

Analysis of Service Quality at the Truntum Padang Hotel

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Abstract. This research aims to analyze the quality of service at the Truntum Padang Hotel, based on room occupancy data from November 2022 to February 2023. The room occupancy rate at the Truntum Padang Hotel has decreased, even in January it did not reach 50%. From February to April 2023, the Truntum Padang Hotel's room occupancy rate is unstable and still has not reached 90% according to management's target. Even though the Truntum Padang Hotel is the only hotel managed by a State-Owned Enterprise (BUMN) in Padang City. The main objective analysis in this research is to look at the quality of service at the Truntum Padang Hotel. This type of research is a quantitative descriptive research type of data source used for both primary and secondary data. Purposive sampling was used as a sampling technique in this research, with a total sample of 100 respondents. Based on the results of a questionnaire using a Likert scale, it shows that the analysis of service quality at the Truntum Padang Hotel, seen from service quality indicators, has a percentage of 52%, namely at the interval limit of 3, 26-4.00 in the satisfied category.

Keywords: service, service quality, Truntum Hotel.

INTRODUCTION

Padang City is the capital of West Sumatra Province which is one of the tourism destinations in Indonesia and is the center of tourism development for the western part of Indonesia (Arts and Culture Tourism Sector Development Strategic Plan 2006-2010). One of the public facilities supporting the tourism sector in Padang City is the hotel industry. According to [1], "A hotel is a company that is managed by its owner by providing food, drink and sleeping room facilities to people who travel and are able to pay a reasonable amount according to the services received without any special agreement." The hotel business not only depends on the level of tourist visits, but is also influenced by convention and meeting activities carried out by other institutions which influence the level of room sales in the hotel business.

According to [2] there are several VIP (Very Important Person) class hotels up to jasmine class in the city of Padang. The following is the development of the number of hotel accommodations in Padang City from year to year 2019-2021 :

Based on the data in **TABLE 1**, it can be seen that there is an increase in hotel units every year, both non-star and star hotels. This means that the hotel industry, which is the main component of the tourism industry, is growing rapidly every year. According to data obtained from the Padang City Culture and Tourism Office, until 2022 in Padang City there are 10 4-star hotels, one of which is the Truntum Padang Hotel.

At first, the Truntum Hotel was named the Grand Inna Muara Padang Hotel which was managed by the State-Owned Enterprise (BUMN) in the hospitality sector PT. Indonesia Natour, which is currently forming a Hotel Holding, as well as increasing its Indonesian hotel network, prioritizes typical Indonesian hospitality services and elevates local wisdom to international standards.

According to [3], in order to increase competition, each company must win the competition by delivering the best products and being able to meet consumer tastes which are always growing and always changing. Location, price,

facilities and quality of service greatly influence the decision to purchase room services, if all these factors are good and good then many guests will naturally stay at that hotel [7].

However, along with the very rapid growth of the times and the large number of hotels around the same type, this has resulted in a high level of competition which has had an impact on the low room occupancy rate at the Truntum Padang Hotel, this can be seen from **TABLE 2** of the room occupancy rate at the Truntum Padang Hotel, on average in November 2022 until April 2023 as follows.

TABLE 1. Number of Hotel Accommodation in Padang City 2020-2022

Klasifikasi Hotel	2020	2021	2022
Bintang 4	9	10	10
Bintang 3	13	14	14
Bintang 2	11	11	11
Bintang 1	11	11	11
Non Bintang	71	76	76

Sumber : Dinas Kebudayaan dan Pariwisata Kota Padang

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TABLE 2. Hotel Occupancy Truntum Padang Hotel November 2022 – April 2023

No	Bulan	Kamar Tersedia	Kamar Terjual	Occupancy (%)
1	November	4872	4381	89,92%
2	Desember	5040	4309	85,50%
3	Januari	5040	2173	43,12%
4	Februari	4536	2690	59,30%
5	Maret	5040	3249	64,46%
6	April	4872	2562	52,59%
	Rata- rata	4900	3227	65,85%

Sumber : Data Reporting Hotel Truntum Padang

Based on the room occupancy rate data in **TABLE 2** above, it can be seen that from November 2022 to February 2023 the Truntum Padang Hotel room occupancy rate decreased, even in January it did not reach 50%. From February to April 2023, the Truntum Padang Hotel's room occupancy rate is unstable and still has not reached 90% according

to management's target. Even though the Truntum Padang Hotel is the only hotel managed by a State-Owned Enterprise (BUMN) in Padang City.

Judging from several guest comments via guest comments regarding the quality of service, this is a review from Rina Rusdiana who stayed on 05-08 February 2022 "Standard service, the rooms are also ok", then the next review from Juan Gan-sil also expressed his disappointment with the staff service. Review from Juan Gan-sil who stayed on 19-22 June 2022 "the hotel is not recommended, the check-in service takes a long time, and the facilities in the room are also not clean, even in the bathroom, used toothbrushes and toothpaste are not thrown away/cleaned up." Based on the description in the background, the author is interested in conducting research with the title "Analysis of Service Quality at the Truntum Padang Hotel"

METHODS

Based on the objectives, this type of research is a type of descriptive research with quantitative data. As stated by [16] "Descriptive research is research aimed at finding out the value of an independent variable, either only on one variable or more (stand-alone variables) where the researcher does not make comparisons with other variables."

The data collection technique used is indirect communication through the distribution of structured questionnaires. A questionnaire or questionnaire is a data collection technique through forms containing closed questions which are given to respondents directly to obtain answers or responses and information needed by the author using a Likert scale.

In the data processing stage, activities such as designing data structures, coding, editing and data entry are carried out. Data is saved using Microsoft Excel. After the data is declared valid, the data is ready for analysis. Data analysis used the SPSS version 23.00 program. The estimation results will be presented in tabular form, and will later be recommended to the management of Pamutus Island as a reference in developing tourist satisfaction.

The results of calculating interval limit prices and selected categories can be seen in the table below:

TABLE 4. Interval Limits and Selected Categories

No	Interval Limit	Featured Categories
1	3,26 – 4,00	Excellent
2	2,51 – 3,25	Good
3	1,76 – 2,50	Enough
4	1,00 – 1,75	Less

Sugiono [5] "Population is a generalized area consisting of: objects/subjects that have certain qualities and characteristics which are applied by researchers to study and then draw conclusions." In this research, the population will be guests who have stayed at the Truntum Padang Hotel from November 2022 to April 2023, namely 3,227 people taken based on the monthly average of rooms sold in the last six months.

The sample in this study was taken from the population of the Truntum Padang Hotel in 2023, amounting to 3,227 visitors. A sample that is too small can cause the research to not be able to describe the true condition of the population. On the other hand, a sample that is too large can result in wasted research costs. One of the methods used to determine the sample size is using the Slovin Formula [6] with a tolerance limit of 10%. This research will be carried out using the Google Form platform as a medium for distributing questionnaires to 100 respondents which will be developed as a data collection instrument.

RESULTS AND DISCUSSION

1. Description of Service Quality Variable Data

The Service Quality variable consists of 15 question items whose validity and reliability have been tested. Data obtained from research results on service quality variables at the Truntum Hotel can be seen in the following table:

TABLE 5. Descriptive and Service Quality Variables

Criterion	Interval Limit	Frequency	%
Highly satisfied	3,26 - 4,00	45	45%
Satisfied	2,51 - 3,25	52	52%
Dissatisfied	1,76 - 2,50	3	3%
Very Dissatisfied	1,00 -1,75	4	0%
Total		100	100%

In the table above, it can be seen that in the Service Quality variable, 45% of respondents are in the very satisfied category, 52% of respondents are in the satisfied category, 3% of respondents are in the dissatisfied category, and 0% of respondents are in the very dissatisfied category. The results of data processing show that Service Quality is in the satisfied category with a percentage of 52%.

2. Direct Evidence Indicators (Tangibles)

TABLE 6. Data description of the Tangible indicator

Criterion	Interval Limit	Frequency	%
Highly satisfied	3,26 - 4,00	40	40%
Satisfied	2,51 - 3,25	54	54%
Dissatisfied	1,76 - 2,50	6	6%
Very Dissatisfied	1,00 -1,75	0	0%
Total		100	100%

In the table above, it can be seen that 40% of the direct evidence indicators (tangible) are in the very satisfied category, 54% of respondents are in the satisfied category, 6% of respondents are in the dissatisfied category, and 0% of respondents are in the very dissatisfied category. The results of data processing show that the tangible indicators are in the satisfied category with a percentage of 54%.

3. Reliability Indicators (Reliability)

TABLE 7. Reliability indicator data description

Criterion	Interval Limit	Frequency	%
Highly satisfied	3,26 - 4,00	41	41%
Satisfied	2,51 - 3,25	45	45%
Dissatisfied	1,76 - 2,50	13	13%
Very Dissatisfied	1,00 -1,75	1	1%
Total		100	100%

In the table above, it can be seen that the reliability indicator is 41%, which is in the very satisfied category, 45% of respondents are in the satisfied category, 13% of respondents are in the dissatisfied category, and 1% of respondents are in the very dissatisfied category. The results of data processing show that reliability at the Truntum Padang Hotel is in the satisfied category with a percentage of 45%.

4. Response Indicator (Responsiveness)

TABLE 8. Responsiveness indicator data description

Criterion	Interval Limit	Frequency	%
Highly satisfied	3,26 - 4,00	31	31%
Satisfied	2,51 - 3,25	60	60%
Dissatisfied	1,76 - 2,50	5	5%
Very Dissatisfied	1,00 -1,75	4	4%
Total		100	100%

In the table above, it can be seen that 31% of the responsiveness indicators are in the very satisfied category, 60% of respondents are in the satisfied category, 5% of respondents are in the dissatisfied category, and 4% of respondents are in the very dissatisfied category. The results of data processing show that the responsiveness indicator is in the satisfied category with a percentage of 60%.

5. Guarantee indicators (Assurance)

TABLE 9. Description of Assurance indicator data

Criterion	Interval Limit	Frequency	%
Highly satisfied	3,26 - 4,00	45	45%
Satisfied	2,51 - 3,25	49	49%
Dissatisfied	1,76 - 2,50	3	3%
Very Dissatisfied	1,00 -1,75	3	3%
Total		100	100%

In the table above, it can be seen that 45% of the assurance indicators are in the very satisfied category, 49% of respondents are in the satisfied category, 3% of respondents are in the dissatisfied category, and 3% of respondents are in the very dissatisfied category. The results of data processing show that the assurance indicator is in the satisfied category with a percentage of 49%.

6. Indikator Empathy

TABLE 10. Description of Empathy indicator data

Criterion	Interval Limit	Frequency	%
Highly satisfied	3,26 - 4,00	50	50%
Satisfied	2,51 - 3,25	44	44%
Dissatisfied	1,76 - 2,50	6	6%
Very Dissatisfied	1,00 -1,75	0	0%
Total		100	100%

In the table above, it can be seen that 50% of the empathy indicators are in the very satisfied category, 44% of respondents are in the satisfied category, 6% of respondents are in the dissatisfied category, and 0% of respondents are in the very dissatisfied category. The results of data processing show that the assurance indicator is in the very satisfied category with a percentage of 50%.

CONCLUSIONS

Based on the results of the research and analysis that has been carried out, it can be concluded that the results of the research "Analysis of Service Quality at the Truntum Padang Hotel" are that 52% of tourists are satisfied with the services provided by the Truntum Padang Hotel.

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