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THE IMPACT OF SERVICE ON 4-STAR HOTELS

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ABSTRACT

Tourism is a key factor in income, job creation, business development, and infrastructure. Batam City, part of the Riau Islands province, lies along international shipping routes, making it a popular tourist destination in Indonesia. This research identifies the most impactful aspects of service and assesses the service factors. Using a descriptive quantitative approach. The researchers randomly took samples from customers of 4-star hotels in Batam City. The instrument used was a questionnaire containing questions about hotel services using a Likert scale. Interpretation uses the interpretation of results based on the average value and distribution of data to describe the impact of the most essential service factors and factors. The results of the study show that the 4-star hotel in Batam has had a positive effect, which means that customers are satisfied with the service provided by the hotel even though there are some minor improvements.
Keywords: Hotel, Tourism, Satisfied, Impact

INTRODUCTION

Tourism is one of the leading sectors in the government's efforts, both cities, provincial, and central, to obtain regional and state revenue. Tourism is a key factor in income, job creation, business development, and infrastructure. Batam City, part of the Riau Islands province, lies along international shipping routes, making it a popular tourist destination in Indonesia (Purwanti, 2013). Tourism Destinations in Indonesia, based on Law No. 10 of 2009, emphasizes that geographical areas located in one or more administrative regions in which there are tourist attractions, public facilities, tourism facilities, accessibility, and communities are interrelated and complement the realization of tourism (Hidayat and Hidayat, 2018).

One of the supporting factors is the existence of accommodation facilities for tourists visiting the city of Batam. Batam has hundreds of hotels, including city hotels and resorts, ranging from 1-star to 5-star hotels. (Sawitri *et al.*, 2018) Service: The dishes also vary depending on the hotel's class. The quality of service in a 4-star hotel in Batam depends on customer experience or satisfaction. Poerwadarminta in Hardiyansyah (Hardiansyah, 2011:10-11) argues that: "Etymologically, the word "service" derives from "serve," which means to help, prepare, or take care of a person's needs. Therefore, individuals or businesses assist, organize, and care for goods or services, usually within the context of a transaction between parties. They serve or provide assistance in exchange for goods or services."

There are five types of dimensions in service quality or service according to (Lupiyoadi & Hamdani 2011: 182), which are as follows:

1. *Tangible*: A company's ability to demonstrate its existence to customers or external parties is a key aspect of its presence and reputation.
2. *Reliability*: The company's ability to deliver accurate and reliable services as promised reflects its commitment to quality and trustworthiness.

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3. *Responsiveness*: Policy to help and provide fast and appropriate service to customers. *Assurance*
4. *Empathy*: The company's ability to provide sincere, individual, and personalized attention to customers aims to understand and fulfill all their wants and needs.

This study aims to describe the service quality of 4-star hotels in Batam City as assessed by customers, including service quality indicators.

RESEARCH METHODS

This study uses a quantitative descriptive approach, which provides a clear and detailed description of the collected data to facilitate interpretation and decision-making based on existing data (Sudirman). The researcher took the sample using the Slovin formula with a sample size of 100 and e^2 = 10% of Batam City's population, totaling 1,157,882 residents in 2020. Service Indicators include

1. Tangible
2. Reliability
3. Responsiveness
4. Insurance
5. Empathy

The researchers used questionnaires and literature studies for data collection. They distributed the questionnaire, which employed a Likert scale, to 100 Batam residents who had randomly used the services of a 4-star hotel. The researchers used quantitative descriptive statistics to identify the data's essential characteristics.

RESULTS AND DISCUSSION

RESULT

1. Demographic

Age

Usia

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-25	77	77.0	77.0	77.0
	26-35	16	16.0	16.0	93.0
	36-45	3	3.0	3.0	96.0
	46-55	4	4.0	4.0	100.0
	Total	100	100.0	100.0	

Based on the table, the characteristics of the age of 18-25 were 77 respondents with a percentage of 77%, the age of 26-35 16 respondents with a percentage of 16%, the age of 36-45 three respondents with a rate of 3%, and the age of 46-55 was four respondents with a percentage of 4%.

Pendidikan

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	SMA	64	64.0	64.0	64.0
	D3	2	2.0	2.0	66.0
	S1	24	24.0	24.0	90.0
	S2	10	10.0	10.0	100.0
	Total	100	100.0	100.0	

Based on the table, the educational characteristics in high school were 64 respondents with a percentage of 64%, D3 as many as two respondents with a rate of 2%, S1 as many as 24% with a percentage of 24%, S2 as many as 10 respondents with a percentage of 10%.

Gender

Jenis Kelamin

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Laki-laki	36	36.0	36.0	36.0
	Perempuan	64	64.0	64.0	100.0
	Total	100	100.0	100.0	

Based on the table, the gander instead 36 respondents, a percentage of 36%, and 64 women, a rate of 64%.

Statistics

		Jenis Kelamin	Usia	Pendidikan
N	Valid	100	100	100
	Missing	0	0	0
Mean		1.6400	1.3400	1.8000
Std. Deviation		.48242	.72780	1.11916
Skewness		-.592	2.422	.847
Std. Error of Skewness		.241	.241	.241
Kurtosis		-1.683	5.594	-.971
Std. Error of Kurtosis		.478	.478	.478
Minimum		1.00	1.00	1.00
Maximum		2.00	4.00	4.00

Gender:

1. **Mean:** The average value is 1.6400. Likely coded as 1 = Male, 2 = Female. The mean suggests more males in the sample.

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2. **Std. Deviation:** The standard deviation of 0.48242 indicates a relatively low variation in the data. Low variability, meaning most responses are close to the mean.
3. **Skewness:** A skewness value of -0.592 indicates a skewed data distribution to the left (negative) but is still in the range of -2 to 2, indicating a near-normal data distribution. Slightly negatively skewed, meaning more respondents may have chosen "2" (Female).
4. **Kurtosis:** A kurtosis value of -1.683 indicates a flatter distribution than the normal (platykurtic) distribution but still in the range of -2 to 2, indicating a near-normal data distribution. A platykurtic distribution has a flatter shape, which suggests that responses are more widely dispersed.
5. **Age:**
1. **Mean:** The average value is 1.3400. The age indicates that most respondents fall within the lower-coded age groups.
2. **Std. Deviation:** The standard deviation of 0.72780 indicates moderate data variation. Moderate spread in ages.
3. **Skewness:** A skewness value of 2,422 indicates a significant right-skewed (positive) data distribution, exceeding the range of -2 to 2, indicating an asymmetrical and abnormal data distribution. Highly positively skewed, meaning more respondents are in younger age categories.
4. **Kurtosis:** A kurtosis value of 5.594 indicates a very pointed (leptokurtic) distribution, exceeding the range of -2 to 2, indicating an abnormal data distribution. Leptokurtic (peaked distribution), meaning responses are concentrated around a particular value.

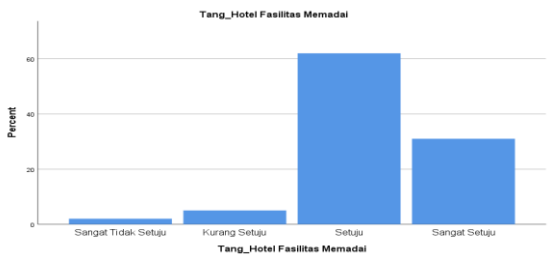
Education:

1. **Mean:** The average value is 1.8000. Respondents tend to have lower education levels based on coding.
2. **Std. Deviation:** The standard deviation of 1.11916 shows a relatively high variation in the data—more variation in education levels compared to gender and age.
3. **Skewness:** A skewness value of 0.847 indicates a skewed data distribution to the right (positive) but is still in the range of -2 to 2, indicating a near-normal data distribution. Positively skewed, indicating more respondents fall into lower education categories.
4. **Kurtosis:** A kurtosis value of -0.971 indicates a flatter distribution than the normal (platykurtic) distribution but still in the range of -2 to 2, indicating a near-normal data distribution. It is slightly platykurtic, suggesting an even more spread of education levels.

Gender and Education variables had a data distribution close to normal, with skewness and kurtosis values ranging from -2 to 2. The Age variable had an abnormal data distribution, with skewness and kurtosis exceeding the range of -2 to 2, indicating a very skewed to the right and a very pointed distribution. Researchers should note that the interpretation of skewness and kurtosis varies depending on the context and sample size. However, as a general guideline, skewness and kurtosis values between -2 and 2 indicate a near-normal data distribution.

2. Descriptive Analysis

Tangibles



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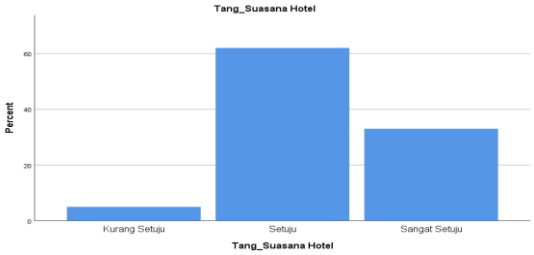
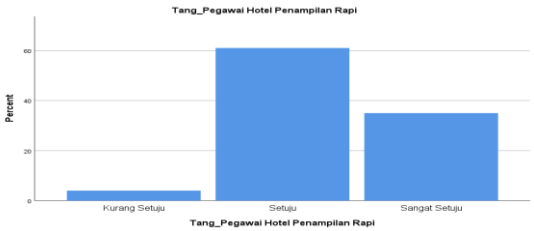
The graph shows that 62% of respondents agree that 4-star hotels in Batam have adequate facilities.

The graph shows that 66% of respondents agree that 4-star hotels in Batam have good service.

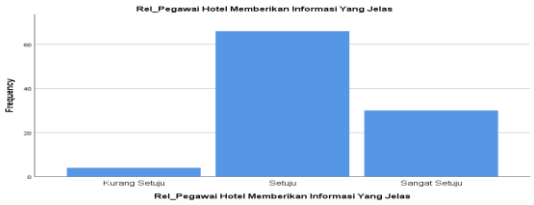


The graph shows that 62% of respondents agree that 4-star hotels in Batam have a good ambiance.

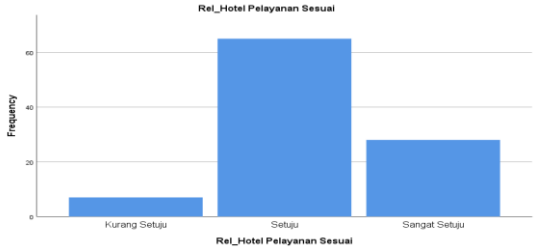


The graph shows that 61% of respondents agree that 4-star hotels in Batam City have well-groomed staff.

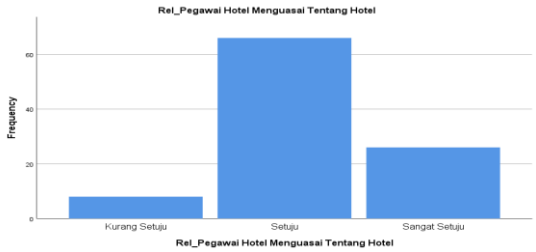
Reliability



The graph shows that 65% of respondents agree that 4-star hotels in Batam have services that follow standard procedures.

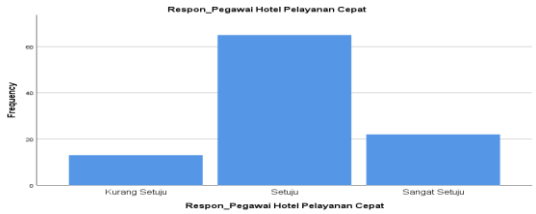


The graph shows that 66% of respondents agree that 4-star hotels in Batam have staff who can provide precise information when asked by customers.

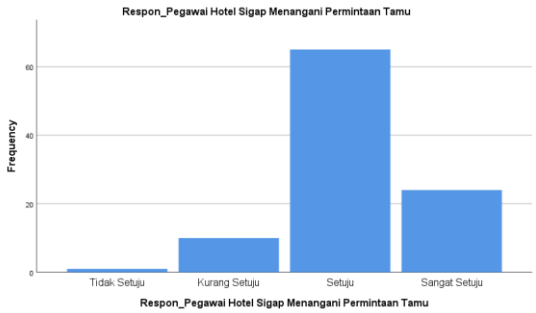


The graph shows that 66% of respondents agree that 4-star hotels in Batam have knowledgeable staff about the hotel where they work.

Responsiveness



The graph shows that 65% of respondents agree that the 4-star hotels at Batam Hotel provide fast service.



The graph shows that 65% of respondents agree that the 4-star hotels Batam Hotel quickly respond to guest requests.

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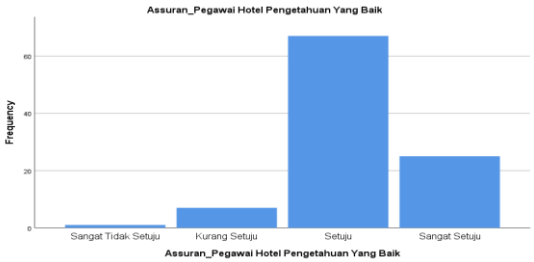
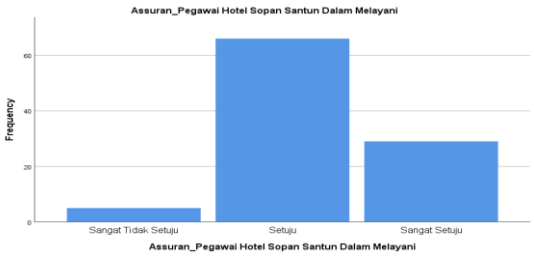
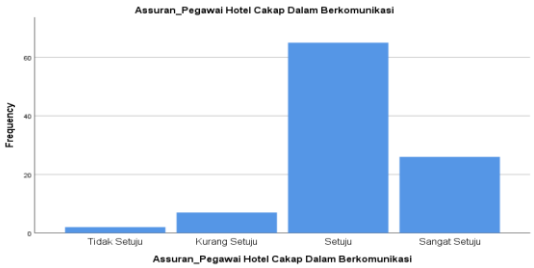
Assurance



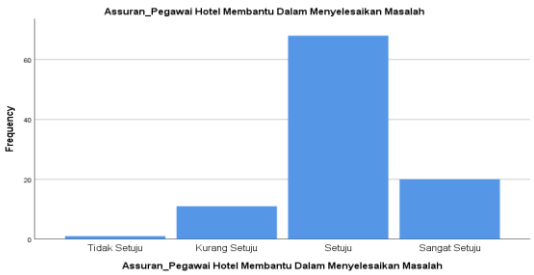
The graph shows that 67% of respondents agree that 4-star hotels in Batam have staff who have extensive knowledge.



The graph shows that 66% of respondents agree that 4-star hotels in Batam have staff who uphold good manners when serving customers.



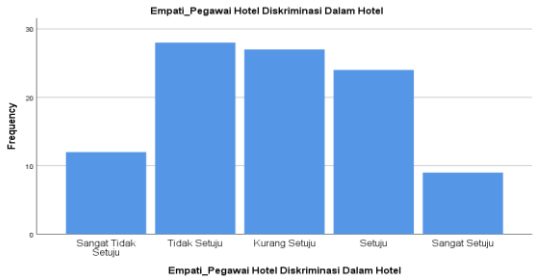
The graph shows that 65% of respondents agree that 4-star hotels in Batam have staff capable of communicating with customers.



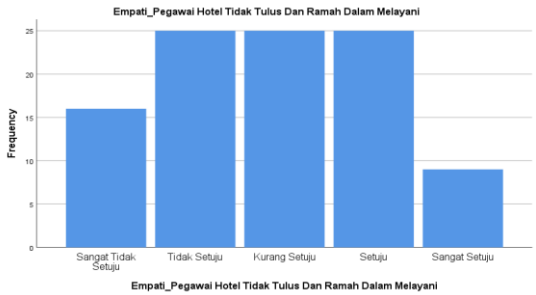
The graph shows that 68% of respondents agree that 4-star hotels in Batam have staff to help solve problems.

The graph shows that 29% of respondents agree that 4-star hotels in Batam have staff who understand the hotel's products where they work.

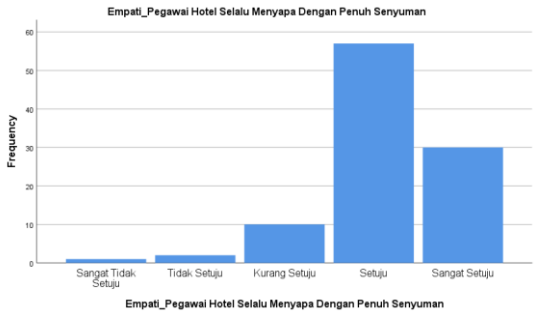
Empathy



The graph shows that 28% of respondents agree that the 4-star Batam hotel has staff who do not discriminate in the hotel.



The graph shows that 25% of respondents agree that the 4-star hotel in Batam Hotel has sincere and friendly staff who serve customers.



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The graph shows that 57% of respondents agree that a 4-star hotel in Batam has staff who greet customers with a smile.

3. Uji Reliability

Reliability Statistics

Cronbach's Alpha	N of Items
.849	17

Cronbach's Alpha value of 0.849 indicates good internal consistency for your scale. A Cronbach's Alpha between 0.7 and 0.9 generally shows that the scale's items reliably measure the same underlying construct.

Item Statistics

	Mean	Std. Deviation	N
Tang_Hotel Fasilitas Memadai	4.2000	.71067	100
Tang_ Pegawai Hotel Pelayanan Maksimal	4.0600	.69369	100
Tang_Suasana Hotel	4.2800	.55195	100
Tang_Pegawai Hotel Penampilan Rapi	4.3100	.54486	100
Rel_Hotel Pelayanan Sesuai	4.2100	.55587	100
Rel_Pegawai Hotel Memberikan Informasi Yang Jelas	4.2600	.52455	100
Rel_Pegawai Hotel Menguasai Tentang Hotel	4.1800	.55741	100
Respon_Pegawai Hotel Pelayanan Cepat	4.0900	.58767	100
Respon_Pegawai Hotel Sigap Menangani Permintaan Tamu	4.1200	.60769	100
Assuran_Pegawai Hotel Pengetahuan Yang Baik	4.1500	.62563	100
Assuran_Pegawai Hotel Sopan Santun Dalam Melayani	4.1400	.85304	100
Assuran_Pegawai Hotel Cakap Dalam Berkomunikasi	4.1500	.62563	100
Assuran_Pegawai Hotel Membantu Dalam Menyelesaikan Masalah	4.0700	.59041	100
Assuran_Pegawai Hotel Tidak Tahu Produk Hotel	2.9700	1.12326	100
Empati_Pegawai Hotel Diskriminasi Dalam Hotel	2.9000	1.16775	100
Empati_Pegawai Hotel Tidak Tulus Dan Ramah Dalam Melayani	2.8600	1.22285	100
Empati_Pegawai Hotel Selalu Menyapa Dengan Penuh Senyuman	4.1300	.74745	100

The table shows Tang_Pegawai Hotel Penampilan Rapi: Mean = 4.3100, indicating that respondents rated the hotel staff's appearance highly satisfactory. Tang_Suasana Hotel: Mean = 4.2800. The ambiance or atmosphere of the hotel received positive feedback. Empati_Pegawai Hotel Diskriminasi Dalam Hotel: Mean = 2.9000 suggests that there may be dissatisfaction regarding discrimination in the hotel. Empati_Pegawai Hotel Tidak Tulus Dan Ramah Dalam Melayani: Mean = 2.8600. Indicating potential concerns about staff's sincerity and friendliness. Items such as Empati_Pegawai Hotel Selalu Menyapa Dengan Penuh Senyuman and Assuran_Pegawai Hotel Tidak Tahu Produk Hotel show relatively higher standard deviations,0.74745 and 1.12326, respectively, suggesting greater variation in responses. On the other hand, items like Tang_Hotel Fasilitas Memadai and Rel_Pegawai Hotel Memberikan Informasi Yang Jelas have lower standard deviations, around ***0.55*** *to* ***0.71***, indicating more consistent responses.

DISCUSSION

Based on the results of research on Batam 4-star hotel services based on service indicators, tangible, reality, responsiveness, assurance, and empathy. In each frequency distribution table, it has been shown that 4-star hotels in Batam City have provided maximum service, as well as hotel staff who can provide clear information to customers, master hotels, and hotel products, and are also quick to respond to serve customers with courtesy, friendliness and can provide solutions to problems faced by customers or hotel guests. However, some staff are still discriminating and are not friendly and sincere in serving, as evidenced by the average score and standard deviation.

CONCLUSION

The conclusion that can be conveyed is based on the results of research and discussion that the impact of 4-star Hotel services in Batam positively impacts customers. Given the high mean scores, most respondents seem satisfied with aspects like the hotel facilities, staff appearance, and service atmosphere. There is noticeable dissatisfaction regarding staff-related empathy and professionalism, as shown by the lower means and higher

standard deviations for some of the "Empathy" items.

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