanks to the staff"
(Sumber : <https://www.agoda.com/movenpick-resort-spa-jimbaran-bali/hotel/bali-id.html?cid=1844104>)

The data above shows that the e-service quality service system in the hotel with the results of guest comments shows that the service from year to year is increasing.

Conclusions

Based on the analysis of research data and discussions carried out related to the application of e-service quality by the front office department in increasing guest satisfaction at Movenpick Resort & Spa Jimbaran Bali, it can be concluded as follows, namely:

E-Service Quality plays a very effective and efficient role in increasing customer satisfaction, because it can be accessed anywhere, anytime, only through the internet, without having to carry out activities and direct contact with the company. E-Service Quality Insertion at Movenpick Resort & Spa Jimbaran Bali has been implemented based on 7 indicators and 21 sub indicators of the e-service, such as the efficiency of the website that can be used by consumers in finding and finding the desired product easily, the reliability of the website that does not experience problems or error when used, the completeness of information owned by the hotel through the website owned, guaranteed privacy and transaction security, responsiveness or response from the hotel can be done quickly with e-service, has a refund mechanism that can be used when something goes wrong when making a transaction and has customer service for 24 hours.

Guest satisfaction increased by 3.13% from before and after implementing e-service quality from before implementing e-service quality. Before implementing e-service quality, guest satisfaction was 86.88%. Then after the implementation of e-service quality, guest satisfaction increased by 90.01%.

With this research, it is hoped that services will develop and become more efficient by utilizing technology that is useful and more environmentally friendly in providing services. And with E-service quality itself, the services carried out are more effective and efficient to facilitate users in carrying out online services such as online shopping, searching and finding information that users want on the website (Virgianne et al., 2019).

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