



Customer Satisfaction on Quality of Hotel Service During The Covid-19 Pandemic (Case Study Atzoom Hotel, City Of Samarinda)

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ABSTRACT

The purpose of the study was to determine the effect of service quality (physical evidence, reliability, responsiveness, assurance and empathy) on hotel staff satisfaction during the Covid-19 pandemic (Case Study at the Zoom Hotel, Samarinda City). This research was conducted in April – July 2021 at the Zoom Hotel Samarinda, which is located at JalanMulawarman No.38, Pelabuhan urban Village, Samarinda Kota sub District, Samarinda Municipality, East Kalimantan. The sampling used was Non Probability Sampling using the Purposive Sampling technique with the number of samples obtained as many as 108 respondents. The data collection technique was carried out namely observation, interviews and literature study. The data collected consists of primary data and secondary data which includes an overview and structure of the Hotel Zoom Samarinda, and the results of respondents' answers from May - July 2021. The data analysis used is multiple linear regression, F test, T test, coefficient of determination (R^2) and correlation coefficient breast milk (r). The results showed that: (1) based on the analysis of variance test (F test) it showed that all independent variables (physical evidence, reliability, responsiveness, assurance and empathy) had a significant simultaneous effect on customer satisfaction at Zoom Hotel Samarinda during the covid-19 pandemic; (2) Based on the results of the t test (partial) it shows that the variables (physical evidence, reliability, and empathy) have a positive and significant effect, while the variables (responsiveness and assurance) have a positive but not significant effect on customer satisfaction at Zoom Hotel Samarinda during the covid-19 pandemic. ; and (3) the independent variable has an influence on customer satisfaction Y of 54.80% and has a strong relationship category with a value of $r = 0754$.

Keywords: Hotel Service Quality, Customer Satisfaction, Hotel Zoom Samarinda

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I. INTRODUCTION

The development of the hospitality business in Indonesia has decreased starting in early 2020 until 2021. This is because a number of countries and Indonesia are currently experiencing a global Covid-19 pandemic. Based on the results of a survey [1] which stated that on March 11, 2020, the World Health Organization (WHO) had announced the status of a global pandemic for the 2019 corona virus disease or also called corona virus disease 2019 (Covid-19). In health terms, a pandemic is an outbreak of a disease that attacks many victims simultaneously in various countries, including Indonesia.

The Covid-19 problem is a global crisis that has hit all industrial sectors as a whole, including the hotel sector. The average hotel occupancy rate for all members of the Indonesian Hotel and Restaurant Association (PHRI) nationally fell below 9 percent, this condition is clearly very deadly for the operation of the hotel industry, quoted [2]. The hotel sector is one of the worst affected by the Covid-19 pandemic, one by one hotels in Indonesia are temporarily closed and employees are being laid off. mostly occurred in the provinces of Bali, West Java, DKI Jakarta, Manado, North Sumatra, West Sumatra, East Kalimantan and so on.

Social restrictions in the Red Zone area are in the hospitality, MSME and Retail sectors, while the room occupancy rate at star hotels in East Kalimantan in March 2020 decreased and 21 hotels were temporarily closed, as a result hotels lost their income and some workers were laid off or laid off. This COVID-19 pandemic event has made the management of hotels in the city of Samarinda slump, with declining occupancy rates and income in 2020 and including the Zoom Hotel Samarinda.

Hotel Zoom Samarinda is an accommodation type hotel that provides facilities, lodging services, eating and drinking, as well as other services for the public or private that are temporary and professionally managed. Hotel Zoom Samarinda is included in the three-star hotel category, located at JalanMulawarman No. 38 Samarinda. Apart from that, Hotel Zoom Samarinda offers the technology, services, environment and facilities that customers need to optimize their stay. Also, the choice of many types of rooms, and prices include taxes and the uniqueness of Hotel Zoom itself has a smart intuitive style, convenience and comfort in all agendas and, of course, unlimited service will be provided to guests.

The problem phenomenon during the Covid-19 Pandemic is that hotel reservations and payments are made online, room service and minibar are limited in operating hours, in addition, when entering the hotel lobby, the customer's body will be checked intensively such as body temperature, provide hand sanitizer and then require the use of masks, medical and provide a distance of 1 meter between customers to other customers. Furthermore, the hotel will limit discounts or rebates on certain days and require customers who come from outside the province or outside the region to show a Rapid Test Letter or Antigen with a negative result. With the new rules, customers must follow the guidelines or health protocols implemented by the Samarinda Zoom Hotel for the common good.

Service quality is a form of activity or activity provided by the Hotel Zoom Samarinda to customers during the Covid-19 Pandemic by meeting their needs and expectations. Service quality indicators to evaluate as well as an effort to increase customer satisfaction include physical evidence, reliability, responsiveness, assurance and empathy [3]. Customer satisfaction is an assessment of the features of the product or service itself that provides a level of customer pleasure related to meeting customer consumption needs [4].

II. RESEARCH METHODS

2.1 Time and place

This research was conducted in April – July 2021 at the Zoom Hotel Samarinda which is located at JalanMulawarman No.38, Pelabuhan urban Village, SamarindaKota sub District, SamarindaMunicipality, East Kalimantan.

2.2 Operational definition

1. Physical Evidence (X1) is the ability of the Samarinda Zoom Hotel infrastructure and facilities during the covid-19 pandemic.
2. Reliability (X2) is the Hotel Zoom Samarinda service system, which means whether Zoom Hotel Samarinda provides services according to health protocols during the covid-19 pandemic.
3. Responsiveness (X3) is the desire to help customers or potential consumers who use overnight services at the Zoom Hotel Samarinda during the covid-19 pandemic,.
4. Guarantee (X4) is a service system by providing security and capability guarantees in the case of Hotel Zoom Samarinda employees in providing health protocol procedures during the covid-19 pandemic.
5. Empathy (X5) is a firm but attentive attitude from Zoom Samarinda hotel employees towards customers or potential consumers who are affected by COVID-19 when using services
6. Customer Satisfaction (Y) is the level of feeling of a customer or potential customer of Hotel Zoom Samarinda in using services during the covid -19 pandemic, after that comparing and providing the results that are felt in the hope that they will be satisfied.

2.3. Sampling

The sampling used is Non Probability Sampling using the Purposive Sampling technique because this technique determines the sample with certain considerations [5]. Researchers collect data by giving questionnaires to respondents or customers of Zoom Hotel Samarinda online from the google forms site, the number of population is unknown, meaning that the population of customers staying at Hotel Zoom Samarinda is unknown (infinite) and the number of samples obtained is 108 respondents.

2.4. Data collection technique

Data collection techniques used are observation, interviews and literature study. The data collected consists of primary data and secondary data which includes an overview and structure of Hotel Zoom Samarinda, and the results of respondents' answers from May - July 2021.

2.5. Data analysis

To assess respondents' responses to these indicators, the Likert scale is used. Likert scale or often called a summated scale (scale that is added up) is basically ordinal [6]. The following is the Likert scale score used:

- If the respondent answers strongly agree (SS) is given a score of 5
- If the respondent answered agree (S) was given a score of 4.

- If the respondent answered neutral (N) was given a score of 3.
- If the respondent answered disagree (TS) was given a score of 2.
- If the respondent answers strongly disagree (STS) is given a score of 1.

Data analysis used is multiple linear regression, t-test, F-test, coefficient of determination (R^2) and correlation coefficient (r).

III. RESULTS AND DISCUSSION

3.1 Zoom Hotel Samarinda Overview

Hotel Zoom Samarinda was founded in 2018 under the Cyras Hotels & Resorts company led by AgusWidjaja as Vice President of Operations and Technical Services. A bachelor in Engineering and Property Management, he has built over years of experience in Engineering Management and Technical Services for hotels, residential properties and residences.

Hotel Zoom is an urban smart hotel; a place for the next generation of entrepreneurial spirit to live, play and connect. Intuitive smart style, convenience, comfort and sensory stimulation are all on the agenda and, of course, seamless service will wrap it all up and leave it to the discerning guest.

Zoom Smart Hotel offers the technology, services, environment and facilities that guests need to optimize their stay. That is a generous character. The choices are many, and the price is included. Here, extra is extra, not basic.

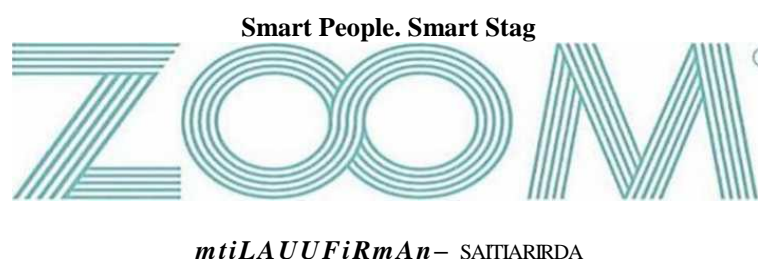


Figure. Hotel Zoom Samarinda Logo

(Source: Hotel Zoom Samarinda, 2021)

The ZOOM logo features a stream of colored lines-shaped like a flow of energy. This symbolizes the dynamic synergy between ZOOM hotels and their customers. The unique logo type is modern and easy to remember and the logo type depicts a pair of glasses, which represents ZOOM's perspective on smart details to fulfill its customer satisfaction.

Hotel Zoom Samarinda is included in the three-star hotel category, located at JalanMulawarman No. 38 Samarinda. Hotel Zoom is not only located in the city of Samarinda but has several branches in the city of Surabaya including the Zoom Jemur Sari Hotel and the Zoom Dharmahusada Hotel.

Zoom Hotel Samarinda has 60 rooms, with facilities including: Sleeping Room, Comfort Room, Dreaming Room. All rooms are available in two options based on the view and of course with different prices. Choice of room views including those facing the highway and overlooking the Mahakam River. The lowest type of room, namely Sleeping room, is priced at IDR 400,000 per night without breakfast and IDR 425,000 with breakfast, for the middle type room, namely Comfort room, it is priced at IDR 465,000 per night with breakfast, while for the highest type, namely Dreaming Room is priced at IDR 617,500, per night and includes breakfast. Of course, prices can change at any time. Other facilities include: Restaurant de'Avenue8, Rooftop Orion Sky Bar, Meeting Room, and Spa facilities.

3.2 Organizational Structure

The organizational structure of Hotel Zoom Samarinda consists of: (1) Hotel Manager, (2) Human Resources Development, (3) Finance Accountant, (4) Income Audit, (5) Purchasing, (6) Front Office Coordinator, (7) Receptionist, (8) House Keeping Coordinator, (9) Room Boy, (10) Sales Marketing, (11) Sales Executive, (12) Engineering Coordinator, (13) Engineering Staff, (14) Food and Beverage Service, (15) Waitress, (16) Cashier, (17) Bar Staff, (18) Banquet Staff, (19) Food and Beverage Product Chef Executive, (20) Chef, (21) Steward, and (22) Security.

3.3 Characteristics of Respondents

The characteristics of the respondent's data are descriptive, namely in the form of quantitative to qualitative. Based on the distribution of online questionnaires to 108 respondents at the Zoom Hotel Samarinda, it can be seen the characteristics of the respondents as presented in Table 1.

Table1 Characteristics of Respondents

Characteristics	Number of Respondents	Percentage (%)
BY GENDER		
Man	57	52,78%
Woman	51	47,22%
Amount	108	100,00
BY AGE		
18 - 25 years old	29	26,85%
26 - 35 years old	62	57,41%
36 - 45 years old	10	9,26%
46 years old >	7	6,48%
Amount	108	100,00
BASED ON ORIGIN OF DOMICILE		
Samarinda	21	19,44%
Balikpapan	25	23,15%
Bontang	12	11,11%
Tenggarong	10	9,26%
Sangatta	7	6,48%
Jawa Island	16	14,81%
Bali Island	17	15,74%
Amount	108	100,00
BY JOB		
Student [male/female]	20	18,52%
Government employees	11	10,19%
Private sector employee	57	52,78%
Self-employed	9	8,33%
Housewife	11	10,19%
Amount	108	100,00
BY NUMBER OF STAY		
1 Time	39	36,11%
2 Times	51	47,22%
3 Times >	18	16,67%
Amount	108	100,00

(Source: Processed Data, 2021)

Based on the characteristics of the respondents in Table 1, it shows that the majority of respondents who use the services of staying at the Zoom Hotel in Samarinda City are male, 52.78%; aged 18-25 years by 50.93%, from the domicile of most hotel customers from the city of Samarinda, namely 19.44%, status as private employees, namely 52.78%, and the most staying for 2 times, namely 47.22%.

3.4 Questionnaire Answer Results

Based on the results of distributing questionnaires to 108 respondents regarding customer satisfaction with the service quality of the Samarinda City Zoom Hotel during the Covid-19 Pandemic, it is presented in Table 2.

Table 2. Respondents' Answer Results

No.	Statement	Answer Score					Total Frequency
		STS	TS	N	S	SS	
Physical Evidence Factor (X1)							
X1.1	Informing the 1 meter distance limit between customers to other customers at the Zoom Hotel Samarinda during the covid -19 pandemic.	1	1	3	38	65	108
X1.2	Hotel Zoom Samarinda customers are provided with facilities such as Hand Sanitizer, Thermometer, Hand Wash and a hand washing place.	0	0	1	36	71	108
X1.3	There are complete attributes or mandatory mask warnings for customers in the Samarinda Zoom Hotel area.	0	0	4	30	74	108
Amount		1	1	8	104	210	324
Reliability Factor (X2)							
X2.1	Accuracy in serving customers during the covid-19 pandemic.	0	0	7	50	51	108
X2.2	Consistently serving customers by paying attention to health protocolsn.	0	0	5	46	57	108
X2.3	Suitability of serving customers in different regional zones during the covid-19 pandemic.	0	2	11	51	44	108

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No.	Statement	Answer Score					Total Frequency
		STS	TS	N	S	SS	
Amount		0	2	23	147	152	324
Responsiveness Factor (X3)							
X3.1	The speed of hotel employees in serving customers during the covid -19 pandemic.	0	0	12	43	53	108
X3.2	The readiness of hotel employees in responding to customer complaints during the covid -19 pandemic.	0	0	13	47	48	108
X3.3	Informative in implementing hotel service procedures during the covid -19 pandemic.	0	1	8	50	49	108
Amount		0	1	33	140	150	324
Guarantee Factor (X4)							
X4.1	Able to ensure customers are safe from the transmission of covid-19.	0	0	9	43	56	108
X4.2	Spraying Disinfectants in Each Type or Type of Room at Hotel Zoom Samarinda.	1	0	8	45	64	108
X4.3	Health protocol services according to standards from the central and regional governments.	0	0	4	36	68	108
Amount		1	0	21	114	188	324
FaktorEmpati (X5)							
X5.1	Ease of handling customers who are reactive to covid-19.	0	1	20	38	49	108
X5.2	Placing services for the Covid-19 Task Force at the Zoom Hotel Samarinda.	0	1	14	45	48	108
X5.3	Courtesy of Hotel employees when testing body temperature and providing Hand Sanitizer.	1	0	6	38	63	108
Amount		1	2	40	121	160	324
Customer satisfaction (Y)							
Y1	Satisfaction with the service of Hotel Zoom Samarinda during the covid -19 pandemic.	0	0	5	38	58	108
Y2	Recommend Hotel Zoom Samarinda to Colleagues or Families.	0	1	7	Y1	57	108
Y3	Giving a positive impression in carrying out health protocols during the covid-19 pandemic.	0	0	3	38	63	108
Amount		0	1	15	130	178	324

(Source: Processed, 2021)

Based on multiple linear regression analysis obtained the following equation: $Y = 0,338 + 0,347 X_1 + 0,217 X_2 + 0,082 X_3 + 0,062 X_4 + 0,275 X_5$. Notes: Y= customer satisfaction; a = 0,338; X1 (physical evidence); X2 (reliability); X3 (responsiveness); X4 (guarantee), X5 (Empathy); and b1, b2, b3, b4, and b5 (coefficient of each variable). Furthermore, based on the results of the analysis of variance (F test) shows the value off_{count} (26,975) is greater than the value off_{table} (2,30) which means that all independent variables have a significant simultaneous effect on customer satisfaction at Zoom Hotel Samarinda during the covid-19 pandemic. Thus, it can be said that every increase in one variable of service quality consisting of physical evidence, reliability, responsiveness, assurance and empathy will have a positive effect on satisfaction Hotel Zoom Samarinda customers during the covid-19 pandemic. The quality of service provided by the Hotel Zoom Samarinda has met the standards of some of these dimensions such as physical evidence, constraints and empathy even though from two dimensions, namely responsiveness and assurance, it has no effect, but it can be improved by providing excellent service (excellent service) means services that meet quality standards in accordance with customer expectations and satisfaction during the covid-19 pandemic and comply with health protocol guidelines from the central or regional government. The results of this study are in line with the results of research [7] that service quality which consists of five dimensions, namely physical evidence, reliability, responsiveness, assurance, and empathy partially and simultaneously has a significant effect on customer satisfaction at BintangPesona Hotel in East Denpasar.

The results of the partial test (t test) on each independent variable show that:

Physical evidence variables

The physical evidence variable partially has a positive and significant effect on customer satisfaction at Zoom Hotel Samarinda during the covid-19 pandemic. Thus, it can be said that every increase in one physical evidence variable will have a positive effect on customer satisfaction at Zoom Hotel Samarinda during the covid-19 pandemic. Physical evidence has an important role for Hotel Zoom Samarinda regarding the socialization and service facilitation of the importance of prevention from covid - 19. In accordance with the

results of research [8] that the higher and quality the level of physical evidence provided by the company, the higher the level of customer satisfaction, and the results in this study states that physical evidence has a significant influence on customer satisfaction at Zoom Hotel Samarinda during the covid -19 pandemic, this is also in accordance with the reality on the ground that provides information related to services to customers regarding prevention from covid-19. Reinforced reports by [9] that the physical evidence variable (tangible) has a positive and partially significant effect on customer satisfaction at Grand Setiabudi Hotel & Apartment.

Reliability variable

The reliability variable partially has a positive and significant effect on customer satisfaction at Zoom Hotel Samarinda during the covid - 19 pandemic. Reliability is the ability of Hotel Zoom Samarinda to provide proper and correct services provided to customers during the covid - 19 pandemic. Hotel Zoom can provide services as promised, showing genuine and reliable attention in dealing with problems felt by customers during the covid-19 pandemic. The results of this study are in accordance with the results of research reported [9] that the reliability variable has a positive and partially significant effect on customer satisfaction at Grand Setiabudi Hotel & Apartment.

Responsiveness variable

The responsiveness variable partially has a positive but not significant effect on customer satisfaction at Hotel Zoom Samarinda during the covid-19 pandemic. Responsiveness is the speed of service provided by Hotel Zoom Samarinda who is willing and responsive to assist customer interests during the covid-19 pandemic. Responsiveness itself has space scope such as informing customers about the certainty of the time of delivery of service information at the hotel, providing immediate service to customers and always ready to answer customer complaints during the covid-19 pandemic. The results of this study are in accordance with the results of research reported [10] that the effect of service quality on customer satisfaction at Allium Tangerang Hotel, namely the responsiveness variable has a positive but not significant effect on customer satisfaction.

Guarantee variable

The guarantee variable partially has a positive but not significant effect on customer satisfaction at Zoom Hotel Samarinda during the covid - 19 pandemic. Guarantee is the ability of Hotel Zoom Samarinda in providing services that aim to create customer confidence in the services offered during the covid - 19 pandemic. Guarantee itself has a scope such as fostering trust in customers, providing a sense of security, being polite and being able to answer consumer questions. The results of this study are not in line with the research report by [8] that the higher and quality the level of guarantee provided by the company, the higher the level of customer satisfaction. This is also in accordance with the reality on the ground that the Samarinda Zoom Hotel is still unable to convince customers to be safe from the transmission of covid-19. However, the Samarinda Zoom Hotel continues or intensively provides services and implements health protocols from the region or the center so that customer trust continues to grow and it is safe to use the services of staying at the Zoom Hotel Samarinda during the covid-19 pandemic. However, another study reported [9] that the assurance variable has a positive but not partially significant effect on customer satisfaction at Grand Setiabudi Hotel & Apartment.

Empathy variable

The empathy variable partially has a positive and significant effect on customer satisfaction at Hotel Zoom Samarinda during the covid-19 pandemic. Empathy is the ability of the Hotel Zoom Samarinda in understanding customer problems and needs in using overnight services during the covid-19 pandemic and giving special attention to customers so that they feel comfortable. comfortable and satisfied. Empathy itself has a scope such as giving individual attention, understanding needs and being serious about solving customer problems. The results of this study are in line with the results of research [8] that the higher and quality the level of empathy given by the company, the higher the level of customer satisfaction.

Based on the results of the analysis shows the value of the coefficient of determination (R^2) of 0.548 or 54.80% which means that all independent variables consisting of physical evidence (x1), reliability (X2), responsiveness (x3), assurance (x4) and empathy (x5) have an influence on customer satisfaction Y of 54, 80%. and the remaining 45.20% is related to other factors or is not included in the multiple linear regression model. Furthermore, the results of the analysis of the correlation coefficient value of 0.754 which means the relationship of all independent variables consisting of physical evidence (x1), reliability (X2), responsiveness (x3), assurance (x4) and empathy (x5) to customer satisfaction Y is included in the category of strong relationship.

IV. CONCLUSIONS AND RECOMMENDATIONS

4.1 Conclusions

Based on the results of research and discussion, conclusions are drawn, namely:

1. Based on the analysis of variance test (F test) it shows that all independent variables (physical evidence, reliability, responsiveness, assurance and empathy) simultaneously have a significant effect on customer satisfaction at Zoom Hotel Samarinda during the covid-19 pandemic.
2. Based on the results of the t test (partial) it shows that the variables (physical evidence, reliability, and empathy) have a positive and significant effect, while the variables (responsiveness and assurance) have a positive but not significant effect on customer satisfaction at Zoom Hotel Samarinda during the covid-19 pandemic.
3. The independent variables consisting of physical evidence (x1), reliability (X2), responsiveness (x3), assurance (x4) and empathy (x5) have an influence on customer satisfaction Y by 54.80% and have a strong relationship category with score $r = 0.754$.

4.2 Suggestion

Based on the results of the research and discussion of the discussion, suggestions are put forward, namely as follows:

1. Hotel Zoom Samarinda must pay more attention to and improve the dimensions of service quality in the form of variables (responsiveness and assurance).
2. Hotel Zoom Samarinda must continue to improve, pay attention, maintain and improve the quality of service during the COVID-19 pandemic in the city of Samarinda so that customers will still feel satisfied, comfortable and safe.
3. For further research, it is expected to expand the object of research and not only discuss service quality but also on other variables so that good and useful research and discussion results are obtained regarding customer satisfaction during the covid-19 pandemic that hit Indonesia or the city of Samarinda.

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