

ANALYSIS MEASUREMENT OF QUALITY SERVICE HOTEL WITH APPROACH OF METHOD SERVQUAL

UMAR WIWI

Fakultas Teknik Universitas Negeri Surabaya
Jl. Ketintang Surabaya

ABSTRACT

Hotel UMM Inn is a kind of hotel in Malang at Muhammadiyah Malang University. Hotel UMM Inn in university Commitment of service quality that orients to customer in main prerequisite in supporting a bussines success, especially to service industry. This is caused a service quality is largely depending from who how the service is given. In A Quarter of hotel bussines in malang and the coming of Motel, Wisma and Villa. In this research, method which used in measurement of service quality is method of Servqual. Assessment of quality of service by using method of Servqual reckoned from by difference between expectation and perception of service. Data-Processing taken is calculation of expectation score and perception of customer, calculation of service gap score, determination of service quality factor and map service variable into Customer Window. Result of this research indicate that score of is quality of hotel service there are 7 valuable service variable of negativity like Hygiene of hotel UMM Inn, availibility of clean water in toilet, accident insurance guarantee and the others. Result of from Customer Window indicate that service variable which must be made by especial priority (Here Concentrate) which must fulfill by hotel management of UMM Inn that is clean of Hygiene of hotel UMM Inn, availibility of clean water in toilet, and departure and the others.

Key words: service quality, servqual, satisfaction

INTRODUCTION

In the middle of tightening of emulation of hotel world more than anything else with entry of Motel, Wisma and of Villa for the alternative of health resort which have facility to like the Hotel very reckoned in election of rest place. As leader market by factual Hotel not yet can be defeated by its competitors, but care will progressively tighten emulation him make Hotel have to innovate and business strategy to maintain its market compartment.

Congeniality of Satisfaction of Cutomer servqual Satisfaction of cutomer alone is not easy to defined. There is various congeniality given by is expert. Day (in Tse Wilton, 1988) p. 204 please express that satisfaction of cutomer is cutomer response to evaluation of felt between previous expectation and performance of actual product the felt after its usage.

In this case organizer of Hotel UMM Inn of Malang have to execute marketing matching with desire and requirement of consumer, by maintaining Hotel facility and developing it to get optimal profit. Besides Hotel facility of Umm Malang Inn

hence quality of service also influence request can become stimulus in decision making of consumer chosen Hotel UMM Inn of Malang. The description hence researcher interest to analyse the quality of service influencing consumer in election of Hotel UMM Inn of Malang with approach of servqual.

Target of research to increase mount the quality of service service having an effect on to decision of election lodge Hotel UMM Inn of Malang and determine step which need to be taken to increase biggest variable its influence to quality of service to conduct election lodge Hotel UMM Inn of Malang.

METHODS

The method are: 1) Doing antecedent survey and book evaluation; 2) Formulating Problem and Specify Target. Penentuan sampel; 3) Compilation of quisioner. 4) Spreading of phase quisioner 1; 5) Test validity and test reliability; 6) Spreading of phase quisioner 2; 7) Calculation of Score score and expectation Perception of Service UMM Inn; 8) Calculation of Score Gap Service variable of UMM Inn; 9) Determination of factor - Service Hotel quality factor of UMM Inn; 10) Mapping

of Variable - variable in Customer Window, and 11) Analysis and conclusion

Measurement of value of is quality of service (service quality). Service industries which wish to improve the quality of its service have to be continuous execute process among others perceive perception of cutomer to quality of service, identify low cause of him of quality of service and do which take action need to increase the quality of service. Research done by Pasuraman, Zeihhaml and Berry formulate model of[is quality of service highlighting especial conditions to give the quality of expected service. This model identify 5 gap cause of failure of service delivery among others

Gap 1 : *Expectation Cutomer-Perception of Management*

This difference caused by disappropriate among asked by expectation cutomer and congeniality of side company of expectation will be

Gap 2 : *Perception of Management to expectation of pelanggan-Spesifikasi the quality of service*

One standart to send the quality of good service is available of performace standart expressing perception of management to cutomer expectation

Gap 3 : *Specification of the quality of service-Forwarding of service*

Oftentimes the specification of the quality of service which applied in a company

supported by good management, is not available of resource like technology, human being and system to executing it

Gap 4 : *Forwarding of service - communications of Eksternal*

This difference express the existence of incompatibility of coordination between side which reponsibility of customer service and party conducting promotion or which service description all cutomer

Gap 5: *Expected Service - Accepted Service*

This difference depict disappropriate between expectation and persepsi of service of cutomer eye glasses. this Expectation cutomer have big role in assessing the quality of service

Fifth of the gap yield a connective concept of difference between expectation and perception of cutomer incompletely that happened in service firm of itself, this matter shown in figure 1.

Calculation of score gap of service quality (SERVQUAL). Assessment of quality of service use method of SERVQUAL reckoned from difference between conducted by assessment consumer to statement couple for the expectation of and perception of service. Its calculation:

$$\text{Servqual score} = \text{Perception score} - \text{Expectation score}$$

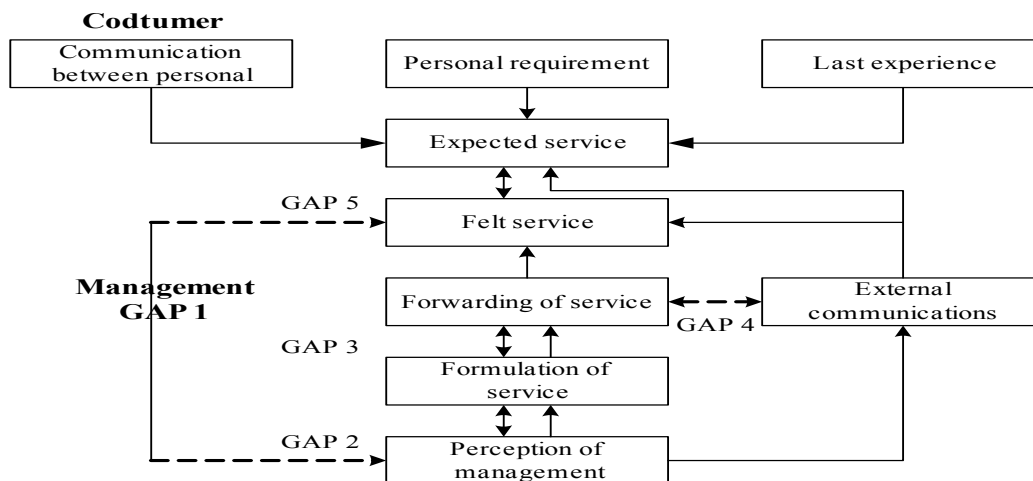


Figure 1. Quality service model

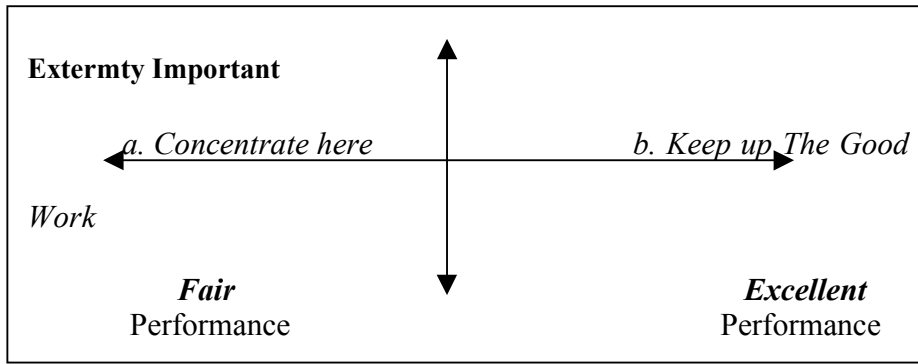


Figure 2. Customer window ASQC quality coongress transaction

One of the appliance which good for seeing the quality of service as a whole is Costumer Window. This Map consist of 4 shares (Quadran).

Concentrate here showing very service variable is necessary for consumer, however company management party not yet executed as according to desire of cutomer Keep the good work is to show fundamental variable which lionized by consumer and have been executed better by company management, Low priority showing assumed variable less important by consumer and have been conducted by company with habit. Possiblle overkill showing assumed variable less important by consumer and have been conducted very either by usah management party

Kinds os scale. There is 4 scale type measurement of attribute that is:

Nominal scale that is Measurement where number shown to a class or obyek of obyek for the purpose of classification.

Scale of Ordinal that is Measurement where numbers make reference to a data under colour of sort bigger than objects.

International scale that is Measurement where numbers weared to show difference size measure among and between member. Its characteristics is to have marking of ordinal and have scale remain to.

Table 1. Measurement Scale

Scale	Base	Example
Nominal	Identity	Male/Female User/no Job
Ordinal	Sequence	Brand prefrention Social class Mineral hardness
Interval	Inteval comparison	Temperature scale Brand attitude
Rasio	Absolute comparison	Sold unit Buyer quantity Possibility of purchasing. Weight

Ratio scale that is Measurement having absolute value or zero and therefore show absolute comparison is level of numbers.

Attitude Measurement. There are some way of in measurement of attitude but which is most commonly used attitude of self-report where people asked directly regarding feeling of them to an obyek. One of scale in this self-report is Innated-Rating scale summ or referred also scale of likert. scale of Likert is one of the widest scale its use in attitude scale technique in market research. Summ Innated-Rating scale is one technique in self-report where subyek asked to [regarding/hit] to agree or disagree to each; every statement. attitude of

Table 2. Scale Example Sum Inated-rating

	Very disagree	Disagree	Netral	Agree	Very agree
Cart security felt a long way off from which expected.					

Table 3. Scale Example Itemized Ratings with Seven Point which Used to Measure Satisfaction of Customer

How feeling of you about service of Management Hotel of X?						
I think:						
1	2	3	4	5	6	7
Very disgruntled	Disgruntled	Rather disgruntled	Habit	Rather nice	Gruntled	Very gruntled

Subyek is totalizing obtained quantifying from all item in scale. Scale example of summ Innated-Rating shall be as in Table 2.

Scale of Likert have some excess that is Easier relative made; as far as still relevant with problem, there is freedom enter problems items; answer an item earn some alternative so that can give some real and clear information; is easy to applied by various situation.

Some weakness of scale of likert that is Because using size measure of ordinal, this scale can only sort individual in scale, but cannot compare how many times a[n individual better than other individual; occasionally total score of individual not give clear meaning because many respon to some item will give same item.

Other Scale example is scale ratings itemized, that is scale indicating that indication someone assessment of them to attribute of object by chosening one among a number of category which description bestly attribute position or of object. Fundamental key of this scale is category of response which possible limited just certain in number. Generally 5 until 9 category differentiating assessment better and seems admit of to be understood by all responder. Summ Innated-Rating scale is wrong one of the scale example of itemized rating by 5 point.

Table 3 scale example *itemized ratings* with seventh point which used to measure satisfaction of customer

Factor analyze. Especial target of Factor analise is to group variables having high correlation into a[n group that is:

Desire to conduct moderation by grouping variables which its amount many into some factor so that will facilitate analysis.

To find elementary structure of data constitutoing category into a factor.

Model constitutoing factor analysis is data result of observation (XS) represent “ discount” of

factor which not such a result of observation (fs). Elementary form of this model:

Observation value of people of to -k [at] variable to -i = f (people score to - k at elementary factor and a random element)mathematically this equation become. (William R. Dillon, Mattew Goldstein; 57)

$$X_{ik} = \lambda_{i1} f_{1k} + \lambda_{i2} f_{2k} + \dots + \lambda_{im} f_{mk} + e_{ik}$$

Table 4. Conection of Customer Satisfaction with Customer Loyalty

Storey;Level Satisfaction of [Customer/client]	Loyalty satisfaction
Bad/disgruntled	95%
Excellent/very gruntled	65%
Good/gruntled	15%
Netral	2%
Very bad/very disgruntled	0%

ANALYSIS AND RESULTS

Analysis Determination of Variable Hotel Service.

From antecedent questioner hence researcher can obtain; get some variable able to deputize variable satisfaction of customer found on tables hereunder.

Analysis score expectation service [customer/client] of Hotel of UMM Malang Inn. Small valuable Expectation score indicate that customer less is expecting of repair a variable, while big valuable expectation score mean that customer very is expecting of accomplishment of variable.

Management party of UMM INN have to show desire of its customer and conduct assessment how far management party can fulfill customer expectation is fifth of service variable.

Analysis Score Perception of Service Cutomer of Hotel of UMM Malang Inn. Biggest Perception score indicate that Hotel of UMM Malang Inn execute that variable excellently, while smallest

perception score show Hotel of UMM Malang Inn execute variable is unfavorable.

Table 5. Serve Variables

Variable
Hygiene of Hotel of UMM Malang Inn.
Energy accomodate Room;Chamber or Hotel capacities.
Availibility of medium like clean toilet and facility every Room;Chamber (Television, Ac, bed)
Employee service
Re evaluated of UMM service
Abality of management to finished problem
Room Sevice(manner phone,sprier service, quality of dish, quantity of dish
security guard which controlling the condition of every room chamber to acting badness.
accident insurance guarantee and loss guarantee
Ability and efficiency of staff.
Staff polyte in serving customer
Amenity order room
Elegibility of price
Availibility of suggestion box.

Table 6. Most Made Account of Summary Variable Customer

Variabel Pelayanan	Skor Harapan
Hygiene Of Hotel of Umm Malang Inn	4,80
Guarantee accident insurance	4,77
Staff Keramahtamahan in serving [cutomer/ client]	4,70
Evaluation and settlement repeat to Hotel system of Umm Malang Inn	4,63
Ability of management [party/ side] in face of problem of arising out	4,60

Table 7. Summary variable fulfilled best at hotel of UMM Malang Inn

Variabel Pelayanan	Skor Persepsi
Availibility of medium like clean toilet and complete facility	4,83
Staff Keramahtamahan in serving [cutomer/ client]	4,77
Amenity in ordering Room;Chamber	4,73
Security guard which controlling the condition of [cutomer/ client] to acting badness	4,67
Evaluation and settlement repeat to Hotel system of Umm Malang Inn	4,63

While ugly perception score given by Management of UMM Inn is:

Table 8. Summary Variable Fulfilled at Least Whether at Hotel of UMM Malang Inn

Variabel Pelayanan	Skor Persepsi
Knowledge and efficiency of staff	4,50
Energy accomodate Room;Chamber Hotel	4,47
Guarantee accident insurance/ loss	4,47
Staff Keramahtamahan in serving [cutomer/ client]	4,47
Hygiene Of Hotel of Umm Malang Inn	4,43

Score analysis serve quality (skor servqual) customer Hotel UMM Inn. At table 7 earning us see there are 7 variable which valuable service gap score of negativity indicating that wanted by expectation customer of UMM Inn much more big compared to perception of existing service in this time. valuable variables of negativity is hygiene of Hotel of UMM Malang Inn, Energy accommodate Room Chamber Hotel, availability of suggestion box and sigh, accident insurance guarantee, hospitable of staff in serving customer, ability of management party in face of problem of arising out and also evaluate and settlement repeat to Hotel system of UMM Malang Inn.

Analysis factors measurement of quality pursuant to perception and expectation customer of Hotel of UMM Malang Inn. From result of factor analysis to service variable ke-14 got by 6 factor measurement of service quality which perception by customer. Of that processing, is obtained by value of KMO 0,501 meaning data processing with factor analysis can wear to reduce variable. While value of Barlett his test of significance 0,624 meaning to refuse Ho and accept hypothesizing that correlation matrix the yielded [is] identity matrix. 6 factor the formed is:

Empathy : Covering amenity in conducting good communications and comprehend requirement all customer. Its variable of him security guard which controlling the condition of customer to acting badness and hospitable of staff in serving customer.

- Reability* : Ability to execute promised service and gratify. Its variable is hygiene of Hotel of UMM Malang Inn, settlement and evaluation repeat to Hotel system of UMM Malang Inn.
- Responsiveness*: Willingness all staff to serve customer listened carefully. Its variable is lighting in Room; Chamber and of toilet, ability of management face the problem of arising out and accident insurance guarantee.
- Tangibles* : Appearance of physical of physical facility, communications items and equipments. Its variable is energy accommodate hotel room; chamber and availability of adequate facility and medium
- Assurance* : Including ability, courtesy, trustworthiness had by all staff, free from danger, doubtfulness or risk. Its variable is accuracy of hotel arrival time and departure and also knowledge and efficiency of staff.
- Suplemen* : Representing product addition or passed to service is customer as complement of available service. its variable is the availability of clean water in amenity and toilet in ordering Room; Chamber.

Service variable staying in uncommitted here concentrate of Hotel management party of UMM Malang Inn as according to desire of customer, that are:

Hygiene of Hotel of UMM Malang Inn (like less clean floor), Eligibility of price what have as according to customer expectation, Service of officer of Hotel, Availability of suggestion box and sigh there are but less is emboldened, Guarantee accident insurance (still unfavorable according to customer), At variable residing in on course Low priority showing to show assumed variable less important by customer and have been done by Hotel management party of UMM Inn with habit are: Energy accommodate Room; Chamber or as according to capacities per – customer, Ability of

management party to face the problem of arising out Knowledge and efficiency of staff (like manner in bertelefon and acceptance of Hotel guest).

While variable which enter on course Possible overkill showing assumed variable less important by customer and have been done very either by Hotel management party of UMM Inn, that is: Room Service

Availability of medium like clean toilet and Room; Chamber facility, playground, restaurant enough nicely). Evaluasi dan penataan ulang terhadap sistem Hotel UMM Inn Malang. Evaluation and settlement repeat to Hotel system of UMM Inn. Nice service staff, Amenity in ordering Room; Chamber.

CONCLUSION

Quality of service of Hotel of Umm Inn have enough goodness/well enough caused by storey; level of loyalties 62.,5%, but which there is still need to be re-corrected. Variable fulfilled best at Hotel of Umm Inn is the Availability of medium like clean toilet and complete facility, Staff hospitable in serving customer, Amenity in ordering Room; Chamber, Security guard which controlling the condition of customer to acting badness, settlement and evaluation repeat to Hotel system of UMM Inn. While determined variable at least goodness is knowledge and efficiency of staff, energy accommodate hotel room; chamber, accident insurance guarantee, sociability of staff in serving customer, hygiene of Hotel of UMM Inn Stages; Steps which need to be taken by that is

Hygiene of Hotel of UMM Inn that is Require to be enhanced by Cleaning service to be earning accurate and cleaner in cleaning every Room; Chamber, and also performed by addition work like in one day Cleaning service can clean room more than once.

Eligibility of price that is price have to corresponding to Hotel class standard, during the time Hotel of UMM INN of is including is costlier the than determined class standard so that a lot complain of less facility in Hotel of UMM Inn.

Service of officer of Hotel that is Require to be enhanced by officer which in Front of Office, like boy bell and of receptionist.

Availability of suggestion box to accept suggestion of customer, so that we can measure storey; level satisfaction of customer each; every moment. Suggestion form passed to moment customer of Cheque of In and delivered at the time of customer will Check Out by giving souvenir at the instance of which they give. So that hotel can know storey; level satisfaction of customer and can overcome him swiftly.

Insurance accident guarantee/Losing of that is Party security very important to always check exit entry of customer for the shake of security.

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