

The Effectiveness of Service Quality on Room Occupancy Rates at Le Meridien Bali Jimbaran

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Abstract.

This study aims to determine the quality of service provided to guests staying at Le Meridien Bali Jimbaran and the effectiveness of service quality on the room occupancy rate achieved at Le Meridien Bali Jimbaran. The methods used to collect data, there are 6 methods, namely: observation, interviews, questionnaires, documentation, and literature studies. The analysis techniques used, namely: a. Quantitative Analysis, namely: 1) Analysis techniques to analyze quantitative data, using descriptive statistical techniques, namely statistical techniques that discuss the collection, processing, presentation, and calculation of values from data described in tables or diagrams, 2) T-test for two paired samples (Paired-samples T Test) namely testing the effectiveness of service quality on hotel occupancy achievements. b) Qualitative descriptive analysis techniques to explain the results of qualitative data analysis and help draw conclusions about the research results from the process or event. Based on the analysis results, it shows that the quality of service provided to guests at Le Meridien Bali Jimbaran is very good with a value of 4.48. Meanwhile, the quality of service provided to guests has a real or significant impact on increasing the achievement of room occupancy rates at Le Meridien Bali Jimbaran, which can be seen from the calculated t (3,888) which is greater than the t-table (2,2010), which is in the rejection area of H_0 and H_1 is accepted. This means that the quality of service provided to guests has a very effective impact on increasing the achievement of room occupancy rates at the Le Meridien Bali Jimbaran hotel.

Keywords: Service quality; room occupancy rate; effectiveness and significant.

I. INTRODUCTION

The development of the tourism sector has become a major focus for many countries around the world, including Indonesia. Indonesia, a tropical nation with rich natural resources and cultural diversity, attracts tourists to various regions across the country. Tourism is the development of tourist objects and attractions, as well as other tourism-related businesses. Everything that is the target of tourism is referred to as tourist objects and attractions (Marsono, 2016)1. The development of the tourism sector needs to be supported by the availability of tourism facilities such as accommodation, transportation, travel agencies, restaurants and other infrastructure facilities, so that tourists feel comfortable on holiday in Indonesia. Specifically, for the development of accommodation businesses, professional management is needed to provide quality rooms and other hotel facilities as a tourism product and to provide satisfactory service. Accommodation businesses, often referred to as hotels, are part of the tourism industry, offering rooms, food, and beverages needed by tourists staying at the hotel. A hotel is a type of accommodation that uses part or all of its building to provide services, lodging, food and drink and other services for the public that are managed commercially and meet the requirements stipulated in government decisions. One type of accommodation that uses part or all of its parts for lodging services, providing food and drink and other services for the general public that are managed commercially (Putra & Marimin, 2014)2. Hotels are an industry closely related to the service sector and tourism activities, because hotels are businesses that operate and focus on providing accommodation services in the form of selling main products such as rooms, food and beverage services, meetings and conferences, and additional services such as spas, fitness centers and recreation (Tahiri et al., 2021)3.

The function of a hotel as a commercial facility is not only as a place to stay, rest, eat, but also a location to present various kinds of activities according to the target market of the hotel itself (Yesiana et al., 2016)4. To achieve the target market, in order to increase the room occupancy rate, hotel management needs to improve the quality of service that will be provided to guests staying at the hotel in question, in addition to maintaining the quality of rooms, food and beverages and other hotel facilities. The room occupancy rate is the percentage of rooms occupied or rented to guests compared to the total number of rooms rented, which is calculated in a period of time, for example daily, monthly, or annually (Darmadjati, 2006)5. Sugiarto (in Juhari, 2016)6 states that the room occupancy rate is expressed using a certain ratio basis, namely: The room occupancy rate percentage is usually called single occupancy. The room occupancy rate is very important to know because it can provide an idea to accommodation service providers how many rooms can be sold and which rooms are still left to be sold. Every guest or resident who comes to the hotel will definitely expect good service and facilities that are adequate and provide a sense of comfort and satisfaction for the guests or residents who come. Service is an action or activity offered by one party to another party that is essentially intangible and does not result in ownership of something (Wahyu et al., 2022)7. Guest satisfaction is defined as a level at which the needs, desires, and expectations of guests can be met, resulting in repeat purchases, continued loyalty, and the use of a service or product (Amri et al., 2020)8. So that with satisfactory service, it can create repeater tourists and can function as a walk of mouth promotion (word of mouth). To determine the level of service provided to guests and its impact on room occupancy rates, this study used Le Meridien Bali Jimbaran as the research subject.

Based on the background description above, the main problem in this research is:

1. How is the quality of service provided to guests staying at Le Meridien Bali Jimbaran?
2. How effective is the quality of service on the room occupancy rate achieved at Le Meridien Bali Jimbaran?

So the goal to be achieved is to analyze:

1. The quality of service provided to guests staying at Le Meridien Bali Jimbaran.
2. Effectiveness of service to the room occupancy rate achieved at Le Meridien Bali Jimbaran.

II. METHODS

Respondent selection in this study uses a sampling approach, where several samples are taken from the existing population. A sample is part of the number and characteristics of a population (Febrilla & Ponirin, 2022)9. In this study, the population size is not known with certainty, so the sampling technique used is accidental sampling, namely a sampling technique by chance, that is, anyone who happens to meet the researcher can be used as a sample. There are 6 methods used to collect data, namely: observation, interviews, questionnaires, documentation, and literature studies. The analysis techniques used are: a. Quantitative Analysis, namely: 1) Analysis techniques for analyzing quantitative data, using descriptive statistical techniques, namely statistical techniques that discuss the collection, processing, presentation, and calculation of values from data depicted in tables or diagrams (Riyanto, 2016)10, 2) Paired-samples T Test, namely testing the effectiveness of service quality on hotel occupancy achievements (Umar, 2005)11. b) Qualitative descriptive analysis techniques to explain the results of qualitative data analysis and help draw conclusions about the research results from the process or event (PD Sugiyono, 2019)12

III. RESULT AND DISCUSSION

Company Overview

Le Meridien Bali Jimbaran is a five-star hotel located in Bukit Permai, Jimbaran. It sits on 1.8 hectares of land and features five buildings: four water towers and a main building. Le Meridien Bali Jimbaran is under the management of Starwood Hotels and Resorts World Wide. Le Meridien Bali Jimbaran was built in October 2011 and began operations in October 2012. Le Meridien Bali Jimbaran Hotel is approximately 20 minutes' drive from Bali's Ngurah Rai International Airport. The hotel's address and contact details are as follows: Hotel Address: Jl. Bukit Permai, Jimbaran, Kuta Sel. District, Badung Regency, Bali. This hotel is one of the hotels under the management of Marriott International. Le Meridien

combines French and modern Balinese architecture, while retaining the traditional elements of Jimbaran village, featuring a variety of furnishings and details in everyday objects. The room types at Le Meridien Bali Jimbaran include:

Table 1. Types of Rooms

NO	Room Type	Number of Rooms	Room Size
1	Classic Room	15	53 m2
2	Deluxe Lagoon View Room	43	66 m2
3	Deluxe Lagoon Access Room	17	66 m2
4	Aqua Studio Suites Lagoon View Room	20	82 m2
5	Aqua Studio Suites Lagoon Access Room	8	82 m2
6	Avant Garde One Bedroom Suites	2	124 m2
7	Avant Garde Two Bedroom Suites	3	175 m2
8	Aqua Pool Sky Penthouse	4	245 m2
9	Oceanic View Sky Villa	4	280 m2
10	Grande Avant Garde Suites	1	305 m2
Amount		117	

Source: hotel management

Regarding the existence of Le Meridien Bali Jimbaran, only 2 of the 10 room types are displayed. there are those depicted as in the picture below.

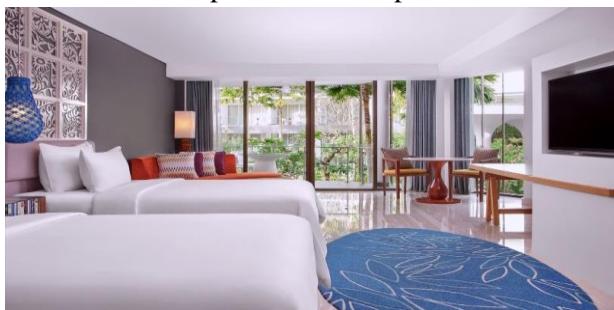


Fig 1. Aqua Studio Suites Lagoon View Room



Fig 2. Grande Avant Garde Suites

Meanwhile, the supporting facilities complement the luxury of Le Meridien Bali Jimbaran, also only 2 facilities are displayed from the ones there are those depicted as in the picture below.



Fig 3. Pool Bar



Fig 4. Sky Bar

Quality of Service Provided to Guests Staying at Le Meridien Bali Jimbaran.

In determining the criteria for the quality of service provided to guests staying at the hotel, there are several indicators for each sub-variable of service, namely:

Table 2. Service Variables and Their Indicators

No.	Sub Variables	Indicator
1	Tangible (Physical Evidence)	<ol style="list-style-type: none"> 1. Complete facilities support the environmentally friendly aspects of hotel rooms. 2. Neatness and cleanliness of the housekeeping department area 3. Housekeeping Employee Appearance
2	Reliability	<ol style="list-style-type: none"> 1. Providing accurate service 2. Punctuality in providing services 3. Guest complaint handling solutions
3	Responsiveness	<ol style="list-style-type: none"> 1. Responsive in providing services to guests 2. Responsive in handling guest needs 3. Responsive, providing information concisely and clearly 4. Responsive in handling complaints by guests

4	Assurance	1. Ensure that the service provided to guests is carried out professionally
		2. Providing comfort facilities according to guest requests
		3. Ensure guest needs are met during their stay
5	Empathy	1. Personal attention given to guests
		2. Employee willingness to fulfill guest wishes
		3. Employee concern for guest complaints
		4. Prioritize guest interests

Source: (Saputra & Yulistiani, 2019)13

In determining the criteria for the quality of service provided to guests staying at Le Meridien Bali Jimbaran, the following value ranges are used:

$$\frac{5 - 1}{5} = 0,80$$

Because this study uses a Likert scale with five categories, the range of values is as follows:

$$\frac{5 - 1}{5} = 0,80$$

From the interval results, the analysis results criteria can be identified as in the table below.

Table 3. Analysis result criteria

Mark	Range of values	Criteria
5	4.21 – 5.00	Very good
4	3.41 – 4.20	Good
3	2.61 – 3.40	Pretty good
2	1.81 – 2.60	Not good
1	1.00 – 1.80	Very Poor

Source: (Sugiyono, 2014)14

Based on the results of manipulating the answers of 50 people who stayed at Le Meridien Bali Jimbaran as shown in the table below

Table 4. Quality of Service AtLe Meridien Bali Jimbaran

No.	Sub Variables & Indicators	Total Results	Mark	Criteria
1	Tangible (Physical Evidence)	1	213	4.26
		2	233	4.66
		3	238	4.76
		Average	4.56	Very good
2	Reliability	1	229	4.58
		2	227	4.54
		3	229	4.58
		Average	4.57	Very good
3	Responsiveness	1	224	4.48
		2	219	4.38
		3	217	4.34
		Average	4.45	Very good
4	Assurance	1	230	4.60
		2	212	4.24
		3	215	4.30
		Average	4.38	Very good
5	Empathy	1	225	4.50
		2	220	4.40
		3	214	4.28
		Average	4.42	Very good
Overall Average			4.48	Very good

Source: Manipulated results

Based on the table above, all of the 17 service indicators are in the excellent category, with scores above 4.21. Looking at the sub-variables, of the five service components, reliability has the highest service score (4.57) and the lowest is the assurance component (4.38). Meanwhile, the overall average service score

is 4.48. This indicates that the management of the Le Meridien Bali Jimbaran hotel is carried out professionally. This means that it can provide very satisfactory service to guests staying at Le Meridien Bali Jimbaran. From a marketing perspective, service quality can build a business image and create repeat tourists (guests who stay repeatedly). In addition, it can function as a word-of-mouth promotion. Therefore, with excellent service, it will be able to increase the room occupancy rate achieved by the Le Meridien Bali Jimbaran hotel.

The effectiveness of service quality on room occupancy rates achieved at Le Meridien Bali Jimbaran.

Seeing the level of service provided to guests staying at the Le Meridien Bali Jimbaran hotel is very good, then based on rational analysis the room occupancy rate achieved should have increased even though there are still influences from other factors such as economic conditions and marketing strategies implemented by hotel management. In seeing the effectiveness of the quality of service provided to guests staying at Le Meridien Bali Jimbaran, it is necessary to know the size of the room occupancy rate for two periods or two years. In seeing the quality of service against the achievement of room occupancy at Le Meridien Bali Jimbaran, the room occupancy rate will be analyzed in 2022 before the survey on service quality and 2023 after the survey on service quality, where the occupancy rate achieved in each year is as in the table below.

Table 5. Le Meridien Bali Jimbaran Room Occupancy Rates in 2022 and 2023

Month	Occupancy (%)		Change (%)	Month	Occupancy (%)		Change (%)
	2022	2023			2022	2023	
January	35.75	44.81	25.34	July	37.29	70.02	18.10
February	32.12	36.22	12.76	August	37.98	67.26	16.01
March	35.21	41.10	16.73	September	54.04	63.41	17.34
April	38.81	45.04	16.05	October	50.59	59.22	17.06
May	37.50	44.18	17.81	November	52.48	57.00	8.61
June	59.71	66.72	11.74	December	59.81	65.77	9.96
Average	39.85	46.35	16.74	Average	55.70	63.78	14.51
Average occupancy 2022(39.85+55.70):2							47.78
Average occupancy 2023 (46.35+63.78):2							55.06
Change (16.74+14.51):2							15.63

Source: Manipulated results

The manipulation results show that the average room occupancy rate achieved at Le Meridien Bali Jimbaran in 2022 was 47.78%. However, after seeing the excellent quality of service provided in 2023, the average room occupancy rate achieved in 2023 was 55.06%. This resulted in an average increase in room occupancy of 15.63%. This achievement in real terms means that the quality of service provided by the staff and management of Le Meridien Bali Jimbaran has a positive influence on the achievement of room occupancy rates. Meanwhile, to see the effectiveness of the quality of service provided on achieving room occupancy rates at Le Meridien Bali Jimbaran in particular, to see the significance of the impact on changes in room occupancy rates, it is necessary to use a paired-samples t-test analysis. Using SPSS19, the following calculation results were obtained:

Table 6. Paired Samples Test

	Paired Differences						t	df	Sig. (2-tailed)			
	Mean	Standard Deviation	Std. Error Mean	95% Confidence Interval of the Difference								
				Lower	Upper							
Pair 1 Occupancy2 Occupancy 1	10.78833	9.61202	2.77475	4.68115	16.89552	3,888	11		.003			

Source: SPSS19 calculation results

By looking at the results of the calculations above, you will be able to see whether the quality of service provided to guests staying at Le Meridien Bali Jimbaran is effective or not in achieving room occupancy rates which uses various analysis tools.

1. Hypothesis

The criteria for accepting or rejecting the hypothesis used are as follows:

- H_0 is accepted if $t_{\text{count}} \leq t_{\text{table}}$, the impact of the quality of service provided to guests is not effective in changing the achievement of room occupancy rates at Le Meridien Bali Jimbaran.
- H_0 is rejected if $t_{\text{count}} > t_{\text{table}}$, the impact of the quality of service provided to guests is effective in changing the achievement of room occupancy rates at Le Meridien Bali Jimbaran.

2. Results/conclusions

Based on the test results above, the value of $t_{\text{hitung}} = 3.888$ was obtained. and t -table with df (degree of freedom) = $n - 1 = 12 - 1 = 11$, and LOS Level of Significance = 5%, then t -table = 2.2010 which means that t count is greater than t table, which is in the rejection area of H_0 and H_1 is accepted. This means thatThe effectiveness of the quality of service provided to guests has a real or significant impact on increasing the achievement of room occupancy rates at Le Meridien Bali Jimbaran.

IV. CONCLUSION

Based on the results of the discussion above, the following conclusions can be drawn which are short answers to the problems that occur:

1. The quality of service provided to guests at Le Meridien Bali Jimbaran shows very good with a value of 4.48, which is the average value of the service sub-variable value, where of the five service components, reliability shows the highest service value (4.57) and the lowest is the assurance component 4.38). This means that the management of the Le Meridien Bali Jimbaran hotel is carried out professionally.
2. The quality of service provided to guests has a real or significant impact on increasing the room occupancy rate at Le Meridien Bali Jimbaran, which can be seen from t_{hitung} (3.888) is greater than t -table (2.2010), which is in the rejection area of H_0 and H_1 is accepted. This meansThe quality of service provided to guests has a very effective impact on increasing the room occupancy rate at the Le Meridien Bali Jimbaran Hotel.

With the very effective impact ofThe quality of service provided to guests to increase the achievement of room occupancy rates at the Le Meridien Bali Jimbaran hotel, then the management of the Le Meridien Bali Jimbaran hotel, needs to pay more attention to increasing employee morale, adequate completeness of facilities and most importantly it is very necessary to build harmonious working relationships that greatly influence employee performance, especially those related to providing services to guests staying at the Le Meridien Bali Jimbaran hotel.

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