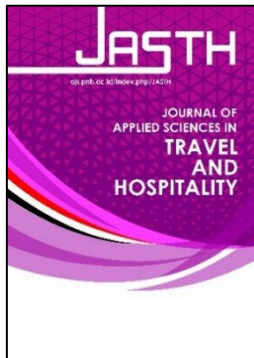


# Service Quality Analisis of 'Table8' Chinese Restaurant at The Mulia, Mulia Resort And Mulia Villas

Lia Lisnawati<sup>1\*</sup>, I Putu Astawa<sup>2</sup>

Tourism Business Management, Politeknik Negeri Bali, Indonesia<sup>1,2</sup>

*lialisna18@gmail.com*<sup>1\*</sup>



## Abstract

This study analyzes the service quality of Table8 Chinese Restaurant in Mulia Resort, Bali, namely customer satisfaction, indicators that must be improved and the quality of staff services that must be maintained. The number of samples is 60 respondents. Data collection method is incidental sampling, with a questionnaire that has been tested for validity and reliability. Data were analyzed by Servqual analysis and Importance Performance Analysis which are then presented in a Cartesian Diagram.

The results of this study indicate that there are negative, positive and neutral gaps between customer perceptions and expectations. Customers are satisfied because the value of a positive gap is more than a negative gap. The Importance Performance Analysis technique as an indicator in improving the quality of services performed by Table8 Chinese Restaurant staff in Mulia is a strategic location and easily accessible, the ability of restaurant staff to provide accurate information, and the ability of restaurant staff to handle guest complaints. Indicators that must be maintained by the quality of service are the courtesy and friendliness of the restaurant staff, the ability of the restaurant staff to provide proper table service, restaurant staff in providing individual attention to guests. Table8 Chinese Restaurant must prioritize and improve the performance of this indicator to improve the service quality of Table8 Chinese Restaurant staff in order to maximize customer satisfaction.

**Keywords:** *service quality, customer satisfaction, servqual, importance performance analysis*

## INTRODUCTION

Every tourist definitely needs accommodation that will fulfill their needs during a tourist trip which is also a second home for tourists, so they are will looking for comfortable accommodations to stay especially for those who are vacationing with family. Hotel is one of type accommodations that used part or all of the buildings to serve as lodging services in which to provide food and beverage services as well as other commercially managed support service (Sambodo & Bagyono, 2006). One of the accommodations located in the south is The Mulia, Mulia Resort and Mulia Villas is a five-star hotel located in the Nusa Dua area has 4 main restaurant such as, The Café (International Restaurant), Soleil (Mediterranean and Pan Asian Restaurant), Edogin (Japanese Restaurant), and Table8 (Chinese Restaurant) ,

Restaurant in The Mulia, Mulia Resort and Mulia Villas has their own Department called Food and Beverage Department that divided to be Food and Beverage Service Department and Food and Beverage Product Department.

Table8 Chinese Restaurant staff is a part of Food and Beverage Service department, where the staff usually referred to as the image of Table8 Chinese Restaurant because it faces and provides direct services to guests who come and visit Restaurant. Guest experience in a hotel is shaped by the performance of all departments in the hotel, and quality service will ensure guest satisfaction, thus creating repeat customers (Sambodo and Bagyono, 2006; Normasari and Kumaji; 2013). It is vital for Restaurant staff to meet the needs and desires of customers and provide quality service to create customer satisfaction and loyalty. Quality of service is the best service provided to the guests by optimizing the entire service. Good service quality is the responsibility of the business that must be given to every guest or customer. The delivery of good service quality will bring short and long term benefits to restaurant and incurred customers of guest loyalty in return.

Customer satisfaction is the priority of most hospitality industry, as well as for Table8 Chinese Restaurant. In order to achieve on of restaurant goals, it has to provide excellent services as the customer satisfaction becoming the priority of the Restaurant. However, they are still unsatisfied guests to some points of the restaurant. Referring to the problems and the important of the study, then it is important to conduct a research related to the analysis of Table8 Chinese Restaurant. This study is aim to know about service quality at the restaurant.

According to Booms and Bateson (1992:509) as cited in Budi (2013:48), Service quality is a measure of how well the service level delivered matches customer expectations. Service quality has been considered as a superior construct and the determinant factor for customer satisfaction. Perera and Vlosky (2013) as cited in Ismail (2016:400) indicated that service quality is an important antecedent of tourist satisfaction. The Most often instrument used for measuring perceived quality of service in the marketing literature is from SERVQUAL (Parasuraman 1998). It consist of five service dimension which are tangible (physical facilities, equipment, and appearance of personnel), reliability (ability to perform the promised service dependably and accurately), responsiveness (willingness to help customers and provide prompt service), assurance (knowledge and courtesy of employees and their ability to inspire trust and confidence), and empathy (caring, individualized attention the firm provides its customers). The SERVQUAL model, also known as the Gap Analysis Model, is closely related to the customer satisfaction model based on the approach/model of disconfirmation (Oliver, 1997 as cited in Tjiptono and Chandra, 2016:146). This approach/model asserts that when the performance of an attribute increases or more than the expectations of the attribute, then

the perception of service quality will be positive and vice versa (in Tjiptono and Chandra, 2016:149).

## RESEARCH METHOD

The location of this research is at Table8 Chinese Restaurant in The Mulia, Mulia Resort and Mulia Villas Nusa Dua- Bali. The object in this research variable is related to the Restaurant staff service quality of Table8 Chinese Restaurant in The Mulia, Mulia Resort and Mulia Villas for customer satisfaction. On this research, to measure the restaurant staff service quality, then the guest expectation and the guest perception will be asked as on the questionnaire.

This research uses qualitative and quantitative data. The source of this research is primary data which is obtained from questionnaire using the Likert scale, ranging from 1 (for strongly disagree) to 5 (for strongly agree), and secondary data which is obtained from the internet. The population of this research is the guest who have visited Table8 Chinese restaurant. The method of sampling applied on this research is incidental sampling. According Sugiyono (2015:156) incidental sampling is taking respondent as a sample by chance, it is anyone who by chance meet with the researcher can be used as a sample if the person who happens to be found suitable as a data source. In the determination of the number of samples, this research will use the theory of Malhotra (2005: 30) as cited in Christiawan (2017: 34) that suggested the number of respondents is at least 4 or 5 times the number of indicators used in the study. Thus, the number of respondent that will be asked to conduct in this study is  $5 \times 12$  indicators = 60 respondents. The respondents are only the guests who have dine at Table8 Chinese Restaurant and have experienced the service quality indicators mentioned on the questionnaire.

This research deploys some kinds of data analysis technique used. The instrument (questionnaire) validity and reliability test are conducted by involving the first 30 respondents. After finding its validity and reliability, more questionnaires will be distributed. The data collected from the questionnaire will be analyzed using SERVQUAL method. According to Zeithaml, et al., (1990) as cited in Tjiptono and Chandra (2016: 159), the SERVQUAL method analyzes gap between 2 variables, it is the expected service and perceived service, and the SERVQUAL score can be calculated using bellow formula (Tjiptono, 2012):

$$\text{SERVQUAL Score} = \text{Perception Score} - \text{Expectation Score}$$

The SERVQUAL model is based on the assumption that consumers compare service performance on relevant attributes with ideal / perfect standards for each service attribute.

When performance matches or exceeds standards, then the perception of overall service quality will be positive and vice versa (in Tjiptono and Chandra, 2016: 159). In principle, the data obtained through the SERVQUAL instrument can be used to calculate the service quality gap scores at various levels in detail: Item-by-item analysis; Dimension-by-dimension analysis, and; Single measurement calculation or the SERVQUAL gap (in Tjiptono and Chandra, 2016: 159). Consumers compare perceived services with expected services. Consumers will be disappointed if the perceived service is below the expected service, and vice versa (in Putra and Yasa, 2015: 92).

## **RESULTS AND DISCUSSION**

### **Instrument's Validity and Reliability**

The instrument's validity and reliability are tested using SPSS (Statistical Package for the Social Sciences) version 21.00. The data analysis shows that the value of r-count of all the 12 items of the instruments (both for "Expectation" and "Perception" instrument) is  $>0.361$  (the r-table value for a minimum 30 respondents) which means the instrument is valid (Ghozali, 2005: 45) as cited in Anugraha (2015: 28). The Cronbach's Alpha is 0.644 (for the "Expectation" instrument), and 0.676 (for the "Perception" instrument) which means the instrument is reliable as the value of Cronbach's Alpha is higher than 0.600 (Malhotra, 2006: 274) as cited in Anugraha (2015: 28).

### **Respondent's Profile**

Most of the respondents are Indonesian citizen (33%) means that Table8 Chinese Restaurant food and service is very match with Indonesian people and as the hotel is dominated by Indonesian guests (Sales and Marketing Department of The Mulia, Mulia Resort and Mulia Villas Nusa Dua - Bali, 2018). Most of the respondents are employee (35%). Most of the respondents (50%) are in holiday purpose as this restaurant design for family (according to the Table8 Chinese Restaurant Management, 2018). Half of the respondents were coming to Bali for the first time. Thirty five percent of the respondents are the repeater guests of Table8 Chinese Restaurant. Most of the respondents stay more than 3 nights (65%).

### **Servqual Analysis**

The results of the Servqual analysis are presented in Table 1. Comparing the Customers expectation and the customer's perception, among 12 variables, 8 attributes show positive gap and 4 attribute show negative gap. It is interesting to observe that, attribute X1.1, namely the statement of the location of the restaurant that is strategic and easily accessible by customers. The score difference is -0.27. This difference occurs because of the location of the restaurant located inside the hotel so that guests find it difficult to find outside the hotel. Guests

outside the hotel will prefer restaurants around their area to dine in. This is what causes a negative gap in this attribute.

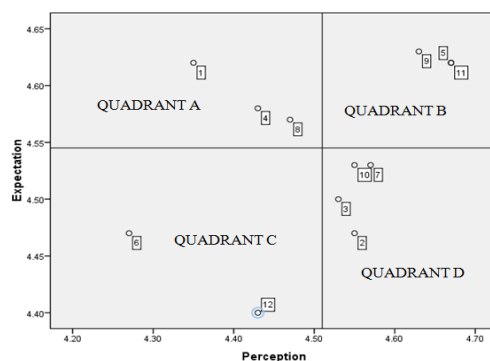
**Table 1.** The Results Of The Servqual Analysis

No	Attribute	Perception	Expectation	Servqual Score/Gap	Remarks
1	X1.1	4,4	4,6	-0,27	Negative
2	X1.2	4,6	4,5	0,08	Positive
3	X1.3	4,5	4,5	0,03	Positive
4	X2.1	4,4	4,6	-0,15	Negative
5	X2.2	4,7	4,6	0,05	Positive
6	X3.1	4,3	4,5	-0,2	Negative
7	X3.2	4,6	4,5	0,03	Positive
8	X3.3	4,5	4,6	-0,1	Negative
9	X4.1	4,6	4,6	0	Positive
10	X4.2	4,6	4,5	0,02	Positive
11	X5.1	4,7	4,6	0,05	Positive
12	X5.2	4,4	4,4	0,03	Positive

The biggest positive servqual value is in the statement attribute X1.2 with a score of 0.08, namely the restaurant staff has good looking and tidy. As a front liner appearance, it is definitely an important thing to note. The staff restaurant at Table8 Chinese Restaurant is also very attentive to the appearance by using black uniforms combined with Chinese patterns and make-up that are not excessive for women. Every staff is required to always maintain neatness and personal hygiene so that when serving guests it is pleasing to the eye and looks professional at work.

### **Important performance analysis**

This technique is used to determine which service dimensions need to be improved and need to be maintained in customer service by staff at Table8 chinese restaurant (Suparhiwi, 2015; Sunarsa, 2015). To find out the location of the quadrant, which of the 12 indicators is shown in Figure. 1, Cartesian diagram of the restaurant staff service at table8 Chinese restaurant.



**Figure 1.** Result Cartesius Diagram Important Performance Analysis

Distribution of variables info quadrant are presented as follows:

1. Quadrant A (Focus here)
  - a. Strategic location of restaurant and easy to access in the attribute 1 (X1.1).
  - b. Ability to the restaurant staff to provide accurate information in the attribute 4 (X2.1).
  - c. Restaurant staff ability to handle guest criticism and suggestions in the attribute 8 (X3.3).
2. Quadrant B (Keep up the good work)
  - a. Politeness and Friendliness of the Restaurant staff in the attribute 9 (X4.1).
  - b. Ability restaurant staff in providing properly table service in the attribute 5 (X2.2).
  - c. Restaurant staff in given individual attention to the guest in the attribute 11 (X5.1).
3. Quadrant C (Low Priority)
  - a. Restaurant staff ability to handle guest's complaints in the attribute 6 (X3.1).
  - b. Recognition of the guest name and preference by the Restaurant staff in the attribute 12 (X5.2).
4. Quadrant D (Possible Overkill)
  - a. Clear and understandable communication in good English and/or any Third Language in the attribute 10 (X4.2).
  - b. Willingness and initiative of the Restaurant staff to help the guest in the attribute 7 (X3.2).
  - c. Restaurant staff ability to handle guest's complaints in the attribute 3 (X1.3).
  - d. Restaurant staff has good looking and tidy in the attribute 2 (X1.2).

The important performance analysis dimensions which very influential and very well done on service quality (Namin, 2017 ; Omar and Ahmad, 2016) ; Kanca and Wijaya, 2016) are attribute 9 which statement is politeness and Friendliness of the Restaurant staff, attribute 5 (X2.2) which the statement is Ability restaurant staff in providing properly table service and

attribute 11 (X5.1) which statement is restaurant staff in given individual attention to the guest. There are 3 variables located in quadrant A – Focus here, the attributes that need to be addressed, these are: Strategic location of restaurant and easy to access in the attribute 1 (X1.1), Ability to the restaurant staff to provide accurate information in the attribute 4 (X2.1), Restaurant staff ability to handle guest criticism and suggestions in the attribute 8 (X3.3).

## CONCLUSIONS

Based on the results of the analysis and discussion described in the previous chapter relating to the service quality of Table8 Chinese Restaurant staff on customer satisfaction, Overall service quality of Table8 Chinese Restaurant staff towards customer satisfaction is satisfying. From the results research shows more positive disparities than the negative gap is that the service of Table8 Chinese Restaurant staff to customers is satisfying. Where customer expectations for the perceived service have been fulfilled so that customers feel comfortable and satisfied with the services provided by Table8 Chinese Restaurant staff like explanation of restaurant information needed by guests, Table8 Chinese Restaurant staff always tries to establish a good communication with customers. So that customers feel satisfied with service that provided by Table8 Chinese Restaurant staff while enjoying their meal time at Table8 Chinese Restaurant.

With this research, it is expected that Table8 Chinese Restaurant will improve its service quality, especially on attributes that are included in the main priorities such as restaurant locations, information services and capabilities in explaining restaurant facilities where these attributes are considered important in improving customer service quality. Suggestions that can be conveyed are by adding staff who are used to pay attention to operations in order to be more maximal in serve the guest who need more attention.

## REFERENCES

- Anugraha, A. D. (2015). *The Effect of Rewards to Employees' Job Satisfaction in Grand Mirage Resort and Thalasso Bali*. Tourism Department, Politeknik Negeri Bali.
- Ismail, M. N. I., Hanafiah, M. H., Aminuddin, N., & Mustafa, N. (2016). Community Based Homestay Service Quality, Visitor Satisfaction, and Behavioral Intention. *Procedia - Social and Behavioral Sciences*, 222, 398-405.
- Kanca, I. N., & Wijaya, I. N. (2016). Persepsi Wisatawan Terhadap Kualitas Pelayanan Kantor Depan di Ibis Style Bali Kuta Circle. *Media Bina Ilmiah*, 10(10), 42-47.
- Namin, A. (2017). Revisiting Customers' Perception of Service Quality in Fast Food Restaurants. *Journal of Retailing and Consumer Services*, 34, 70-81,

- Omar, M. S., Ariffin. H. F., & Ahmad, R. (2016). Service Quality, Customers' Satisfaction and the Moderating Effects of Gender: A Study of Arabic Restaurants. *Procedia - Social and Behavioral Sciences*, 224, 84-392.
- Putra, I. K. M., & Yasa, N. K. (2015). Pengaruh Kualitas Pelayanan Terhadap Kepuasan Mahasiswa, Citra, dan Positive Word of Mouth Politeknik Negeri Bali. *Jurnal Bisnis Dan Kewirausahaan*, 11(1), 90-102.
- Sugiyono. (2015). *Metode Penelitian Manajemen*. CV. ALFABETA.
- Sunarsa, I. W. (2015). *Persepsi Wisatawan Terhadap Pelayanan Hotel Melati di Kawasan Wisata Sanur*. Politeknik Negeri Bali.
- Suparhiwi, N. N. (2015). *Analisis Kualitas Pelayanan Food and Beverage untuk InHouse Guest Pada Karma Kandara Resort*. Politeknik Negeri Bali.
- Tjiptono, F. (2012). *Service Management Mewujudkan Layanan Prima*. Penerbit Andi.
- Tjiptono, F., & Chandra, G. (2016). *Service, Quality dan Satisfaction*. Penerbit Andi.