

Service Quality Using Marriott Bonvoy Application to Increase Guest Satisfaction at Aloft Hotel Bali Seminyak

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Abstract: This research was conducted at Aloft Bali Seminyak is 4-star hotel located on Jl. Batu Belig No. 228, Seminyak, North Kuta District, Badung Regency. The purpose of this study is to determine the service quality using of the Marriott Bonvoy application to increase guests' satisfaction at the Aloft Bali Seminyak hotel with a total of 55 respondents which was determined by the purposive sampling method those who became the user of the Marriott Bonvoy application stayed at Aloft Bali Seminyak. The the research instrument which was consist of two variables tested for its validity and reliability. The collected data then analyzed using the servqual test and importance performance analysis. The results of this study indicated that the service quality of the Marriott Bonvoy application showed the increase level of guest's satisfaction at Aloft Bali Seminyak. It is indicated by the gap in the servqual test score in the form of 11 question indicators resulting in 10 gaps (+) and 1 gap (-) and the importance performance analysis shows only one attribute that need to be improved that is front office give fast response from gxp request & mobile chat. Meanwhile five indicators that are needed to be maintained are; the Marriott Bonvoy application is easy to be used, the mobile key is green hotel movement and easy to be used, Marriot Bonvoy guarantees and keeps the personal data belong to the members secretly provides (name, address, mobile number, etc.), The payment process' purchases using a credit card or bank transfer made using Marriott Bonvoy is guaranteed safely and Marriott Bonvoy warm greetings from the hotel staff.

Keywords: Importance Performance Analysis, Quality Service, Servqual,

Introduction

The island of Bali is one of the tourism destinations that are very often visited by tourists, not only domestic tourists but also foreign tourists. However, during a pandemic like this, tourist visits are decreasing and many hotels must have a strategy to survive during the pandemic and one of the efforts that can be done today is the implementation of green hotels. Green hotels are hotels that use and have environmentally friendly items where hotel managers have programs to save water, save energy, and reduce waste from hotel activities to help protect the earth (Ervinna, 2019). Hotel Aloft Bali Seminyak is one of the hotels that implements green hotels by utilizing an application called Marriott Bonvoy. Marriott Bonvoy is one of the applications from Marriott International that aims to make it easier for guests to find hotel information which has features to support the green hotel movement (Hariono & Hartanto, 2018), such as;

1. Mobile chat to reduce the use of paper such as brochures
2. Mobile key for reduced use of iron / plastic room key

The Marriott Bonvoy application although it has many advantages, it has not been able to operate properly which is proven by the existence of several complaints from guests in the form of negative comments as described in the following report.

Table 1. Number of tourist visits to Bali 2017 - 2021

1	The room is not ready yet, while I have requested mobile check in at 1 pm (The guest wrote that he had waited very long, because he had previously reported on the mobile check in)
2	The amenities that I requested were not there (the guest complained, because the amenities he had requested were not prepared by the hotel)
3	The mobile key that I used could not be used to open the door of the room (guests

	reported that the mobile key was not working properly)
4	Mobile chat response from front office department is very slow (Guests report that the mobile chat response from the front office department is very slow)

Source: Guest Comments Aloft Bali Seminyak 2020

Referring to the table above, it can be said that the front office department has an important role in using the Marriott Bonvoy application. The front office staff plays a role in educating and providing good service quality in the operation of the Marriott Bonvoy application. Therefore, the author conducted research with the formulation of the problem as follows;

1. How is the quality of the Marriott Bonvoy application service to increase guest satisfaction at the Aloft Bali Seminyak Hotel?
2. What indicators need to be improved and maintained in the Marriott Bonvoy application to increase guest satisfaction at the Aloft Bali Seminyak Hotel?

Methodology

This research was made using quantitative methods with data sources used in this study with primary and secondary data. In this study, the purposive sampling technique was used as a determinant of the respondents to be selected. The data collection techniques used are in the form of observations, questionnaires, and documentation. The analytical techniques used include the Servqual Test and Important Performance Analysis.

Questionnaires are data collection carried out by giving questions or written statements to respondents to be answered (Sugiyono, 2013) and the author uses 5 dimensions of service quality for questions that will be given to guests, where each answer or statement uses a Likert scale with a score as follows:

Table 2. Questionnaire

No	Question
A. Tangibles	
1	Marriott Bonvoy application is easy to used
2	Mobile key is green movement and easy to be used
B. Reliability	
3	Marriott Bonvoy provides useful information for costumers (explaining the facilities provided by the hotel, benefits of member)
C. Responsiveness	
4	Front Office give fast response from GXP request & mobile chat
5	The Marriott Bonvoy page has fast loading times
D. Assurance	
6	Marriott Bonvoy provides member prices that are cheaper than travel agents
7	Marriott Bonvoy provides room upgrade (based on availability)
8	Guest has opportunity for early check-in and late check-out
9	Marriot Bonvoy guarantees and keeps the personal data belong to the members secretly provides (name, address, mobile number, etc.)
10	The payment process' purchases using a credit card or bank transfer made using Marriott Bonvoy is guaranteed safely
E. Empathy	
11	Marriott Bonvoy has directly well inform greetings from the hotel's staff

Results and Discussions

Results

Validity Test

The validity test of the research instrument is declared valid if the correlation coefficient 0.266 (Sugiyono, 2013).

Table 3. Validity of Expectations and Perceptions

No	r-Table	Expectations		Perceptions	
		r-count	note	r-count	note
1	0,266	0.726	Valid	0.713	Valid
2	0,266	0.780	Valid	0.779	Valid
3	0,266	0.710	Valid	0.619	Valid
4	0,266	0.425	Valid	0.665	Valid
5	0,266	0.691	Valid	0.729	Valid
6	0,266	0.792	Valid	0.762	Valid
7	0,266	0.773	Valid	0.766	Valid
8	0,266	0.740	Valid	0.776	Valid
9	0,266	0.790	Valid	0.666	Valid
10	0,266	0.701	Valid	0.720	Valid
11	0,266	0.798	Valid	0.709	Valid

Source: Primary Data Analytics, IBM SPSS 26, 2022

The results of the expectation and perception validity test in the table above show that the questionnaire questions 1 to 11 are valid, because r count is greater than r table 0.266, therefore the questionnaire can be said to be feasible to be distributed to respondents.

Reliability Test

Reliability test can be said to be reliable if the Cronbach's Alpha value is higher than 0.600 (Maholtra, 2006 in Indrawan & Yaniawati, 2016).

Table 4. Reliability of Expectations and Perceptions

Expectations		Perceptions	
Reliability Statistics		Reliability Statistics	
Cronbach's Alpha	N of Items	Cronbach's Alpha	N of Items
0.910	11	0.905	11

Source: Primary Data Analytics, IBM SPSS 26, 2022

Referring to the table above that the value of Cronbach's Alpha for "Expectations" and "Perceptions" is higher than 0.600, it can be concluded from the test that the instrument is declared reliable and therefore the questionnaire can be said to be feasible to be distributed to respondents.

Servqual Test Analysis Results

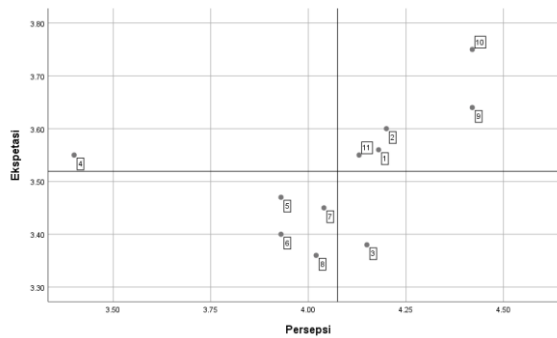
The Servqual test results aim to find a gap / gap between respondents' expectations and perceptions in using the Marriott Bonvoy application at the Aloft Bali Seminyak hotel, in this case the score (-) indicates an indication of a low gap / gap and needs to be improved and the score (+) indicates that the quality of the application service Marriott Bonvoy to the respondents is quite good. Therefore, to make it easier to see the gaps generated through the Servqual Test, the following table can be made;

Table 5. ServQual Test Results Expectations and Perceptions

Variables	No	Indicators	Expectations	Perceptions	GAP
Tangibles	1	Marriott Bonvoy application is easy to be used	3.56	4.18	0.62
	2	Mobile key is green movement and easy to be use	3.60	4.20	0.60
Reliability	3	Marriott Bonvoy provides useful information for costumers (explaining the facilities provided by the hotel, benefits of member)	3.38	4.15	0.76
Responsiveness	4	Front Office give fast response from GXP request & mobile chat	3.55	3.40	-0.15
	5	The Marriott Bonvoy page has fast loading times	3.47	3.93	0.45
Assurance	6	Marriott Bonvoy provides member prices that are cheaper than travel agents	3.40	3.93	0.53
	7	Marriott Bonvoy provides room upgrade (based on availability)	3.45	4.04	0.58
	8	Guest has opportunity for early check-in and late check-out	3.36	4.02	0.65
	9	Marriot Bonvoy guarantees and keeps the personal data belong to the members secretly provides (name, address, mobile number, etc.)	3.64	4.42	0.78
	10	The payment process' purchases using a credit card or bank transfer made using Marriott Bonvoy is guaranteed safely	3.75	4.42	0.67
Empathy	11	Marriott Bonvoy has direcly well inform greetings from the hotel's staff	3.55	4.13	0.58
Average			3.52	4.07	

Discussions

Important Performance Analysis technique is used to find out the indicators that need to be maintained and improved on the service quality of the Marriott Bonvoy application at the Aloft Bali Seminyak hotel. The following are the results of the Important Performance Analysis test depicted on the Cartesian diagram;



Source: Primary Data Analytics, IBM SPSS 25, 2022
 Picture 1. Cartesian diagram

Referring to the figure above in the Cartesian diagram, it can be observed that there are indicators of service quality in 4 different quadrants, namely: Quadrant A, Quadrant B, Quadrant C, and Quadrant D. The indicators for each quadrant are presented as follows:

1. Quadrant A (Top Priority)
 - a. Front Office give fast response from GXP request & mobile chat (4)
2. Quadrant B (Maintain Achievement)
 - a. Marriott Bonvoy application is easy to use (1)
 - b. Mobile key is green movement and easy to be used (2)
 - c. Marriot Bonvoy guarantees and keeps the personal data belong to the members secretly provides (name, address, mobile number, etc.) (9)
 - d. The payment process' purchases using a credit card or bank transfer made using Marriott Bonvoy is guaranteed safely (10)
 - e. Marriott Bonvoy has directly informed greetings from the hotel's staff (11)
3. Quadrant C (Low Priority)
 - a. The Marriott Bonvoy page has fast loading times (5)
 - b. Marriott Bonvoy provides member prices that are cheaper than travel agents (6)
 - c. Marriott Bonvoy provide room upgrade (based on availability) (7)
 - d. Guest has opportunity for early check-in and late check-out (8)
4. Quadrant D (Excessive)
 - a. Marriott Bonvoy provides useful information for customers (explaining the facilities provided by the hotel, benefits of member) (3)

Conclusions

The results of the discussion and analysis obtained related to the implementation of the service quality of the Marriott Bonvoy application to increase guest satisfaction at the Aloft Bali Seminyak hotel can be concluded that the application of the Marriott Bonvoy application at the Aloft Hotel Bali Seminyak can be said to be very good, it can be seen from the results of the Servqual Test where from 11 question indicators distributed through a questionnaire in the form of a google form, there is a gap between expectations and perceptions in the form of 10 indicator data (+) and 1 indicator (-) with an average guest expectation of 3.52 and a guest's perception of 4.07 on the Marriott Bonvoy application. Therefore, it can be concluded that the of service quality using Marriott Bonvoy application can increase guest satisfaction at Aloft Bali Seminyak. Then, the indicators that need to be improved in the implementation of the service quality of the Marriott Bonvoy application are "Front Office give fast respond from GXP request & mobile" which is in quadrant A in the Important Performance Analysis (IPA) Test which requires hotel staff to respond faster to chat on GXP requests and mobile chat. And indicators that need to be maintained are Marriott Bonvoy application is easy to use, mobile key is green hotel movement and easy to

use, Marriott Bonvoy guarantees the security of the personal data provided (name, address, mobile number, etc.), the payment process for purchases using a credit card or bank transfer made using Marriott Bonvoy is guaranteed safe, Marriott Bonvoy warm greetings from the hotel staff who are in quadrant B where high expectations from respondents result in high perceptions of the Marriott Bonvoy application.

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