

The Influence of Quality Service Housekeeping Department on Customer Satisfaction

(Case Study on Maxone Hotel Platinum Hayam Wuruk Jakarta)

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Abstract

The purpose of the study is to know the high influence of service quality on customer satisfaction at hotel Maxone Platinum Hayam Wuruk Jakarta. It can see service quality affects the guest hotel. This study used a qualitative approach based on the questionnaire. The data collecting technique for the sample was based on purposive sampling, total 100 respondents. The result of this study is that service quality influences 83.6%. The resulting hypothesis of selling in quality service variable significant influence customer satisfaction.

INTRODUCTION

The hotel is a building available for lodging, drink and food service, and other services until 24 hours and managed commercially. The purpose of service is to increase hotel quality service. Keywords: Customer satisfaction, quality service. According to Baygono in (Harahap, et al, 2021) book, the definition of a Hotel is the accommodation managed commercially and professionally.

A company is an approach to customers to know their need and customer desire. In other that customers will get satisfaction, be appreciated, and be disposed of as regular customers. Hotel Accommodation cannot separate from the tourist industry. Its influence on the development of the tourist industry in available hotel accommodation (Sukaatmadja, 2020) and (Taviprawati et al., 2021).

Quality service must begin with customer needs and ending customer satisfaction and a positive perception of quality service. Service quality has five elements includes: reliability, tangibles, responsiveness, assurance, empathy (Seakhoa-King et al., 2021). Customer satisfaction is feeling happy or disappointed after comparing impression expectations on the fact obtained. If fact preponderant from their expectation means service given resulted in satisfaction (Handoko, 2017).

Creating service quality can give customer satisfaction. The hotel has a department is the housekeeping department. Housekeeping is the main component of each department in a business hotel. They are working in a department have tasks to cleaning the room, changing a sheet, fulfilling available things, and available turndown service when the customer asks and many techniques task manage by this department. The principle of housekeeping is physical work that includes many tasks (Parmar & Dalal, 2017), and all hotel business has this department.

One of them is MaxOne Hotels, which is a famous group hotel in Indonesia. This group builds on 2012. Beginning 2012 until now, it has a dynamic service process, such as positive comments and negative comments about quality service, especially in the housekeeping department of Maxone Platinum Hayam Wuruk Jakarta.

Based on this condition, the researcher did a previous study with data collection through guest comments via an online travel agent (OTA) Traveloka and Agoda. Application OTA is an application used for booking and guest hotels comments on their hotel selected. Service has many opinions and complaints given by the hotel.

The researcher will study the title “the influence of service quality in the housekeeping department on customer satisfaction at Maxone Platinum Hayam Wuruk Jakarta”. This study is expected to take advantage of Maxone Platinum Hayam Wuruk Jakarta. The researcher can know the important of quality service of the hotel.

LITERATURE REVIEW

Quality service

The main key of the company is a win on the business competition with give value and satisfaction through the quality their product and service (Hanifudin et al., 2018). Therefore hotels need to increase their service quality through good and excellent service. Thus, increasing service quality can attract customer interest to buy and use back the product and service offered (Sembring et al., 2014.). According to (Tse And Wilton, 1988) satisfied or not satisfied is a response customer evaluation and expectation of the product actual after they use (Rahayu and Fathoni, 2017). Therefore, quality service has a relationship with customer satisfaction, and bond with a customer which is used by firms to give customer expectations in other that achieve customer satisfaction (Sasongko and Subagio, 2013).

According to (Tjiptono, 2014) quality service focuses on fulfilling customer needs, their expectation and appropriate”. According to (Lupiyoadi, 2014) quality is a combination of characteristic to decide output to fulfil require customer need, thus the customer decided and give value.

Customer Satisfaction

According to (Kotler and Keller, 2008), satisfaction is feeling happy or disappointed from someone because they compare a performance perception with their expectation . If the performance fails to fulfill customer expectations, they will not satisfy. If performance is suitable with customer expectations, they will satisfy. If the performance is more than customer expectations, they will be very satisfaction and happiness. According to Howard and Sheth (Tjiptono, 2011) ”customer satisfaction is the cognitive situation of the customer about similarity or difference between the result and service done”.

According to Ratnasari and Aksa (Daeli, 2021) the main factor influencing customer satisfaction are Product quality: Customer feels satisfaction if their evaluation presents a quality product that can fulfill their expectation. Quality service: service industry, customer will feel satisfaction, if they get good service and suitable with their expectation (Khurotin Anggraeni, 2015). Emotional factor: Customers will present their believe and fact when they get the product and service. If the product is more then reality, the customer will satisfaction on use the product. Price: The product has the same quality as other products, but with more chips, they will give higher value, and cost: the customer can additionally cost issues to get the product and service (smaller sacrifice).

Housekeeping

Housekeeping is a house that means care and protection. Housekeeping has an important role in a hotel. Based on the definition of housekeeping, according to Rumesko cite (Ervina et al., 202.) The housekeeping department is a department that has the task of preparing room sold,

complete with facilities.” The simple definition, housekeeping is part of a hotel which have tasks and responsibility for cleaning, neatness, beauty, and comfort in an area hotel, indoor, outdoor, guest rooms, and area rented by guest such as restaurant, office, and toilet, etc.

METHOD

This study used a qualitative approach with descriptive variance. Descriptive qualitative is an approach that aims to draw or describe objective noumenon using the number, beginning data collecting method, data analysis, data display, and result (Nurlan, 2019). This study started in march 2022 until July 2022 in Maxone Platinum Hayam Wuruk Jakarta at Jl. Hayam Wuruk No.5, RW.2, Gambir, Kec. Menteng, Kota Jakarta Pusat, Daerah Khusus Ibukota Jakarta 10120.

Data collecting techniques in this research include many questioners. According to (Vivi, 2019) the data-collecting method does with gives questions or written questions to the respondent. Then interview, according to Stewart and Cash (Fadhallah, 2021) the interview is a process of communication between to interviewer and the informants, interviewer is one have anticipation purposes and the information answers the question. The researcher interviewed staff of Maxone Platinum Hayam Wuruk is Muhamad Ibnu D. as the front office manager from Maxone Platinum Hayam Wuruk. The last stage is observation, according to Riduwan in (Suryanto, 2016) Explains that observation is one of various research report, the report writes with analysis, take note systematically, and directs observation. Based on observation, we can prove a perception we made based on the fact. The population in the study includes guests at Hotel Maxone Platinum Hayam Wuruk Jakarta. The sample technical is used purposive sample of data hotel visitors which fulfil certain criteria.

RESULTS AND DISCUSSION

This study is done to know the influence of quality service (X) on customer satisfaction (Y). The total number of respondents is 100 respondents. The data collecting method is done by sharing questions made with a Likert scale from 1 to 5. The data analysis technique used simple regression linear. The test is used SPSS (Statistical Package for the Social Sciences) Versi 25.

Respondent Profile

The total respondent is 100 respondents who give statements in this study. The total number of the male respondent is 54 (54%) respondents and female respondents are 46 (46%) respondents. Detailed respondent presents most of the respondent as male. Five people (5%) are at least 21 years old. Respondents age vulnerable 21-30 years old is 54 (654%) respondents. Respondents have age vulnerable 31 - 40 years old 22 (22%) respondents and 40 years old 19 (19%) respondents. Five respondents (5%) is a student, 28 (28%) respondent is employees, 34 (34%)respondent is college student, 21 (21%) respondents are entrepreneur, 12 (12%) respondent is a housewife. 13 (13%) respondent earn less than < Rp. 1.000.000. Respondent earns Rp. 1.000.000 - Rp 5.000.000 is 43 (43%) respondents. While 44 (44%) respondents earn more than > Rp. 5.000.000. Based on the presentation know that most of the respondents have earn Rp. 1.000.000 - Rp 5.000.000.

Descriptive analysis

Based on data collection, the result of descriptive variable X can see in the table below:

Table 1 Descriptive analysis variable X

| No | Stetement | N | Mean | Std. Dev |
|---------------------|--|-----|------|----------|
| 1 | Staff performance Maxone Hotels @Platinum Hayam Wuruk clean, neat and fragrant | 100 | 4.36 | 0.81 |
| 2 | Maxone Hotels @Platinum Hayam Wuruk has modern advance facilities | 100 | 4.31 | 0.76 |
| 3 | Staff Maxone Hotels @Platinum Hayam Wuruk in giving fast service without mistake | 100 | 4.31 | 0.85 |
| 4 | Bangunan Maxone Hotels @Platinum Hayam Wuruk has unique interior and interest | 100 | 4.31 | 0.81 |
| 5 | Staff Room Attendant Maxone Hotels @Platinum Hayam Wuruk available service on time and appropriate | 100 | 4.34 | 0.72 |
| 6 | Alerntess Staff Room Attendant Maxone Hotels @Platinum Hayam Wuruk in response to guest complaint | 100 | 4.35 | 0.71 |
| 7 | Service given by Maxone @Platinum Hayam Wuruk is good and friendly | 100 | 4.38 | 0.80 |
| 8 | Staff Room Attendant Maxone Hotels @Platinum Hayam Wuruk has knowledge and in the skill hotel business | 100 | 4.32 | 0.88 |
| 9 | Staff Room Attendant Maxone Hotels @Platinum Hayam Wuruk give attention to their guest | 100 | 4.28 | 0.81 |
| Average Mean | | | 4.33 | |

Source: The result of SPSS data versus 25

Categorize interpreted on the continuum line according to Sugiyono in (Novilini, Hernawati, 2021) book are:

1. 1,00 – 1,80 = very bad
2. 1,81 – 2,60 = bad
3. 2,61 – 3,50 = medium
4. 3,51 – 4,20 = good
5. 4,21 – 5,00 = very good

The average value means from 9 questions above, the result of average value 4.33 means very good. It presents room quality service attendant Maxone Platinum Hayam Wuruk has very good quality service based on an average value of descriptive analysis.

Then the result of data analysis from variable Y can be seen in table 2:

Table 2 Descriptive Analysis Variable Y

| No | Statements | N | Mean | Std. Dev |
|----|---|-----|------|----------|
| 1 | I feel satisfied if a room is rented nead and fragrant | 100 | 4.43 | 0.72 |
| 2 | I satisfy with the room service attendant Maxone Hotels @Platinum Hayam Wuruk | 100 | 4.38 | 0.67 |
| 3 | I feel satisfied and will come back to Maxone Hotels @Platinum Hayam Wuruk | 100 | 4.45 | 0.71 |

| | | | | |
|---------------------|---|-----|------|------|
| 4 | I feel satisfied and willing to recommend this hotel to our families | 100 | 4.34 | 0.84 |
| 5 | I feel satisfied with the room service Attendant Maxone Platinum Hayam Wuruk and will come back | 100 | 4.37 | 0.77 |
| 6 | I willing to promote Maxone Platinum Hayam Wuruk Jakarta to my families | 100 | 4.37 | 0.81 |
| 7 | I support Maxone Platinum hotel in Hayam Wuruk Jakarta | 100 | 4.46 | 0.80 |
| Average Mean | | | 4.29 | |

Source: the result of data analysis SPSS versus 25

Those categories are interpreted on a continuum line according to Sugiyono in (Novilini, Hernawati, 2021) book:

1. 1.00 – 1.80 = very bad
2. 1.81 – 2.60 = Bad
3. 2.61 – 3.50 = Medium
4. 3.51 – 4.20 = Good
5. 4.21 – 5.00 = Very Good

The average mean value from 7 questions about service quality above is 4.29 means very good. It present guests with Maxone Platinum Hayam Wuruk Hotel feeling satisfied, so get value is very good based on the result of average value descriptive analysis.

Validity Test

This study tested the validity and used **product moment person correlation** with criteria $r_{\text{count}} > r_{\text{table}}$. The instrument for two variables in this study can state valid because $r_{\text{count}} > r_{\text{table}}$. The result of the validity test both of variables:

Variable X (Service Quality)
Table 3 Validity Test Variable X

| No | Statements | rCount | rTable | Note |
|----|---|--------|--------|-------|
| 1 | Staff Performance Maxone Hotels @Platinum Hayam Wuruk clean, neat and fragrant | 0,792 | | Valid |
| 2 | Maxone Hotels @Platinum Hayam Wuruk has modern and advance facilities | 0,881 | | Valid |
| 3 | Staff Maxone Hotels @Platinum Hayam Wuruk give face service without mistake | 0,855 | | Valid |
| 4 | The building of Maxone Hotels @Platinum Hayam Wuruk has unique and interesting interior | 0,775 | | Valid |
| 5 | Staff Room Attendant Maxone Hotels @Platinum Hayam Wuruk available service on time and appropriate | 0,946 | 0,361 | Valid |
| 6 | The alertness of Staff Room Attendant Maxone Hotels @Platinum Hayam Wuruk in response to guest comment | 0,832 | | Valid |
| 7 | Service given by Staff Maxone @Platinum Hayam Wuruk is very good | 0,806 | | Valid |
| 8 | Staff Room Attendant Maxone Hotels @Platinum Hayam Wuruk has the knowledge and good skill in a business hotel | 0,911 | | Valid |

| | | | |
|---|---|-------|-------|
| 9 | Staff Maxone Hotels @Platinum Hayam Wuruk Give attention to their guest | 0,846 | Valid |
|---|---|-------|-------|

Source: the result data analysis of SPSS versus 25

To test the validity of the customer satisfaction variable can be seen in the table below:

Variable Y (Customer satisfaction)
Table 4 Validity Test Variable Y

| No | Statements | rCount | rTable | Note |
|----|--|--------|--------|-------|
| 1 | I feel satisfied if the room rented is neat and fragrant | 0.752 | | Valid |
| 2 | I satisfied with the service of room attendant Maxone Hotels @Platinum Hayam Wuruk | 0.902 | | Valid |
| 3 | I feel satisfied and will come back to Maxone Hotels @Platinum Hayam Wuruk | 0.940 | | Valid |
| 4 | I feel satisfied and willing to recommend this hotel to families | 0.926 | 0.361 | Valid |
| 5 | I feel satisfied with the service of Room Attendant Maxone Platinum Hayam Wuruk and will come back | 0.893 | | Valid |
| 6 | I am willing to promote Maxone Platinum Hayam Wuruk Jakarta hotel to my families | 0.963 | | Valid |
| 7 | Service Room Attendant gave by Maxone Platinum Hayam Wuruk giving satisfaction and comfort | 0.880 | | Valid |

Source: The result of Data analysis of SPSS versus 25

Reliability Test

An instrument can say reliable when the criteria value of alpha's Cronbach is more than or the same as 0.60. It is the result of the reliability test for both variables:

Reliable Test of Variable X and Y
Table 5 Reliable Test Variables X and Y

| Variable | Cornbach's Alpha | Note |
|--|------------------|----------|
| Service Quality (X) 9 points questions | 0,957 | Reliabel |
| Customer Satisfaction (Y) 7 points questions | 0,951 | Reliabel |

Source: The result of Data analysis of SPSS versus 25

Correlation Test

The correlation test, the statistical technique is used to test whether, there is a relationship or there is not a relationship and the way of the relationship between both variables. The correlation Test did see in the table below:

Table 6 Correlation test

| R | Rsquare |
|--------------------|---------|
| 0.914 ^a | 0.836 |

Source: the result data analysis SPSS versus 25

The Value R Square is 0.836. the value means quality service variable (X) influences or can predict customer satisfaction (Y) is 83.6%, whereas 16,4% influent by other variables, not

research. The result of correlation with value R 0.914 presented a strong relationship between both variables between service quality and customer satisfaction.

Regression Coefficient

The regression coefficient is a contribution of the magnitude of the change of the value of the free variable, higher of coefficient regression value, change contribution is higher, otherwise will be lower. The regression coefficient can see in the table below:

Table 7 Regression Coefficient

| Model | Unstandardized Coefficients | | Coefficient Beta | t | Sig. |
|-----------------|-----------------------------|-----------|------------------|--------|-------|
| | B | Std.Error | | | |
| (Constant) | 4.226 | 1.202 | | 3.515 | 0.001 |
| Quality service | 0.682 | 0.031 | 0.914 | 22.336 | 0.000 |

Source: the result of Data analysis SPSS versus 25

The result of simple linear regression analysis can arrange the similarity of regression:

$$Y = a + b X$$

$$Y = 4,226 + 0.682 X \text{ (quality service)}$$

Based on the similarity of regression can conclude:

1. Constant value 4.226 present the variable value of customer satisfaction (Y) without influence-free variables.
2. The Regression Coefficient value (β) is 0.682 with a significant $0.000 < 0.05$. presented the significant value of quality service variable (X) on customer satisfaction (Y).

Hypothesis Test

To test a hypothesis in this study presented:

1. H_0 : There is no influence quality service of the housekeeping department on the quality service of Hotel Maxone Platinum Hayam Wuruk
2. H_1 : There is an influence quality service of the housekeeping department on the quality service Hotel Maxone Platinum Hayam Wuruk

Criteria

1. IF, $t_{table} \leq t_{count}$, H_0 receive and H_1 rejected
2. IF, $t_{table} > t_{count}$, H_0 Rejected and H_1 receive

Based on the result of data analysis SPSS presented t_{count} of 22.366 and the value of t_{table} can count in way:

1. $df = N$ (Total respondent) – k (Total independent variable)
2. $df = 100 - 1 = 99$ significance 0.05, t_{table} 1.984.

Based on the criteria above can be seen $t_{count} > t_{table}$ which is $22.366 > 1.984$. Prevent H_0 rejected and H_1 received means there is a significant influence between quality service and customer satisfaction of hotel Maxone Platinum Hayam Wuruk.

CONCLUSION AND SUGGESTION

Conclusion

This study is to know the service quality, customer satisfaction, and influence of quality service on customer satisfaction at Maxone Platinum Hayam Wuruk Jakarta. The result of the study can conclude:

- 1). The result analysis descriptive variable of service quality (variable X) has an indicator (tangible, empathy, reliability, responsiveness, assurance) have 9 points statement average “very good”. There is a statement which high value such as “Service given Staff Maxone @Platinum Hayam Wuruk is very good and friendly” with interpretation, and a statement with the lowest value statement “Staff Room Attendant Maxone Hotels @Platinum Hayam Wuruk give attention to their guest”. The result of the lowest value presented that guest Maxone Platinum Hayam Wuruk is still less satisfied with the room staff attention attendant Maxone Platinum Hayam Wuruk.
- 2). A descriptive analysis of the customer satisfaction variable (variable Y) with 7 points statement presents the higher result on the statement “I support hotel Maxone Platinum di Hayam Wuruk Jakarta” and get the lowers result of the statement “I feel satisfaction and I am willing to recommend this hotel to my families”. Based on the analysis presented that guest enjoys the service and facilities given by Maxone Platinum Hayam Wuruk willing not recommended Maxone Platinum Hayam Wuruk to their families. It is assumed less staff room service attendants given by Maxone Platinum Hayam Wuruk 3). The result of the coefficient determination of the quality service variable (variable X) on guest satisfaction (variable Y) presents a high influence of 83.6. The conclusion based on the analysis study present that the service quality of housekeeping at Maxone Platinum Hayam Wuruk Jakarta is very good, and guest feels satisfaction after visiting Maxone Platinum Hayam Wuruk Jakarta, and there is a relationship between quality service variable (X) on quality service variable (Y).

Suggestion

This study supported theoretical and science action series, there are many theoretical implications such as product level, employee emotional level to their guest, service level given, and suitable level with cost and quality. The result of the study is expected use to measurement instrument for future reserach. Managerial implication is expected all staff Maxone Platinum Hayam Wuruk Jakarta, especially in the housekeeping department can increase their attention on their guest use of room such as bed, sheets, room smell, bathroom, and cleanliness to get satisfaction. Certainly, staff Maxone Platinum Hayam Wuruk must do training (Zahroh & Anggraeni, n.d.) in other better to increase customer satisfaction. Manager Hotel must give training to all staff in all departments, especially housekeeping.

Future researcher

Future research can prepare data collection and get better research. Future research can use better technique for data collecting such as better interviews and observation to develop this research.

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