

IDENTIFYING CUSTOMER BEHAVIOR IN HOSPITALITY TO DELIVER QUALITY SERVICE AND CUSTOMER SATISFACTION

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Abstract - Hospitality is the largest and fastest growing industry in the world. The hospitality industry offers the best service and the best foods which provide in hotel. Many ways are done to increase the quality of service and food in hotel to get customer's satisfaction. A hotel has many departments for its operational activities. One of them is Food and Beverage Department. Food and Beverage Department has important responsibility to maintain the quality of food and beverage service and product. Food and Beverage Department has many subdivisions that are responsible for maintaining the duties of each division.

Consumer behavior is the decision-making process by consumers in selecting, buying, using, and taking advantage of product service or experience to satisfy consumers' needs and desires. In this research, the author will discuss Customer Behavior at the Hotel JW Marriott Medan that aims to know more about customer characteristics and how to deal with them to give customer satisfaction. Based on the research, the authors also discussed about the regular guest who stayed in our hotel, about what they expect in five star hotels and how the staff look affect the perception of the hotel that in the end hotel to all these solutions that might be used as a input to the hotel. This research is expected to give a boost for hotel to resolve the problem and improve the quality of service the banquet aims to get customer satisfaction. The reader is expected to end this task can give information about the customers at JW Marriott Medan..

Keywords: Hospitality, quality service, customer satisfaction, customer behavior

1. INTRODUCTION

Hospitality is an act of kindness, taking care of your guests or strangers and anticipating their needs, mainly about food, drink, and accommodation. The contemporary explanation of Hospitality refers to the act or service of welcoming, receiving, hosting, or entertaining guests. Nowadays, the tourism and hospitality sectors are increasingly sensitive to consumer trends and economic conditions.

Medan is one of the metropolitan cities in Indonesia, precisely after Jakarta and Surabaya. Various ethnic groups inhabit Medan with different cultures. Medan doesn't have a lot of differences from Jakarta



and Surabaya, especially in heterogeneous demography. Condition of infrastructure that becomes more modern each year contributes to the life of Medan hotel holistically.

The attractiveness of the city of Medan can be found in a layer of a heterogeneous society. People can find tremendous and magnificent buildings in Medan that store historical heritage significance and noble religious values. BPS reported that the number of foreign tourists who came to North Sumatra in 2013 to Kuala Namu International Airport recorded 225 thousand foreign tourists. Figures are relatively low when compared to Ngurah Rai in Bali (3,2 million), Soekarno Hatta in Jakarta (2.2 million), and Hang Nadim Batam (1,3 million), but Medan has high growth potential in the future to remember the seriousness of North Sumatra to improve the quality of its tourism as well as the existence of an international airport in Medan Kuala Namu is excellent.

In completing the research study, the writer chose Marriott Cafe at JW Marriott Medan as the research object. This company was established on 25th February 2009 in Medan, which is now located at Jl. Putri Hijau No.10 Medan, Indonesia 20111. JW Marriott Hotel Medan is known as the most luxurious international hotel in Medan. The writer has chosen this company because she is attracted to identifying an issue by analyzing the customers' behavior to satisfy customers' needs in Marriott Cafe at JW Marriott Medan. From a marketing perspective, customers are the reason for the company's existence, and to satisfy customers is the mission and goal of every business (Drucker, 1973). However, satisfying customers ultimately have a limited effect on the company's competitive advantage in the market. On the other hand, a positive customer experience offers a more vital concept to explain the company's market performance (Verleye, 2015). Providing an engaging customer experience can differentiate a company from its competitors (Schmitt, 2010), and superior customer experience has been recognized as the key to gaining customer loyalty (Klaus and Maklan, 2011). Customer experience in Hospitality arrangements comes from food, drinks, accommodation, and services entertainment and from a myriad of supporting features and processes, such as websites, technology, online and offline interactions, in-room entertainment, facility design, and interactions with service personnel and other customers. Customer experience management, thus, is a complicated task for a hotel company.

The researcher wants to know customers' behavior that's taken to the customer's satisfaction. When customers are happy, they will come back.

2. LITERATURE REVIEW

Parasuraman et al. (1988) describe the development of a 22-item instrument (called SERVQUAL) to assess customer perceptions of service quality in service and retail organizations. The procedures used in building and refining the multi-item scale are: developed. Evidence of scale reliability, factor structure, and validity based on analyzed data from the four independent samples present. This paper ends with a discussion of the potential applications of scale. James and Carman (1990) reported replicating and testing SERVQUAL batteries and offering suggestions for their use by retailers. When shopping at specialty apparel stores, using a factor analysis procedure, we identify four determinants of service quality: (1) personal attention; (2) reliability; (3) form; and (4) convenience. Hammoud et al. (2018) examined the relationship between the dimensions of e-banking service quality and customer satisfaction to determine which size can potentially have the most substantial influence on customer satisfaction. The findings show that reliability, efficiency and ease of use; responsiveness and communication; and security and privacy significantly impact customer satisfaction, with reliability being the dimension with the most substantial impact. Mensah and Mensah (2018) examined the effects of service quality and customer satisfaction on



customers' repurchase intentions of restaurants at the University of Cape Coast Campus. Singh (2020) focused on service quality and customer satisfaction among India's private and public sector banks. The results indicate that the private sector bank was better at providing services and creating awareness about their products and services. The study also proves that an increase in service quality will most likely lead to customer satisfaction. Study Su et al. (2016) that delivering high-quality service and creating superior customer value can achieve high customer satisfaction. Study Nam et al. (2011) consumer satisfaction partially mediates the effects of staff behavior, ideal self-congruence, and brand identification on brand loyalty. Study Saragih et al. (2019) creating high-quality service encounters to enhance customer satisfaction, service employees directly and positively affect consumer satisfaction. According to Tsang (1991), perceptions of service quality provided in the hotel industry in China are consistently lower than their expectations. Managers overestimate service delivery compared to tourists' perceptions of actual service quality in the hotel industry in China. Many researchers' state that excellent and high service quality can increase customer satisfaction (Pramezwary et al., 2021; Juliana et al., 2021; Juliana et al., 2019; Juliana et al., 2020; Juliana, 2019b, 2019a; Olorunniwo et al., 1996; Pramezwary et al., 2021)

3. RESEARCH METHOD

The study uses a qualitative approach carried out by in-depth interviews, field observations (site observations), recording, taking notes, making documentation of the research. (Creswell, 2014) The research object in Marriott Café at JW Marriott Hotel Medan. This observation aims to collect the data and information obtained from the guests and then compared based on observations.

When doing this observation, the writer uses purposive sampling, which means that the writer only interviews some customers that it's necessary in the interview. According to Sekaran & Bougie (2016), the sample here is confined to specific types of people who can provide the desired information, either because they are the only ones who have it or conform to some criteria set by the researcher. There are only a few guest hotel are always coming to the Marriott Café as a regular guest.

And to check the accuracy and confidence of the data on this topic, the writer uses a source of triangulation by interviewing three guests and using triangulation techniques were interviews and observation. Triangulation, according to Sugiyono (2017), structural corroboration uses different sources of data (data triangulation) and different methods (methods triangulation). A combination of data sources, such as interviews, observations, and relevant documents and the use of different ways increases the likelihood that the phenomenon under study is understood. In data triangulation, the researcher investigates whether the data collected with one procedure or instrument confirm data collected using a different method or instrument. The researcher wants to find support for the observations and conclusions in more than one data source.

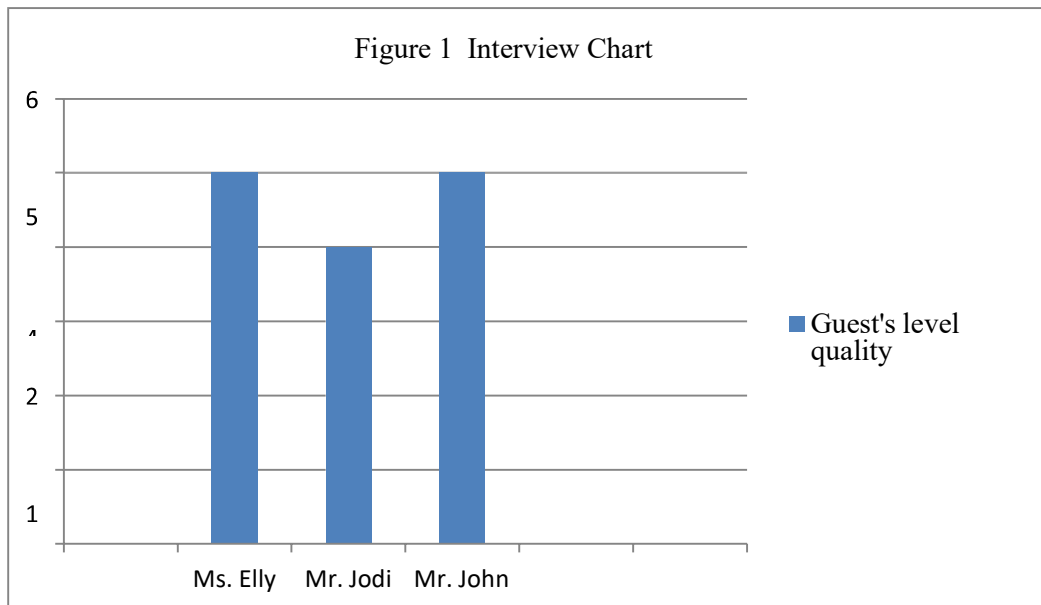
The convergence of a significant theme or pattern in the data from these sources lends credibility to the findings. Method triangulation uses more than one method (e.g., ethnography and document analysis) in the study. The assumption is that the combination of techniques results in better evidence. When these different procedures or different data sources are in agreement, there is corroboration. For example, when interviews, related documents, and recollections of other participants produce the exact description of an event or when a participant responds similarly to a question asked on three different occasions, one has evidence of credibility

The writer will list six questions that the writer uses to interview regular guests.

1. How many times have you ever stayed in JW Marriott Medan?
2. How often you visit Marriott Café?
3. How is the responsiveness from the kitchen staff on the open kitchen in Marriott Cafe?
4. How do you feel about the kitchen staff recognizing you and their reaction to handling your order?
5. If it was worst, in which service would you think that was worst?
6. If I was good, in which service would you think was good?

4. RESULT AND DISCUSSION

Based on the information above, the writer concludes that the level of customers satisfaction provided in Marriott Café at JW Marriott Medan by using the chart shown below:



The interviews conducted by the writer of three regular guests in Marriott Cafe then gained results in the form of the graph above. The chart above shows how good the service quality is provided to guests and put into a value of amount. Ms. Elly was delighted with the service in Marriott Café. And she felt Marriott Café is worth fivestars hotel. Mr. John found some waiter work slow, but he thinks Marriott Café still excellent. Mr. Jodi has the most complaint of all.

From the writer's interviews and observations, the writer gets some differences between the results and the theory was studied. The idea that we are using to get the different outcomes are based on (Parasuraman, 2011; Tjiptono et al., 2011) 70 roommates are tangible, reliable, responsive, assurance, and empathy.

The atmosphere in Marriott Cafe itself is making the guests feel very comfortable, and they



enjoy their time. As described by Ariffin and Maghzi, 'guests of a five-star hotel would certainly have higher hospitality expectations than those of a three-star or lower. (Ariffin and Maghri, 2011) The writer saw many guests who come to the Marriott Cafe sit for a long time just chatting and reading newspapers. They enjoy the atmosphere that is available there. It can be said that the Marriott Cafe has tangible elements (Parasuraman 2010), which are good, means have a physical environment in which the service is delivered and where the companies and consumers interact. Tangible components will facilitate the communication services, good hygiene, physical appearance, neatness, comfort room, and the appearance of any employee who is considered by the management of the JW Marriott Medan.

Readiness delivery of services or any promise fulfillment of the Marriott Cafe itself has good accuracy. Employees at the Marriott Cafe are also reliable in completing the pledge if problems will punctually fulfill the promise. So it does not make the guests feel disappointed. Reliability element, the company's ability to deliver services appropriately and accurately, is the basis for your promptness in providing services at the Marriott Cafe. In terms of responsiveness, the writer found several issues that became a point of the service quality. Marriott Cafe employees lack speed in serving the guests and lack attention to what guests need. It makes guests will feel less satisfied in waitress provide services. It was not compatible with the theory responsiveness element, which is where the servants must be able to quickly and swiftly and provide services to guests.

Lack of friendliness of kitchen staff and serving guests causing some complaints that affect the quality of the management. In here, the writers get a problem about the less friendly attitude issues against them in greeting guests and kitchen staff behavior towards guests when the guest does something disturbing atmosphere surrounding the Marriott Cafe environment. About the knowledge for the product itself, Marriott kitchen staffs are knowledgeable and satisfy customers with their answers. It is highly inversely related to the writer's theory, which ensures every employee should learn the knowledge and behaviors that can build trust and build consumer confidence in them to consume services offered. Patience in facing the guest is a critical element in every hotel and restaurant career. For the Marriott Cafe, the writer was able to see how they were very patient in serving each guest's request. They are trying to build a good relationship with the guests, just greeting, chatting, and other things. The writer can see many guests who have different desire and personalities from the various guests who come. Based on the theory of empathy, service at Marriott Cafe is an excellent fit with the theory element of empathy. The company and the employee must provide services to individual consumers, establish communication links that are both familiar, and should understand each other consumer demand.

5. CONCLUSION

After researching and data analysis, the authors have summarized all the data interviews and observations into the conclusion. The writer has also found that consumers in Marriott Cafe are satisfied with the state of the environment and comfort as well as Marriott Cafe. However, consumers also feel not happy with some employee appearance. The uniform of the employee is yellow and looks dirty. Readiness delivery of service in Marriott Cafe is good; those show that the company can deliver service professionally and satisfactorily.

The responsiveness of the waiter is not good. Low speed caused customers to have to alert them to do things. The employee also lacks friendliness and a smile. But consumers in Marriott Cafe were satisfied with the patience in serving the guest's request and how the employees handle complain professionally.

According to the conclusion given above, the writer will continue to give suggestions that, according



to the writer, can be inputted to the hotel. Based on the decision mentioned in the previous statement, the writer has listed down some suggestions, which are as follows :

1. Marriott Café, who have direct contact with the customers, should be provided with clean and neat uniforms because appearance is the first thing guest see. A lousy appearance will leave a wrong impression.
2. Training Department should schedule training for the KitchenStaff in Marriott Café to increase the knowledge about building a relationship with guests and serving professionally.
3. Because every guest wants to get a good service, it is essential to know regular customers' names and favorites food. The company should brief every employee daily on the VIP guests.

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