

The Influence of Personalized Service Towards Guest Satisfaction in Front Office Department at Montigo Resorts Nongsa, Batam

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ABSTRACT

The Montigo Resorts Nongsa, Batam is the only five star resorts in Batam, Riau Archipelago. As one of the hotel that operate under the management of KOP Group, this hotel has attract many attention and start from the opening day the hotel has already serve many guests, not only local but also international guests. As a five star hotel, undoubtedly guests that come to the hotel have high expectation of what they would experience in here. To make sure that guests' satisfactions are fulfilled, having a staff who can give a good personalized service is one of the important aspect. The purpose of this research is to know the influence of personalized service towards guest satisfaction in front office department. This research is conducted by using descriptive and causal research method the data analysis method in this research are descriptive analysis method, validity test, reliability test, normality test, descriptive statistics, coefficient of correlation test, coefficient of determination test, linear regression analysis and Z-test. After doing research and data analysis, the writer summarized the questionnaire result into a conclusion. The writer found out that Personalized Service has an influence towards Guest Satisfaction at The Montigo Resorts Nongsa, Batam, but some problems often arise as the result of staffs being less vigilant on several aspects of implementing the personalized service. Based on the existing theories, the writer stated some recommendation to the hotel about what they could do to get the maximum result for the guest satisfaction that is influenced by personalized service, for the guest and the hotel itself.



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1. INTRODUCTION

The Hospitality industry is part of the service industry and is comprised of 5 major sub-sectors which include lodging service, food and beverage service, events, tourism & transportation. At the core the hospitality industry concerns itself with providing products and services to people which assist in recreation and supporting the well-being of people. It includes different activities, which main goal to provide a service and customer's satisfaction.

The Hospitality industry can probably be termed as one of pioneering commercial undertakings of this world. It is part of the larger business initiative- the tourism industry. This industry supplies a gamut services ranging from travel arrangements, accommodation facilities, food and

beverages to leisure activities i.e. all requirements of the modern day traveler, who could be travelling to business, pleasure, vacation, adventure, religious purpose or medical treatment.

The term "Hospitality" means the cheerful welcoming of people, which may be known or may be strangers. It is the relationship between a guest and a host. The hospitality industry is a service industry. According to Swain & Mishra (2011), The Hospitality business is based on the culture of serving guests with warmth and care so that they feel comfortable and secure. They have also stated that hospitality is the fundamental need for travelers, pilgrims, wanderers, tourists etc. because it gives them a strong feel of "home away from home".

Hospitality is the relationship between a guest and a host, wherein the host receives the guest with goodwill, including the reception and entertainment of guests, visitors, or strangers. Hospitality is also the way we treat people that is the service of welcoming receiving guests for example in hotels. Hospitality plays a fundamental role to augment or decrease the volume of sales of an organization hence every business should master it. Hospitality in hotel is divided into a lot of departments and one of them is the front office. The front office has always been one of the most important part of the hotels. How the front office staff deliver their service are very crucial. Therefore, what is Personalized Service? Moreover. What is the influence of personalized service towards guest satisfaction in Front Office Department?

Personalized service refers to delivering customized services that cater to the exact needs and wants of the customer. This way, a customer can feel more connect to your company (Pandey, 2019). Personalized service is a means of meeting the customer's needs more effectively and efficiently, making interactions faster and easier and, consequently, increasing customer satisfaction and the likelihood of repeat visits. Personalized service goes above and beyond satisfying customers' needs: it gives them a reason other than your product and their hunger to patron your brand. It represent the difference between a customer completing a transaction, then forgetting about you and become a loyal life-long customer. Delivering truly personalized customer service is quite a feat. It entails making the customer feel like they have been treated humanely, which caters to them by adding value to their life of which they might not consciously aware. Personal service means making the effort of tailoring service to a customer's specific expectations and underlying aspirations. Personalized service aspires to be tailored to customer 's specific needs, abilities, and expectations. Rather that forcing customer to comply to an established service model.

Providing good service is about understanding, recognizing, and anticipating the needs of guests and working hard to meet or exceed them. The core service essentials are also simple: make eye contact, smile, greet warmly, and use the guest's name. These simple actions tell guests that your hotel values them and is eager to help. In order to exceed expectations, your hotel must be on the alert for opportunities to provide remarkable service (WorldHost Training Services, 2013). Service quality in the hospitality industry becomes one of the most important factors for gaining a sustainable competitive advantage and customers' confidence in the highly competitive marketplace, and therefore service quality can give the hospitality industry a great chance to create competitive differentiation for organizations. It is thus considered as a significant core concept and a critical success factor in the hospitality industry. A successful hotel delivers excellent quality service to customers, and service quality is considered the life of the hotel.

Service quality consists of three dimensions: physical facilities, staff, and materials. It also divided into two aspects: functional quality and technical quality. A similar approach argued that service quality includes three dimensions: functional quality, environment, and technical quality. Another approach confirmed that service quality has five dimensions namely: assurance, reliability, empathy, tangibility and responsiveness.

Customer satisfaction is the internal feelings of every individual which may be satisfaction or dissatisfaction resulting from the assessment of services provided to an individual in context to customer's anticipation by an organization Hotels are continuously trying to improve the service just to satisfy their customer because higher customer satisfaction will leads towards customer loyalty.

According to Armstrong (2011), Customer satisfaction is a sophisticated term, which is composed by a huge range of factors. This part defines all these factors which could be reflected in the three main aspects of satisfaction. First of all trust will be discussed. After that the next aspect, loyalty, is going to be considered. Finally factors influencing satisfaction such as quality, value of

money should be revealed as an assessment by consumers of the parameter depends on other parameters, and only a comprehensive measurement of trust, loyalty and all the factors gives a complete picture of customer satisfaction.

Montigo Resorts prides itself an advance hospitality and excellence in order to provide each and every guest the ultimate resorts experience, they came for being one of the best Nongsa resorts, Montigo Resorts offers mouth-watering cuisine at TIIGO Beach Club along with award winning Montigo Spa and Tilo Kids club to keep everyone in the family engaged even on rainy days.

Internship enables the writer to gain the first-hand exposure of working in the real world; it also allows the writer to harness the writer skill, Knowledge and theoretical practice that learned in university. The great thing about internship is that it teaches young professionals about the specifics industries and companies they are interested in including the writer internship at Montigo Resorts, Nongsa, Batam which enable the writer to gain and obtain a lot of new experience and knowledge.

During the writer's internship, some of the problems and issues that the writer encountered were, the front office staff does not deliver an appropriate service, unfriendly, and rude towards guest. The staff often didn't reply the guest's chat promptly, so guests' request didn't deliver on time. The personalized service didn't deliver sufficiently due to lack of staff in pandemic periode. Some of the guests also feel that it was not worth to stay at the hotel due to bad service. Due to the lack of staffs, most the service provided became slow and it made many guests disappointed. It results on making lower guest satisfaction.

2. RESEARCH METHOD

According to Ary (2010), research design is the researcher's plan of how to proceed to gain an understanding of some group or some phe nomenon in its context. A very significant decision is research design process is the choice to be made regarding research approach since it determines how relevant information for a study will be obtained; however, the research design process involves many inter-related decisions.

The object of this research is Montigo Resorts Nongsa, Batam. The company is located in Jl. Hang Lekiu, Sambau, Kecamatan Nongsa, Kota Batam, Kepulauan Riau. The research is done during September 10th 2020 – March 10th 2020. According to Will Kenton (2020), Population is the entire pool from which a statistical sample is drawn. A population may refer to an entire group of people, objects, events, hospital visits, or measurements. A population can thus be said to be an aggregate observation of subjects grouped together by a common feature. The population that will be taken in Montigo Resorts, Nongsa, Batam are all the guests that stay in Montigo Resorts, Nongsa during writer internship. According to Sugiono (2010), "*Sampel adalah bagian dari jumlah dan karakteristik yang dimiliki oleh populasi tersebut.*". According to Sugiono (2010), sample is part of number and characteristic those set in the population.

To find out the number of samples, the author uses the Lemeshow formula in (Ridwan & Akdon, 2010).

$$n = \frac{Z_{\alpha}^2 \times P \times Q}{L^2}$$

Where: n = minimum number of sample required

Z α = standard value of distribution of value α = 5% = 1.96

P = prevalence of outcome, because data has not been obtained, 50% is used

Q = 1-P

L = accuracy level of 10%

Based on the formula, then, $n = \frac{(1,96)^2 \times 0,5 \times 0,5}{(0,1)^2} = 96,04$

From the above calculations, the minimum number of samples needed in this study is 96 respondents. In this research sampling technique was used to take sample is convenience sampling. According to Simkus (2012), Convenience sampling (also called accidental sampling or grab sampling) is a method of non-probability sampling where researchers will choose their sample based solely on the convenience. Data collection in this study was by questionnaire with data analysis using multiple linear regression analysis.

3. RESULTS AND DISCUSSIONS

Normality Test

Normality test is statistical method to know whether the distribution of data is determined from normal data distribution. In this part, the writer will use normality test to check whether the sample used is normal or not. Below are the result of the normality test :

Table 1. Normality test on data of variable
One-Sample Kolmogorov-Smirnov Test

		Total
N		96
Normal Parameters ^{a,b}	Mean	59.9375
	Std. Deviation	10.39110
Most Extreme Differences	Absolute	.066
	Positive	.041
	Negative	-.066
Test Statistic		.066
Asymp. Sig. (2-tailed)		.200 ^{c,d}
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		
d. This is a lower bound of the true significance.		

Source : SPSS 25 (2022)

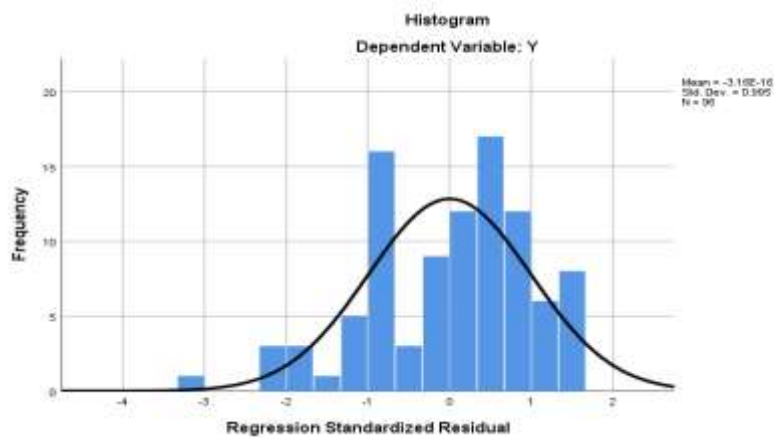


Figure 1. Histogram chart on data of variable
Source : SPSS 25 (2022)

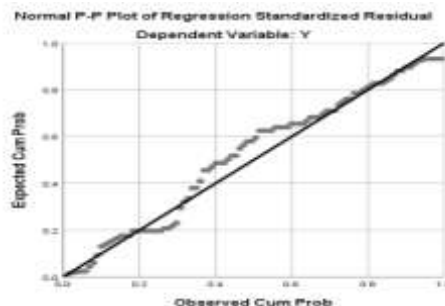


Figure 2. Normal P-P Plot on data of variable
Source : SPSS 25 (2022)

From the data above, the result from the test is 0.2 the data would be consider as normal if the value is more than 0.05.

Correlation Test

The correlation test is used to check the relationship between the independent variable and the dependent variable. This analysis measures the relationship between two variables.

Table 2. The Result of Correlation Test

		X	Y
X	Pearson Correlation	1	.250*
	Sig. (2-tailed)		.014
	N	96	96
Y	Pearson Correlation	.250*	1
	Sig. (2-tailed)	.014	
	N	96	96

*. Correlation is significant at the 0.05 level (2-tailed).

Source : SPSS 25 (2022)

From the result both of the variable X (Personalized Service) and Y (Guest Satisfaction) is 0.250. The value of 0.456 is indicated as weak positive relationship.

Determination Test

The determination test is to figure out how much of the dependent variable is influenced by the independent variable in the percentage term. The result of the determination test is as below:

Table 3. The Result of Coefficient of Determination test

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.250 ^a	.063	.053	6.39592

a. Predictors: (Constant), X
b. Dependent Variable: Y

Source :
(2022)

SPSS 25

From the table above, shows that the R² is 6.3%. the R square shows that the influence of the personalized service towards guest satisfaction is low and the rest 93.7% can be influenced by other variables such as facilities, employee's performance, etc which are not included in this research.

Linear Regression Equation

Linear regression is used to study the linear relationship between a dependent variable Y and one or more independent variable X.

Table 4. The result of Linear Regression Analysis

		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
Model		B	Std. Error	Beta		
1	(Constant)	20.456	3.220		6.352	.000
	X	.250	.100	.250	2.505	.014

a. Dependent Variable: Y

Source : SPSS 25 (2022)

From the table above, the form of linear regression equation is below:

$$Y = a + bx$$

$$Y = 20.456 + 0.250x$$

From the equation above, if personalized service increase, guest satisfaction will increase. It can be seen that variable X (Personalized Service) is a variable that has influence on Guest Satisfaction with coefficient of regression in amount of 0.250 unit. This shows that if independent variable increase

in amount of 1 unit, dependent variable will increase in amount 0.250 unit. In this regression equation, the constant is 20.456. If independent variable is constant, Guest Satisfaction will be 20.456.

Test Of Hypothesis

In this test, the writer will use Z test because the samples in this research is more than 30. Below is the calculation of Z test:

$$Z = \frac{r}{\frac{1}{\sqrt{n-1}}}$$

$$Z = \frac{0.250}{\frac{1}{\sqrt{96-1}}}$$

$$= 2.5$$

From the testing result, it shows that the Z count value is 2.5. since Z count is higher than Z table (1.96), it means that there is an influence of personalized service on guest satisfaction.

Result And Analysis

The result of the analysis of respondents answer can be summarized as follow:

1. The validity results of variable X (Personalized Service) and variable Y (Guest Satisfaction) are valid which means that 8 questions of variable X and 8 questions of variable Y can be used. The validity test shows that each questions have validity value higher than 0.3. It can be stated that all questions are valid.
2. The reliability testing shows that reliability value for each variable is higher than 0.6. It means that all questions are reliable.
3. The normality test shows that the significant value of each variable higher than 0.05. It means that the data of personalized service and guest satisfaction are in normal data distribution.
4. From descriptive statistic, it shows the most of respondents are agree about the personalized service and guest satisfaction in the company.
5. From the correlation test, it shows that the result of both variable X (Personalized Service) and Y (Guest Satisfaction) is 0.250. It is indicated as low positive relationship. It means that variable X (Personalized Service) have an impact in variable Y (Guest Satisfaction) in the company.
6. From the determination test, it shows that R² is 6.3%. the R square shows that the percentage influence of personalized service towards guest satisfaction is low and the rest 93.7% can be influenced by other variables such as facilities, employee's performance, and others which are not included in this research.
7. The form of linear regression equation is Y = 20.456 + 0.250x. The coefficient of regression is 0.250. It shows that the increasing of organizational climate in amount of 1 unit can increase the innovative food safety knowledge in amount of 0.250 unit.
8. From hypothesis test, the results shows that Z count is 2.5 with the Z table amount of 1.96. This means that Z count > Z table which proves that Personalized Service has influence on Guest Satisfaction.

4. CONCLUSION

Based on the research, observation and data analysis that the writer has gathered in during six months internship at Montigo Resorts Nongsa, Batam with mostly attached in Front Office Department, the writer has summarized all of the points to support the conclusion. After conducting the research and data analysis about the influence of personalized service toward guest satisfaction in front office department at Montigo Resorts Nongsa, Batam, the writer can conclude that personalized service (variable X) has influence toward guest satisfaction (variable Y), it can be seen from the hypothesis (Z-test) with the result is Z_{count} > Z_{table} (2.5 > 1.96), which means Alternative Hypothesis (Ha) is accepted meanwhile Null Hypothesis (Ho) is rejected. And it can be seen from the determination test with the result of R² is 6.3%, means 6.3% of changing in personalized service can be explained by guest satisfaction at Montigo Resorts, Nongsa, Batam. The writer can conclude that Montigo Resorts, Nongsa, Batam has stand as one of the best hotel in Batam, and by the data of the questionnaire survey form, the writer is certain that Montigo Resorts, Nongsa, Batam will

improve in the future and the respondents that answered the survey form will slowly changed their opinion about the services that Montigo Resorts, Nongsa Batam provide.

Based on the analysis and the conclusion mentioned above, they writer may list down some suggestions that might be helpful for some improvements in Montigo Resorts Nongsa, Batam which are as follow: It is hoped that the staffs will always keep up and maintain their good work in trying their best on recognizing the guests and use the guests' name when talking to the guest. It is suggested that the management give the guests some rewards for the loyalty that guests given to the hotel. It is hoped that the management will give a good training to the staffs especially the front liner, so that they can gain more trust from the guests, and make sure the guests enjoy their stay. It is hoped that the management will give a good training to the staffs to improve their service quality, so that the guest will not feel they wasted their time during their stay.

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