



Bali Tourism Polytechnic
Hotel Management D 2019



PROCEEDINGS



The 3rd International Hospitality Entrepreneurship
and Innovation Conference 2023

"Hospitality Rebound: Strengthening Sustainability
Strategies for the Unexpected"

VOLUME 2 | ISSUE 1
MAY 2023

Bali Tourism Polytechnic
May 5th, 2023



Proceedings

The 3rd InHEIC 2023

The 3rd International Hospitality Entrepreneurship and Innovation Conference 2023

Volume 2, Issue 1, 2023

*"Hospitality Rebound: Strengthening Sustainability Strategies for the
Unexpected"*

Bali Tourism Polytechnic
May 5th, 2023

<https://inheic.com/>

Published By:

Politeknik Pariwisata Bali

Proceedings of The 3rd International Hospitality Entrepreneurship and Innovation Conference 2023

Volume 2, Issue 1, 2023

THE 3rd INTERNATIONAL HOSPITALITY ENTREPRENEURSHIP AND
INNOVATION CONFERENCE 2023

"Hospitality Rebound: Strengthening Sustainability Strategies for the Unexpected"

Conference Committee

Dewa Ngakan Kadek Wahyu Utama
I Gusti Wulandari Sastra
Kadek Medi Krismayanti
Ni Made Riska Nathania
Ni Made Nurdiana Elsavitri
Komang Dessy Kesumadewi
Ni Putu Gayatri Wulandari
Ida Bagus Prama Sidhi
Denia Hendrayani Putri
I Made Mariawan
I Made Hendrik

Chairman of The Committee
Vice Chairman
Secretary I
Secretary II
Treasurer I
Treasurer II
Event Coordinator
Public Relation Coordinator
Consumption & Spiritually Coordinator
Equipment & Transportation Coordinator
Publication & Documentation Coordinator

Steering Committee

Drs. Ida Bagus Putu Puja, M.kes.
Drs. I Wayan Muliiana, M.Ed.
I Ketut Adhi Astawan, SE.M.Agb.
I Nyoman Rinala, SE.,M.PD.
Dr. I Gusti Agung Gede Witarsana, S.St.Par,MM.,CHE.
Dr. Irene Hanna H Sihombing, SE.,MM,CHE
Drs. I Putu Tonsen
Ni Made Suastini, SE., MM.
I Dewa Putu Hendri Pramana, S.Kom.
Luh Putu Kartini, S.St.Par

Scientific Committee

Dr. Irene Hanna H Sihombing, SE, MM. CHE	(Bali Tourism Polytechnic)
Dr. Luh Yusni Wiarti, A.Par,SE,M.Par,M.Rech	(Bali Tourism Polytechnic)
Dr. I Putu Utama, SE., MM	(Bali Tourism Polytechnic)
Dr. Lukia Zuraida, S.Pd., M.Hum.	(Bali Tourism Polytechnic)
Drs. I Gusti Ngurah Agung Suprastayasa, M.Ed.	(Bali Tourism Polytechnic)
I Gusti Ayu Putu Wita Indrayani, S.ST.Par., MM., CHE	(Bali Tourism Polytechnic)
I Gede Darmawijaya, S.Pd., M.Agb.	(Bali Tourism Polytechnic)
Dr. I Gusti Agung Gede Witarsana, S.St.Par,MM.,CHE	(Bali Tourism Polytechnic)
Dr. Putu Diah Sastri Pitanatri, S.St.Par., M.Par.	(Bali Tourism Polytechnic)
Dra. Ni Kade Juli Rastitiati, M.Hum.	(Bali Tourism Polytechnic)
Bernadette Jingco	(Republic Polytechnic Singapore)
Dr. Anderson Ngelambong	(Universiti Teknologi MARA Cawangan Pulau Pinang)
Wan Rusni Wan Ismai	(Universiti Teknologi MARA Cawangan Pulau Pinang)
Jazira Binti Anuar	(Universiti Teknologi MARA Cawangan Pulau Pinang)
Khazainah Binti Khalid	(Universiti Teknologi MARA Cawangan Pulau Pinang)
Dr. Zaharah Mohammed Rani	(Universiti Teknologi MARA Cawangan Pulau Pinang)

Sairah Saien (Universiti Teknologi MARA Cawangan Pulau Pinang)
Mushaireen Musa (Universiti Teknologi MARA Cawangan Pulau Pinang)
Norhamizan B Hamir (Universiti Teknologi MARA Cawangan Pulau Pinang)
Shareenie Shera binti Abdul Hamid (Universiti Teknologi MARA Cawangan Pulau Pinang)
Dr. Norrina BT Din (Universiti Teknologi MARA Cawangan Pulau Pinang)
Dr. Rafidah Aida Ramli (Universiti Teknologi MARA Cawangan Pulau Pinang)

Editor

Drs. Ida Bagus Putu Puja, M.Kes
Assoc. Prof. Norzuwana Sumarjan, PhD., CHE
Bisjawit Fahroun Guha Thakurta
Shawn Vlaeminck
Dr. Irene Hanna H Sihombing, SE, MM., CHE
Dr. I Gusti Agung Gede Winarsana, S.St.Par, MM., CHE
Ni Made Suastini, SE., MM.

Publisher

Politeknik Pariwisata Bali

Editorial Staff

Dharmawangsa Kampial Street, Benoa, Kuta Selatan, Badung
Telp: (0361) 773537 / 082134806881
Email: inheic@ppb.ac.id
Website: www.inheic.com

3rd PUBLICATION on July 2023

© 2023. All rights reserved.

PREFACE

Warmest Greetings from Bali,

We are honoured and pleased to welcome each of the participants and presenter to this event, The 3rd International Hospitality Entrepreneurship and Innovation Conference (InHEIC) 2023.

The InHEIC was successfully conducted in 2021 and 2022. In this year 2023 we raised a theme “Hospitality Rebound: Strengthening Sustainability Strategies for The Unexpected”. The selection of this theme aims to rebound the hospitality industry by strengthening sustainability strategies to deal with unexpected situations.

In The 3rd InHEIC 2023, we have prepared competent speakers; 1 keynote speaker and 10 invited speakers that are experts in their field, with 74 papers presented in 11 parallel sessions. We also provide an opportunity for scholars and industry professionals to meet and share their contemporary research, as well as get their paper published. All papers presented will be published in a conference proceeding book with the ISSN number. Special for 3 best papers will be published in SINTA 4 (Science and Technology Index.).

The conference is conducted with a hybrid concept. This concept is a combination between an online system with zoom meeting and offline systems for invitation at MICE Building of Bali Tourism Polytechnic. Although this year we could not make the conference fully offline, hopefully it will not decrease the value of this conference.

In this great occasion we would like to give our highest appreciation to our International Partners are Republic Polytechnic Singapore, Universiti Teknologi MARA Cawangan Pulau Pinang, and Victoria University, then our national Partners: Bandung Tourism Polytechnic, Makassar Tourism Polytechnic, Medan Tourism Polytechnic, Palembang Tourism Polytechnic, and Lombok Tourism Polytechnic, thank you for your corporation to collaborate with us. Thank you to all presenters, participants, organising committee, sponsors, media partners and others who cannot be mentioned one by one, to make this conference happen.

We add our best wishes The 3rd InHEIC 2023 will be used as a forum for exchanging opinions, thoughtful discussions and becoming an interesting experience for all participants.
Thank you!

Sincerely,



The 3rd International Hospitality Entrepreneurship and Innovation Conference

Dewa Ngakan Kadek Wahyu Utama

Chairman of The Committee The 3rd
InHEIC 2023

Welcome Remarks Director of Bali Tourism Polytechnic



Dear Esteemed Participants,

On behalf of Politeknik Pariwisata Bali (Bali Tourism Polytechnic), we are pleased to welcome you to The 3rd International Hospitality Entrepreneurship and Innovation Conference 2023 (The 3rd InHEIC). I would like to thank all of you for your willingness to share ideas, thoughts, works, and knowledge on the Hospitality Industry.

This conference will focus on discussing issues that are happening in the hospitality industry by presenting competent speakers in their fields. Selection of theme is based on "Hospitality Rebound: Strengthening Sustainability Strategies for the Unexpected". This conference also provides an opportunity for scholars and industry professionals to meet and share their contemporary research, as well as get their papers published.



We would like also to thank Republic Polytechnic Singapore, Universiti Teknologi Mara (UiTM) Cawangan Pulau Pinang Malaysia, Victoria University, Bandung Tourism Polytechnic, Makassar Tourism Polytechnic, Medan Tourism Polytechnic, Palembang Tourism Polytechnic, and Lombok Tourism Polytechnic. Thus, this event could happen. Our appreciation also goes to all the speakers, presenters and participants who join us here.

We wish you all the best and we hope this forum will expand our knowledge on hospitality and our network.

Thank you very much.

Salam Makardhi

Sincerely,



Drs. Ida Bagus Putu Puja, M.Kes.
Director of Bali Tourism Polytechnic

Welcome Remarks Coordinator of Hotel Management Study Program



Om Swastyastu,

It is my pleasure to welcome you to The 3rd International Hospitality Entrepreneurship and Innovation Conference (InHEIC) 2023. My name is Dr. I Gusti Agung Gede Witarsana , S.St.Par,MM,CHE, as a Coordinator of the Hotel Management Study Program.

Before we get started, I would like to express my sincere appreciation to all of the keynote speakers, plenary speakers, invited speakers, co-host from fellow academic institutions, presenters, participants, the management of Bali Tourism Polytechnic, lecturers, all partners, and especially our beloved students who have generously helped us in making this international conference comes true.

This international conference is one of the projects in our study program which is referred to as “Managerial Application”. By conducting the project, our students are able to develop their managerial skills in the hospitality industry. Creating this event is a great opportunity for our students to implement their competences and build networking for the future. As a result of their passion towards their field the 3rd International Hospitality Entrepreneurship and Innovation Conference 2023 (The 3rd InHEIC 2023) with the theme “Hospitality Rebound : Strengthening Sustainability Strategies For The Unexpected.”

Once again, I would like to pass on my gratitude to all participants of this event for their support. Hopefully this conference will bring forth new innovations and ideas so that we might usher in a new era of prosperity for Hospitality, Business, and Entrepreneurship.

Om Shanti Shanti Shanti Om

Sincerely,

Dr. I Gusti Agung Gede Witarsana , S.St.Par,MM,CHE
Coordinator of Hotel Management Study Program

TABLE OF CONTENT

Proceedings of The 3rd International Hospitality Entrepreneurship &
Innovation Conference 2023
Volume 2, Issue 1, 2023

ACKNOWLEDGEMENT	i
PREFACE	iv
Welcome Remarks Director of Bali Tourism Polytechnic	v
Welcome Remarks Coordinator of Hotel Management Study Program.....	vi
TABLE OF CONTENT	vii
PAPERS OF PRESENTERS	1
HUMAN RESOURCE DEVELOPMENT CHALLENGES ASSOCIATED WITH CIVIL SOCIETY ORGANISATIONS (CSOS) IN BORNO, NIGERIA (<i>Muhammad Abdullahi</i>)	2
INTRODUCING "BUSINESS BY EXPERIENCE" AS A NEW STRATEGY TO INCREASE INNOVATION INDONESIAN TOURISM (<i>Fatah Mario Andaru</i>)	9
HUMAN CAPITAL MANAGEMENT STRATEGIC: EMPLOYEE RETENTION CONCEPTS IN HOTEL INDUSTRY TO CREATE TOP TALENT (<i>Primadi Candra Susanto, Endah Suci Damayanti, Supardi, Kamsariaty</i>).....	28
THE CHARACTERISTICS OF LAND USE AND TRANSPORTATION INFRASTRUCTURE IN TOURISM AREAS IN BALI PROVINCE (<i>Dewa Ayu Nyoman Sriastuti, Putu Alit Suthanaya, Dewa Made Priyantha Wedagama, Anak Agung Gede Yana</i>)	37
HOTEL HOUSEKEEPING LEADERSHIP: LOCAL WISDOM THAT BRINGS TRUTH AS THE AUTHORITY (<i>I Gede Darmawijaya</i>)	50
DETERMINANT EMPLOYEE ENGAGEMENT AND CAREER DEVELOPMENT TRANSACTIONAL LEADERSHIP: ANALYSIS OF TRANSACTIONAL LEADERSHIP, REMUNERATION, AND ORGANIZATION COMMITMENT (<i>Wenny Desty Febrian</i>)	59
ASSESSING ACADEMIC ENGAGEMENT IMPACT OF POST-PANDEMIC ON HOSPITALITY AND TOURISM EDUCATION IN SELECTED COLLEGES, AND UNIVERSITIES OF ILOILO (<i>Denzil I. Galon</i>)	68

A STUDY ON FACTOR THAT INFLUENCING INTERNSHIPS SATISFACTION AMONG STUDENT OF FACULTY HOTEL AND TOURISM MANAGEMENT UITM PERMATANG PAUH (<i>Shafiq Aikal Zainan</i>).....	80
THE ROLE OF PERCEIVED TRAVEL RISK AS A MEDIATION ON DESTINATION QUALITY AND REVISIT INTENTION IN BALI (<i>Hanugerah Kristiono Liestiandre, Alifa Anggieta Warham, Ida Bagus Putra Sanjaya</i>)	89
INFLUENCE OF PRICE PERCEPTION ON ROOM BOOKING PURCHASE INTENTION AT LUXURY RESORTS IN UBUD (<i>Komang Putri Ristya Dewi, Gusti Agung Gede Witarsana, Clearesta Adinda</i>)	99
UTILIZATION SOCIAL MEDIA AS A PROMOTIONAL TOOL IN DEVELOPING POTENTIAL IN BAGOT TOURISM VILLAGE SAMOSIR DISTRICT (<i>Christina Indriani Sianipar, Ananda Pratiwi Panjaitan, Wella Bella May Sheila V</i>).....	112
COMMUNITY SOCIAL CAPITAL IN TANGKAHAN TOURISM MANAGEMENT (<i>Christina Indriani Sianipar, Joy Fery Ando Sinaga, Jul Indah Sulistriani Laia</i>)	132
THE INFLUENCE OF JOB SATISFACTION ON EMPLOYEE PERFORMANCE AT HOTEL NIKKO BALI BENOA BEACH (<i>Abdurrahman Putra</i>)	144
INTERNATIONAL TOURIST PREFERENCE TRAVELLED TO LABUAN BAJO (<i>Ni Putu Widia Listyorini, Aprisha Firda Lestarien , Bagus Pramasta Putra, Ida Bagus Putra Negarayana</i>).....	156
THE DEVELOPMENT OF TOURISM INDUSTRIES AFTER COVID-19 PANDEMIC IN NUSA DUA, BALI (<i>Nyoman Gede Mas Wiartha, Ni Desak Made Santi Diwyartha, I Dewa Putu Hendri Pramana</i>)	166
WELLNESS TOURISM AREA UNIT (WTAU) AND ITS SUSTAINABLE STRATEGY: A LESSON FROM KARO REGENCY, INDONESIA (<i>Liyushiana, Anggita Damanik, Nuryeni Simamora, Putri Rizkiyah, Dewi Yanti</i>)	177
THE INFLUENCE OF MICE EMPLOYEE SERVICE QUALITY ON CUSTOMER SATISFACTION AT PULLMAN BALI LEGIAN BEACH (<i>Ni Putu Gayatri Wulandari, Ni Luh Gde Sri Sadjuni, I Nyoman Sukana Sabudi</i>)	194
INFLUENCE OF INSTAGRAM ON BRAND AWARENESS OF MIKIE HOLIDAY FUNLAND	

<i>(Ikhlas Ramadhan, Muhammad Rizky Lubis, Eron Alfons Hattori, Nuryeni Simamora, Ika Wulandani, Ayu Ansari Sitepu)</i>	212
CONTENT MARKETING STRATEGY ON INSTAGRAM TO INCREASE BRAND AWARENESS AT HOTEL X DURING THE COVID-19 PANDEMIC	
<i>(Rully Kusuma Dewi, Ida Ayu Kalpikawati, Ni Wayan Chintia Pinaria)</i>	218
SWOT ANALYSIS IN THE GAMING BUSINESS (CASE STUDY OF THE GAME BOOSTING SERVICES)	
<i>(Muhammad Angger Anom Puspapraja, Ni Desak Made Santi Diwyarthi)</i> ...	228
DOES AUGMENTED REALITY SWAYING CONSUMER PURCHASE INTENTION?	
<i>(Dr Sudin Bag, Kousik Mandal)</i>	235
TOURISM SAFETY AND SECURITY: THE ROLE AND BEST PRACTICE FROM THE SUPER PRIORITY DESTINATION LAKE TOBA	
<i>(Liyushiana, Ika Berliani Lase, Cindy Khairunisa Marpaung, Putriani Br Sinamo, Rizkiyah Putri)</i>	246
THE INFLUENCE OF TOURIST EXPERIENCE ON REVISIT INTENTION TO LABUAN BAJO TOURISM DESTINATIONS	
<i>(Veby Vadila Kasim, Nadia Candra Pramesti, Gusti Ayu Intan Sri Suandari, Dewa Ayu Made Lily Dianasari)</i>	262
COMMUNITY PERSPECTIVE ANALYSIS OF SUSTAINABLE TOURISM VILLAGE DEVELOPMENT IN BATU JONG-JONG VILLAGE, LANGKAT DISTRICT, NORTH SUMATRA PROVINCE	
<i>(Muhammad Rizki Lubis, Ikhlas Ramadhan, Claudina Sibarani, Delvi Andri, Juan Christin, Pitri Wijaya Ritonga)</i>	270
THE INFLUENCE OF TIKTOK SOCIAL MEDIA ON DOMESTIC TOURISTS' VISITING INTEREST TO LABUAN BAJO	
<i>(Ni Kadek Ari Santi, Ni Made Septi Dwiari, I Gusti Ngurah Agung Rama Wijaya, Dewa Ayu Nyoman Aridayanti)</i>	283
ENTREPRENEURIAL PERSPECTIVE TOWARDS SPORT CENTER BUSINESS (CASE STUDY IN GEN Z IN MILLENNIAL ERA)	
<i>(I Komang Bintang Tri Wiguna, Putu Ricky Danendra, Ni Desak Made Santi Diwyarthi, Ni Nyoman Sukerti)</i>	295
HOSPITALITY STUDENTS PERCEPTION OF PREFERRED HOTELS AS WORKPLACES	
<i>(I Nyoman Wagindra Andika, Irene Hanna H. Sihombing, Ni Made Suastini)</i>	302
THE EFFECT OF BURNOUT ON TURNOVER INTENTION IN THE FOOD AND BEVERAGE PRODUCT DEPARTMENT AT GOLDEN TULIP JINENG RESORT BALI	
<i>(Ni Kadek Yunita Cahyani, Ni Desak Made Santi Diwyarthi, Ni Luh Gde Sri Sadjuni)</i>	315

THE INFLUENCE OF PROMOTION THROUGH INSTAGRAM ON PURCHASE INTENTION AT THE TRANS RESORT BALI (<i>Ni Made Riska Nathania, I Nyoman Sukana Sabudi, Putu Diah Sastri Pitanatri</i>).....	330
BALI TRANSITIONING TO A NEW ORDER IN THE FIELD OF EVENT TOURISM: AN EXPERIENCE FROM THE PANDEMIC COVID (<i>Luh Yusni Wiarti</i>).....	338
TOURIST SATISFACTION ON UNIQUE SELLING POINTS AND ITS IMPACT ON LOYALTY (CASE STUDY OF TRADITIONAL BALINESE BEVERAGES MARKETIN (<i>I Putu Utama</i>).....	356
ANALYSIS THE EFFECTIVENESS OF STANDARD OPERATING PROCEDURES FOR PROCUREMENT OF FOOD ITEMS AGAINST FOOD COST AT “X” HOTEL (<i>Ni Luh Melyantini, Ni Luh Gde Sri Sadjuni, I Nyoman Sukana Sabudi</i>).....	367
IDENTIFICATION OF ONLINE REVIEWS OF TOURIST SATISFACTION VISITING LABUAN BAJO TOURISM DESTINATIONS (<i>Kadek Mayola Dwi Rahayu, Bintang Kartika Sari, Ni Kadek Ayu Diah Sri Suprabawati, Ni Made Tirtawati</i>).....	381
DIGITAL MARKETING AT HOTELS IN NUSA DUA (CASE STUDY OF FIVE-STAR HOTELS IN NUSA DUA) (<i>Ni Desak Made Santi Diwyarhi, I Wayan Adi Pratama, Made Yudhawijaya</i>).....	390
SERVICE QUALITY OF WAITERS/ESS WITH DEAF DISABILITIES AT BURGER KING, SUNSET ROAD KUTA, BADUNG (<i>I Nyoman Arcana, I Nyoman Wiratnaya, Ni Kadek Puspa Dwi Ardani, Ni Putu Ariesta Budiani</i>).....	402
WOMEN’S ENTREPRENEURIAL INTEREST TOWARDS BUSINESS (CASE STUDY TOWARD FLUFFY NAIL BAR) (<i>Ayu Gania Pradyumna, Felicita Maya Anggita, Laurensia Putu Jessica Maharani, Putu Ayu Chandra Cantika</i>).....	420
THE INFLUENCE OF SALES PROMOTION AND PRICING STRATEGY ON PURCHASE INTENTION AT DISCOVERY KARTIKA PLAZA HOTEL DURING THE COVID-19 PANDEMIC (<i>Brenda Godeliv, I Putu Esa Widharthana, I Gusti Agung Febrianto</i>).....	432
THE INFLUENCE OF EMPLOYEE SERVICE QUALITY ON GUEST SATISFACTION AT BANYUBIRU RESTAURANT, THE LAGUNA A LUXURY COLLECTION RESORT & SPA HOTEL NUSA DUA BALI (<i>Luh Putu Eka Pratiwi, Ni Luh Gde Sri Sadjuni, Ni Desak Made Santi Diwyarhi</i>).....	443
THE INFLUENCE OF JOB SATISFACTION AND ORGANIZATIONAL COMMITMENT ON EMPLOYEE TURNOVER INTENTION AT	

ANANTARA ULUWATU BALI RESORT (Kadek Medi Krismayanti, Ni Desak Made Santi Diwyartha, Ni Nyoman Sukerti).....	456
MODEL OF RESEARCH AND DEVELOPMENT (R&D) APPROACH ON TOUR PACKAGE PLANNING (Windra Aini)	471
FOOD COMPOSTING FOR THE SUSTAINABLE HOTEL INDUSTRY (Renaldo Fajar Nugraha Susilo, Christian Bagus Satria, Dewa Ayu Kade Marchia Dewi, Andreas James Darmawan).....	484
INFLUENCE OF ONLINE REVIEWS ON ROOM BOOKING INTENTION AT PULLMAN BALI LEGIAN BEACH (Ni Putu Novi Artini, Nyoman Gede Mas Wiartha, I Dewa Putu Hendri Pramana)	496
THE EFFECT OF DIGITAL TOURISM ON THE INSTAGRAM PLATFORM ON INTEREST IN VISITING BATU KATAK ECOTOURISM (CASE STUDY @VISITBATUKATAK) (Muhammad Rizki Lubis, Ikhlis Ramadhan, Junita Zendrato, Anggita Damanik, Desy Rotua Simbolon, ⁶ Ridha Siregar)	509
PUBLIC PERCEPTION OF ECOTOURISM DEVELOPMENT IN SUBAK SEMBUNG, PEGUYANGAN VILLAGE, DENPASAR (Purwita, N.P., Permadi, K.S.)	520
ANALYZING POSSIBILITIES OF PROMOTING FOOD CULTURE OF RAJASTHAN THROUGH FOOD MUSEUM: A VIEW POINT (Prof (Dr.) Swapna Patawari, Mahesh Kumar Bairwa, Rajni Kumari).....	540
TOURISM INDUSTRY DEVELOPMENT IN NEW NORMAL ERA (A CASE STUDY IN MELASTI BEACH) (Made Darmiati, Ni Desak Made Santi Diwyartha, I Wayan Jata, ⁴ Ni Wayan Cittin Atiramaniya)	559
DEVELOPMENT OF ONE-DAY TRIP TOUR PACKAGE IN LINGGA CULTURE VILLAGE KARO DISTRICT (Rosdiana Pakpahan, Elita Putri Sari Rangkuti, Claudia Veronika Purba) .	572
THE EXISTENCE OF BULUH AWAR TOURISM VILLAGE AS A KARO CULTURAL TOURISM DESTINATION IN DELI SERDANG (Angelika Nababan, Jastrid Caroline Herera Sinaga, Mudia Adzkie Ananda Piliang)	587
PRESERVATION OF THE HODA HODA MONSAC DANCE IN SUPPORT CULTURAL TOURISM ON SAMOSIR (Dewi Yanti, Rut Maraek Bulan Siahaan, Windy Ratu Karina)	595
CONSERVATION OF TRADITIONAL BATAK MUSIC AND DANCE AS TOURIST ATTRACTION AT DOLOK SIPIAK ART HOUSE, SIMALUNGUN DISTRICT, NORTH SUMATRA (Joel Parluhutan Tamba, Rosdiana Pakpahan).....	606

MEDAN CITY HERITAGE TOUR PACKAGING (<i>Hetty C Nainggolan, Rosdiana Pakpahan, Dina Yunita</i>).....	620
LOCAL COMMUNITY EMPOWERMENT MODEL THROUGH THE TOURISM ENTREPRENEURSHIP IN TOBA LAKE, A SUPER-PRIORITY TOURISM DESTINATION (<i>Dermawan Waruwu, R Tri Priyono Budi Santoso, I Wayan Ruspendi Junaedi, Suardin Gaurifa</i>).....	633
THE FORM, FUNCTION, AND MEANING OF THE CHANGES THAT HAPPENED IN THE COMMUNITY IN THE CEMAGI TOURISM VILLAGE AREA, MENGWI DISTRICT, BADUNG REGENCY, BALI PROVINCE (<i>Ni Nyoman Sukerti, Kadek Andita Dwi Pratiwi</i>).....	647
VAPORIZE AS A LIFESTYLE FOR COLLEGE STUDENTS (STUDY ON THE JJVAPOR GIRL COMMUNITY OF VAPORIZE USERS IN BENGKULU CITY) (<i>Meirita Nursanti, Sri Handayani Hanum, Ika Pasca Himawati</i>).....	661
PROMOTING CULTURE IN EARLY AGE THROUGH COMIC, DIGITAL STORY TELLING AND VIDEO ANIMATION (<i>Suciana Wijirahayu, Hendro Priyatmoko, Yuni Ifayati</i>).....	672
IMPLEMENTATION OF COMMUNITY-BASED TOURISM IN THE DEVELOPMENT OF ECOTOURISM IN THE VILLAGE OF KERUJUK NORTH LOMBOK (<i>Deby Regina Br Bangun, Jekson Nainggolan, Nova Bernedeta Sitorus</i>).....	683
RIVER ECOTOURISM DEVELOPMENT AS A SUSTAINABLE SOCIO ENTREPRENEURSHIP ON THE GAJAH WONG RIVER BANK COMMUNITY IN YOGYAKARTA CITY (<i>Binti Masrurroh, Argyo Demartoto, Trisni Utami</i>)	697
COMMUNITY PARTICIPATION IN THE MANAGEMENT OF PENGLIPURAN VILLAGE AS SUSTAINABLE TOURISM BASED ON COMMUNITY INVOLVEMENT (<i>Ni Nyoman Sukerti, Ni Desak Made Santi Diwyarthi, Ni Luh Gde Sri Sadjuni</i>)	709
THE DRONE TECHNOLOGY DEVELOPMENT FOR SUSTAINABLE LOGISTIC ENVIRONME (<i>Wynd Rizaldy, Sandriana Marina, Lira Agusinta</i>).....	714
IMPLEMENTATION OF GREEN HUMAN RESOURCES MANAGEMENT IN HOSPITALITY INDUSTRY TO INCREASING ENVIRONMENTAL AWARENESS (<i>Dewa Bagus Dimas Yoga Erlangga</i>).....	728
FACTORS INFLUENCING OPEN DEFECATION BEHAVIOR IN LENGKONG GUDANG TIMUR VILLAGE	

<i>(Muhammad Rizqy, Suciana Wijirahayu Ahmad Zulaibib al Faqih, Diva Rifani Zafira, Muhammad Bayhaqi, Norman Raehan Saputra)</i>	734
IMPACT OF DENAI LAMA TOURISM VILLAGE DEVELOPMENT AGAINST THE ECONOMY OF LOCAL COMMUNITIES <i>(Ikhlas Ramadhan, Muhammad Rizki Lubis, Cindy Khairunnisa Marpaung, Jerian Rio Jimmy Purba, Wella Bella May Sheila V)</i>	742
ENTREPRENEURIAL PERSPECTIVE AMONG GEN Z STUDENTS AT POLITEKNIK PARIWISATA BALI <i>(I Gusti Ayu Agung Berlian Saputra, Ida Ayu Nyoman Yuni Devi Antari, Kadek Agung Laksana, Ni Desak Made Santi Diwyarthi)</i>	755
FACTORS INFLUENCING END-USER ACCOUNTING SYSTEM SATISFACTION AT 5-STAR HOTELS IN BADUNG REGENCY <i>(Komang Putri Meryastiti, Ni Made Sri Rukmiyati, Ni Luh Riska Yusmarisa)</i>	762
GEN Z PREFERENCE TOWARD PIZZA CULINARY BUSINESS <i>(Ni Luh Made Putri Andini, Ni Made Maya Arya Yulisa, Ni Putu Leona Sukma Dewi, Ni Desak Made Santi Diwyarthi)</i>	773
HOTELS AND RESTAURANTS SUSTAINABILITY: EVIDENCE FROM TOURISM INDUSTRY IN INDONESIA <i>(Ni Luh Putu Uttari Premananda)</i>	781
ENTREPRENEURIAL INTEREST TOWARDS CLOTHING BUSINESS (CASE STUDY TOWARD KEBAYA AND KAMEN) <i>(Dewa Ayu Noviyari Wedanti, Ni Kadek Maeda Wedari, Ni Kadek Nandita Maharani, Ni Desak Made Santi Diwyarthi)</i>	789
STUDY ON TOURIST PERCEPTION AND MULTIPLIER EFFECTS OF MALALAYANG BEACH WALK DEVELOPMENT IN MANADO CITY TOWARD THE LOCAL COMMUNITY ECONOMY <i>(Peter Karl Bart Assa)</i>	796
SYNOPSIS.....	810

THE INFLUENCE OF EMPLOYEE SERVICE QUALITY ON GUEST SATISFACTION AT BANYUBIRU RESTAURANT, THE LAGUNA A LUXURY COLLECTION RESORT & SPA HOTEL NUSA DUA BALI

¹Luh Putu Eka Pratiwi, ²Ni Luh Gde Sri Sadjuni, ³Ni Desak Made Santi
Diwyarthi

^{1,2,3}Bali Tourism Polytechnic

luhputuekapratiwi@gmail.com, sriesad@ppb.ac.id, santidiwyarthi@ppb.ac.id

Abstract

Service quality is defined by a level of guest satisfaction, however this level of guest satisfaction can be obtained from a comparison of the type of service actually received by guests with the type of service expected and the manner in which employees provide satisfactory service to guests is crucial in establishing service excellence. The Laguna Resort & Spa has a restaurant with a very luxurious interior, namely Banyubiru Restaurant. The restaurant is very concerned about the quality of service of their employees as one of the starred restaurants. In achieving guest satisfaction, Banyubiru Restaurant also has a standard operating procedure that has been established but they still have negative comment from the guests. The results of this study that related to the variables of Employee Service Quality and Guest Satisfaction that conducted at The Laguna Resort & Spa are mostly very satisfied with the staff who are accurate in serving the guest requests and needs according to what guests want. While the assessment of the completeness restaurant facilities is still in the good category but gets the lowest average compared to other statements so this point there needs to be improved. It can be concluded in this study that variable Employee Service Quality (X) has a positive and significant impact on Guest Satisfaction with $t_{count} > t_{table}$ value, $14.314 > 1.989$.

Keywords: Restaurant, service quality, guest satisfaction, hospitality

Introduction

The rapid development of accommodation services in Bali has resulted in higher business competition among hotels in selling their products and services. It is important for hotels to focus on customer/guest satisfaction in order to survive in the increasingly high business competition. Along with the hotel's main goal of achieving optimal room revenue, there is also another component, namely the restaurant, which is a supporting component in maximizing hotel revenue through food and beverage revenue and reviews of guests visiting the restaurant. Generating customer satisfaction can bring numerous advantages such as establishing a seamless connection between the customer and the company, creating a solid foundation for repeat purchases and engendering customer loyalty. This also results in positive word-of-mouth recommendations that is beneficial for the company (Fishendra, 2022).

This has an impact on one of the restaurants, namely Banyubiru Restaurant. Precisely located at The Laguna hotel a Luxury Collection Resort & Spa Nusa Dua, Bali. The efforts made by Banyubiru Restaurant in achieving the level of guest satisfaction through optimal service, such as implementing a service system that always exceeds guest expectations by giving surprises that are unexpected by guests so that it makes a characteristic of the restaurant in achieving the wishes of guests/customers. Guest satisfaction at Banyubiru Restaurant must be very concerned by the management where the guest assessment on the guest review trip advisor on the quality of service at Banyubiru Restaurant is still said to be lacking. There are also complaints about the service provided by employees so that the guest gives a bad assessment because the guest feels served by restaurant employees in a hurry to finish their breakfast so that the guest feels disappointed and causes dissatisfaction with the guest where the employee also says that the table they occupy wants to be used by another VIP guest. In addition, there was a review from another guest about Banyubiru Restaurant's employee service because when the guest was about to enjoy their breakfast at the restaurant, the restaurant entrance was not well managed by the hostess at Banyubiru Restaurant. The guest also said that they waited quite a long time to get a hot drink.

In this case, Banyubiru Restaurant staffs already have criteria for duties and responsibilities in accordance with the established SOP. But instead of that, there is a guest comment assessment that is still fairly low, especially in the services provided by Banyubiru Restaurant staffs. Therefore, the researchers aim to identify the main reasons for this and devise strategies for Banyubiru Restaurant at The Laguna Resort & Spa hotel to increase guest satisfaction.

Literature Review

1. Service Quality

Quality is one of the company's main assets in marketing its products to guests. Guest satisfaction will be achieved if the quality of the product/service matches their needs. Service quality is one of the keys that entrepreneurs must have, whether they are just starting a business or have been in the business world for years.

According to (Hermawan, 2018) service quality is a series of forms of privileges of a product or service that can provide the ability to satisfy guest needs and desires. Service quality according to Goetsch & Davis quoted in (Tjiptono and Chandra, 2016) is a constantly evolving situation pertaining to goods, services, personnel, methods, and surroundings that fulfill or surpass anticipated standards..

Measurement of service quality in general can be done using the SERVQUAL dimension method, namely service quality developed by Parasuraman, Zeithaml, and Berry (Parasuraman, 1990). The five dimensions developed includes tangibles, reliability, responsiveness, assurance, and empathy.

2. Guest/Customer Satisfaction

Satisfaction is the level of an individual's feelings after comparing the perceived performance/results to expectations. Satisfaction that has been formed can encourage consumers to make repeat purchases and later become loyal guests.

Apart from creating guest loyalty, satisfaction from customers can also form a recommendation both by word of mouth and social media.

According to Park in (Irawan 2021: 54), expressing The satisfaction of a customer refers to the emotions and opinions experienced by the customer after utilizing goods or services. Kotler and Keller (2016: 33) say guest satisfaction, which means satisfaction reflects an individual's assessment of perceived product performance in relation to expectations. Customers are disappointed when performance falls far short of expectations. Customers are satisfied when service meets expectations, and customers are satisfied when expectations are exceeded.

According to Sahabuddin (2019), satisfaction is a feeling that results from comparing what is felt with expectations related to the wishes or expectations of guests on products or services. The satisfaction of a guest is a sense of enjoyment or dissatisfaction that they experience after evaluating the performance or outcomes of a product, and comparing them to their own expectations.

According to Fandy Tjiptono (2014: p.368) there are ways to measure customer satisfaction in six core concepts regarding the object of measurement, as follows:

- 1) Overall customer satisfaction
- 2) Dimensions of Customer Satisfaction
- 3) Expectation Confirmation
- 4) Repurchase Interest
- 5) Willingness to recommend
- 6) Customer Dissatisfaction
3. Relationship between Service Quality and Customer/Guest Satisfaction

Factors that affect guest satisfaction, one of which is service quality. Service quality and guest satisfaction are closely related. Maintaining service quality is an absolute form of customer in assessing whether the company is worthy of being one of the desired choices to buy its products or not. This is what makes many customers assume that besides the company that has many customers, it must be combined with good quality feasibility as well. With good and good service quality, it will also get increased revenue for the company.

4. Restaurant

A restaurant is an establishment or facility run for profit that offers food and beverages to patrons with excellent customer service. According to Subakti (2014), a restaurant is means a part of tourism accommodation that serves the needs of tourists or customers. A restaurant is a place that provides services in food products, meaning that a place is categorized as a restaurant when there is a process of providing a food menu, as well as services that are part of the visitors or consumers who come.

According to Marsum (2008), A restaurant is a commercially organized place or building designed to provide guests with superior service in the form of food and drink. Restaurants themselves also have types. The types of restaurants described by Kurian and Muzumdar (2017) categorize restaurants into three groups, namely: fast food, casual dining, and fine dining.

5. Hotel

Tourism is synonymous with lodging. In every tourist destination area, it is certain to have a lot of lodging or what is commonly called a hotel. Hotels have many classifications according to existing levels. Hotel is an industry or service business that is managed commercially (Hermawan et al, 2018). According to the Decree of the Menparpostel No. KM/37 / PW / 304 / MPPT-86 is a type of accommodation that provides part or all of the building to provide lodging services, food and drinks and other services for the public, which are managed commercially. All hotels provide services to the general public. Therefore, hotels are categorized as public places. In the book *Tourism and Hospitality* written by Bagyono (2014), a hotel is a type of commercial and professional lodging facility available to all for lodging, dining and other services. Commercially-operated structures offer accommodations to the general public and offer services such as lodging services, dining services, luggage handling services, and laundry facilities.

Research Methods

This research used a quantitative approach to measure the influence of employee service quality on guest satisfaction at Banyubiru Restaurant. This study was also conducted by collecting secondary data and then primary data. Secondary data in this study were obtained from guest comments that have been attached to the trip advisor from January 2022 - December 2022, then data on the number of visitors who came to Banyubiru Restaurant in 2022. Others data is also supported from related journals and books. The data collection techniques used in this research are questionnaire, observation, interviews, and literature. Furthermore, the questionnaire was distributed to a predetermined sample of 83 respondents. Data analysis is assisted by using SPSS 23. The data sources can be divided into primary data and secondary data. Primary data is collected through questionnaires with a Likert scale of 5 from all guests who visited Banyubiru Restaurant, while secondary data is obtained from guest comments documented during their visit. Data analysis in this study was carried out using classical assumptions with normality test, and heteroscedasticity test, simple regression analysis, coefficient of determination analysis, and t test.

Results and Discussion

1. Results

a. Tabulation of Respondents' Answers Regarding Statement of the Employee Service Quality (X)

Tabulation of respondents' answers regarding the MICE Employee Service Quality (X) statement which can be seen below.

Table 1. Respondents' Answers to Employee Service Quality Statements (X)

No	Statement	Respondent Answers					Responde nt	Tota l Scor e	Mean	Categor y
		V P	P	A	G	V G				
		1	2	3	4	5				
1	The restaurant provides clean and comfortable area	0	0	7	52	24	83	349	4.20	Good
2	The restaurant has modern looking equipment	0	0	31	43	9	83	310	3.73	Good
3	Staff appearance (tidy and cleanliness)	0	0	21	47	15	83	326	3.93	Good
4	Completeness of restaurant facilities	0	7	31	44	1	83	288	3.47	Good
5	Staffs ability to handle guests problems	0	0	21	58	4	83	315	3.80	Good
6	Reliability of staff to serve the guest	0	0	18	55	10	83	324	3.90	Good
7	Staffs able to serve the guest demand accurately	0	0	0	50	33	83	365	4.40	Very Good
8	Quick/immediate service from staff	0	6	30	45	2	83	292	3.52	Good
9	Staffs are ready to respond to	0	0	21	58	4	83	315	3.80	Good

No	Statement	Respondent Answers					Responde nt	Tota l Scor e	Mean	Categor y
		V P	P	A	G	V G				
		1	2	3	4	5				
	guest requested									
10	Availability of staff in providing services	0	0	21	59	3	83	314	3.78	Good
11	Politeness and friendly staff	0	0	31	42	10	83	311	3.75	Good
12	Staff honesty and trusted	0	0	21	46	16	83	327	3.94	Good
13	Make the guests feel safe	0	0	21	58	4	83	315	3.80	Good
14	The staff has a good communication to the guests	0	0	18	56	9	83	323	3.89	Good
15	The staff gives the guests individualized attention	0	6	30	46	1	83	291	3.51	Good
16	Staffs understand the specific needs of their guests	0	0	21	59	3	83	314	3.78	Good
Total Service Quality of Banyubiru's Employees							5,079	61.19	Good	
Average Service Quality of Banyubiru's Employees							317.44	3.82		

[Source: Primary Data, 2023 (processed)]

Notes:

VP = Very Poor

P = Poor

A = Average

G = Good

VG = Very Good

The table shows the respondents' answers regarding 16 statements about Service Quality (X). The highest average for the Service Quality variable (X) is in the 7th statement of 4.40, namely "Staffs are able to serve the guest demand accurately" While the lowest average is in the 4th statement of 3.47, namely "Completeness of restaurant facilities." This shows that according to respondents, Service Quality at Banyubiru Restaurant in terms of staff expertise to serve guest requests and needs according to what guests want is precise and accurate. Guest requests and needs communicated to staff have been fulfilled properly and satisfy guests. However, what still needs to be improved is in terms of incomplete restaurant facilities.

The average value of the Service Quality variable (X) as a whole of 3.82 means that the Service Quality at Banyubiru Restaurant is in the interval 3.41 - 4.20 with a good category. Based on the perceptions of respondents at Banyubiru Restaurant, the overall quality of service provided by staff to guests is satisfying and good. However, it needs to be maintained for things that are already good and need improvement or improvement for things that are still lacking, such as facilities in the restaurant that need to be provided so that guest satisfaction can be maintained.

b. Tabulation of Respondents' Answers Regarding Statement of Customer Satisfaction (Y)

Tabulation of respondents' answers regarding Guest Satisfaction (Y) statement which can be seen below.

Table 2. Respondents' Answers to Guest Satisfaction Statements (Y)

No	Statement	Respondent Answers					Respondent	Total Score	Mean	Category
		VP	P	A	G	VG				
		1	2	3	4	5				
1	The services that give by staff are meet your expectation	0	0	0	20	63	83	395	4.76	Very Good
2	The restaurant has a high quality on their facilities	0	0	36	44	3	83	299	3.60	Good
3	The restaurant has a high quality on their services	0	0	10	56	17	83	339	4.08	Good

No	Statement	Respondent Answers					Respondent	Total Score	Mean	Category
		VP	P	A	G	VG				
		1	2	3	4	5				
4	You will choose Banyubiru Restaurant on your next visit	0	0	3	49	31	83	360	4.34	Very Good
5	You will use the same services	0	0	36	43	4	83	300	3.61	Good
6	You will buy the same menu	0	0	10	58	15	83	337	4.06	Good
7	You would recommend the restaurant to others	0	0	3	46	34	83	363	4.37	Very Good
8	You would recommend the restaurant on social media	0	0	0	21	62	83	394	4.75	Very Good
9	You will never switch to other restaurants	0	0	37	43	3	83	298	3.59	Good
10	Problem are solved	0	0	10	56	17	83	339	4.08	Good
11	Complaint are handled	0	0	3	48	32	83	361	4.35	Very Good
Total Guest Satisfaction								3,785	45.60	Good
Average Guest Satisfaction								344.09	4.15	

[Source: Primary Data, 2023 (processed)]

Notes:

VP = Very Poor

P = Poor

A = Average

G = Good

VG = Very Good

The table shows the respondents' answers regarding 11 statements about Guest Satisfaction (Y). The lowest average for the Guest Satisfaction (Y) variable statement of 3.59 is in the 9th statement, namely "You will never switch to other restaurants." While the highest average is on the 1st statement with an average value of 4.76, namely "The services that give by staff are meet your expectations." This shows that most respondents think that Banyubiru Restaurant is not the only choice for eating and drinking. Many other restaurant options can be visited by guests because guests tend to get bored easily and want to find other variations with different types of menus, atmosphere, flavors and services. The quality of service provided by the staff is very good and meets guest expectations. The average value of the overall Guest Satisfaction variable (Y) of 4.15 means that overall Guest Satisfaction at Banyubiru Restaurant is in the interval 3.41 - 4.20, which is a good category. Respondents feel good Guest Satisfaction at Banyubiru Restaurant because the service provided by the staff is of good quality.

c. Data Analysis

Data calculation and analysis were performed using SPSS version 23 for Windows statistics. Executed using SPSS, processed results will be obtained which will be explained so that a conclusion is obtained.

1) Simple Linear Regression Analysis

To determine the change in the dependent variable (Y), which is a Guest Satisfaction that is influenced by the independent variable (X), which is a Service Quality, a simple linear regression analysis is utilized (Sugiyono, 2013: 261). The table below shows the results of a simple linear regression study using SPSS version 23 for Windows.

Table 3. Results of Simple Linear Regression Analysis

		<i>Coefficients^a</i>				
		<i>Unstandardized Coefficients</i>		<i>Standardized Coefficients</i>	<i>t</i>	<i>Sig.</i>
<i>Model</i>	<i>B</i>	<i>Std. Error</i>	<i>Beta</i>			
<i>1</i>	<i>(Constant)</i>	<i>14.314</i>	<i>3.345</i>		<i>4.279</i>	<i>.000</i>
	<i>Employee Service Quality</i>	<i>.511</i>	<i>.054</i>	<i>.722</i>	<i>9.400</i>	<i>.000</i>

a. Dependent Variable: Guest Satisfaction

Source: Primary Data, 2023 (processed)

The table above shows that the constant value is 14.314 and the quality of service (X) is 0.511. Based on the values of the constant and independent variable regression coefficient, a simple linear regression equation is obtained as follows:

$$Y = 14.314 + 0.511 X$$

Based on calculations using the formula $Y = a + b$ (Sugiyono, 2013: 277), to obtain a simple linear regression line equation that provides information about:

a) Constant = 14.314

If Guest Satisfaction has a constant value of 14,314 and the Service Quality variable is removed, Guest Satisfaction will still be worth that amount. As the independent variable (Service Quality) increases, the dependent variable (Guest Satisfaction) also rises as a result of the independent variable's rising positive value.

b) Employee Service Quality (X) = 0.511

Given that the other variables are held constant and the regression coefficient value of the Service Quality variable (X) on Guest Satisfaction is 0.511, Guest Satisfaction will rise by 0.511 if Service Quality (X) rises by one unit. The link between Service Quality (X) and Guest Satisfaction is unidirectional since the coefficient of Service Quality (X) is positive. The Guest Satisfaction variable will rise as the Service Quality (X) variable does.

2) T test

This test is conducted to determine if the independent variable, service quality, has a significant impact on the dependent variable, guest satisfaction (Sunyoto, 2013: 50). This t-test is based on his two considerations of comparing tcount values with ttable and significance values. The t-test results in the following table.

Table 4 T test Results

Variable	t-count	Sig	Description
Service Quality (X)	14.314	0,000	Significant

Alpha (α) 0,05

Source: Primary Data, 2023 (processed)

Based on the table above, the t-test can be formulated as follows:

a) Testing Hypotheses

H0: Employee service quality has no significant influence on guest satisfaction at Banyubiru Restaurant The Laguna Resort & Spa hotel.

Ha: Employee service quality has a significant influence on guest satisfaction at Banyubiru Restaurant The Laguna Resort & Spa hotel.

b) Determine the value of t-count

Based on the table above, it is able to be visible that the tcount value of Service Quality (X) is 14.314 with a significance of less than the α value ($0.000 < 0.05$).

c) Determine the t-table value

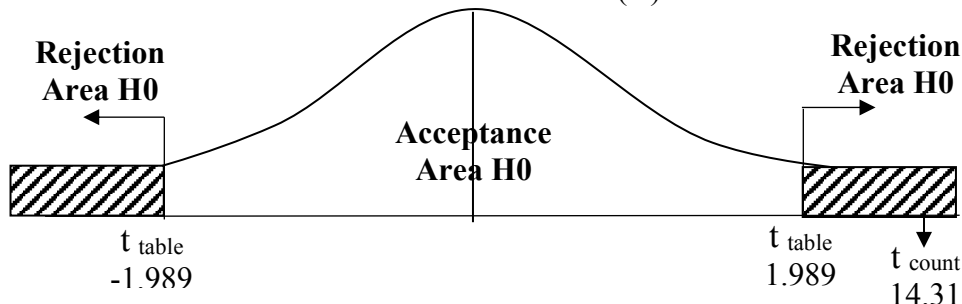
The significance level used in this test is 0.05 or α (confidence level) = 5% with degree of freedom (degree of freedom) $df = n - k$. The value of $n = 83$ and $k = 1$, then $df = 83 - 1 = 82$. The amount of t table = $t(\alpha, df)$ so the value sought is $t(0.05; 82)$. Based on the t distribution table in appendix 6, the value of t table = 1.989 (Pratiwi, 2017).

d) Comparing the t-count value with t-table

If $t\text{-count} > t\text{-table}$ or significance value $< \alpha$ then H0 is rejected and Ha is accepted.

If $t\text{-count} \leq t\text{-table}$ or significance value $> \alpha$ then H0 is accepted and Ha is rejected.

Figure 1. Distribution Curve Test t-test Coefficient of Service Quality (X) on Guest Satisfaction (Y)



The figure above suggests that the value of $t\text{-count} > t\text{-table} = 14.314 > 1.989$ and the significance value $< \alpha = 0.000 < 0.05$ then H_0 is rejected and H_a is well-known. This indicates that Service Quality (X) has a significant effect on Guest Satisfaction at Banyubiru Restaurant with an error rate of 5%, 95% confidence and 82 degrees of freedom.

3) Coefficient of Determination

The purpose of the coefficient of determination analysis is to determine the percentage of variables under study, namely the independent variable Service Quality on the dependent variable, Guest Satisfaction (Y). The following table indicates the calculated results of the coefficient of determination analysis.

Table 5. Determination Coefficient Test Results

Model Summary^b

<i>Model</i>	<i>R</i>	<i>R Square</i>	<i>Adjusted R Square</i>	<i>Std. Error of the Estimate</i>
1	.722a	.522	.516	3.02123

a. Predictors: (Constant), Service Quality

b. Dependent Variable: Guest Satisfaction

Source: Data processed using SPSS 23

The table above shows that the R squared values obtained from the analysis results means the dependent variable can be explained by using the independent variable. A maximum of 52.2% ($0.651 \times 100\%$) and the last 47.8% ($100\% - 52.2\%$) is explained by other variables no longer used on this study. According to Ghozali's theory (2013: 95), if the coefficient of determination interval is between 40% - 59.9%, the coefficient of determination may be stated to be mild. The coefficient of determination for this study was 52.2%, showing that the independent variable has a mild effect on the dependent variable and a moderate effect from the independent factors on the dependent variable.

Service Quality has a moderate influence on Guest Satisfaction at Banyubiru Restaurant compared to other independent variables not examined in this study. This shows that the quality of service that is applied both good and bad will greatly affect guest satisfaction, therefore management needs to continue to improve service quality in order to maintain and increase guest satisfaction.

4) Discussion

The results of research related to the variables of Service Quality and Guest Satisfaction that researchers conducted at Banyubiru Restaurant were obtained. The highest average for the Service Quality variable (X) is in the 7th statement of 4.40, namely "Staffs are able to serve the guest demand accurately." While the lowest average is in the 4th statement of 3.47, namely "Completeness of restaurant facilities." This shows that according to respondents, Service Quality at Banyubiru Restaurant in terms of staff expertise to serve guest requests and needs according to what guests want is precise and accurate. Guest requests and needs communicated to staff have been fulfilled properly and satisfy guests. However, what still needs to be improved is in terms of incomplete restaurant facilities. The average value of the Service Quality variable (X) as a whole of 3.82 means that the Service Quality at Banyubiru Restaurant is in the interval 3.41 - 4.20 with a good category. Based on the perceptions of respondents at Banyubiru Restaurant, the

overall quality of service provided by staff to guests is satisfying and good. However, it needs to be maintained for things that are already good and need improvement or improvement for things that are still lacking, such as facilities in the restaurant that need to be provided so that guest satisfaction can be maintained. The lowest average for the Guest Satisfaction (Y) variable statement of 3.59 is in the 9th statement, namely "You will never switch to other restaurants." While the highest average is in the 1st statement with an average value of 4.76, namely "The services that give by staff are meet your expectations." This shows that most respondents think that Banyubiru Restaurant is not the only choice for eating and drinking. Many other restaurant options can be visited by guests because guests tend to get bored easily and want to find other variations with different types of menus, atmosphere, flavors and services. The quality of service provided by the staff is very good and meets guest expectations. The average value of the overall Guest Satisfaction variable (Y) of 4.15 means that overall Guest Satisfaction at Banyubiru Restaurant is in the interval 3.41 - 4.20 with a good category. Respondents feel good Guest Satisfaction at Banyubiru Restaurant because the service provided by the staff is of good quality.

The study demonstrated that quality of service has a significant impact on guest satisfaction at a Banyubiru restaurant. The findings of the t test for the Service Quality variable, which showed a $t_{count} > t_{table}$ value of $14.314 > 1.989$ and a significance value of $0.0000.05$, support this. The value of service quality is 0.511, indicating that if it rises by one unit while the other variables stay the same, the guest will be more satisfied. By and large, the problem statements were answered according to the hypotheses proposed. Service Quality has a moderate impact on Guest Satisfaction, moreover, this The coefficient of determination test results also show that the variable quality of service contributes 52.2% to guest satisfaction, with other variables that were not considered in this study accounting for the remaining 47.8%. Product quality, pricing, and location are additional independent variables that may have an impact on customer satisfaction in addition to service quality.

This findings of this study are consistent with those of previous studies by Shinta, Sunyoto, and Denny (2020), Abdul Gofur (2019), and Zahara, Andreansyah and Wati (2016) which state that Service Quality has a significant effect on Guest Satisfaction. This means when Service Quality increases, Guest Satisfaction will also increase because it has a significant and strong influence between Service Quality and Guest Satisfaction. So management needs to pay attention and improve Service Quality in order to increase Guest Satisfaction.

Conclusions

Based on the results of the research conducted, it can be concluded in this study that the Service Quality variable has a significant impact on Guest Satisfaction with a $t_{count} > t_{table}$ value, namely $14.314 > 1.989$. Service Quality is positive with a guest satisfaction beta score of 0.511, therefore, increasing the quality of service (X) increases guest satisfaction. Service Quality impacts Guest Satisfaction by 52.2% in the moderate category, while the remaining 47.8% it is influenced by other variables not considered in this study. The conclusion is the

management of The Laguna Resort & Spa can maintain and improve the quality of employee services to increase customer satisfaction. Management can also conduct training and development program for Banyubiru Restaurant Employees to increase knowledge and skills in providing good services to the guests.

References

- Bagyono. 2014. *Pariwisata dan Perhotelan*. Bandung: Alfabeta
- Fandy Tjiptono. 2014. *Pemasaran Jasa-Prinsip, Penerapan, dan Penelitian*. Yogyakarta: CV Andi.
- Fishendra, M. N. (2022). *TERHADAP KEPUASAN TAMU KLIRI COFFEE AND*.
- Ghozali, Imam. (2013). *Aplikasi Analisis Multivariat dengan Program IBM SPSS. Edisi 7*. Semarang: Penerbit Universitas Diponegoro.
- Husein, Umar. (2011). *Metode Penelitian Untuk Skripsi dan Tesis Bisnis Edisi 11*. Jakarta: PT Raja Grafindo Persada
- Hermawan, H., Brahmanto, E dan Faizal H. 2018. *Pengantar Manajemen Hospitality*. Pekalongan: Penerbit NEM.
- Hermawan, S. (2018). *Analisis Proses Pelayanan Ijin Mendirikan Bangunan Di Dinas Penanaman Modal dan Pelayanan Terpadu Satu Pintu Kota Semarang (Doctoral dissertation, Faculty of Social and Political Sciences)*.
- Irawan, H. (2021). *Manajemen Merek & Kepuasan Pelanggan*. Pekalongan. PT. Nasya Expanding Management (NEM). Diambil dari:<http://books.google.com>
- Parasuraman, Valarie A., Zeithmal, Leonard L Berry. 1990. *Delivering Quality Service, Balancing Customer Perception and Expectations*. New York: Free Press.
- Pratiwi, N. (2017). *Titik Persentase Distribusi t: d.f. = 1-200*. (<https://rufiismada.files.wordpress.com/>, diakses pada 15 Agustus 2022).
- Subakti, A. G. (2014). *Analisis Kualitas Pelayanan (Agung Gita Subakti) ANALISIS KUALITAS PELAYANAN DI RESTORAN SAUNG MIRAH, BOGOR. Binus Business Review, 5(1), 49–56*.
- Sugiyono. (2013). *Metode Penelitian Kuantitatif Kualitatif dan R&D (19th ed.)*. CV. Alfabeta.
- Sunyoto, Danang. (2013). *Metodologi Penelitian Akuntansi*. Bandung: PT Refika Aditama Anggota Ikapi.



Synopsis

The 3rd International Hospitality Entrepreneurship and Innovation Conference 2023 (The 3rd InHEIC 2023) is an International Conference, managed by the student of Hotel Management Study Program Class D of 2019 Bali Tourism Polytechnic, conducted with a hybrid concept.

This International Conference, includes 2 sessions, namely Panelist Sessions and Parallel Session. Before these sessions there is 1 Keynote Speaker from Ministry of Tourism and Economy Creative. In Panelist Session there are 10 invited speakers. Five of them are practitioners and the other half is academician. On Parallel Session, there were 11 breakout rooms. This session provided for scholars and industry professionals to meet and share their contemporary research, as well as get their paper published.



<https://inheic.com>



087819323775



inheic@ppb.ac



[inheic.ppb](https://www.instagram.com/inheic.ppb)



[inheic.ppb](https://www.facebook.com/inheic.ppb)



Bali Tourism Polytechnic, Bali - Indonesia

ISSN 2962-6668



9

772962

666006