

## THE EFFECT OF WAITSTAFF SERVICE QUALITY IN SUPPORTING GUEST SATISFACTION AT SYAILENDRA RESTAURANT VENUE & DINING AT HOTEL PLATARAN BROMO

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### ABSTRACT

Plataran Bromo Resort & Venue is a five-star hotel located in the highlands of Bromo. Plataran Bromo offers a stunning view of the rural landscapes, agricultural fields, and plantations nestled in the hills and surrounding areas. Strategically located at the gateway to Cangar Biosphere – Bromo Tengger Semeru National Park, Plataran Bromo harmonizes adventure and entertainment. It is a destination where guests can immerse themselves in the natural beauty of Bromo through comfortable accommodations, authentic dining experiences, rich cultural entertainment, nature-inspired activities, and thrilling sports events. The surrounding nature and wilderness invite visitors to step off the beaten path for an unforgettable holiday. Strategically located at the gateway to the UNESCO World Heritage site – Bromo Tengger Semeru National Park, Plataran Bromo is 16 km from Mount Bromo, 40 km from Abdul Rachman Saleh Airport in Malang, and 108 km from Juanda International Airport in Surabaya, making it ideal for both leisure and business travelers.

**Keyword:** Waitstaff Service Quality, Guest Satisfaction, Hotel Plataran Bromo

### Introduction

According to Khusdianto (1996), the tourism industry is an organization consisting of both government and private sectors, focused on the development, production, and marketing of service products that meet the needs of people who are traveling. This industry is highly complex because it encompasses various aspects such as sociological, psychological, economic, and ecological factors, which affect both the region and the country as a whole. The hospitality industry is one of the key sectors within the tourism industry, where service quality plays a crucial role in satisfying guests. Hotels have several departments, including Front Office, Food and Beverage, Housekeeping, Accounting, Sales and Marketing, Engineering, and Human Resources, which work together to achieve optimal task functions. In the competitive hotel industry, providing adequate services and maintaining high service standards are essential for attracting guests, whether they are staying for business, leisure, or relaxation. Plataran Bromo Resort & Venue is one of the hotels in Pasuruan that serves as a primary destination for guests visiting Mount Bromo. In this era of globalization, the hotel strives to offer maximum service through various innovations and approaches focused on guest satisfaction. One of the key departments at the hotel is the Food and Beverage Department, which caters to the dining needs of the guests. At Plataran Bromo, some restaurants, like Syailendra Venue and Dining, are only accessible to in-house guests, while Teras Bromo Restaurant is open to the public. However, issues such as a lack of menu knowledge among waitstaff and miscommunication between staff members occasionally arise. Service quality is a key factor influencing guest satisfaction. If the service meets or exceeds the guests' expectations, their satisfaction will be achieved. According to Tjiptono (2005), service quality is a dynamic condition involving products, services, human resources, processes, and environments that are expected to meet customer expectations. Service providers must always strive to improve the quality of service so that guests feel valued and satisfied with their experience.

## Research Objectives

To determine the effect of waitstaff service quality on guest satisfaction at Syailendra Restaurant Venue and Dining at Plataran Bromo

## Literature Review

Hapsari (2011) - "The Influence of Service Quality, Physical Facilities, and Promotion on Customer Satisfaction at Hotel Samasta Semarang" examined three factors influencing customer satisfaction: service quality, physical facilities, and promotions at Hotel Samasta Semarang. The study highlights that these three factors work together to create a satisfying stay experience for customers. Service Quality: Fast, friendly, and professional service is the key to customer satisfaction. Physical Facilities: Facilities such as room cleanliness, comfortable beds, and other amenities also have a significant impact. Promotion: Effective promotional strategies, such as discounts or special offers, attract more customers and improve satisfaction. The study concludes that good service quality needs to be supported by adequate physical facilities and appealing promotions to increase customer satisfaction.

Dewi (2012) - "The Impact of Food Quality on Guest Satisfaction at Junior Steak & Ribs Restaurant" research focuses on the impact of food quality on customer satisfaction at Junior Steak & Ribs restaurant. The main findings show that taste, presentation, and menu variety significantly affect guest satisfaction. Food Quality: The main factors influencing guest satisfaction are delicious taste, attractive presentation, and a diverse menu. The study emphasizes the importance of maintaining high-quality ingredients and cooking processes to uphold food standards.

Ru'yan (2018) - "The Influence of Service Quality on Customer Satisfaction at Hotel Nalendra Bandung" study investigates the impact of service quality on customer satisfaction at Hotel Nalendra Bandung. According to this research, high-quality service is proven to significantly influence customer satisfaction. Service Quality: Professional and friendly service, along with facilities that meet customer expectations, significantly enhance guest satisfaction. Customer Satisfaction: The customer experience is influenced by how well they feel treated by hotel staff and how well the provided facilities align with their expectations.

## Methodology

This study aims to analyze the impact of service quality on customer satisfaction for guests dining at Syailendra Restaurant, Hotel Plataran Bromo. Data collection was carried out using a questionnaire distributed online via Google Forms to guests who visited the restaurant between April and July 2022.

The variables examined in this study consist of service quality as the independent variable (X) and customer satisfaction as the dependent variable (Y). Service quality is measured through five dimensions: tangibles, reliability, responsiveness, assurance, and empathy. Meanwhile, customer satisfaction is assessed based on how well guest expectations are met, their intention to return, and their willingness to recommend the restaurant.

The research population includes all guests who dined at the restaurant, totaling 10,020 guests over the four-month period. A sample of 99 respondents was selected using Slovin's formula. The sampling technique used was purposive sampling, where respondents were chosen based on specific criteria relevant to the research objectives.

The collected data were analyzed using statistical techniques, including validity and reliability tests, classical assumption tests (normality, multicollinearity, and heteroscedasticity), and hypothesis testing using simple linear regression to determine the impact of service quality on customer satisfaction. This research is expected to provide

insights into the factors that influence customer satisfaction in the hospitality and restaurant industry.

## Results and Discussion

Plataran is a restaurant and hotel group founded in 2009 by Mr. Yozua Makes and his wife Mrs. Dewi Makes, both of whom have educational backgrounds and have worked as lecturers at Universitas Indonesia and UPH. This tourism destination, which offers premium facilities and menus, has expanded to various cities across Indonesia over the last 13 years. Targeting the upper-middle class, Plataran restaurants and hotels bring the ambiance of Nusantara culture through the presence of art pieces within their establishments.

In 2009, Mr. Yozua Makes and Mrs. Dewi Makes transformed their villa in Canggu, Bali, into the first Plataran location, marking the beginning of their venture into the tourism and food & beverage (F&B) business. After Canggu, Mr. Yozua focused on opening Plataran locations in other iconic areas. Plataran then expanded to Java, with branches in Borobudur, Puncak, Jakarta, and Bromo, and also in Bali (Ubud and Menjangan). Furthermore, Plataran opened a branch in East Nusa Tenggara (NTT), specifically in Labuan Bajo.

Despite being globally recognized, the Bromo area had not been targeted by any hotel chain, with most accommodations in the region being boutique properties, mostly catering to budget segments. This is why the presence of Plataran Bromo was a significant milestone in the tourism history of the area. The resort, which opened gradually starting in 2017, is part of Plataran, a group managing properties across six provinces in Indonesia. Plataran Bromo is located in Ngadiwono Village, about 30 minutes' drive from the Penanjakan viewpoint. Like other Plataran properties, this resort combines modern architecture with eclectic interior design, blending classical and contemporary furniture with tile and wood accents, as well as exposed brick. A unique industrial touch is added with antique car and old locomotive displays owned by Mr. Yozua Makes, the CEO of Plataran Group.

For room types, Plataran offers the **Private Pool Family Villa**, a three-story house with a capacity of 10 people, making it an ideal choice for vacations with friends or family. For simpler rooms, the resort also offers **Mezzanine Lodge**, designed like a premium hostel. "Groups tend to visit Bromo, which is why Plataran introduced the lounge concept," explained the resort. Other room types include **Luxury Lodge**, **Attic Lodge**, and **Family Lodge**. Additionally, Plataran Bromo offers **Suite** rooms, including **Premier Suite**, **Platinum Suite**, **Suite**, and **Presidential Suite**.

The sample for this research consists of 99 guests from **Syailendra Restaurant, Venue and Dining** at Plataran Bromo, who were approached and surveyed about the quality of service and guest satisfaction at the hotel. The sample description is expected to provide insights into the sample's quality, such as gender and age.

Table 1. Sample Characteristics by Age

Age Range	Number of People
17–20	56
20–25	30
25–30	10
30–35	2
35+	1

Source: Primary data processed in 2024

Table 2. Sample Characteristics by Gender

No	Gender	Number of Samples	Percentage
1	Male	32	32.3%
2	Female	67	67.7%
	<b>Total</b>	<b>99</b>	<b>100%</b>

Source: Primary data processed in 2024

Table 3. Sample Characteristics Based on Occupation

Occupation	Number of People
Student	9
University Student	65
Entrepreneur	5
Private Employee	15
Other	5

Source: Primary data processed in 2022

**Service Quality (X).** Data presentation of respondents' answers regarding the service quality, which is the independent variable in this study, is as follows: the first question about Plataran Bromo's priority on cleanliness and tidiness in hotel areas shows that 1 respondent (1.0%) disagreed, 76 respondents (76.8%) agreed, and 22 respondents (22.2%) strongly agreed. The dominant answer is "Agree." For the second question about the condition of the hotel's facilities (building, parking area, and toilets), 3% of respondents disagreed, 80 (80.8%) agreed, and 16 (16.2%) strongly agreed. The dominant answer was "Agree." For the third question regarding the use of modern equipment (elevator, escalator, AC), 1% answered strongly disagree, 4% disagreed, 80.8% agreed, and 14.1% strongly agreed. The dominant answer was "Agree." Further questions regarding the appearance, timeliness, responsiveness, and knowledge of the staff all showed that most respondents agreed with the statements, indicating a positive evaluation of the service quality.

**Guest Satisfaction (Y).** Data presentation for the dependent variable, guest satisfaction, is as follows: For the first question about whether the product met or exceeded expectations, 1% strongly disagreed, 11.1% disagreed, 76.8% agreed, and 11.1% strongly agreed. The dominant answer was "Agree." For the second question about service meeting or exceeding expectations, 7.1% disagreed, 74.7% agreed, and 18.2% strongly agreed. The dominant answer was "Agree." Other questions regarding satisfaction with facilities, interest in returning, and recommending the hotel to others also indicated that most respondents agreed, indicating high levels of guest satisfaction.

**Validity Test.** Before further analysis of the research data, validity tests were performed on the initial data collected. The purpose of this test is to determine whether the statements used in the research instrument can measure the intended variables. The validity test was performed using SPSS software.

**Reliability Test.** The reliability test aims to assess the consistency and stability of respondents' answers. According to Sugiyono (2017), a variable is considered reliable if the Cronbach's Alpha value is greater than 0.60. The results from the reliability test showed a Cronbach's Alpha value of 0.925, indicating that all items in this study are reliable.

**Normality Test.** This test is used to determine if the data follows a normal distribution. Using the Kolmogorov-Smirnov test, a significance value of 0.000 was obtained, indicating that the residuals are normally distributed.

**T-test.** A T-test was performed to test the hypothesis, showing a regression equation of:

$Y = 3.000 + 0.390X$ . The significance value obtained from the table was  $0.000 < 0.05$ , indicating that service quality (X) has a positive and significant impact on guest satisfaction (Y).

**Linear Regression Test.** The results showed a significance value of  $0.001 < 0.05$ , meaning the regression model significantly impacts guest satisfaction (Y).

**Coefficient of Determination ( $R^2$ ).** The  $R^2$  value was 0.767, indicating that 76.7% of the variation in guest satisfaction can be explained by the quality of service.

Based on the regression analysis, it was found that service quality significantly impacts guest satisfaction at Syailendra Restaurant, Venue, and Dining in Plataran Bromo. After conducting surveys with 99 respondents, the majority agreed that the service quality met their expectations, though some guests expressed dissatisfaction. The findings align with previous research, confirming that service quality has a significant impact on guest satisfaction. To meet

## Conclusion

This study concludes that the quality of service provided at Syailendra Restaurant Venue and Dining has a positive effect on guest satisfaction. This indicates that improvements in service quality, such as cleanliness, timeliness, friendliness, and adequate facilities, can significantly enhance guest satisfaction. Therefore, the management of Plataran Bromo needs to pay attention to and continuously improve service quality, follow Standard Operating Procedures (SOPs), and respond promptly to guest complaints in order to maintain guest satisfaction and loyalty.

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