ANALYSIS OF THE SERVICE QUALITY TO CUSTOMERS AT NELAYAN RESTAURANT OF THE BELMOND JIMBARAN PURI BALI HOTEL

Ni Wayan Trisnayanti[1], I Ketut Suarja[2], Dewa Made Suria Antara[3], Ni Gusti Nyoman Suci Murni[4]
[1,2,3,4]Tourism Business Management, Politeknik Negeri Bali
Kampus Bukit Jimbaran, Bali Telp 62 361 701081 Ext 196
e-mail: gustinymsucimurni2pnb.ac.id

ABSTRACT

The purpose of this research is to determine the service quality to customers and determine the indicators that need to be improved and maintained in the quality of services provided to customers at Nelayan Restaurant of the Belmond JimbaranPuri Bali. This research uses five variables: Tangibles (X1), Reliability (X2), Responsiveness (X3) Assurance (X4), and Empathy (X5) by using 14 indicators/questions. The type of data used in this research is the qualitative and quantitative data with proportionate stratified random sampling. The number of samples obtained 80 respondents. Data were analyzed by using the technique of importance-performance analysis. Collection of data through distributing questionnaires to the customers. The results show that more indicators are getting positive values than negative values, and there are several indicators that need to be improved, namely the indicator of employees are ready to provide assistance needed by guests (X3.1), employees are polite in serving guests (X4.1), and employees have acted for the benefit of guests (X5.1) as well as the indicators that need to be maintained such as the indicator of restaurant cleanliness (X1.1), condition of restaurant (X1.2), Food ingredients used in the restaurant (X1.3), Appearance of the restaurant employees (X1.4), and employees provide fast and precise services (X2.2).

Keywords: service quality, customers, restaurant.

I. INTRODUCTION

Bali is one of the most well-known tourist destinations in Indonesia for foreign and domestic tourists. Bali has its charm a tourist attraction known as a tourist destination with a unique culture and natural beauty ranging from mountains to beaches. Rapid development tourism in Bali even to affect the development of tourism in other areas, such as East Java, NTB, and NTT. The more rapid development tourism in Bali, hence required adequate facilities and infrastructure of tourism in order to support the needs of tourists. Hotel is one of the important facilities in the tourism business. One of the hotels that became the choice of tourists for their stay during their vacation in Bali is Hotel

Belmond Jimbaran Puri Bali located in Jimbaran area, Badung Bali. Restaurant also includes as one of important business in the tourism industry. Restaurant is a room or place on where guests can buy and enjoy food and drink or is a place to prepare food and drinks for its guests need it (Mertayasa, 2012: 34). Belmond Jimbaran Puri Bali has two restaurants namely Nelayan Restaurant and Tunjung Restaurant. Nelayan Restaurant is one of the most numerous restaurants visited by tourists, as it has a beautiful ocean view. Customers who come to Nelayan Restaurant are not just inhouse guests but tourists outside the hotel visited Nelayan Restaurant as well. The number of customers visiting can be seen in Table 1.

Table 1. The Number of Tourist Visits to Nelayan Restaurant 2017

No	Month	Inside Guest	Outside Guest	Guest Total
1	January	98	246	344
2	February	148	135	283
3	March	125	277	402
4	April	112	404	516
5	May	220	318	538
6	June	200	326	526
7	July	168	492	660
8	August	190	566	756
9	September	220	566	786
10	October	213	601	814
11	November	205	652	857
12	December	198	676	874
TOTAL				7.356

Source: F & B Department, 2017

Based on Table 1,   it can be explained that the number of tourist visits in the period 2017 from January to December is 7,356 tourists. The number of customer visits Nelayan Restaurant increase every month, especially from outside guest. Nelayan Restaurant opened for lunch and dinner, at the dinner time at Nelayan Restaurant provides various types of entertainment alternately every day, from the appearance of traditional music, international music and Balinese dance.

Many strategies can be used every restaurant to improve tourist visits, one of which is to provide quality service which is good to the customer. Because the quality of service is one factors that can affect customer satisfaction and loyalty. "Loyalty is a long and continuous process, and nurtured along the length travel relationship between the company and the customer " (Rai Utama, 2012: 164).

Tjiptono and Chandra (2016: 125) defined "service quality as a measure how well the level of service provided is able to meet expectations customers, service quality can be realized through the fulfillment of needs and customer desire and accuracy of delivery to compensate for expectations customer". Service quality is key in creating satisfaction customer. Service quality can be measured using an understanding of five dimensions of service quality those are Tangibles, Reliability, Responsiveness, Assurance, and Empathy. Nelayan Restaurant not only sells food and beverages but also to offer excellent services to its customers. The restaurant put big effort to meet the customer needs. Therefore Nelayan Restaurant always pay attention to the service given to customer. Providing quality service is one of the priorities main for the management of Nelayan Restaurant. It aims to Nelayan restaurant still has many customers and can develop that product owned. Based on the background of the problem so the purpose of this research is to test and analyze the influence of the five variables of service quality dimensions, namely Tangibles, Reliability, Responsiveness, Assurance and Empathy towards customers at the Nelayan Restaurant as well as determine the indicators that need to be improved and maintained for services provided. The researchs result expected can be beneficial for the management of the Nelayan Restaurant to improve the service quality provided to customers in order to create satisfaction and loyalty of the customers who visit to the Nelayan Restaurant.

II.   RESEARCH METHODS

This research uses qualitative and quantitative descriptive analysis techniques. This research uses primaries data obtained by distributing questionnaires to customers who visited the restaurant, interviewing the restaurant manager and customer, and studying literature. The secondary data used in this research is the number of tourist visits to

Nelayan Restaurant. The population of this research is the customers who visited the Nelayan Restaurant and have received service. Sampling technique using proportionate stratified random sampling that is the determination of samples with certain considerations, where the customer who come from different countries who visit the Nelayan restaurant. Total number of respondent is 80 respondents. Variables which will be analyzed there are five variables are Tangibles (X1), Reliability (X2), Responsiveness (X3), Assurance (X4), and Empathy (X5).

Analysis methods applied in this research are Servqual and Importance-Performance Analysis which are used to determine some indicator which need to be upgraded and maintained in service at Nelayan Restaurant. There are element of services that will be split into four parts of cartesius diagram based on IPA analysis as shown in Figure 1.
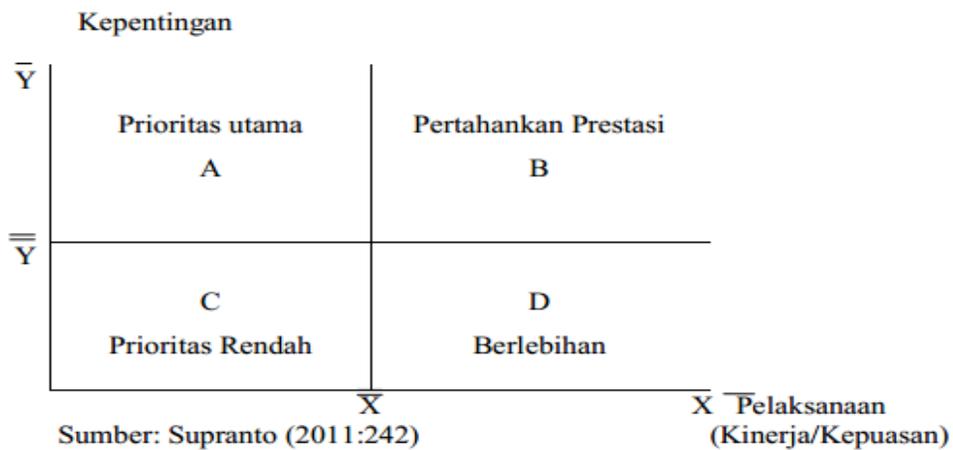

Figure 1. Cartesius Diagram

III. RESULTS AND DISCUSSION

Based on the results obtained from the distribution of questionnaires to respondents are customers who visited the Nelayan Restaurant and already get service with number 80 respondents, got identity respondents who have been divided into several categories namely the identity of respondents by nationality, sex, and age.

Based on the most visited guest citizenship category to the Nelayan Restaurant is a guest who comes from France that is as much as 30people from all samples of research, subsequent guests coming from Australia as many as 24 people, then guests who come from Europe as many as 19 people, and 7 guests from China. Subsequent customer identity based on sex of men and women, customer manifold male most visited the Nelayan Restaurant that is as much as 43people and customers of the female as many as 37 people. The last customer identity is based on the age of some distance age between 15-25 as many as 25 people, the distance of age between 25-35 the most many visited the Nelayan Restaurant that is as many as 34 people, further more between 35-45 as many as 17 people, and the last distance between 45-55 ageas many as 4 people.

To test the validity of a data has a minimum requirement to meet criteria is when r = 0.30, then from the validity test that has been done by researchers proved that the instrument grain was declared valid. Result of validity test of questionnaire importance in this research can be seen in table 2, and validity test performance can be seen in table 3 that is,

Table 2. Test Results of Validity of Importance

No	Variabel	Indicator	Correlation Item Total	Description
1	Tangibles	X1.1	0.350	Valid
		X1.2	0.734	Valid
		X1.3	0.760	Valid
		X1.4	0.687	Valid
2	Reliability	X2.1	0.632	Valid
		X2.2	0.681	Valid
3	Responsiveness	X3.1	0.828	Valid
		X3.2	0.636	Valid
		X3.3	0.423	Valid
4	Assurance	X4.1	0.506	Valid
		X4.2	0.704	Valid
		X4.3	0.557	Valid
5	Empathy	X5.1	0.527	Valid
		X5.2	0.737	Valid

Based on the results of the validity test in Table 2 shows that the whole the value of each of the questionnaire items has a value greater than 0.30, so all items of the questionnaire variable are declared valid and can be used in research.

Table 3. Test Results of Validity of Performance

No	Variable	Indicator	Correlation Item Total	Description
1	Tangibles	X1.1	0.341	Valid
		X1.2	0.435	Valid
		X1.3	0.646	Valid
		X1.4	0.516	Valid
2	Reliability	X2.1	0.466	Valid
		X2.2	0.703	Valid
3	Responsiveness	X3.1	0.571	Valid
		X3.2	0.606	Valid
		X3.3	0.444	Valid
4	Assurance	X4.1	0.403	Valid
		X4.2	0.700	Valid
		X4.3	0.346	Valid
5	Empathy	X5.1	0.434	Valid
		X5.2	0.686	Valid

Based on the results of the validity test in Table 3 shows that the whole the value of each of the questionnaire items has a value greater than 0.30, so all items of the questionnaire variable are declared valid and can be used in research.

The result of the value of the instrument is said to be reliable when it has coefficients reliability or alpha of 0.60 or more. Reliability test results of importance has a Cronbach's Alpha value of 0.886, where the result is stated greater than 0.60. It states that the instrument of the questionnaire otherwise reliable that can be used to conduct research. For the results of the performance reliability test have Cronbach's Alpha value of 0.800, where the result is stated greater than 0.60. It states that the instrument of the questionnaire is valid reliable so that it can be used to conduct research.

The calculation of servqual scores that get a negative (-) indicates that there is an indication of a quality gap in the attribute. While the calculation servqual score that get a positive value (+) shows a quality indication that satisfies the customer enough. On the servqual value calculation shows that the servqual attribute positive score is more many

of the negative servqual attributes. Average level calculation results assessment of performance and importance and gaps obtained can be seen on Table 4 below.

Table 4. Results Calculation Servqual Score Performance and Importance

Indicator	Performance	Importance	Servqual Value/ Gap	Description
X1.1	4.875	4.800	0.075	Positif
X1.2	4.563	4.488	0.075	Positif
X1.3	4.675	4.575	0.100	Positif
X1.4	4.488	4.463	0.025	Positif
X2.1	4.200	4.288	-0.088	Negatif
X2.2	4.613	4.488	0.125	Positif
X3.1	4.350	4.475	-0.125	Negatif
X3.2	4.288	4.425	-0.137	Negatif
X3.3	4.488	4.338	0.150	Positif
X4.1	4.200	4.475	-0.275	Negatif
X4.2	4.363	4.413	-0.050	Negatif
X4.3	4.538	4.450	0.088	Positif
X5.1	4.425	4.588	-0.163	Negatif
X5.2	4.450	4.413	0.037	Positif

Based on Table 4 above can be seen that has a gap value is in indicator X2.1 that staff have given satisfactory service have a gap score of -0.088, X3.1 is staff have taken order well have a gap score of -0.125, X3.2 is staff understand the needs of guests have a gap score of -0.137, X4.1 is staff are polite to serve the guests have a gap score of -0.275, X4.2 is staff have explained well about the menu offered have a gap score of -0.050, X5.1 is staff have acted in the interests of guests have a gap score of -0.163.

In addition to indicators that have a negative value, there are 8 indicators are positive contained in indicator X1.1 is the cleanliness of restaurant have score of 0.075, X1.2 is condition of the restaurant equipment (tables, chairs, cutleries, etc) which has the same score with indicator X1.1 that is 0.075, X1.3 is groceries used in restaurant (vegetables, meat, drinks, etc) have score of 0.100, X1.4 is the appearance of the staff have score of 0.025, X2.2 is staff give quick and precise service have score of 0.125, X3.3 is staff are ready to provide the help needed by guests have score of 0.150, X4.3 is staff are able to answer questions and concerns of the guests have score of 0.088, X5.2 is staff have given good attention on the guests have score of 0.037.

Based on the calculation results Servqual score, obtained services his importance suffered a negative and positive gap. This is because the performance of the employees Nelayan Restaurant is not always the same as importance expected by customers visiting at Nelayan Restaurant. But overall the employees of Nelayan Restaurant have given the best service to visitors because of the more positive gap rather than a negative gap and can also mean that the performance of that done by the employee about the service quality greater than the importance owned by the customer itself.
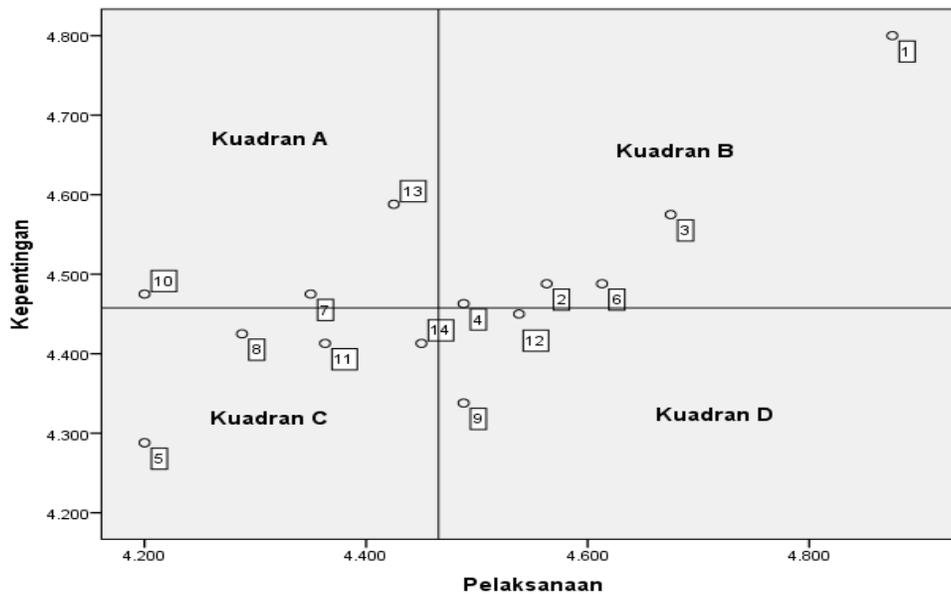

Figure 2. Calculation result of importance performance analysis

Based on Figure 2 it can be seen that the calculation results importance performance analysis indicators that are in the quadrant A or become the main priority and need to be improved thatX3.1 is staff have taken order well, X4.1 is staff are polite to serve the guests, X5.1 is staff have acted in the interests of guests. The next indicators that in quadrant B that need to be maintained that isX1.1 is the cleanliness of restaurant, X1.2 is condition of the restaurant equipment (tables, chairs, cutleries, etc), X1.3 is groceries used in restaurant (vegetables, meat, drinks, etc), X1.4 is the appearance of the staff, X2.2 is staff give quick and precise service. Next indicators that are in the low-

priority at quadrant C and less important for customer that is X2.1 that staff have given satisfactory service, X3.2 is staff understand the needs of guests, X4.2 is staff have explained well about the menu offered, X5.2 is staff have given good attention on the guests. The last indicators at the quadrant D of something redundant and less important for customers that is X3.3 is staff are ready to provide the help needed by guests, and X4.3 is staff are able to answer questions and concerns of the guests.

Based on the calculation of the importance performance analysis, it is found that the indicators that need to be improved are in the indicator X3.1, X4.1, and X5. For indicators that need to be maintained are in indicator X1.1, X1.2, X1.3, X1.4, and X2.2. Therefore the management of Nelayan Restaurant can improve and improve as well as to be preserved, this making customers feel satisfied and comfortable with the services provided.

IV. CONCLUSION

Based on the results of research that has been described above, it can be seen that service quality affect the customers because of the overall employees at Nelayan Restaurant already provide the best service to customers because the gap a lot more positive than negative gap and can also be interpreted that the performance is carried out by employees regarding the service quality is greater than the importance owned by the customer itself, so that the services quality provided by employees to customers already satisfy the customer. The calculation results of the importance performance analysis indicators that need to be improved are on the indicators X3.1 is staff have taken order well, X4.1 is staff are polite to serve the guests, X5.1 is staff have acted in the interests of guests. For the indicators that need to be maintained within the indicators X1.1 is the cleanliness of restaurant, X1.2 is condition of the restaurant equipment (tables, chairs, cutleries, etc), X1.3 is groceries used in restaurant (vegetables, meat, drinks, etc), X1.4 is the appearance of the staff, X2.2 is staff give quick and precise service. Therefore, the management Nelayan Restaurant can be repair, improve and that must be maintained, so as to make customers feel satisfied and comfortable with the services provided.

REFERENCES

Gaspersz, V. 2011. *Ekonomi Manajerial*. Jakarta: PT. Gramedia Pustaka Utama.

Mertayasa, I G. A. 2012. *Food & Beverage Service Operational*. Yogyakarta: CV Andi Offset.

Utama, I G. B. R. and Eka, N. M. M. D. 2012. *Metodologi Penelitian Pariwisata & Perhotelan.* Yogyakarta: CV Andi Offset.

Supranto, J. 2011. *Pengukuran Tingkat Kepuasan Pelanggan Untuk Menaikkan Pangsa Pasar*. Jakarta: PT Rineka Cipta.

Tjiptono, F. and Chandra, G. 2016. *Service, Quality dan Satisfaction*. Edisi 4. Yogyakarta: CV Andi Offset.

Wijaya, T. 2011. *Manajemen Kualitas Jasa*. Jakarta: PT Indeks.