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Strategy For Improving The Quality Of Services, Facilities and Cleanliness Towards Kaltim Mess's Guest Satisfaction

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ABSTRACT

This study discusses the influence of variables between service quality, facilities and cleanliness on guest satisfaction. The purpose of this study was to determine the effect of service quality on guest satisfaction, to determine the effect of facilities on guest satisfaction and to determine the effect of cleanliness on guest satisfaction during the Covid 19 pandemic at the Messaging Agency for East Kalimantan in Jakarta. The method used is the Structural Equation Modeling (SEM) method with LISREL 8.7 software which tests the validity, reliability, measurement model test, structural model fit test (standard solution) and structural model test (T-Value). In this thesis research, SEM analysis with Lisrel was carried out starting from the pre-test stage and core research in the form of a questionnaire with a Likert scale and continued at the core population data processing stage. The results showed that there was an influence between service quality on guest satisfaction, there was no influence between facilities on guest satisfaction, there was an influence between cleanliness and guest satisfaction.

Keywords: Service Quality, Facilities, Cleanliness, Guest Satisfaction, and Mess Kaltim.

1. Introduction

Liaison Organization of the East Kalimantan Province (referred to as the Liaison Agency) is part of the implementation responsibilities from East Kalimantan Provincial Government. Liaison Agency responsible to the governor through the regional secretary and responsible to the East Kalimantan regional's secretary who is lead by the head of the agency. Strategic issues for the implementation of the Liaison Agency and Mess such as quality of service, facilities and cleanliness to achieve guest satisfaction while staying at the East Kalimantan Liaison Agency Mess in Jakarta.

Employee responsiveness is one of service quality that has not been implement optimal. Employee responsiveness is the willingness of employees to help customers and provide good services. Another one of the qualities of service that has not been implement optimal. There is the creation of a differentiation and positioning strategy in the East Kalimantan Liaison Agency Mess in Jakarta with competitors of other Liaison Agency Mess.

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The facilities have owned by the East Kalimantan Liaison Agency Mess in Jakarta are a lobby room, a meeting room with a capacity of 20 people, a dining room, a room (single and double bed), a room (capacity for 6 people), a multipurpose room (capacity for 100 people) and 24 hours front desk service. Meanwhile, the facilities have not owned by the East Kalimantan Liaison Agency Mess in Jakarta are a strong wifi network, a large parking area and a non-smoking area. The cleanliness that has not been implement optimal is cleaning the glass windows, cleaning the sink table and cleaning the closet.

Strategic issues in the implementation of the Liaison Agency and Mess such as service quality, facilities and cleanliness in order to achieve guest satisfaction during their stay at the East Kalimantan Liaison Agency Mess in Jakarta. Service quality what has not been done optimally is employee responsiveness (capturing power), which is the willingness and willingness of employees to help customers and provide services fast response service. Some examples include timely service, prompt delivery of transaction confirmations, speed of customer contact, and prompt delivery of service. In this case, the East Kalimantan Liaison Agency's Mess in Jakarta will improve the quality of human resources by way of training in balanced cognitive abilities and spiritual abilities.

2. Literature Review

2.1. Service Quality

Service quality significant with contributes to the creation of a diverse, positioning and competitive strategy for any marketing organization, such as a manufacturing company or a service provider. Quality based on the internal view that defined as flawless and the external view is understanding quality based on customer perceptions, expectations, customer satisfaction, attitudes and satisfaction (Tjiptono & Chandra, 2016).

2.2. Facility

A facilities manager who works in an organization must know business challenges that affect the organization and help the organization to achieve an optimal long-term balance between assets, technology, and human resources to provide a competitive advantage (Pilanawithana & Sandanayake, 2017).

2.3. Cleanliness

Cleanliness is very important because this greatly affects the customer first impression of the environment, service and organization (Vilnai-Yavetz and Gilboa, 2010).

2.4. Guest Satisfaction

Satisfaction can be defined as working hard to achieve something or make something sufficient. The main goal of business is to create customer satisfaction. As a result, the company seeks to innovate and develop a theoretical framework to explain the conditioning, formation process and consequences of customer decisions (Tjiptono & Chandra, 2016).

The schema of the research can be described as follows:

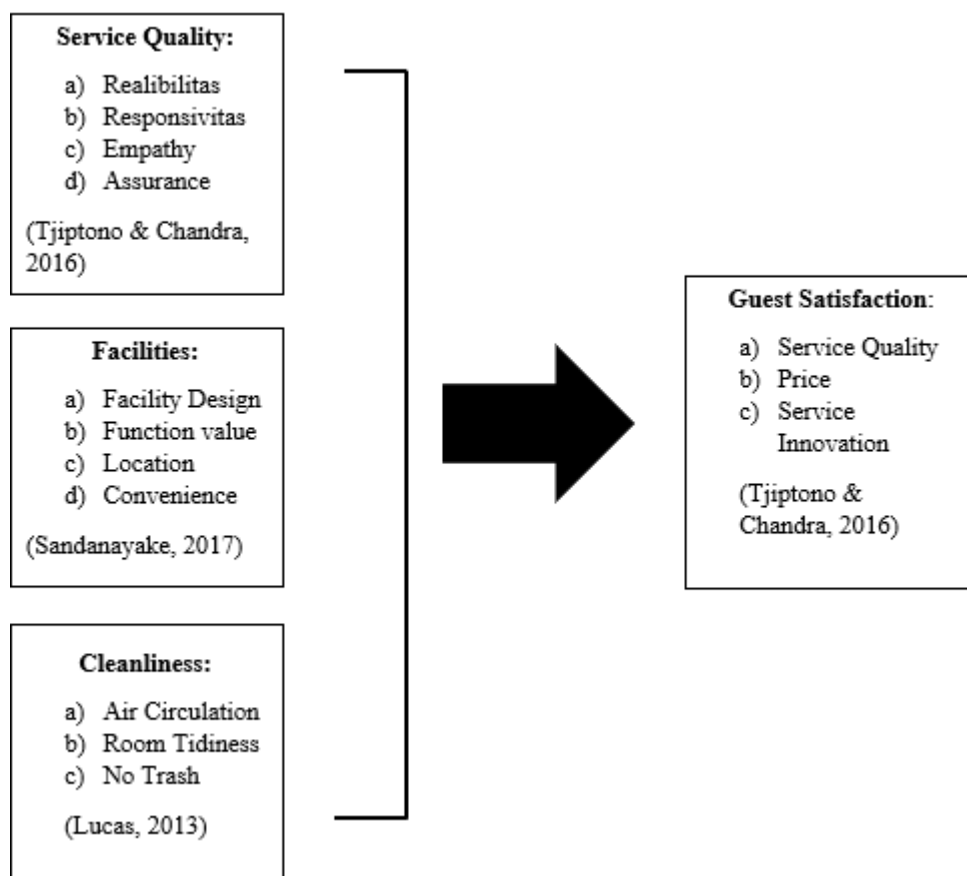


Figure 2.1 Framework of Thinking

From the picture above, the hypothesis of this research is:

1. Hypothesis 1 (H1): There is an effect between service quality variables and guest satisfaction variables

2. Hypothesis 2 (H2): There is an effect between the facility variable and guest satisfaction variable.
3. Hypothesis 3 (H3): There is an effect between the hygiene variable and guest satisfaction variable.

3. Research Method

3.1 Place and time of research

This research was conducted at the East Kalimantan Liaison Agency Mess in Jakarta, from August to January 2021. This research has been conducted for 6 months in accordance with the provisions set by Bhayangkara University, Jakarta Raya.

3.2 Sampling Method

The sampling method in this research is sampling without probability like saturated sampling. In this research, the authors will take a sample of all 106 members of the population, who guests at the East Kalimantan Liaison Agency Mess in Jakarta in January 2020.

3.3 Data Retrieval Technique

In research, there are two sources of data is primary data sources and secondary data sources. Primary data is specifically collected by the researchers to answer the researcher statements (through questionnaires). There are two methods that can be used to collect primary data, namely through survey methods and observation methods. The form of the questionnaire is close for public. Which are the respondents being give alternative answer choices for each question. All variables will be measure using a Likert scale. Likert scale is modified to a scale of 1 to 4.

Secondary data is a source of research data obtained by researchers indirectly through intermediary media (obtained and recorded by other parties). Secondary data is generally in the form of evidence, historical records or reports that have been compile in published and unpublished archives.

3.4 Data Analysis Method

Data analysis method in this research using SEM (Structural Equation Modeling) with the software program Lisrel (Linear Structural Relationship) 8.70. Researchers used Lisrel 8.70

software because in this research have 106 respondents. The respondents will also provide very valid results because the tool has several different stages of data processing in other software on the same test.

3.5 Validity Test

Construct validity test in this research using SEM with Lisrel 8.70 software. A variable has validity if the Loading Factors are greater than the critical value, which is greater than 1.96 and Standardized Loading Factors greater than 0.70.

In this research, the test is reliable to determine the consistency of the answers to an instrument that measures the concept and functions to access the "goodness" of the measurement.

3.6 Reliability Test

Testing in this research was carry out by matching the instrument only once, and the data obtained were analyzed by using Structural Equation Modeling using the Lisrel version 8.7, which provides facilities for measuring reliability with the Cronbach Alpha statistical test. An instrument is said to be reliable if the Cronbach Alpha value is greater than 0.6

3.7 Fit Test / GOFI

In evaluating the suitability level of the data with the model, it is carried out through several stages, namely the (Overall Model Fit, the Measurement Model Fit, the Structural Model Fit.

Table 3.2 Goodness of Fit Index Indicator (GOFI)

GOFI	Notes GOFI	Standard Value for a Good Match
RMSEA	<i>Root Mean Square Error of Approximation</i>	≤ 0.08
NFI	<i>Normed Fit Index</i>	≥ 0.90
NNFI	<i>Non-Normed Fit Index</i>	≥ 0.90
CFI	<i>Comparative Fit Index</i>	≥ 0.90
IFI	<i>Incremental Fit Index</i>	≥ 0.90
RFI	<i>Relative Fit Index</i>	≥ 0.90
Std. RMR	<i>Standardized Root Mean Square Residuan</i>	≤ 0.05
GFI	<i>Goodness of Fit Index</i>	≥ 0.90
AGFI	<i>Adjusted Goodness of Fit Index</i>	≥ 0.90

Source: Riadi (2018)

A variable has good validity towards constructs or latent variables if the Standardized Loading Factor (SLF) value is greater than 0.50 (Hidayah & Nurbaiti, 2019). A good construct Reliability is if the value of Construct Reliability (CR) greater than 0.70 and Variance Extract (VE) greater than 0.50. The formula used is as follows:

$$CR = \frac{(\sum \text{Standardized Loading})^2}{(\sum \text{Standardized Loading})^2 + \sum \text{Error}}$$

$$VE = \frac{\sum \text{standardized Loading}^2}{n}$$

Where N is the number of unobserved variables.

According to (Hidayah & Nurbaiti, 2019), Structural model fit with a significance level of 0.05, then the t value of the structural equation must be greater than 1.96. The hypothesis is accepted if the absolute value of t (t-value) greater than 1.96, and the coefficient of the t value (either positive or negative) matches the relationship between the variables listed in the research hypothesis.

4. Research Results and Discussion

Overview of Research Locations

The East Kalimantan Provincial Liaison Organization (hereinafter referred to as the Liaison Body) is part of the implementation of the responsibilities of the East Kalimantan Provincial Government. Responsible to the governor through the regional secretary and responsible to the East Kalimantan regional secretary who is led by the head of the agency.

The Liaison Agency until the end of December 2019 has 63 (sixty-three) employees, consisting of 26 (twenty-six) civil servants and 37 (thirty-seven) non PNS / contract employees, both who are in the Liaison Agency, Mess and at the Kaltim TMII Pavilion.

With details of 46 (forty-six) male employees and 17 (seventeen) female employees. By the level of education; SD as many as 4 (four) people, SLTP as many as 6 (six) people, SLTA as many as 34 (thirty-four) people, D3 as many as 4 (four) people, S1 as many as 12 (twelve) people, and S2 as many as 3 (three) persons.

The results of the following data processing show that all latent variables of the study with their indicators have a good match, good validity and good reliability:

4.1. Latent Variable Quality of Service

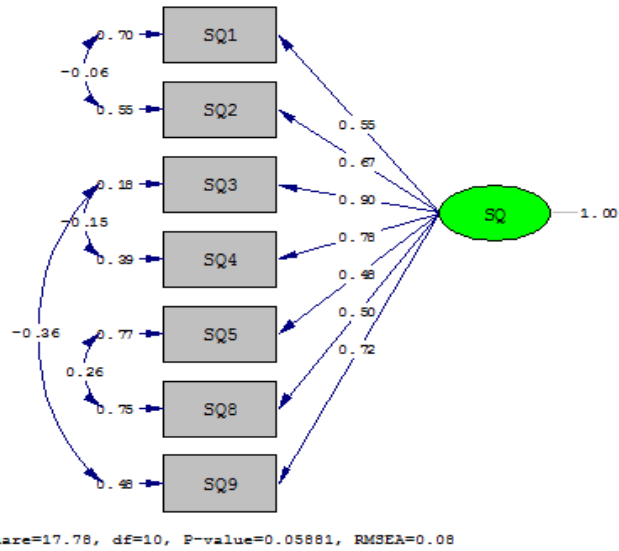


Figure 4.1 Service Quality Variable Measurement Model Test

4.2. Latent Variable of The Facility

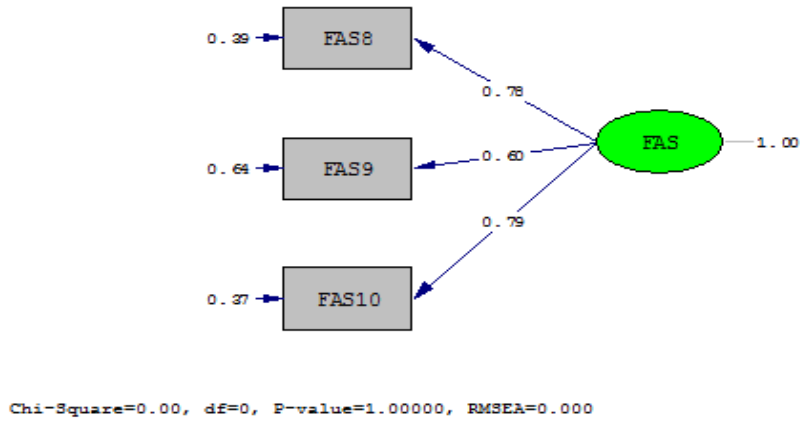


Figure 4.2 Facility Variable Measurement Model Test

4.3. Latent Variable Cleanliness

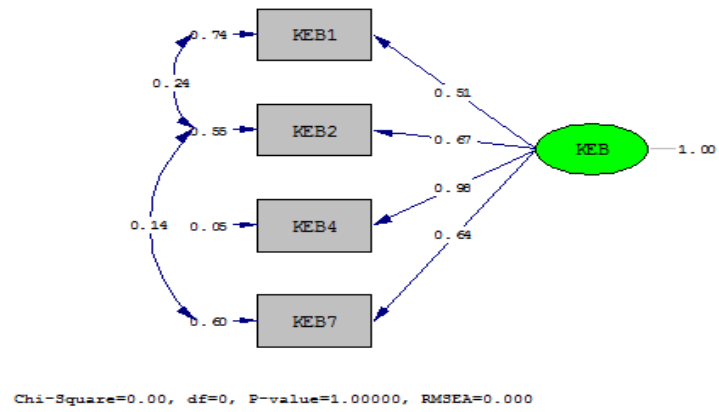


Figure 4.3 Cleanliness Variable Measurement Model Test

4.4. Latent Variable Guest Satisfaction

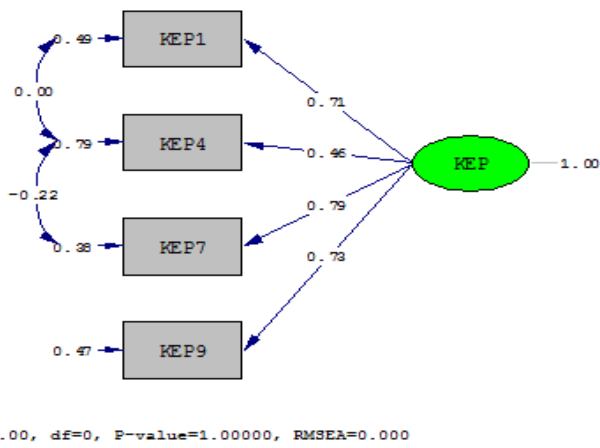


Figure 4.4 Guest Satisfaction Variable Measurement Model Test

4.5. Confirmatory Factors Analysis Test

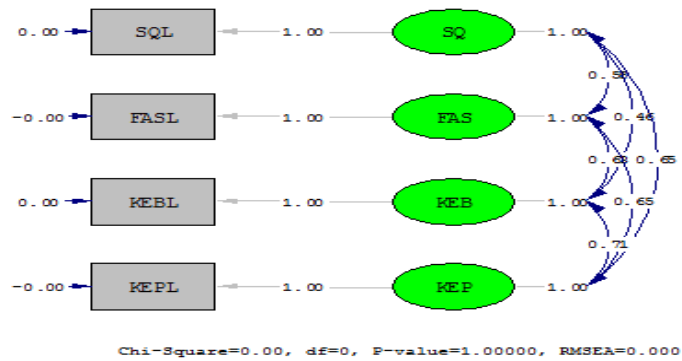


Figure 4.5 Confirmation Factor Analysis Test Results

4.6. Research Hypothesis Structural Model Fit Test

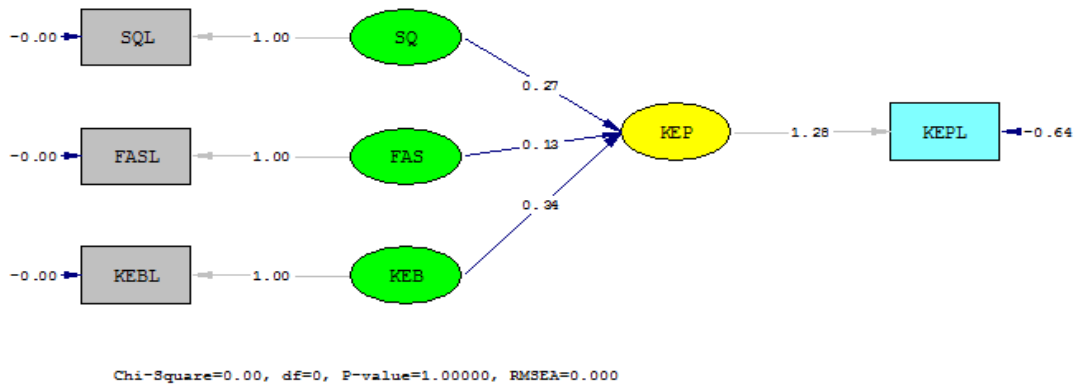


Figure 4.6 The results of the fit of the structural research model (Standard Solution)

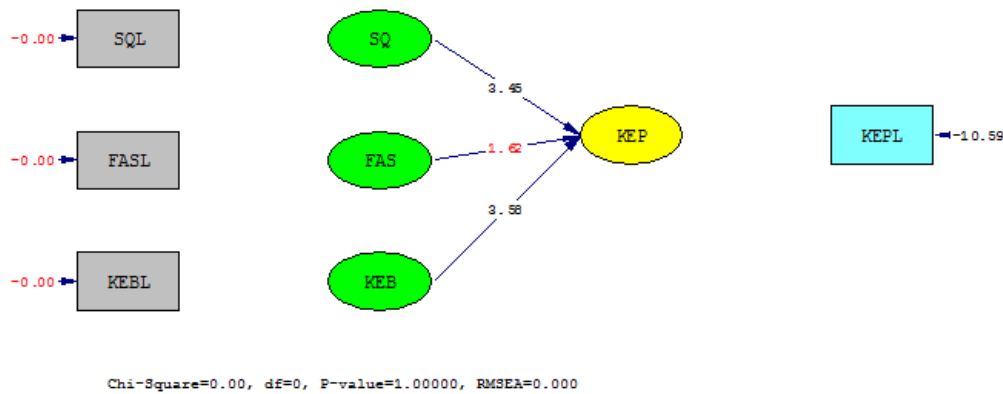


Figure 4.7 Results of the Structural Research Model (T-Value)

Table 4.1 Results of Structural Model Test or Research Hypothesis Test

Hypothesis of the Relationship Between Variables	T hitung	Standard Coefficient Results	Conclusion
There is a significant influence between Service Quality (SQ) variables on Guest Satisfaction (KEP) (H1)	3.45	0.27	H1 is accepted because the value of t is ≥ 1.96 and has a positive correlation between the SQ variable and KEP.
There is a significant effect between Facilities (FAS) on Guest Satisfaction (KEP) (H2)	1.62	0.13	H2 is rejected because the t value is ≤ 1.96 and has a positive correlation between the FAS and KEP variables

Hypothesis of the Relationship Between Variables	T hitung	Standard Coefficient Results	Conclusion
There is a significant influence between the Cleanliness (KEB) variable on Guest Satisfaction (KEP) (H3)	3.58	0.34	H3 is accepted because the t value is ≥ 1.96 and has a positive correlation between the variable KEB and KEP

5. Conclusions and Suggestions

In accordance with the research that has been carried out and its discussion of strategies for improving service quality, facilities and cleanliness on guest satisfaction at the Messaging Agency for East Kalimantan in Jakarta with a total of 106 guest respondents, the authors obtained the following conclusions:

1. Based on research that has been done for latent variables service quality has a positive and significant effect on guest satisfaction. In this case, the most important indicators of service quality are reliability, responsiveness, empathy and assurance.
2. Based on the research that has been done, the latent variable of the facility has no effect on guest satisfaction. In this case, the most important indicator in the facility is the covid 19 protocol facility which is already owned and operated by the East Kalimantan Liaison Agency.
3. Based on the research that has been done for latent variables, cleanliness has a positive and significant effect on guest satisfaction. In this case the most important indicators of cleanliness are air circulation and tidiness of the room.

Thus, the general conclusion is that guest satisfaction is positively and significantly influenced by service quality and cleanliness.

The results of this study are used as input to the Liaison Agency and Mess management, to improve themselves in relation to service quality such as reliability, responsiveness, empathy and assurance from employees and managers, facilities such as a strong Wi-Fi network and a large parking area and then cleanliness. such as air circulation and room tidiness in order to provide guest satisfaction staying at the Liaison Agency Mess.

Based on the conclusions and results, some suggestions can be put forward in increasing guest satisfaction during their stay at the East Kalimantan Liaison Agency Mess in Jakarta as follows:

1. In service quality, indicators that have not been carried out optimally are reliability, responsiveness and empathy. Reliability is the ability to provide the right and correct type of service to guests. So, in this case the manager should be given a seminar on strategic planning in order to identify important factors in creating and compiling types of services based on current situations and conditions. Provide provision of techniques in monitoring the planning of providing the right type of long-term service to guests. As for responsiveness (capturing power) employees should be given training in the cognitive and spiritual categories, which is a training process that is focused on increasing responsiveness and empathy (empathy) of employees per 3 months and evaluating the results of the training that has been given.
2. The creation of a differentiation strategy that has not been carried out by means of innovation such as promotional activities and the delivery of information about the East Kalimantan Liaison Agency Mess in Jakarta, where until now there is no official website. Preferably in the digital era like today, managers must move quickly by creating a website with a typical design from East Kalimantan and official social media from the East Kalimantan Liaison Agency Mess in Jakarta. This is so that it can assist promotional activities and deliver information to customers prospective guests who will stay at the East Kalimantan Liaison Agency Mess. The creation of a positioning strategy that has not been carried out is to provide low prices but the quality of services provided is still not optimal. In terms of managers are advised to provide training with cognitive and spiritual categories to employees so that the services provided can be maximized. This is so that the positioning of the East Kalimantan Liaison Agency's Mess in Jakarta can be remembered and guests will not move to stay at another Liaison Agency's Mess.
3. Seeing the positive influence of cleanliness on guest satisfaction, cleanliness should be carried out regularly such as every day the condition of the lobby, bathroom, meeting room or meeting in a neat and clean state. The condition of the room if the guest has checked out should be immediately cleaned and tidied so that guests who will stay feel comfortable. Then in the midst of a pandemic like now, spraying disinfectants should be done 2 times a week because this is mandatory in order to provide comfort and

security to guests during the stay. This is so that it can be carried out optimally, managers should make SOPs and assessments of employees so that employees have standards in carrying out work and motivation if the assessment is given good will get rewards, otherwise if bad assessment will get punishment.

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