

The Services Qualities of Star Hotels in Parapat

Sumardi, Edison Sinurat

Lecturers of Medan Polytechnic Tourism, Indonesia

Abstract: *This research aims to know the perceptions of the customers about the service quality of star hotels in Parapat. This is an explorative research where the primary and secondary data collected through field survey. The respondents involved in this research are 180 persons those are staying in the star hotels in Parapat. The research shows that, generally the hotels services qualities have positive impacts and are significant with very strong category to the customers satisfactions that they feel during they are staying in the hotels. Some aspects of the services got even more than their expectations. They are the readiness of the staffs to assist the customers, the locations of the hotels, staffs groomings, the friendliness of the staffs, the security, the staffs' politeness, the parking areas, the readiness of the staffs to handle customers' complaints, the hotels conveniences, the hotels cleanliness areas.*

Keywords: service, quality, satisfaction, customer, expectation.

1. Introduction

The needs of the hotels for many people inn the world tend to increase at recent time. This gives the opportunities for hotel business growth in some places by providing some facilities to the guests. In the other hands it also causes some competitions in hotel business. That's why every hotel attempts to increase its competitive advantages by providing innovative services to all customers. As a service business, a hotel also must be smart and responsive in understanding the needs and the wants of the customers. By doing these, a hotel will be able to hold its loyal customers and is able to reach more new customers. It can be reached by increasing its service quality.

Generally, all hotels want to get more profits by selling their rooms. This makes all hotel marketers have some plannings as ways to reach their potential customers and attempt to give the best services to make the customers satisfied.

In hotel business, there are many things offered to the customers, as hotels products. The hotels products can be categorized into some forms such as rooms, food and beverage, restaurant, and other facilities, although the hotels products and services are enjoyed since check in and registration process in front office. That's why, hotels products emphasizes more to the hotels images, products diversifications and channels of distributions.

As a service business, a hotel must understand and implement a concept that gives priorities to the customers needs, wants and satisfactions. A concept that says that "guest is a king" will guide the hotel to put all the customers to the most important subjects, or in other word that this concept puts the customers in the most position for the hotels' futures. Every customer will contribute for the profits of a hotel, so all the staffs must be focussed to give the best to the customers.

Providing best services is a key word that must be possessed by a hotel to be first choice of the customers. All done based on all hotels goals, that's to give satisfactions to all customers by giving best services and make good relationship among the hotels as the services provider and the customers as services users. If the hotel can do that seriously, it will give good positive impacts and images for

the hotel itself. In the other hand, under standard services quality will cause customers disappointment, finally the customers will find other hotel with better services.

Parapat is one of tourism areas in North Sumatera that offers beautiful scenes that many both domestic and international tourists visit, especially in weekend or public holidays and all hotels there are usuallly full. Parapat can be reached about 4 hours from Medan.

Based on statistics data, known that Parapat was visited by 104.011 tourists in 2014 where 95.122 are domestic tourists and 8.889 international toursts. In 2016 Parapat was visited by 136.583 tourists consist of 124.062 domestic tourists and 12.521 international tourists. The increasing of the tourists in Parapat of course, gives good impacts for hotels rooms sale and other services such as both land and sea transportations, money changer businesses, car rentals, and other service products.

As a tourism destination, Parapat offers many hotels in various stars and rates so the tourists have choices for their accommodations. Of course customers expect best services since they enter the hotel area, check in services, getting rooms conditions and other facilities provided by the hotel, includes the staffs capabilities in delivering the services to the customers of the hotel, until check out services. Some hotels even give more services to make the customers feel more comfort during their staying in the hotel. It is the consequence of the high competitions amongs them.

Giving the customers satisfactions during they are staying and using the hotel facilities are the challenges. A hotel must give the services maximally and also be supported by the professional employees, because if the hotel can not make the customers satisfacted, probably they will not return to the hotel again, even they will share their dissappointments to other people. It will be a nightmare for the hotel if the customers do that. Based on the explanations above, the research question is "how is the perceptions of the customers about the services qualities of star hotels in Parapat"?

The Aim of the Research

Based on the research question above, the aim of this research is to identify the customers perceptions about the services qualities of the hotels they get during they are

staying there. The qualities, in this case are everything regarding to the services start from *check in* and registration process, the staffs competencies, and the facilities provisions.

2. Theoretical Framework

Hotel is a service business company where its aim is to get profits by providing some services to the customers such as front office, laundry, housekeeping, food and beverage, MICE, recreations etc. Most hotels attempt to provide best facilities for the customers to make them satisfied, particularly for the customers who are staying there.

Every accomodation business service like hotel and others will attempt to give different added value from the products and services to the customers. The added value makes the hotel different from the others. This is the reason why someone prefers certain hotel to the others. The differences between the costs spent to prepare the products and services through added value are the costs that must be paid by the customers and become hotel incomes. The marketing of hotel services means giving satisfying services to the customers. Finally a hotel does not only sell its products, but also perform the image of the hotel itself. The customers only can enjoy the value that can make the customers satisfied. In the process of buying services the customer only has personal access to the services for limited time, such as hotel room (Agung Permana Budi).

The Perceptions of Customers to The Services Qualities

Services qualities must start from the customers needs and end with customers satisfactions and positive perceptions to the service qualities (Kotler). As the buyer and services user, a customer is the evaluator of the services quality level of the hotel. Unfortunately, through the variability characteristic makes the quality of a service becomes inconsistent. It causes a customer uses intrinsic and extrinsic signals as guidances in evaluating services quality. Intrinsic signal refers to the output and servces delivery. The customers will use the signal if the instrinsic signal is a *search quality* and has high predictive value. Whilst extrinsic signal is the component that completes a service. This signal is used to evaluate the services if instrinsic signal evaluation process needs many times and attempts, and even when the extrinsic signal is experience quality and creden quality.

The Dimensions Of Service Quality

Only some companies spend their times to do survey to the customers to know the real conditions. If a company wants to compete effectively for the quality of the products, deep understanding about future customers’ point of views and perceptions, it must make the products as first important step (Timpe). To identify the factors that can cause the relations among service quality to the hotels occupancies, we can use the theory of Zeithaml about the dimensions of services quality, they are tangible, empathy, reliability, responsiveness, and assurance (TERRA).

Table 1: The Dimensions To Evaluate Service Quality

Dimensions for Evaluating Service Quality	Tangibles	Reliability	Responsiveness	Assurance	Emphaty
Tangibles	*****				
Reliability		X*****			
Responsiveness			*****		
Assurance				*****	
Emphaty					X*****

Source : Agung Permana Budi

The service quality dimensions :

- 1) Tangibles, it refers to the physical facilities, furnitures, equipments, and material used by a hotel, and staffs appearances.
- 2) Reliability, it refers to the capabilities of a hotel to give accurate services without any mistakes and can deliver the services well.
- 3) Responsiveness, it refers to the readiness and the abilities of the staffs to help the customers and to respond their requests, and inform them when the servces will be delivered.
- 4) Assurance, it refers to the attitudes of the staffs where the staffs attitudes can ensure the customers that the hotel can create conveniences for the customers. Assurance also means that all the staffs always behave politely and have knowledges and skills needed to handle all customers’ problems.
- 5) Empathy, it refers to giving attentions to the customers’ needs and understanding their feelings.

Customer Satisfaction

Seeing guests complains after getting the services offered by a hotel, it shows their unsatisfactions and the failures of the hotel to deliver the services. Every customer who feels

disappointed for the services got, will share the negatve informations to other people (Mattila). Delivering services maximally to the customers, can discrease the services failures so hopefully it will be able to give satisfactions (Matilla). If a hotel can realize it, it will make the hotel have loyal customers. Satisfaction is a person’s feelings of pleasure or disappointment got from a company product’s perceived performance (or outcome) in relation to his or her expectations (Kotler). According to Shankar et. al. that customer satisfaction is the perception of pleasurable fulfillment of a service, and loyalty as deep commitment to the service provider.

Tjiptono, explains the formulaton of customers satisfactions as : “customer satisfaction = f (expectations, perceived perform-ance)”. The equation above shows that there are two main variables that determine the customer satisfaction, they are expectations and perceived performances. If the *perceived performance* got by customers more than *expectations*, it will make the customers feel satisfied. If a hotel finds the customers disappointed, it means that the hotel fails to get opportunity to create customer loyalty.

Service Quality

A hotel can not ignore the qualities of the services delivered to the customers. Products or services qualities reflect the hotels conditions and they have many impacts to the hotels themselves. A quality is the combinations of dimensions and characteristics that can determine how the products can fulfill the needs and expectations of the customers (ISO 9000). While a service is an activity done to fulfill wants and needs other people. Service quality is an abstract concept and difficult to understand, because the characteristics of service they are intangible, inconsistency, and perishable while the production and consumption process happen at the same time (Fandy Tjiptono). In the other hand Lewis and Boom in Bateson say : Service quality is a measure of how well the service level delivered matches customer expectations. Delivering quality service means confirming to customer expectations.

Hotel Facilities

Generally, each hotel has its facilities standard provided to the customers based on their star level, such as ; rooms equipped with air condition-ing, colour TV with in house movie and international channel, safe deposit box, hot and cold water, minibar, international direct dialing telephone, private bathroom with bathtub and shower, tea & coffee making facility, and hair dryer.

- Disable room
- Non smoking room
- Resturant and bar
- Room service
- Business centre
- Gymnasium
- Swimming pool
- Ballroom
- Laundry and dry cleaning
- Night club, karaoke
- Children play ground
- Baby sitting

- Hotel transportation
- Valet parking service
- Parking Area
- Foreign exchange facilities
- Beauty salon
- Drug store
- House clinic
- etc

3. Research Methodology

This is an explorative research where the researcher does survey directly to collect both primary and secondary datas. The secondary datas are indirectly collected from the respondents but they still have correlations to the datas needed in research process, while the primary datas are directly collected from the respondents of this research.

Population and Sample

The population of this research are the customers who stay in hotel where this research done. The researcher takes 180 selected customers as the samples of this research.

The Techniques Of Data Collection

- a) Physical observation
- b) Literary study
- c) Interview
- d) Questionnaires

The Techniques of Data Analysis

The data analysis used in this research is descriptive analysis.

The Customers Perceptions about The Service Qualities in Star Hotels in Parapat. This table below will explain the responds of the customers about some aspects of services qualities based on their perceptions during they are staying in the hotels.

Table 2: The Perceptions of the Customers about Hotels Services Qualities.

No	Aspects	Very Good		Good		Netral		Bad		Very Bad		Scores
		f	%	f	%	F	%	F	%	F	%	
1.	The speedity of check in process	3	1,67	6	1,33	33	18,33	87	48,33	51	28,33	3,98
2.	The readiness to respond customers requests	12	6,67	4	2,22	121	67,22	30	16,67	13	7,22	3,16
3.	The services as promised	5	2,78	3	1,67	58	32,22	72	40,00	42	23,33	3,79
4.	The Information services	7	3,89	11	6,11	39	21,67	70	38,89	52	28,89	3,81
5.	The readiness to assist the customers	0	0,00	2	2,22	33	18,33	44	24,44	101	56,11	4,36
6.	Handling complaints	8	4,44	5	2,78	46	25,56	81	45,00	50	27,78	4,06
7.	The staffs capabilities	3	1,67	12	6,67	23	12,78	99	55,00	43	23,89	3,93
8.	The Hotels securites	4	2,22	2	2,22	41	22,78	44	24,44	89	49,44	4,18
9.	The Hotels convenience	1	0,56	5	2,78	44	24,44	64	35,56	66	36,67	4,05
10.	The staffs friendliness	1	0,56	7	3,89	33	18,33	47	26,11	92	51,11	4,24
11.	The staffs politeness	2	2,22	1	0,56	39	21,67	61	33,89	77	42,78	4,17
12.	The readiness to listen guests' complaints	12	6,67	3	1,67	102	56,67	55	30,56	18	10,00	3,30
13.	The readiness to assist customers	6	1,33	1	0,56	38	21,11	94	52,22	41	22,78	3,91
14.	The Hotel facilities	14	7,78	28	15,56	88	48,89	21	11,67	29	16,11	3,13
15.	The cleanliness of the hotels	3	1,67	8	4,44	36	20,00	71	39,44	62	34,44	4,01
16.	The parking area	2	2,22	2	2,22	25	13,89	91	50,56	60	33,33	4,14
17.	The groomings of the staffs	1	0,56	1	0,56	42	23,33	34	18,89	102	56,67	4,31
18.	The locations of the hotels	3	1,67	2	2,22	24	13,33	52	28,89	99	55,00	4,34
19.	The tasties of the foods served	5	2,78	7	3,89	48	26,67	87	48,33	33	18,33	3,87
	Total	92	2,70	110	3,35	913	26,70	1.204	35,20	1.122	32,75	3,93

Table 2 above describes the perceptions of the hotels customers regarding to the services qualities they got during they are staying in the hotels. There are 10 service aspects are perceived more than their expectations, where their scores are more than 4,00, such as the aspects of the readiness of the staffs to assist the customers with the highest score, that's 4,36, then the locations of the hotels regarding to the easiness to get public transportation to reach the hotels get score 4,34, then the staffs groomings, regarding to the staffs appearances get score 4,31. Next followed by the friendliness of the staffs get score 4,24, the security aspects regarding to the freedom of any disturbances and loosing of customers belongings get score 4,18, the politeness aspects get score 4,17. The score of the parking areas aspects is 4,14, the score of the readiness of the staffs to handle customers' complaints is 4,06. Next, the score of the hotels conveniences aspects is 4,05, and finally, the score of the hotels cleanliness areas aspects regarding to the cleanliness of some facilities such as restaurants, lobbies, hotels rooms, and furnitures is 4,01.

Next, there are 9 aspects perceived as the customers expectations. The score of the speedities of check in process is 3,98, then the score of the staffs capabilities regarding to skills/competencies of the staffs in delivering services to the customers is 3,93. The score for the readiness of the staffs to assist the customers is 3,91. The aspects regarding to the tasties of the foods served to the customers for breakfast, lunch and dinner get good perceptions by the customers, where the score is 3,87. Next, the score for the accuracies of informations to the customers is 3,81, next, the aspect regarding to the services deliveries as promised by the hotels to the customers get score 3,79. The aspect of the readiness of staffs to listen the customers' complaints is perceived as their expectations. The score is 3,30, then then score of the readiness of the staffs to respond the requests of the customers is 3,16, and finally the score for the hotels facilities is 3,13.

Based on the data tabulation, it is clear that the whole aspects regarding to the services qualities delivered to the customers during they are staying in the hotels are positively perceived by the customers.

4. Conclusions and Recommendations

Based on the analysis of the star hotels services qualities in Parapat, generally the perceptions of the customers regarding to the services qualities they got during they are staying in the hotels are very good. Most of the customers say that the services qualities they get during they are staying in the hotels are more than their expectations. The aspects are the readiness of the staffs to assist the customers, the locations of the hotels regarding to the easiness to reach the hotels by public transportations, the politeness and the friendliness of the staffs, the securities of the hotels, the parking areas, the readiness to handle the customers' complaints, the conveniences and the cleanliness of the hotels areas, rooms hotels facilities, and the cleanliness of the furnitures. The followings are some aspects regarding to the services qualities where the customers perceive that services they get are as their expectations. They are the check in process, the staffs' skills and competencies, the

tasties of the foods served, the informations services, the services as promised, the readiness of the staffs to listen the customers complaints, and the readiness of the staffs to respond the requests of the customers.

The managements of the hotels in Parapat should be able to increase their services qualities because the competitions in this business are very tight. The staffs competencies also should be improved through training programmes continuously. The managements of the hotels should make anticipations to the customers behaviours changings where customers always need the new and best facilities, so the managements need to prepare the budgets for the facilities. The managements of the hotels also need to hold a live show by presenting local cultures and traditional musics attractions, serving Batak traditional foods, that can give new experiences for the customers while they are staying in the hotels.

References

- [1] A Dole Timpe, 2007, *Managing People*. The Series Of Business Management Art and Science. PT. Gramedia Asri Media
- [2] Berry, LL Zethaml, 1995. *Quality Counts in Service Too*. Business Horizon, Vol 28 No. 3 pp 44-52
- [3] Budi, Agung Permana, 2013. *The Marketing Management Of Hotel*, Andi Offset, Yogyakarta
- [4] Kotler, Philip. 2013. *Marketing Management*. PT.Prenhallindo. Jakarta.
- [5] Kotler, Bowen and Makens, 2003. *Marketing, Hospitality and Tourism*. Third edition. Prentice Hall, New Jersey.
- [6] Mattila, Anna. 2013. *The Impact of Service Failures on Customer Loyalty: The Moderating Role of Effective Commitment*. International of Service Journal Industry Management.
- [7] Shankar, Venkatesh, Amy K. Smith, and Arvind Rangaswamy. 2009. *Customer Sastifaction and Loyalty in Online and Offline Environments*. International Journal of Research in Marketing,
- [8] Tjiptono, Fandy, 2011, *The Marketing Of Service*, : Andi Offset, Second Edition, Yogyakarta.
- [9] Tjiptono, Fandy, 2011, *Service, Quality, and Satisfaction*, : Andi Offset, Second Edition, Yogyakarta.