

Unlocking the Secrets to Elevating Guest Satisfaction at Hotel Griya Persada Bandungan, Semarang Regency: A Sizzling Exploration of Service and Product Quality Analysis

Tuwuh Adhistyo Wijoyo¹, Guntur Suryaning H², Julian Andriani Putri³

¹⁻³ STIEPARI, Semarang, Indonesia

Corresponding email: zefanya.adhistyo@gmail.com

Abstract . This study, conducted at Hotel Griya Persada in Bandungan, Semarang, aimed to assess and describe methods for enhancing customer satisfaction by improving the quality of both products and services. The investigation specifically focused on physical evidence, reliability, responsiveness, assurance, and empathy within the service conditions. The findings revealed that there were certain areas of service quality that needed improvement, and some products did not meet customer expectations. Data for the study was collected through interviews and analyzed descriptively. The study involved eight participants, including one manager, two employees, and five consumers. The results were expected to provide valuable insights for management and customer satisfaction. Data analysis included techniques for data validation, reduction, data presentation, and drawing conclusions. The study indicated an improvement in both product and service quality for enhancing customer satisfaction. When it comes to product quality, eight key standards were identified, including flavor, consistency, texture, nutritional content, visual appeal, aromatic appeal, temperature, and recipes. Customers generally regarded the product quality at Hotel Griya Persada in Bandungan as good, but identified areas for improvement such as consistency, texture, temperature, and recipes. Regarding service quality, there were five elements within the five quality dimensions, namely reliability, responsiveness, assurance, empathy, and tangibility. Employees acknowledged the need for improvement in certain aspects, particularly in responsiveness and empathy, to enhance consumer satisfaction in future product purchases.

Keywords Product Quality; Service; Customer Satisfaction

INTRODUCTION

In an increasingly competitive landscape, the importance of product quality in attracting customers and driving a company's growth cannot be overstated. Companies aspiring to thrive and progress must engage in efficient activities. Efficiency in this context means that these activities should prioritize the quality of the goods or services they offer. Being efficient is crucial in managing costs, aiming to make products and services more affordable and accessible to customers. Consumers play a pivotal role in shaping the success and sustainability of a thriving company (Akhtar et al., 2022). The quality of a company's products and services is a critical factor for its long-term viability and development. To stand out in a competitive market, a company needs to ensure customer satisfaction by delivering superior products, competitive pricing, quicker product delivery, and better service than their competitors. The company should focus on the quality of the products or services it provides to meet customer satisfaction (Lee, 2020). In this era of globalization, consumers have become discerning when choosing products or services that align with their expectations. They also consider the cost relative to the benefits they will gain from the products or services. Efforts to enhance product quality at Hotel Griya Persada Bandungan, implemented by the management, include: (1)

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* Tuwuh Adhistyo Wijoyo , zefanya.adhistyo@gmail.com

introducing a variety of dishes to align with the overall menu, considering different cooking techniques such as frying, steaming, grilling, and more, and paying attention to the visual appeal of the dishes; (2) controlling the level of food doneness by managing the cooking time of meat to achieve the desired level of maturity; (3) emphasizing the deliciousness of the cuisine in terms of flavor by establishing standardized recipes that ensure a balanced use of ingredients and seasonings; (4) providing training to kitchen staff to expand their knowledge of food preparation. Therefore, by enhancing product quality, Hotel Griya Persada Bandungan aims to elevate customer satisfaction and increase the number of orders. Hotel Griya Persada Bandungan has seen a rise in its monthly visitor count. This can be attributed to the diverse population of Semarang, with various factors influencing their choice of catering products. Without a doubt, the quality of a company's products and services is a key factor that consumers seek to meet their expectations and, consequently, their satisfaction. Customer satisfaction with a service is the experience that customers receive or perceive, aligning with their expectations after evaluating the performance or outcomes of a product and their anticipations. If the products or services meet customer satisfaction, they are likely to continue using the company's offerings (Xu, 2019). Conversely, if they are dissatisfied with the products or services provided by the company, consumers are likely to feel disappointed and may be reluctant to make repeat purchases. In conclusion, it is clear that the quality of products and services plays an essential role in retaining existing customers for a company. Additionally, it offers distinct advantages, increasing the likelihood of attracting new customers. Satisfied customers tend to share their positive experiences with the products and services they have enjoyed with their friends and family.

METHOD

This study was carried out at Hotel Griya Persada Bandungan, focusing on how to enhance customer satisfaction through improved product and service quality at Hotel Griya Persada Bandungan. The research methodology employed here is qualitative, meaning it provides qualitative information through detailed descriptions and depictions. The objective of this research was to gather qualitative information about service delivery, examined in a descriptive manner and its connection to enhancing the quality of products and services. Data collected was presented in narrative form to systematically illustrate accurate facts and compare them with existing theoretical foundations. In line with the qualitative research context, the author used purposive and internal sampling techniques (Zhu et al., 2022). Internal sampling helped in selecting informants who possessed knowledge and credibility as sources,

including one manager, two employees, and five regular customers. The primary focus of the sampling in this research was to understand how to improve the quality of products and services in order to boost customer satisfaction at Hotel Griya Persada Bandungan. When it came to data analysis, the author applied an interactive analysis model, which involved three key components: Reduction, Data Presentation, and Conclusion or Verification. This interactive analysis approach meant that the analysis was conducted interactively using these three components. Interactive activities were carried out during the data collection process, enabling the researcher to make reductions and data presentations. If the obtained verification was inconclusive or unsatisfactory, the author could further delve into the data during the reduction or data presentation phases.

RESULTS AND DISCUSSION

1. Product quality in Hotel Griya Persada Bandungan

The results of interviews with several loyal customers of Hotel Griya Persada Bandungan indicate that the product quality at the hotel is excellent. They appreciate the taste and aroma of the food served and find that consistency in flavor is consistently maintained. The texture of the food, in terms of size and shape, is also satisfying and meets their expectations. The nutritional content of the food at Hotel Griya Persada Bandungan meets standards and aligns with their expectations. The aroma of the food served stimulates the appetites of their families. However, there is occasionally an issue with the temperature of the food changing because deliveries are sometimes made earlier than agreed upon. Nevertheless, portion sizes are usually appropriate, though sometimes slightly generous. Customers are highly satisfied with the menu at Hotel Griya Persada Bandungan and have no desire to try other products. They are delighted to recommend the hotel to friends and family. This reflects the definition of product quality is the result of delivering services or products that align with customer expectations and perceptions (Preziosi, 2019). At least seven dimensions that determine the quality of high-quality food. First, "Flavour" involves the taste and aroma of food, which should provide a delightful and pleasant sensation when consumed. Second, "Consistency" refers to the consistency of the taste of food, which should meet established standards. Third, "Texture" involves the texture of food in terms of size, shape, and tenderness, which should meet consumers' expectations and preferences. Fourth, "Nutritional Content" focuses on the nutritional content of food, which should provide positive health benefits. Fifth, "Visual Appeal" includes the visual appearance of food, including the use of attractive colors to capture attention and stimulate the appetite. Sixth, "Aromatic Appeal" involves the aroma of food,

which should arouse the appetite even before consumers taste it. Seventh, "Temperature" refers to the temperature at which food is served, which also affects the taste experience. Meanwhile, customers who are satisfied with a company's performance have several distinctive characteristics (Brunt, 2001). They tend to become more loyal and committed to the company. They are also more likely to purchase more of the company's products or services if the company introduces new products or enhances existing ones. Furthermore, satisfied customers often provide positive feedback about the company and its products, contributing to building a good reputation. Finally, satisfied customers tend to pay less attention to competitor brands and advertisements and are less sensitive to price changes. Thus, customer satisfaction plays a key role in maintaining and improving a company's business.

2. Service quality in Hotel Griya Persada Bandungan

In the results of interviews with some employees of Hotel Griya Persada Bandungan regarding the services provided to customers, it was found that the services in the hotel have fulfilled various essential aspects (Alsharari, 2020). The employees maintain workplace cleanliness and the quality of food ingredients as instructed. They provide services with a warm greeting, politeness, and a friendly smile following the Greeting 5S principle. Employees are also well-prepared to handle customer complaints, offering appropriate responses to customer orders, satisfying their expectations. Furthermore, the services offered by Hotel Griya Persada Bandungan include adequate facilities in the food and beverage preparation process. The physical appearance of employees, from head to toe, is well-maintained and clean. This reflects that the efforts to improve services at Hotel Griya Persada Bandungan have yielded positive results. Customers who have experienced good service are happy to recommend the hotel to their friends and family. However, in the context of services, it is essential to remember that this is a complex aspect. Service quality is significantly influenced by customer expectations, which can vary from one individual to another, even when the service provided is consistent (Grobelna, 2013). The concept of service quality consists of two interrelated parts: internal service quality and external service quality. Improving internal service quality, which affects employee satisfaction as internal customers, can drive employee loyalty to the company, which, in turn, contributes to increased productivity (Kandampully et al., 2013). High productivity leads to better external service quality, which ultimately determines customer satisfaction.

3. Enhancing the Quality of Products and Services to Ensure Customer Satisfaction at Hotel Griya Persada Bandungan.

Customer satisfaction as the fulfillment of the service delivery process by the service provider according to customer perception (Ali, 2016). Customer satisfaction or dissatisfaction

is a customer's response to the perceived discrepancy between prior expectations (or other performance norms) and the actual performance of the product. On the other hand, guest satisfaction is a post-purchase evaluation in which the chosen alternative at least meets or exceeds guest expectations, while dissatisfaction arises when the results obtained do not meet guest expectations (Lu, 2015). Hotel Griya Persada Bandungan has eight quality standards, with Flavor, Consistency, Texture, Nutritional Content, Visual Appeal, Aromatic Appeal, Temperature, and Recipes among them. Regular customers believe that the product quality at Hotel Griya Persada Bandungan is fairly good, but there are some aspects of product quality that need improvement, including Consistency, Texture, Temperature, and Recipes. They mention that the flavor of the food served at Hotel Griya Persada Bandungan is pleasant, and the dishes are consistently prepared with the desired taste. The texture, size, and shape of the food are suitable, and the nutritional content meets their expectations. The food at the hotel appeals to their sense of aroma, although the temperature sometimes changes as dishes are delivered earlier than agreed. The portion sizes are mostly appropriate, though occasionally they may be excessive. Currently, they have no interest in switching to other products because they find the food at Hotel Griya Persada Bandungan suitable for their taste and are happy to recommend it to friends and family. Hotel Griya Persada Bandungan follows the five dimensions of service quality, which include Reliability, Responsiveness, Assurance, Empathy, and Tangibles. According to employees, there is room for improvement in the Responsiveness and Empathy dimensions to enhance customer satisfaction in future purchases. During interviews with several employees working at Hotel Griya Persada Bandungan, it was found that the service they provide aligns with instructions: they maintain a clean working environment, ensure the quality of food ingredients, and adhere to the Greeting 5S principle (Salutation, Greeting, Politeness, Courtesy, and Smiles). Employees are prompt in handling customer complaints, provide correct and satisfying responses, and maintain the cleanliness and orderliness of the facility (Min, 2015). In conclusion, customer loyalty isn't measured by how much they buy but by how often they make repeat purchases and recommend the products to others.

CONCLUSION

Based on the research, several conclusions can be drawn regarding the improvement of product and service quality for customer satisfaction at Hotel Griya Persada Bandungan: First, the quality of products at Hotel Griya Persada Bandungan is measured through eight standards of good product quality, including flavor, consistency, texture, nutritional content, visual

appeal, aromatic appeal, temperature, and recipes. While loyal customers believe that the quality of products at the hotel is already quite good, there are some aspects of product quality that need improvement, such as consistency, texture, temperature, and recipes. Second, the quality of service at Hotel Griya Persada Bandungan encompasses five elements from the five dimensions of service quality. These elements include reliability, responsiveness, assurance, empathy, and tangibles. Employees believe that there is room for improvement, especially in the dimensions of responsiveness and empathy, to enhance customer satisfaction in their future product purchases. Third, the efforts to enhance product and service quality at Hotel Griya Persada Bandungan encompass various aspects. The service provided to customers follows given instructions, including maintaining workplace cleanliness and the quality of food ingredients. The Greeting 5S principle (Salutation, Greeting, Politeness, Courtesy, and Smiles) is also applied in service. Employees are prepared to handle customer complaints, provide satisfactory answers, and ensure that facilities remain clean and orderly. The results indicate that the efforts to improve service at Hotel Griya Persada Bandungan have been quite successful, with some loyal customers being happy to recommend the hotel to friends and family. In conclusion, this research highlights the commitment of the hotel to continuously improve customer satisfaction through the enhancement of product and service quality.

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