The Influence Of Competence And Performance Of Bilik Hotel Training Program Alumni On Hotel User Satisfaction In The City Of Tegal

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***Abstract** : The purpose of this research is to determine and analyze the positive and significant influence of Competence and Performance of BiLiK Hotel Training Alumni on Hotel User Satisfaction in the city of Tegal. The population in this study consists of the leaders and management staff in each hotel in the city of Tegal, totaling 50 individuals. The sample used is a saturated sample, which means that the entire population becomes the research sample. The sampling technique in this study uses a questionnaire. The analysis includes validity, reliability, multiple linear regression analysis, t-test, F-test, and coefficient of determination analysis. The results of this study show that competence (X1) has a positive and significant influence on hotel user satisfaction in the city of Tegal, and performance (X2) also has a positive and significant influence on hotel user satisfaction in the city of Tegal. Based on the F-test, both competence and performance have a simultaneous and significant impact on hotel user satisfaction in the city of Tegal. Based on the multiple linear regression test, it is found that of the two regression coefficient values of the independent variables (competence and performance), competence has the most significant influence on the dependent variable (satisfaction) with a coefficient of 0.713.*

***Keywords** : Competence; Performance; Satisfaction*

INTRODUCTION

The hotel industry is highly dependent on the level of competence of its human resources for the successful completion of their tasks and responsibilities. The case is undeniable given that the hotel industry mainly engages with intangible products and services, and its continued existence is heavily dependent upon the high level of service performed by its staff to the guests took care of within the various facilities.

The hotel industry in Indonesia has witnessed significant expansion, following the global increase in tourism and the growth of MICE (Meetings, Incentives, Conferences, and Exhibitions) events, which are becoming growing in popularity in several locations, including Tegal. Unfortunately, a common issue encountered by the majority of hotels in nearby areas involves to the use of human resources that may not align with the specific demands of the business. Numerous hotels engage in the practice of recruiting personnel that lack an appropriate educational background or training in the area of hospitality, so leading to a failure in achieving the anticipated level of service quality.

Tegal, a city in Indonesia, currently organizes specialized schools for hospitality education, with a notable hospitality training program known as the "BiLiK Hotel Training

Program." This curriculum has potential as a result of its highly skilled professors, who possess extensive experience working in the hospitality industry, namely in hotels and cruise ships.

The BiLiK Hotel Training Program encounters a challenge in its objective to provide an accelerated educational program with challenging objectives, aimed at equipping individuals with the necessary skills to enter a career in the tourism industry, namely within the industry of hospitality. This creates a particular difficulty to the management of the program.

Hotels, especially those located in Tegal, have an expectation that their employed personnel have the necessary competencies relevant to their areas of expertise. Nevertheless, it is frequently seen that the skills and abilities of individuals who have completed their education at training institutions are not at their highest potential. It is frequently seen that a significant number of graduates display an insufficient understanding of their assigned job responsibilities, encounter challenges related to their skill set and attitude, and generally fail to meet the expected performance standards set by workplaces. As a result, the anticipated level of service quality fails to meet the expectations of users, particularly guests. Furthermore, a significant obstacle facing the sustainability of the BiLiK Hotel Training Program is to the post-program performance of its graduates. Performance is a critical measurement for evaluating a graduate's ability to achieve optimal work outcomes, adhere to effective work methodologies, and successfully adapt to the professional setting. In practice, it is commonly seen that recent graduates encounter difficulties in showcasing their utmost performance and adapting to their professional environment due to their inherent hesitancy and incomplete integration into the workplace.

METHOD

The research method employed by the author is a quantitative method that is factual and accurate. It involves creating questionnaires for the respondents, which consist of leaders and management staff in each hotel in the city of Tegal, totaling 50 individuals. These respondents are required to answer statements related to the influence of Competence and Performance of BiLiK Hotel Training Alumni on Hotel User Satisfaction in Tegal.

The validity test is a measure that indicates the level of validity of an instrument, while the reliability test assesses the degree of data consistency and stability over a certain period. Data collection is carried out through a questionnaire, which contains a series of statements related to Competence, Performance, and Guest Satisfaction. The measurement scale uses a Likert scale, with the following categories: Very Agree (VA), Agree (A), Uncertain (U), Disagree (D), and Strongly Disagree (SD).

RESULTS AND DISCUSSION

Competence

Competence is the ability to carry out or perform a job or task based on skills and knowledge, supported by the work attitude required by the job. According to Wibowo (2017).

According to Ruky as cited in Fadillah et al. (2006), there are several indicators that influence Competence, including:

1. Knowledge: The information a person possesses in a specific field. Knowledge is a complex competency. Test scores on knowledge often fail to predict job performance because they may not measure knowledge and skills in the same way they are used in the actual job.

2. Understanding: The depth of a person's knowledge about something as a result of their experiences and responsibilities in either doing or not doing something.

3. Values: Everything that an individual believes to be right, good, and in line with the prevailing norms within an organization or environment.

4. Skills: The ability to perform specific physical or mental tasks. Mental competence or cognitive skills include analytical and conceptual thinking.

5. Attitude: A pattern of behavior, tendencies, or anticipatory readiness, predisposition to adapt to social situations, or simply put, an attitude is a response to social stimuli that has been conditioned.

6. Interest: Something consistently thought about or the attraction a person has towards something. Interests drive, direct, and guide behavior towards specific actions or goals.

Performance

Performance is synonymous with job achievement, which consists of actions or task execution carried out by an individual within a specific period and can be measured. It can be related to the quantity and quality of work that an individual can complete within a specified time frame. According to Swasto (1996).

On the other hand, according to Prawirosentono (2018), performance is the work results achieved by an individual or a group of individuals in an organization within a specific time frame, in accordance with their authority and responsibilities, in an effort to legally achieve the goals of the organization in question, without violating the law and in accordance with moral and ethical standards.

Rivai (2006) suggests other indicators for evaluating an employee's performance, including:

1. Technical Competence: The ability to use knowledge, methods, techniques, and equipment required to carry out tasks, as well as the experience and training acquired.

2. Conceptual Competence: The ability to understand the complexity of the company and adapt the area of activity from each unit into the overall operational area of the company. In essence, this means understanding one's tasks, functions, and responsibilities as an employee.

3. Interpersonal Relationship Skills: This includes the ability to collaborate with others, motivate employees, conduct negotiations, and other interpersonal skills.

Satisfaction

According to Kotler (2000), satisfaction is the level of one's feelings after comparing the perceived performance or results with their expectations. Umar (2002) presents six concepts for measuring satisfaction as follows:

1. Overall Customer Satisfaction: This involves asking customers about their level of satisfaction with a particular service and assessing and comparing it with the overall satisfaction of customers with the services they receive from competitors.

2. Customer Satisfaction Dimensions: The process involves four steps. First, identify key dimensions of customer satisfaction. Second, ask customers to rate the company's services based on specific items such as service speed or staff friendliness. Third, ask customers to rate competitors' services based on the same specific items. Fourth, ask customers to identify dimensions they believe are important in assessing overall customer satisfaction.

3. Confirmation of Expectations: In this method, satisfaction is not measured directly but inferred based on the alignment or misalignment between customer expectations and the actual performance of the company's services.

4. Intention to Repurchase: Customer satisfaction is measured based on whether they intend to make a repeat purchase of the same service they have consumed.

5. Willingness to Recommend: This method is an important measure, especially for services with relatively long repurchase cycles, such as higher education services.

6. Customer Dissatisfaction: This can be assessed, for example, in terms of complaints, warranty costs, negative word-of-mouth, and defections.

The Influence of Competence of BiLiK Hotel Training Alumni on the Level of Hotel User Satisfaction in the City of Tegal

Hypothesis Test 1 results indicate that there is a positive and significant influence of the variables Competence and Satisfaction. This is supported by the multiple linear regression

calculation, which shows that Competence has a positive and significant influence at the 5% level, indicated by a significant result for the Competence variable of 0.02, which is less than 0.05, and a calculated t-value of 2.657, which is greater than the tabulated t-value of 2.005. Therefore, it can be concluded that the first hypothesis is accepted. Thus, the Competence variable influences user satisfaction in hotels.

The Influence of the Performance of BiLiK Hotel Training Alumni on Hotel User Satisfaction in the City of Tegal

Hypothesis Test 2 results indicate that there is a positive and significant influence of the variables Performance and Satisfaction. This is supported by the multiple linear regression calculation, which shows that Performance has a positive and significant influence at the 5% level, indicated by a significant result for the Performance variable of 0.02, which is less than 0.05, and a calculated t-value of 2.963, which is greater than the tabulated t-value of 2.005. Therefore, it can be concluded that the second hypothesis is accepted. Thus, the Performance variable influences user satisfaction in hotels.

The Combined Influence of the Competence and Performance of BiLiK Hotel Training Alumni on Hotel User Satisfaction in the City of Tegal.

Hypothesis Test 3 results indicate that there is a positive and significant combined influence of the variables Competence and Performance on Satisfaction. This is supported by the simultaneous significance test (F-test), where the calculated F-value (23.224) is greater than the tabulated F-value (2.39), and the F-significance (0.000) is less than 0.05. Therefore, it can be concluded that the third hypothesis is accepted. Thus, the Competence and Performance variables, when considered together, influence user satisfaction in hotels in the city of Tegal.

The variable that has the most influence on the level of hotel user satisfaction in the city of Tegal.

Of the two independent variables examined, the variable that has the most influence on user satisfaction in the city of Tegal is competence, as evidenced by the beta coefficient value in the t-test, which is 0.713.

CONCLUSION

Based on the conducted tests, the following conclusions can be drawn:

1. There is a positive and significant influence of the competence variable on the level of hotel user satisfaction in the city of Tegal, thus accepting the first hypothesis.
2. There is a positive and significant influence of the performance variable on the level of hotel user satisfaction in the city of Tegal, thus accepting the second hypothesis.

3. There is a positive and significant combined influence of the competence and performance variables on the level of hotel user satisfaction in the city of Tegal, thus accepting the third hypothesis.

4. The competence variable has a greater influence on the level of user satisfaction in hotels in the city of Tegal compared to the performance variable.

Based on the findings of this research, there are several aspects that should be given attention in order to improve hotel user satisfaction in Tegal:

1. The BiLik program management should play an active role in shaping and enhancing the capabilities of BiLik Hotel Training alumni, making them more professional and responsible.

2. The BiLik program management should conduct a more in-depth evaluation of all aspects related to the recruitment process, with an emphasis on recruiting higher-quality and more selective candidates.

3. The BiLik program management should continually enhance the competence and performance to ensure that participants receive the latest knowledge and skills that are in line with the needs of the hotel industry.

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