

Analysis of guest satisfaction through the service quality of the Aloha department at Aloft Bali Seminyak

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Abstract: This research discusses the assessment of guest satisfaction through the service quality that is provided by the Aloha department at Aloft Bali Seminyak. This research aim is to identify if the guest expectations match with the guest experience (perception) regarding the service quality provided by the Aloha department at Aloft Bali Seminyak and to analyze the indicators needed to be maintained and improve to enhance the service quality of the Aloha department. The data used in this research are quantitative. The method of data collection was observation and questionnaire. The total of respondents used in this research is 80 respondents with the incidental sampling method. Data analysis techniques applied in this research are Service Quality (ServQual) and Importance-Performance Analysis which use Cartesian diagrams. The result of the research indicates 4 indicators resulting negative gap, 11 indicators resulting positive gap, and 1 indicator with zero gaps between guest perception and expectation. The importance-Performance analysis found 3 indicators on Quadrant A which the major weakness need improvement, those indicators are cleanliness of the lobby area, the ability of the Aloha talent to provide fast and precheck-in & check out services, and recognition of the guest name by the Aloha talent. However, there are 4 indicators found on Quadrant B as a major strength of services and they need to be maintained to make guest satisfaction.

Keywords: Aloha department, guest satisfaction, importance-performance analysis, service quality

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Introduction

Bali is a popular tourist destination some attributes must exist for tourism. According to Cooper in Andrianto & Sugjama (2016), those attributes in tourism are the 4A Concept, which consists of Attraction, Accessibility, Amenities, and Ancillary. The attraction is something that can attract people to come. This is related to "what to see" and "what to do". Accessibility is infrastructure along with destination for examples transportation, road condition, etc. Amenities are any facilities that ensure tourists' needs and want, for example, accommodation. Ancillary is an organization or people that can manage the destination. From the 4A concepts above, the tourists are very concerned about the accommodation. One of the accommodations located in Badung regency is Aloft Bali Seminyak, which is part of the Marriot International hotel chain. Aloft Bali Seminyak provided 80 convenience rooms to accommodate guests. Aloft Bali Seminyak provided 80 convenience rooms to accommodate guests. Not only offering rooms, but Aloft Bali Seminyak also offers Kahuna restaurant which served all-day dining, meeting package, wedding package, and other products. For supporting all of those things Aloft Bali Seminyak is supported by some of the departments such as Aloha Department (Front Office), Engineering department, Refresh department (Housekeeping), Culinary department, R&B department, Finance department, Engineering department, Sales and Marketing department, and Admin & General department. Front office departments have an important role as the first impression of the hotel. Front Office Department is the most important part of hotel management.

Front Office is a department in a hotel that is doing the room sales process, from booking rooms, welcoming guests, providing room keys, to waiting for the billing process (Pramudia & others, 2017). Front Office Department is also an information center for the guest. Front Office Department provides services that will make a good impression on guests, because of its role as the first and last impression in a hotel. Giving a good impression to guests can be from welcoming guests, taking care of guests during their stay at the hotel, and when guests leave the hotel.

Satisfaction is the feeling of pleasure or disappointment that a person produces by comparing a product's performance or perceived results with expectations. If the performance does not meet expectations, the results are unsatisfactory. If it meets expectations, the customer will be satisfied or happy (Kotler et al., 2009). Wirtz & Lovelock, (2021) define satisfaction as an attitude that is decided based on the experience gained. Customer satisfaction is influenced by three indicators namely core quality, relationship quality, and perceived value directly (McDougall & Levesque, 2000). Customer satisfaction is consumers' attitude, assessment, and emotional response after the purchase and consumption process. Consumption comes from comparisons to the actual performance of a product and expectations and evaluation of the experience of consuming a product or service. It means that the better quality of the products or services provided, the higher the customers' satisfaction. If customer satisfaction is higher, it can make profits for the business entity. But if not, the customer will move to another product. Therefore, to deliver customer satisfaction Front office or Aloha department should implement the service quality.

Service quality is a measure of how well the service level delivered matches customer expectations. Delivering quality service means conforming to customer expectations consistently (Lewis & Booms, 1983). Salim (2013) stated that service quality is the fulfillment of consumer needs and desires and its delivery accuracy to match consumer expectations. Service quality is divided into 5 dimensions according to Parasuraman et al. (1988) there are tangible (related to the physical aspect of the service or product), assurance (related to skill and ability to earn the trust of the customer), reliability (related to how a company or employee in delivering the promised service, quality and accuracy within the company and the customer's requirements), responsiveness (related to employee's intention and willingness to help the customer by providing good, quality and fast service), empathy (related to company or employee willingly gives each customer personal and individual attention). However, there are still unsatisfied guests to some points or indicators of the hotel related to its service quality of Aloha department. Table 1 shows the percentage of a negative review of Aloha Department service quality in each serqual dimension.

Table 1. Percentage of Negative Review on Each Service Quality Dimension

Dimension	Indicator	Percentage (%)
Tangible	Physical facilities, equipment, and appearance of personnel	12%
Reliability	Ability to perform the promised service dependably and accurately	47%
Responsiveness	Willingness to help customers and provide prompt service	32%
Assurance	Knowledge and courtesy of employees and their ability to inspire trust and confidence	14%
Empathy	Caring, individualized attention the firm provides its customers	13%
Total		100%

(Source: Medalia, Booking.com, Agoda, Expedia, Tripadvisor, Tiket.com, 2021)

Customer satisfaction will depend on the quality of service they get from when they arrive or check in to check out. The implementation of standards to support the service quality at Aloha Department in Aloft Bali Seminyak has been disseminated to the talent. However, some talents do not understand and implement some of the tasks based on the standards in all Mar-

riott International property including Aloft Bali Seminyak measured the guest satisfaction through Guest Voice and guest review from several platform sources such as booking.com, Agoda, Expedia, google review, TripAdvisor, and tiket.com. Based on that source the quality of service is not implemented optimally by the Aloha Department at Aloft Bali-Seminyak. Every dimension of Aloha Department service quality has a negativereviewsew that accumulates from some sources, however, dimension reliability has the highest negative review.

To know or examine furthermore about guest perception, expectation, and their satisfaction to the Aloha Department of Aloft Bali Seminyak, this research will measure the guest satisfaction score using service quality method and to improve the attribute in dimension will be using Importance-performance analysis to increase guest satisfaction in Aloha department at Aloft Bali Seminyak.

Methodology

This study uses quantitative data. The data collection method was a survey method. The survey method as a data collection tool and research design was used when the aim to ask individuals about a topic to express their attitudes, perceptions, or general views (Jackson, 2009). Firstly, the author did the observations in the Aloha department, then distributed questionnaires. The population in this study was the number of guests staying at Aloft Bali Seminyak for 6 months from September 1, 2020, to March 31, 2021. The sampling technique used in this study was incidental sampling technique based on chance. Anyone who accidentally meets a researcher can be used as a sample if that person is suitable as a data source (Sugiyono, 2014). Roscoe's (1975) set of guidelines for determining sample size has become the common choice in recent decades. Roscoe suggested that sample sizes greater than 30 and less than 500 are suitable for most behavioral studies, while sample sizes greater than 500 may lead to Type II errors (Sekaran & Bougie, 2016). The data source that will be used is the 80 customers, in this case, the guest who has received the Aloha department service at Aloft Bali Seminyak, starting from the check-in process to check-out. Data analysis was performed using software packages such as Microsoft Excel and Statistical Product and Service Solution (SPSS). In this research, there are 4 steps to analyze the data. There are validity tests, reliability tests, using the five dimensions of service quality from Parasuraman et al. (1988) and Important Performance Analysis. According to Tjiptono & Chandra (2011) one of methods that is applicable to measure the customers satisfaction is the Importance Performance Analysis. Importance-Performance Analysis technique used to determine which indicator needs to be maintained on Aloft Bali Seminyak's service quality and which indicator needs to be improved to create guest satisfaction. In this method, the data will be grouped in to Matrix of Importance Performance Analysis, dividing the dimensions into four categories. There are sixteen service quality indicators of this research are found on Quadrant A, Quadrant B, Quadrant C, and Quadrant D. Each indicator in quadrant A, B, C, D will be described with a code. Code A means tangible dimension, code B means reliability dimension, code C means responsiveness dimension, Code D means assurance dimension, and Code E means sympathy dimension.

Results and discussions

Instrument Validity and Reliability Test

To ensure that all of the questionnaire's elements are accurate and reliable, the evaluation was conducted on 80 respondents (guests) who had stayed at Aloft Bali Seminyak. SPSS 26 is used to interpret the results. According to Ghozali (2016), the validity test is used to measure whether a questionnaire is valid or not. If $r_{count} \geq r_{table} (0,220)$, then the statement is declared valid, and if $r_{count} < r_{table} (0,220)$, then the question is declared invalid. Table 2 indicates that all 16 items of the questionnaire, both "Expectation" and "Perception," were considered to be valid in the survey performed on the 80 respondents. Based on the results of this test, all 16 items of the questionnaire are valid and capable of representing the dimension/variable that will be measured.

The reliability test is used to obtain reliable and credible testing findings, and it is repeated many times to obtain the same or consistent data (Sugiyono, 2017). A variable/dimension is

reliable if the Cronbach's Alpha value is higher than 0.700 (Hair, 2010). Table 1 below shows, the Cronbach's Alpha for both Expectation and Performance is higher than 0.700 which the Cronbach's Alpha for Expectation is 0.744 and the Cronbach's Alpha for Perception is 0.740. Based on this test, it can conclude that both instruments are reliable.

Table 2. Validity and Reliability Test Result

Items	Code	Expectation		Perception	
		r-count	Remark	r-count	Remark
The Aloha talent's grooming	A1	0.625	Valid	0.560	Valid
Cleanliness of Lobby area	A2	0.373	Valid	0.341	Valid
Readiness of the Aloha talent with all material and equipment (pen, registration form, computer, telephone, etc)	A3	0.370	Valid	0.253	Valid
The ability of the Aloha talent to provide fast and precise check-in & check-out services	B1	0.337	Valid	0.593	Valid
Aloha talent can provide all services on time	B2	0.585	Valid	0.530	Valid
The ability of Aloha talent to provide accurate information	B3	0.541	Valid	0.559	Valid
Aloha talent can solve customer problems and complaints quickly and precisely	B4	0.375	Valid	0.419	Valid
Willingness and initiative of Aloha talent to help the guest	C1	0.497	Valid	0.491	Valid
Responsiveness and fast action of Aloha talent to help and provide service.	C2	0.404	Valid	0.520	Valid
Attentiveness and promptness of the staff in dealing with guest requests	C3	0.420	Valid	0.567	Valid
Knowledge and skills of Aloha talent to answer guest question	D1	0.447	Valid	0.426	Valid
Assurance of the aloha talent to the guest safety, security, and privacy of stay	D2	0.361	Valid	0.338	Valid
Clear and easy to understand communication both in English and Indonesian	D3	0.292	Valid	0.315	Valid
Recognition of the guest name by the Aloha talent	E1	0.496	Valid	0.570	Valid
Staff personalized attention and understanding to the guests need	E2	0.568	Valid	0.621	Valid
Availability and easiness to contact Aloha talent	E3	0.554	Valid	0.506	Valid
Cronbach alpha 0,742 (Expectation) & 0,777 (Perception) > 0,700 = Reliable					

Respondents' Profile

The respondents' characteristics in this research used 80 respondents. Based on nationality most of the respondents are were local or domestic guests (55%) and guests coming from Russia with a percentage of 23,75% because during the pandemic from 2019 until earlier 2021 Aloft Bali Seminyak dominated by domestic tourists and Russian tourists. The third guest nationality of respondents is the USA (23,75%), and the rest were tourists from Netherland (dutch) 2,50%, Thailand (2,50%), Singapore, Germany, British and South Korea have the same percentage it is about 1,25%. Based on gender most of the respondents are female. Based on respondents' age group the guest who had stayed in Aloft Bali Seminyak were varied from teenager to elderly. The respondents of this research aged below 20 years old were 4 people (5%). The respondents aged from 20-30 years old were 56 people (70%). The respondents aged from 31-50 years old were 13 people (16,25%). And, the respondents aged above 50

years old were 7 people (8,75%). Most of Aloft Bali Seminyak guest were aged from 20-to 30 years old, it matches this hotel as a stylish and urban hotel that was designed for young people. Based on occupation, most of the respondents were employees and students with a total of 65%. Based on visited frequency most of the respondents were visited Aloft Bali Seminyak for the first time (63,75%) and the rest mostly are loyal & repeater guests of Aloft Bali Seminyak.

Service Quality Analysis

Based on the theory, service quality is a measure of how well the level of service offered meets guest expectations. Servqual defines that a positive gap will indicate satisfaction, while a negative will indicate dissatisfaction. The calculation result of the guest perception and expectation average score with its gap will be discussed based on the 5 service quality dimensions.

Table 3. Service Quality result

No	Indicator	Indicator Analysis		
		E	P	G
Tangible				
A1	The Aloha talent's grooming	4.51	4.59	0.08
A2	Cleanliness of Lobby area	4.54	4.45	-0.09
A3	Readiness of the Aloha talent with all material and equipment (pen. registration form. computer. telephone. etc)	4.46	4.55	0.09
Dimension Analysis		4.50	4.53	0.03
Reliability				
B1	The ability of the Aloha talent to provide fast and precise check-in & check-out services	4.54	4.46	-0.8
B2	Aloha talent can provide all services on time	4.46	4.45	-0.01
B3	The ability of Aloha talent to provide accurate information	4.45	4.54	0.09
B4	Aloha talent can solve customer problems and complaints quickly and precisely	4.59	4.59	0
Dimension Analysis		4.51	4.51	0.00
Responsiveness				
C1	Willingness and initiative of Aloha talent to help the guest	4.49	4.54	0.05
C2	Responsiveness and fast action of Aloha talent to help and provide service.	4.49	4.59	0.10
C3	Attentiveness and promptness of the staff in dealing with guest requests	4.40	4.44	0.04
Dimension Analysis		4.46	4.52	0.06
Assurance				
D1	Knowledge and skills of Aloha talent to answer guest question	4.45	4.53	0.08
D2	Assurance of the aloha talent to the guest safety, security, and privacy of stay	4.55	4.63	0.08
D3	Clear and easy to understand communication both in English and Indonesian	4.65	4.69	0.04
Dimension Analysis		4.55	4.61	0.06

Empathy				
E1	Recognition of the guest name by the Aloha talent	4.54	4.51	-0.02
E2	Staff personalized attention and understanding to the guests need	4.46	4.54	0.07
E3	Availability and easiness to contact Aloha talent	4.50	4.55	0.05
Dimension Analysis		4.50	4.53	0.03

Based on Table 3 above the biggest positive service quality score on tangible dimension is A3 with a score of 0,09 which is the readiness of the Aloha talent with all material and equipment (pen, registration form, computer, telephone, etc.) and the biggest negative service quality score on tangible dimension is A2 with score -0,09 which is the cleanliness of lobby area. The result from reliability dimensions found the biggest positive service quality score in indicator B3 with a score of e 0,09 which is the ability of Aloha talent to provide accurate information and the biggest negative service quality score is B1 with a score of -0,08 which is the ability of the Aloha talent to provide fast and precheck- in & check out services. Responsiveness dimensions consist of 3 indicators, however, in this dimension all of the indicators perceived positive service quality scores, and the biggest score is on indicator C2 which is responsiveness and fast action of Aloha talent to help and provide service. This means most all of the respondents are fully satisfied with the responsiveness dimension service quality of the Aloha department. In assurance dimensions, all of the indicators perceived positive scores of service quality as well. Indicator D1 knowledge and skills of Aloha talent in handling guest requests and D2 assurance of the aloha talent to the guest safety, security, and privacy of stay perceived the same score 0,08. In the last dimension which is the Empathy dimension found the biggest positive service quality score is on the indicator E2 with a score of 0,07 which is staff personalized attention and understanding to the guests need and the biggest negative service quality score is on indicator E1 which is recognition of the guest name by the Aloha talent with score -0,02. There are still found some negative gap scores compared to the guest expectations because the guests of Aloft Bali Seminyak have the higher expectation level. It means that Aloft Bali Seminyak's management should put attention to the indicators which have a negative gap score to maximize the guest satisfaction with its service quality.

The total of 16 indicators in 5 dimensions of service quality was calculated with servQual analysis and the following table shows service quality analysis summary in every dimension. Table 4 below will show the result of the service quality summary.

Table 4. Service Quality Summary

Service Quality Dimensions	E	P	ServQual Score
Responsiveness	4.46	4.52	0.06
Assurance	4.55	4.61	0.06
Empathy	4.50	4.53	0.03
Tangible	4.50	4.53	0.03
Reliability	4.51	4.51	0.00
ServQual gap	4.50	4.54	0.04

The result of Table 4 above is sorted from the highest service quality score to the lowest. The average responsiveness's perception score is 4,52 which means it has met with guest expectations due to the average perception score exceeding the average expectation score of 4,46 which results in a positive servqual score (0,06). Overall guest perceived a positive in the responsiveness dimension. Responsiveness is the Aloha department's service quality dimension result in the highest servqual score. The average assurance's perception score is 4,61 and the expected average score is 4,55 which results in a positive gap (0,06). Overall guests perceived

positive in the assurance dimension. It can be assumed service quality for the assurance dimension is satisfactory. The assurance dimension is the dimension that got the highest average perception score among those 5 dimensions. The average empath perception score is 4,53, it has met guest expectations as the average expectation score is 4,50 which is the perception score exceeded the expectation score and it means guests are satisfied with the Aloha department's empathy dimension. The average perception score for the dimension of tangible is 4,53 and the average expectation score is 4,50 which results in a positive gap (0,03). The overall guest perceived the tangible dimension positively and service quality for the tangible dimension is satisfactory. Tangible & empathy dimensions got the lowest score of expectation score among those 5 dimensions. The average perception and expectation score of the reliability dimension is 4,51 and result in zero gaps. It means guest expectation has met with the actual services provided by Aloha Department at Aloft Bali Seminyak. The data analysis found that the overall service quality expectation score is 4,50 and the overall perception average score is 4,54 and it is result positive gap (0,04). The overall guests perceived Aloha department service quality positively and the guests are satisfied due to the overall perception score exceeding the expectation overall score.

The range of class interval data resulting from the above calculation is shown in Table 5 below.

Table 5. Interval Category

Category	Class Interval
Very Bad	1.00 – 1.80
Bad	1.81 – 2.60
Quite Good	2.61 – 3.40
Good	3.41 – 4.20
Very Good	4.21 – 5.00

(Source: Adapted from Santoso as cited in Kencanawati et al., 2017)

Based on Table 5 above, the summary of perception's category score for the 16 items indicators of the research sorted from highest score to the lowest score is shown in Table 6 below.

Table 6. The Perception's Category Score for 16 Indicators of the Research

Rank	Indicator	Dimension	P	Category
1	Clear and easy to understand communication both in English and Indonesian.	Assurance	4.69	Very Good
2	Assurance of the aloha talent to the guest safety, security, and privacy of stay.	Assurance	4.63	Very Good
3	The Aloha talent's grooming.	Tangible	4.59	Very Good
4	Aloha talent can solve customer problems and complaints quickly and precisely.	Reliability	4.59	Very Good
5	Responsiveness and fast action of Aloha talent to help and provide service.	Responsiveness	4.59	Very Good
6	Readiness of the Aloha talent with all material and equipment (pen, registration form, computer, telephone, etc).	Tangible	4.55	Very Good
7	Availability and easiness to contact Aloha talent	Empathy	4.55	Very Good
8	The ability of Aloha talent to provide accurate information.	Reliability	4.54	Very Good
9	Willingness and initiative of Aloha talent to help the guest.	Responsiveness	4.54	Very Good
10	Staff personalized attention and understanding to the guests need.	Empathy	4.54	Very Good

11	Knowledge and skills of Aloha talent in handling guest requests.	Assurance	4.53	Very Good
12	Recognition of the guest name by the Aloha talent.	Empathy	4.51	Very Good
13	The ability of the Aloha talent to provide fast and precise check-in & check-out services.	Reliability	4.46	Very Good
14	Cleanliness of Lobby area.	Tangible	4.45	Very Good
15	Aloha talent can provide all services on time.	Reliability	4.45	Very Good
16	Attentiveness and promptness of the staff in dealing with guest requests.	Responsiveness	4.44	Very Good
Perceived Service Quality Score			4.54	Very Good

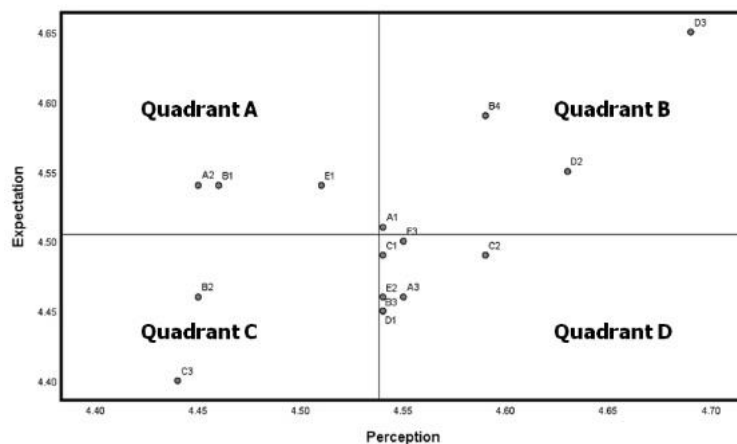
(Source: Primary Data Analysis, 2021)

Table 6 above shows that clear and easy-to-understand communication both in English and Indonesian is the indicator with the highest perception average score and the attentiveness and promptness of the staff in dealing with the guest request is the indicator with the lowest perception average score.

All of the 16 items indicators of this research are categorized as very good. However, there are still found some negative gap scores compared to the guest expectations because the guests of Aloft Bali Seminyak have the higher expectation level. It means that Aloft Bali Seminyak’s management should put attention to the indicators which have a negative gap score to maximize the guest satisfaction with its service quality.

The Importance-Performance Analysis Diagram

According to Phadermrod et al. (2019), importance performance analysis measures the satisfaction from guest satisfaction surveys based on two components of service or product attributes such as the importance of products or service to a customer and the performance or company providing those products or service. In this study service quality performance will represent by "X" and the service quality importance will be represented by "Y". The level of conformity will determine guest satisfaction levels (Arimbawa et al, 2019). If perceived service below expected service or the conformity level below than 100% means the guests are not satisfied enough, however if perceived service is in accordance with expected service or the conformity level equal to 100% means that guests are satisfied. Whereas if performance or perceived service exceeds the expected service or conformity level above 100% means that guests are very satisfied (Arimbawa et al, 2019). Figure 1 below shows the Cartesian Diagram or the Importance-Performance Analysis Diagram to know in which quadrant is the 16 indicators located.



(Source: Primary Data Analysis SPSS 26, 2021)

Figure 1. The Importance-Performance Analysis Diagram

Figure 1 shows quadrant A contains attributes that customers consider to be highly important, but performance levels are low. These attributes are referred to as the major flaws that need to be resolved right away. As a result, the attributes/ indicator found in this quadrant is an indicator that is highly valued by guests, and the Aloha Department of Aloft Bali Seminyak appears to perform poorly. There are 3 indicators found in this quadrant.

1. Cleanliness of Lobby area (A2). The level conformity of this indicator is 98.07% (obtained from $356/363 \times 100\%$). Most of the respondents or guests have perceived the performance for this item indicator as good. However, the level of conformity is below 100% which means that the guest perception is slightly below the guest expectation. The guests have a high level of expectation of this item indicator (cleanliness of lobby area). Therefore, Aloft Bali Seminyak management needs to improve their service quality more on this indicator to achieve the guest satisfaction.
2. Recognition of the guest name by the Aloha talent (E1). The level conformity of this indicator is 99.45% (obtained from $361/363 \times 100\%$). Most of the respondents or guests have perceived the performance for this item indicator as good. However, the level of conformity is below 100% which means that the guest perception is slightly below the guest expectation. The guests have a high level of expectation of this item indicator (Recognition of the guest name by the Aloha talent). Therefore, Aloft Bali Seminyak management needs to improve their service quality more on this indicator to achieve the guest satisfaction.
3. The ability of the Aloha talent to provide fast and precise check-in & check-out services (B1). The level conformity of this indicator is 98.35% (obtained from $357/363 \times 100\%$). Most of the respondents have perceived the performance of the receptionist for this indicator as excellent and good. However, the level of conformity is below 100% which means that the guest perception is slightly below the guest expectation. The guests have a high level of expectation of this item indicator (Aloha talent to provide fast and precise check-in & check-out services). Therefore, Aloft Bali Seminyak management needs to improve their service quality more on this indicator to achieve the guest satisfaction.

Quadrant B is an area that contains attributes that are considered important by guests staying at Aloft Bali Seminyak and have been successfully implemented so that guests who stay are satisfied. Those attributes in this quadrant are referred to as the major strengths and opportunities for achieving or maintaining competitive advantage. There are 4 indicators found in this quadrant.

1. The Aloha talent's grooming (A1). The level of conformity of this attribute is 101.6% (obtained from $367/361 \times 100\%$) which indicates that the guest level of satisfaction for the Aloha talent's grooming is very high as it is exceeding 100%.
2. Aloha talent can solve customer problems and complaints quickly and precisely (B4). The level of conformity of this attribute is 100% (obtained from $367/367 \times 100\%$) which indicates that the guest level of satisfaction for the Aloha talent can solve customer problems and complaints quickly and precisely is achieve 100% which means guest expectations are matched with the perceived performance.
3. Assurance of the aloha talent to the guest safety, security, and privacy of stay (D2). The level of conformity of this attribute is 101.6% (obtained from $367/361 \times 100\%$) which indicates the guest level of satisfaction for the Assurance of the aloha talent to the guest safety, security, and privacy of stay is very high as it is exceeding 100%.
4. Clear and easy-to-understand communication both in English and Indonesian (D3). The level of conformity of this attribute is 103.31% (obtained from $375/363 \times 100\%$) which indicates that the guest level of satisfaction for clear and easy-to-understand communication both in English and Indonesian is very high as it is exceeding 100%.

Quadrant C contains attributes with low importance and performance. referred to as minor weaknesses. As a result, the attributes in this quadrant do not require a high level of priority for improvement. There are 2 indicators found in this quadrant namely Aloha talent can provide all services on time (B2) and Attentiveness and promptness of the staff in dealing with guest requests (C3).

Quadrant D contains the attributes that are perceived as low importance to the guest, but the company seems to provide high levels of performance. In this case, Aloft Bali Seminyak should reallocate resources committed to attributes in this quadrant to other quadrants in need of improved performance. There are 7 indicators found in this quadrant namely Readiness of the Aloha talent with all material and equipment (pen, registration form, computer, telephone, etc) (A3), Ability of Aloha talent to provide accurate information (B3), Willingness and initiative of Aloha talent to help the guest (C1), Responsiveness and fast action of Aloha talent to help and providing service (C2), Knowledge and skills of Aloha talent to answer the guest question (D1), Staff personalized attention and understanding to the guests need (E2), Availability and easiness to contact Aloha talent (E3).

Conclusions

There are positive, neutral and negative gap between the guest's perception and expectation to the Aloha department service quality at Aloft Bali Seminyak. There are 4 indicators result negative gap which means that the guests are dissatisfied with the service that provide by Aloha department. On the other hand, there are 11 indicators found in this research with positive gap, which means guests are satisfied with service that provided by Aloha department. Even though from the statistic descriptive analysis found that all of the indicator's perceptions are categorized as very good, however, the servqual analysis found a negative gap which means that the guests of Aloft Bali Seminyak have the higher expectation level to the Aloha department's service quality.

There are some indicators needed to be improved and maintained to enhance the service quality of the Aloha Department for customers' satisfaction. The tangible dimension is related to visible things that can support service quality. Tangibles refer to physical evidence, including physical facilities, equipment, employees, and facilities of communication. The indicators on this dimension are in quadrant A, quadrant B, and quadrant D. This shows that there are still services that still need to be improved and improved on the tangible dimensions such as the cleanliness of the lobby area. Reliability refers to the ability of a company to offer reliable and accurate services and fulfill its promises. Indicators in this dimension are found in quadrant A, quadrant B, quadrant C. This shows that dimension is considered important for guests and it is necessary to improve service, especially in the indicators contained in quadrant A, namely The ability of the Aloha talent to provide fast and precise check-in & check-out services. Assurance is related to the knowledge and politeness of employees as well as their ability to give trust. Indicators on this dimension are in quadrant B and quadrant D. This shows that the assurance dimension is considered that the service performance of the FO department staff is good, even considered too much for guests. Empathy means paying attention to guests 'needs and being willing to assist them with guest problems promptly. The indicators in this dimension are in quadrant A, quadrant D. This shows that there is still performance that needs to be improved by the FO department staff in serving guests, namely recognition of the guest name by the Aloha talent. The last dimension of service quality is the dimension of responsiveness. Responsiveness is the willingness and ability of the aloha talent to assist guests and respond to their needs promptly. Indicators on this dimension are in quadrants C and D. This indicates that this form of service is considered unimportant and excessive.

Finally, this research finds out three-dimension that still need to be improved and become a top priority, there are tangible, reliable, and empathetic. So that guests will come back again to Aloft Bali Seminyak, guests will prefer to repeat stay in a place where they feel convenience rather than they choose other hotels.

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