

# **THE EVALUATION OF THE FRONT OFFICE DEPARTMENT'S SERVICE QUALITY IN HOTEL**

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## **ABSTRACT**

For the purposes of this case study, we are searching for and evaluating the impact on guest satisfaction of new Front Office processes. It was found that hotel visitors were happier when served by staff who were creative in their service approaches, polite, knowledgeable, and attentive (CCR). There is an investigation on how successfully hotel front desk workers handle client complaints. This analysis focuses on the hotel's front desk service quality in Bali Nusa Due. As more and more hotels open, the quality of front-office service must be enhanced to guarantee customer happiness. Bali Nusa Due Hotel provides outstanding services, however the hotel's shortcomings have made it impossible to enhance the quality of service to a higher standard. So the research focuses on service quality at Bali Nusa Due Hotel's front office, as well as numerous approaches to improve service. We're looking at the results of a scientific investigation. Surveys, interviews, and documentation studies were utilised to acquire data for the research. Empathic service might be used as an alternative technique and a screening study to verify that overnight visitors are satisfied, according to the findings of this study. These insights were used to further tabulate the data.

**Keyword:** Perception, Continuous Improvement Process, Performance Measurement, Front office department, Customer Satisfaction.

## **INTRODUCTION**

Hotels are always seeking for new ways to enhance the customer experience and thrive as a company. The hotel front desk is an essential part of the Front Office operations since it is the guest's first impression. As the hotel industry becomes more competitive, innovative approaches are being used to increase productivity while simultaneously providing an exceptional guest experience. It is our goal to make each guest feel like he or she is the only one in the room. With so much rivalry in the industry, each hotel strives to stand out by implementing new and creative ways to attract more customers. Quality The existence of a business depends on the quality of its service and the contentment of its customers, according to someone. Who are these people? Despite the fact that they are both intangible, their exact definitions remain a matter of debate. The psychological concept of "customer satisfaction" refers to the joy and contentment one experiences after receiving the goods or services one has hoped for and expected from a company. The notion of customer satisfaction is based on the fact that the client's expectations were not met. Customers always have their own expectations about the product or service's performance before they buy or use it. When a product or service performs as well as or better than expected after purchase or use, this indicates that the expectation has been validated. Negative confirmation occurs if the result is lower than expected.

## **LITERATURE REVIEW**

**Alok Kumar (2018)** in today's hotels, service quality is a major focus of research. It is possible that the reason customers or guests return to a hotel is because of the excellent service quality they receive from all of the departments. Hotel front-desk service quality management is examined in this article in order to improve client experiences. Aside from the well-known models, this article also emphasizes the dimensional framework for service quality management in the Front Office

department and its usage in the hotel business. Using the dimensional model in hotels' Front Office departments is proposed in this research in order to improve service and comfort for customers.

**Suneeta Borkar (2014)** Understanding how quality improvement processes might contribute to a long-term, profitable corporate company is the goal of this study. An investigation of the current quality management methods used by hotels in order to improve their operational efficiency and match consumer expectations. A descriptive study technique is used to examine the variables that influence hospitality service quality management. The service quality management strategies and their effectiveness are discovered through an exploratory study design. The acquired data is analyzed and a hypothesis is tested against it. It is important for businesses to always work on improving their products and services in order to keep their customers happy. This study outlines several methods for doing just that and shows how they benefit all parties involved. It is clear from this research that the hotel uses quality management and continuous improvement methods to stay ahead of the competition. Only a small number of people participated in the study, which focused on hotels in a highly competitive industry. This narrows the focus of the research to the hotel industry, but it still leaves room for other service providers in the hospitality industry to be included.

**HuseyinBozdoglar (2015)** the primary function of service quality is to set your business apart from the competition and become a valuable asset for increasing occupancy. When debating the subject of quality, it is necessary to do so in two stages: first, in terms of "product quality," and second, in terms of "service quality." We examined the company's policies and initiatives in order to enhance the quality of the product it offers to prospective clients. When the product's quality improves, so does the service's. The second step is "service quality," and it must be stated. Employees' motivation is closely related to this section. Specifically, we wanted to learn more about how employers pay their workers, how employees are treated physically, how jobs are protected, how businesses are regulated, how employees may develop in their careers, and how long people work. In order to maintain customer loyalty and long-term profitability, a strong relationship between the "service product" and the "service quality" must be established in the company. Accordingly, this study's principal objective is to identify the current state-of-the-art of service quality and then try to enhance it. Using a questionnaire, the data was gathered from employees. You'll learn about service quality, the history of quality, the characteristics of quality, the quality of hospitality, and the ideas of comprehensive quality management in this course.

**NyangwesoGasterNashappi (2014)** the study's findings are based on an evaluation of the factors that affect customer satisfaction with Kenya Power's (KP's) service quality in Kisii Town, Kisii County. KP's service charter and performance contract mandate that it provide high-quality service. Customers, on the other hand, view service quality as a challenge. Long, inexplicable power outages, sluggish responses to inquiries and emergencies, and excessive wait times for reconnections, account closures, and refunds all point to subpar service. Most individuals, especially in tiny and micro businesses, increasingly rely on electricity to run their operations. The study's goals included identifying and evaluating the factors that contribute to customer satisfaction, as well as investigating the challenges consumers have while trying to get great service from KP. Throughout the review of the existing literature, both theoretical and empirical aspects of quality, perception of service quality, and customer satisfaction were taken into account. To conduct the research, a descriptive method was used. Sample size was 125 individuals after stratified random selection. A five-point Likert scale was used to evaluate the survey questions' substance in order to compile the results. Correlation approaches, weighted averages, and percentages were used to examine the data. For bill payment, M-Peas and Airtel technologies were found to be most popular with clients, according to the study results. In terms of reliability and responsiveness, as well as information of upcoming disruptions, the clients were not satisfied.

**Mukhles M. Al-Ababneh (2016)** Hotel personnel' perspectives on customer service are seldom studied, despite their significance. As a consequence, Jordan's four- and five-star hotels will be evaluated using the SERVQUAL system. The findings of this inquiry were assessed using a Likert

scale with a maximum of five points. Using a quantitative survey approach and the SERVQUAL instrument, we were able to place a number on the level of customer satisfaction with our service. Two hundred and thirty-eight replies from ten five- and four-star hotels in Jordan were analysed using descriptive statistics and SPSS software. According to a recent poll, five-star hotels in Jordan outperformed four-star hotels in terms of customer care.

**RESEARCH MEDHODOLOGY**

Quantitative and descriptive research is the methods used in this study. As a means of obtaining accurate and dependable responses to the problem, Random sampling was used to give at least 120 questionnaires to the 120 guests of the Bali Nusa Dua hotel that were staying there. The front office service quality was also observed throughout a two-month period in September and November of 2018 to supplement data and results. In addition, ServQual research was used to discover the phenomena of service at the Bali Nusa Dua hotel. Using theoretical tools from Parasuraman on the five aspects of service, surveys were created to examine the theory's implications in the hotel industry and to find new techniques for coping with problems that may arise in the hotel.

**ANALYSIS**

Researchers discovered a number of details about the Bali Nusa Dua hotel via their study data, which also addressed their research question. For this study, at least 120 questionnaires were produced and delivered at random to as many as 90 people who stayed at the Bali Nusa Dua hotel. Table 1.1 summarises the collected data. Guest satisfaction with the front desk services at Bali Nusa Dua Hotel is summarised in Table 1.1 based on the ratings of respondents.

Dimension	<i>ServQual</i>	Information
	Score	
Tangible	0,19	Very Satisfied
Reliability	-0,02	Not Satisfied
Responsiveness	-0,10	Not Satisfied
Assurance	0,17	Very Satisfied
Empathy	-0,08	Not Satisfied
<b>Average</b>	<b>0,03</b>	<b>Very Satisfied</b>

Source: primary data processed in 2018

Bali Nusa Dua Hotel must at the very least adopt a theoretical dimension of service in order to achieve high service quality and exceed client expectations. Front-office personnel at the hotel didn't fully comprehend the theoretical five service aspects, but they had done self-teaching in line with the theory. The concrete findings of the ServQual study at Bali Nusa Dua Hotel, for example, reveal that the outcomes are highly pleasant. Front-office staff at Nusa Dua Bali hotels demonstrate the theoretical implications of the Parasuraman theory when they work to ensure guests' physical happiness. In order to enhance customer service, it is important that the front office staff adhere to the SOP's specifications. Customers are pleased with the look of staff, the location and condition of the front office, the quality of equipment, the cleanliness of the environment, and the existing amenities as a consequence of these improvements. Bali Nusa Dua Hotel's approach to boost customer satisfaction aligns with Parasuraman's philosophy of service provision.

The measurements listed above appear to refute the idea that things aren't quite as they should be. The dimension of responsiveness and the dimension of responsiveness are services that need to be reviewed on the quality dimension of dependability. It wasn't until the group visitor factor led the front office employees to become overworked and decrease service quality that the three-dimensional phenomena was determined to be at its greatest level. A group of approximately twenty

Chinese tourists came in the foyer of the Nusa Dua Bali Hotel in October 2018 to check in (registration). There were long waits at front desks since several visitors were not proficient in English, according to the study. There were only two people working in the front office, including a trainee and the front office manager, which only served to exacerbate the situation. Chinese visitors from China made up roughly half of the surveys gathered, according to the findings of the survey. Guests filling out the survey express their dissatisfaction with the front desk staff's lack of empathy, slow service, unclear information owing to language barriers, and other issues.

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There is a recurring theme in the assurance dimension data analysis findings. That the hotel seems to prioritise service excellence as a guarantee of customer pleasure is what is meant by "the same thing that is repeated." As a consequence, the front office department at Bali Nusa Dua Hotel was able to collect and carry out the highly pleased category from the findings of the questionnaire. The hotel has adopted this tactic year after year and it seems to be heading in the same way. A distinct strategy is naturally reflected by Parasuraman's theory of service dimension when front office staff ideally offer services in the delivery of product information and the clarity of current hotel amenities. From the Bali hotel strategy of maintaining customer satisfaction in the quality of equipment, cleanliness, and information services provided at the hotel is analysed.

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The average satisfaction level with front office services at Bali Nusa Dua Hotel was 0.03 based on the findings of the satisfaction level research. According to the definition of satisfaction, the value of 0.03 falls under the area of exceeding or exceeding expectations. The data were reviewed further in an effort to examine certain service aspects that were not in line with expectations. Four service phenomena have been identified in Bali Nusa Dua hotels using ServQual study. Empathy's perception and expectations are still poor, to put it mildly. These results may be shown in Table 4.1.1, which reveals an average ServQual score of -0.08. This indicates that all of the empathy-related metrics were found to be lacking. Second, respondents with unsatisfactory scores in the "not pleased" category had an average ServQual score of -0.39 when it came to the employee's ability to communicate indicators. As for the customers' desires, it seems that hotels in Nusa Dua, with

ServQual scores of -0.21, were also among the category of unsatisfied visitors. It is also evident from the ServQual score of 0.10 on points for frontoffice staff who offer services to suit visitor demands that serving guests without differentiating them and providing them particular attention is included in the extremely gratifying group, with a score of 0.07 on points. ServQual score of 0.01 is the sixth evaluation of front-office staff, which includes personal attention to earn a very high score. Table 1.2 provides a detailed breakdown of perceptions, expectations, ServQual ratings, and satisfaction levels for each category.

**Table 1.2 Perceptions and Expectations of Empathy dimension in Bali Nusa DuaHotel**

<i>Empathy</i>	<u>Guests' Perceptions</u>	<u>Guests' Expectations</u>	<u>ServQual Score</u>	Information
1. The ability of employees to communicate	3.96	3.57	-0.39	Not Satisfied
2. The desire to listen to the wishes of guests	4.17	3.96	-0.21	Not Satisfied
3. Serve without distinguishing guests	3.92	3.99	0.07	Very Satisfied
4. Front office employees understand the needs of guests	4.23	4.33	0.10	Very Satisfied
5. Front office employees give personal attention	4.22	4.23	0.01	Very Satisfied
<b>Average</b>	<b>4.10</b>	<b>4.02</b>	<b>-0.08</b>	<b>Not Satisfied</b>

**CONCLUSION**

As a result of their positive experience with your establishment, your consumers will become repeat customers. Overall, the survey found that most visitors were pleased with the Front Office department's services. On the whole, it seems that the Front Office department is one of the primary promoters of the guests' contentment. From the discussion of this research, there were two findings relating to the front office service at Bali Nusa Dua hotel. Some aspects of hotel services are good, while others need to be improved at the Bali Nusa Dua hotel. In terms of hotel service empathy, dependability, responsiveness, and sensitivity are the service dimensions. Another reason for the absence of a maximum of three service dimensions is that hotels are unable to accommodate large groups due to a shortage of employees or because non-native English speakers, such as Chinese visitors, are unable to learn the language quickly enough to communicate effectively.

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