Service Quality Analysis of Food and Beverage Service for In-House Guest at Renaissance Bali Uluwatu Resort & Spa

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Abstract: The purposes of this research are to analyze whether or not there is a gap between the perceived with expectations of In-house guest who gets food and beverage service at Renaissance Bali Uluwatu Resort & Spa and to observe which indicators are the main indicators that need to be improved in food and beverage service quality. In this research, there were 60 visitors as respondents and the sample was taken using incidental random sampling. The data analysis technique use ServQual and Importance Performance Analysis (IPA). The results of this research show that there is a gap of negative and positive value between the perceived and expectations with the average value of the gap sequentially in accordance with the attribute number from attribute number 1 until number 12, are: 0.02; -0,05; 0,58; 0,23; 0,15; -0,15; -0,03; -0,02; 0,03; 0,07; 0,32; 0,28. While in the analysis of indicators that are the main indicators in food and beverage service, attribute 6 is food and beverage staff serving guest orders quickly and precisely in quadrant A. The overall food and beverage service provided to In-house Guest is considered good and guests are satisfied, but the level of service must be maintained continuously to improve the quality which is still considered lacking that serves guest orders quickly and precisely this by Renaissance Bali Uluwatu Resort & Spa.

Keywords Food and Beverage Service, Importance Performance Analysis, Service Quality

Introduction

One of the hotels located in the south is Renaissance Bali Uluwatu Resort & Spa. Renaissance Bali Uluwatu Resort & Spa is a 5-star hotel that is famous for its location on a hill and has a beach club near the hotel. Renaissance is one of the resorts that prioritizes privacy for In-house guest. In addition to serving accommodation needs for tourists, Renaissance hotel also serves food and beverage needs. Guests staying at the hotel not only need a room but also need food and beverage that will be served by the food and beverage service. One of the hotel departments that has a role in food and beverage service is known as Food And Beverage Service (FBS). Food & Beverage is responsible for serving food and beverages professionally to guests with the aim of earning income and profit (Mertayasa, 2012). Renaissance Hotel Renaissance is one of the hotels visited by many tourist, this causes Hotel Renaissance to have many competitors. Renaissance hotels must pay attention to the quality of service provided to guests who visit the restaurant. The service quality is something related to the fulfillment of consumer expectations, where the service is said to be qualified if the service provider can provide products and services according to the needs and expectations of consumers (Hardiansyah, 2011:36). With the good quality of service from a hotel, will create satisfaction for guests who visit and later guests want to come back again to stay at the hotel or as a repeat guest. Satisfaction of a service will arise if there is conformity or accuracy between expectations with the perception of guests to the quality of food and beverage services felt by in-house guests.

Food and beverage service at Renaissance Bali Uluwatu Resort & Spa has strived to provide quality service for In-house guest. However, there are still some complaints about food and beverage services so that guests feel uncomfortable about the services provided such as service during breakfast, delays in serving food, and also lack of coordination between staff so that the food served is not to order and very long to be served to guests.

The previous research used as a reference in this study is, 1). (Afrizawati, 2012) with

the title Analysis of The Effect of Service Quality on Customer Satisfaction At Arista Hotel Palembang. The analysis technique used is multiple linear regression. The result of this study is the dimension of service quality significantly affects the customer satisfaction of Arista Palembang hotel. The dimension of service quality that has the most significant effect on the customer satisfaction of Arista Palembang hotel is the physical /tangible evidence dimension. 2). (Mahendraswara, 2011) with the title Study on The Quality of Service At Grand Candi Hotel Semarang. The analysis technique used is Importance Perfomance Analysis (IPA). The result of this study is the perception of foreign tourists to the quality of service provided satisfactory. 3). (Adinegara et al., 2015) with the title Analysis of Guest Satisfaction Level To Waitress Service At Sunset Restaurant At Puri Raja Hotel In Legian, Kuta-Bali. The analysis technique used is quantitative analysis. The result of this study is the level of satisfaction of guests who visit Sunset Restaurant feel the service obtained while visiting is very satisfied with the service that has been provided by the waiter. Thus it can be said that the level of guest satisfaction towards the waiter's service at Sunset Restaurant is very satisfied with the criteria of 4.48. 4). (Shahin & Dabestani, 2010) under the title Correlation Analysis of Service Quality Gaps in a Fout-Star Hotel in Iran. The result of this study is that all service quality gaps are positive and "price" as the dimension of service quality has the highest positive value. "Communication" also has the highest correlation with other dimensions of service quality. 5). (Boon-itt & Rompho, 2012) under the title Measuring Service Quality Dimensions: An Empirical Analysis of Thai Hotel Industry. The result of this study is that the quality of hotel service in Thailand is quite low. The hotel cannot provide the service as expected. Also, customer expectations for boutique hotel services are higher compared to business hotels.

Methodology

This research was conducted in the period of November 2020 to June 2021 at the Renaissance Bali Uluwatu Resort & Spa, especially in the Food and Beverage Department. This hotel is a 5-star hotel which is located at Pantai Balangan I street no 1, Ungasan, Kuta Selatan, Bali, Indonesia. The object of this research was service quality analysis of food and beverage service for in-house guest at Renaissance Bali Uluwatu Resort & Spa. The types of data used in this research is qualitative and quantitative data (Sugiyono, 2013:15). The data sourced in this research was primary data and secondary data (Saifudin, 2018:28). The primary data that directly from the research is data from the distribution of questionnaires about service quality to customers in this case guest who are staying (in-house guest) who received food and beverage service at the Renaissance Bali Uluwatu Resort & Spa. For the secondary data in this research is general description of the hotel and organizational structure at Renaissance Bali Uluwatu Resort & Spa. The population in this research was 60 visitors as respondents. The sampling technique applied in this research is incidental random sampling. (Sugiyono, 2017) incidental random sampling is sampling technique carried out on people who happened to be present or found by researchers to be used as samples if the person who happens to be found suitable as a source of data. The data collection method in this research are observation, questionnaire, interview, and literature study. After the data is collected, the data is tested using validity test to know the validity level of the items presented in the questionnaire which is about guest satisfaction and reliability test to know the reliability of the items presented so that it can be proven to be true. The data analysis techniques used in this research is the ServQual test (Service Quality) and IPA (Importance Performance Analysis). The ServQual test is used to analyze the gap between two main variables, namely expected service (E) and perceived service (P) can be derived function service quality and customer satisfaction (Tjiptono, 2012), as follows:

VS = VP - VE
Information:
VS = Value Satisfaction, VP = Value Perceived Service, VE = Value Expected Service

IPA is used to know service indicators that according to guests affect satisfaction and indicators that need to be improved because the current conditions are not satisfactory. In the guest satisfaction mapping method, the data will be grouped into a matrix of importance performance analysis can be described into cartesian diagrams divided into 4 quadrants. Quadrant A (Focus Here) is an attribute that is considered important, but management has not carried out as the guest wishes so it is not satisfied. Quadrant B (Keep Up The Good Work) is an attribute that has been successfully implemented and satisfactory and must be maintained. Quadrant C (Low Priority) is a less important attribute of influence for guests, the company should be ordinary in its implementation. Quadrant D (Possible Overkill) is a less important attribute of influence for guests, but the implementation is excessive (Rangkuti, 2003; Fatmala et al., 2018).

Results and Discussions
Results

From the questionnaire that has been distributed to guests, data was obtained about the profile of respondents, namely In-House Guest who received food and beverage service at Renaissance Bali Uluwatu Resort & Spa with a total of 60 respondents. For the data results can be seen in the following images:
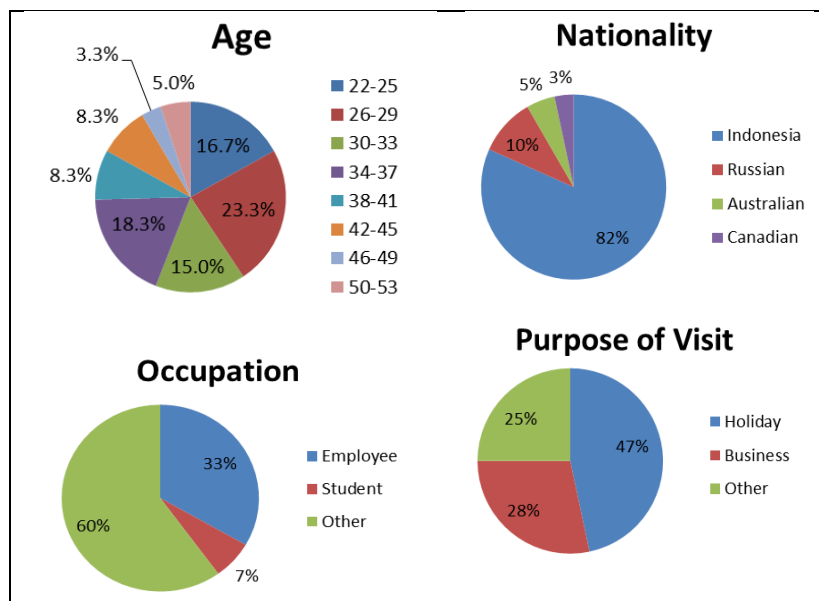
(Source: Data Process, 2021)
Figure 1. Profile Respondents by Age

Based on the Figure 1, data obtained about the age of respondents that guests who visit Renaissance Bali Uluwatu Resort & Spa at most 26 to 29 years old with a percentage of 23.3% or as many as 14 people. Data obtained about the nationality of respondents that guests who visit Renaissance Bali Uluwatu Resort & Spa at most from Indonesia with a percentage of 82% or as many as 49 people. Data obtained about the occupation of respondents that guests who visit Renaissance Bali Uluwatu Resort & Spa at most people answered the job in the choice of "Others" with a percentage of 60% or as many as 36 people. Data obtained about the purpose of visiting respondents to Bali that guests who visit Renaissance Bali Uluwatu Resort & Spa at most people answered the purpose of visiting in the choice of "Holiday" with a percentage of 47% or as many as 28 people.

Validity and reliability test is done in the same way as testing the perceived or perception that is the result of r count on the variable expectations compared to r table

where df= n-2 (degree of freedom) with a significant level of 5% and is said to be valid if r calculates > r table. N is the number of samples and in this study n=60 and the magnitude of df can be calculated 60-2 = 58 and alpha = 5% obtained r table = 0.254. The following are the results of validity and reliability tests using SPSS version 24 software.

Table 1. The Results of The Validity and Reliability test of Perception

Indicator	Statement	Correlation coefficient	r-tabel	Validity
X1	Neat and clean rooms at the restaurant	0,789	0,254	Valid
X2	Clean equipment and supplies to support the operational activities at the restaurant.	0,744	0,254	Valid
X3	The appearance or grooming Food and Beverage staff are neat and clean when serving guest	0,585	0,254	Valid
X4	Variety of menu, good taste, and appropriate prices	0,655	0,254	Valid
X5	Food and Beverage staff solved the problem and provided solutions to the guests	0,655	0,254	Valid
X6	Food and Beverage staff quickly and precisely in serving orders from guest	0,611	0,254	Valid
X7	Food and Beverage staff are responsive to what guest needs at the restaurant	0,652	0,254	Valid
X8	Food and Beverage staff are responsive to guest complaints at restaurant	0,669	0,254	Valid
X9	Food and Beverage staff ensures professional services are performed to guest	0,476	0,254	Valid
X10	Food and Beverage staff could communicate in a polite language that can be understood by the guest	0,606	0,254	Valid
X11	Food and Beverage staff pay attention to the guests and understand what the guests needs	0,706	0,254	Valid
X12	Food and Beverage staff are polite and friendly when serving the guest	0,635	0,254	Valid
Cronbach's Alpha= 0,863 Reliable				

Based on Table 1, the value of r count > table r means that all statements are declared valid. Furthermore, the perception reliability test and cronbach's alpha score > 0.60 indicate that all statements are declared reliable.

Table 2. The Result of The Validity and Reliability Test of Expectation

Indicator	Statement	Correlation coefficient	r-tabel	Validity
X1	Neat and clean rooms at the restaurant	0,500	0,254	Valid
X2	Clean equipment and supplies to support the operational activities at the restaurant.	0,512	0,254	Valid
X3	The appearance or grooming Food and Beverage staff are neat and clean when serving guest	0,669	0,254	Valid
X4	Variety of menu, good taste, and appropriate prices	0,634	0,254	Valid
X5	Food and Beverage staff solved the problem and provided solutions to the guests	0,416	0,254	Valid
X6	Food and Beverage staff quickly and precisely in serving orders from guest	0,455	0,254	Valid

X7	Food and Beverage staff are responsive to what guest needs at the restaurant	0,573	0,254	Valid
X8	Food and Beverage staff are responsive to guest complaints at restaurant	0,516	0,254	Valid
X9	Food and Beverage staff ensures professional services are performed to guest	0,459	0,254	Valid
X10	Food and Beverage staff could communicate in a polite language that can be understood by the guest	0,451	0,254	Valid
X11	Food and Beverage staff pay attention to the guests and understand what the guests needs	0,480	0,254	Valid
X12	Food and Beverage staff are polite and friendly when serving the guest	0,426	0,254	Valid

<div align="center">Cronbach's Alpha= 0,732 Reliable</div>

Based on Table 2, the score of r count > r table means that all statements are declared valid. Furthermore, the expected reliability test and cronbach's alpha score of 0.73 indicates that all statements are declared reliable.

In this research, ServQual score calculation was used to measure the level of quality of food and beverage service for In-house Guest at Renaissance Bali Uluwatu Resort & Spa. The results of the calculation of the average level of assessment of perceptions and expectations and gaps in Table 3. below.

<div align="center">Table 3. The Result Of The ServQual Analysis</div>

Indicator	Mean		GAP	Information
	Perception	Expectation		
Neat and clean rooms at the restaurant	4.38	4.37	0.02	Positive
Clean equipment and supplies to support the operational activities at the restaurant.	4.38	4.43	-0.05	Negative
The appearance or grooming Food and Beverage staff are neat and clean when serving guest	4.63	4.05	0.58	Positive
Variety of menu, good taste, and appropriate prices	4.55	4.32	0.23	Positive
Food and Beverage staff solved the problem and provided solutions to the guests	4.48	4.33	0.15	Positive
Food and Beverage staff quickly and precisely in serving orders from guest	4.15	4.30	-0.15	Negative
Food and Beverage staff are responsive to what guest needs at the restaurant	3.90	3.93	-0.03	Negative
Food and Beverage staff are responsive to guest complaints at restaurant	4.22	4.23	-0.02	Negative
Food and Beverage staff ensures professional services are performed to guest	4.67	4.63	0.03	Positive
Food and Beverage staff could communicate in a polite language	4.58	4.52	0.07	Positive

that can be understood by the guest				
Food and Beverage staff pay attention to the guests and understand what the guests needs	4.07	3.75	0.32	Positive
Food and Beverage staff are polite and friendly when serving the guest	4.45	4.17	0.28	Positive

Based on table 3, from the results of the calculation of service quality score, obtained the results of perceived service scores or perceptions and expectations experienced negative and positive gaps. The negative value gap is found in the X2, X6, X7, and X8. The positive score gap is found in X1, X3, X4, X5, X9, X10, X11, X12.
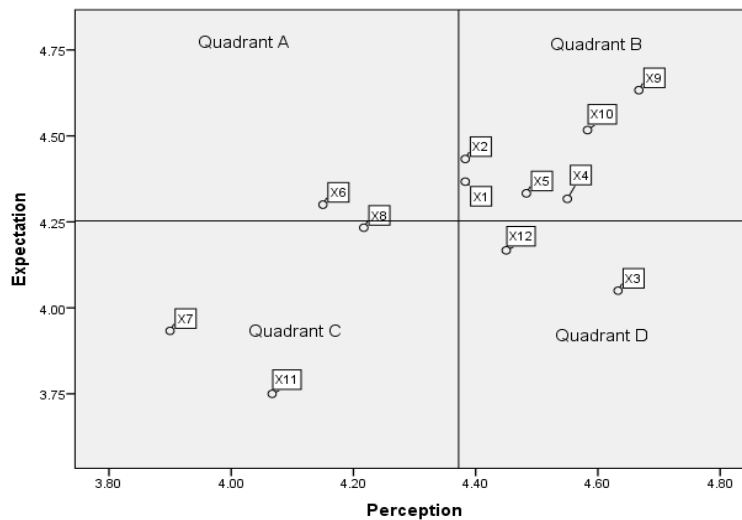
(Source: Data Process, 2021)
Figure 5. Result Cartesius Diagram Importance Performance Analysis

Figure 5 shows the position of each attribute that affects the satisfaction of in-house guests at Renaissance Bali Uluwatu Resort &S pa in their respective quadrants. The explanation of each quadrant can be shown as follow:

1. Quadrant A (Focus Here)

Indicators in quadrant A are the top priorities that need to be improved so that performance can improve and get better. Indicators in quadrant A is considered important by in-house guest who get food and beverage service in restaurants at Renaissance Bali Uluwatu Resort & Spa, which in fact food and beverage service staff can not carry out to the maximum in accordance with the expectations of in-house guest. The indicators in this quadrant are:

   a. Indicator number 6 is Food and Beverage staff quickly and precisely in serving orders from guest

2. Quadrant B (Keep Up The Good Work)

Quadrant B is an area that contains attributes that are considered important by in-house guest who got food and beverage services at Renaissance Bali Uluwatu Resort & Spa and has been successfully implemented so that in-house guest is satisfied. Attributes belonging to quadrant B must be retained. The indicators in this quadrant are:

   a. Indicator number 1 is the neatness and cleanliness of the room in the restaurant
   b. Indicator number 2 is Clean equipment and supplies to support the operational activities at the restaurant.
   c. Indicator number 4 is Variety of menu, good taste, and appropriate prices

d. Indicator number 5 is Food and Beverage staff solved the problem and provided solutions to the guests

e. Indicator number 9 is Food and Beverage staff ensures professional services are performed to guest

f. Indicator number 10 is Food and Beverage staff could communicate in a polite language that can be understood by the guest

3. Quadrant C (Low Priority)

Quadrant C is attributes with low priority that are considered less important by in-house guest who get food and beverage service at Renaissance Bali Uluwatu Resort & Spa and in the implementation of services provided mediocre. The indicators in this quadrant are:

a. Indicator number 7 is Food and Beverage staff are responsive to what guest needs at the restaurant

b. Indicator number 8 is Food and Beverage staff are responsive to guest complaints at restaurant

c. Indicator number 11 is Food and Beverage staff pay attention to the guests and understand what the guests needs

4. Quadrant D (Possible Overkill)

Quadrant D is attributes that are considered less important by in-house guest who get food and beverage service at Renaissance Bali Uluwatu Resort & Spa but in reality the performance of services provided by the staff is felt to exceed what is expected by in-house guest. The indicators in this quadrant are:

a. Indicator number 3 is The appearance or grooming Food and Beverage staff are neat and clean when serving guest

b. Indicator number 12 is Food and Beverage staff are polite and friendly when serving the guest

Discussions

The result of ServQual score calculation was used to measure the level of quality of food and beverage service for In-house Guest at Renaissance Bali Uluwatu Resort & Spa. The highest negative ServQual score occurs in the X6 indicator, namely Food & Beverage staff serving guest orders quickly and precisely with a score of -0.15, which means that guests are dissatisfied with the service of the staff serving the guest order. This happens because at a time when guests are crowded and staff on duty were not enough because when this research was conducted there was a Covid-19 pandemic that resulted in a reduction in employees. When in Clay Craft Restaurant, especially during breakfast and guests are full or crowded then the service will be less than maximum because of the lack of staff on duty. Similarly to the staff at Clay Craft Restaurant, the staff at Roosterfish Beach Club are divided into several sections namely restaurant, poolbar, and sun lounge. If the guests are crowded and the staff on duty is insufficient, then the service provided will be less than the maximum.

The next negative ServQual score occurs in the X2 indicator which is that clean equipment and equipment support restaurant operations with a score of -0.05, which means guests are dissatisfied with the cleanliness of equipment and equipment that supports restaurant operations. This may happen when guests are crowded and the food and beverage service staff has not cleaned the finished equipment and equipment such as tables that have not been cleaned when the guest is crowded and there are guests who want to sit at the table but the table is still in a dirty state and has not had time to clean.

The next negative ServQual score occurs in the X7 indicator, namely Food and Beverage staff quickly handle the needs of guests in the restaurant with a score of -0.03, which means that guests are dissatisfied with the handling of guest needs in the restaurant. This happened one of them because when there were guest who asked for additional sauce for the omelette. At that time the staff was delivering another order and to take the sauce,

the staff needed to pick it up at the stage kitchen and it took quite a long time so the guest had to meet waiting. This is cause of dissatisfied guest because the staff is not quick to handle the needs of the guest so that long waiting guests. This is hard to avoid because lack of the staff when compared to the number of guest who come.

The last negative ServQual score in the X8 indicator is that Food and Beverage staff responds to guest complaints at the restaurant with a score of -0.02, which means that guests are dissatisfied with the response of staff handling guest complaints at the restaurant. This happens because at times when guests are crowded and the staff on duty is insufficient. One of them when the guests are crowded and the order served is long so as to cause complaints and can not be followed up swiftly because of the crowded restaurant conditions and not worth the number of staff on duty at that time.

In addition to the negative ServQual score between the perception and expectations, there are 8 indicators of positive score contained in the attributes X1 statement is about Neatness and cleanliness of the room in the restaurant, X3 statement is about The appearance of food & beverage staff neat and clean when serving guests, X4 statement is about Variety menu, good taste, and appropriate prices, X5 statement is about Food & beverage staff can solve problems and provide solutions to guests , X9 statement is about Food & beverage staff always ensure that the service to guests is done professionally, X10 statement is about Food &beverage staff communicates in polite language and can be understood by guests, X11 statement is about Food &beverage staff gives individual attention and understands the needs of guests, and X12 statement is about Food &beverage staff serves guests politely and friendlyly. These indicators are of positive score meaning that the service is considered good and in-house guest is satisfied with the service provided at the restaurant at Renaissance Bali Uluwatu Resort & Spa.

This can happen because the expectations from the point of view of Renaissance Bali Uluwatu Resort & Spa as an accomodation service provider, are not always the same or in accordance with the expectations of guests. But renaissance has provided good service to in-house guest. With this discussion, Renaissance Bali Uluwatu Resort & Spa must improve and maintain the service for in-house guest for the satisfaction and quality of restaurant services in the future.

Moreover, from the results of Importance Performance Analysis in the discussion above, the indicators that become the top priority that need to be improved in food and beverage service at Renaissance Bali Uluwatu Resort & Spa attribute 6 (food and beverage staff serve guest orders quickly and appropriately). Food and beverage service at Renaissance Bali Uluwatu Resort & Spa can be said to be good but the thing that guests often complain about is the length of service guest orders and not according to the order served to guests. This happens when the guests are crowded and the staff on duty is insufficient and the service will be less than optimal due to the lack of staff on duty. This attribute has the highest score of importance and is an attribute that has a low performance score. It shows a considerable gap between the perceived and the expectations of in-house guests who get food and beverage services. But other indicators must also be maintained and improved in order to remain a unity in providing the best food and beverage service for in-house guests that can increase guest satisfaction that will affect income at Renaissance Bali Uluwatu Resort & Spa.

Conclusions

Based on the analysis and discussion that has been described, it can be concluded that there is a gap between the perception and expectations of in-house guest who get food and beverage service at Renaissance Bali Uluwatu Resort & Spa with negative and positive gap results. Attributes with negative score are attributes that are considered to be still not good and In-house guest is dissatisfied with the food and beverage service provided at the restaurant at Renaissance Bali Uluwatu Resort & Spa. Attributes with negative score are

attributes numbered 2, 6, 7, and 8. Attributes with positive score are attributes that are considered good and In-house guest is satisfied with the food and beverage service provided at the restaurant at Renaissance Bali Uluwatu Resort & Spa. Attributes with positive score are statement attributes number 1, 3, 4, 5, 9, 10, 11, and 12.

Based on the IPA results on cartesian diagrams, indicators that become the main priority that needs to be improved in food and beverage service at Renaissance Bali Uluwatu Resort & Spa is an attribute that is in quadrant A with attribute number 6 with the statement of food and beverage service staff quickly and precisely in serving orders from guest, because those attributes are still judged less by in-house guest in food and beverage service at Renaissance Bali Uluwatu Resort & Spa. But overall food and beverage service in Renaissance has been able to provide quality service and can provide satisfaction for in-house guest who get food and beverage service.

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