

Consumers' Expectation and Perception on Service Quality in Hospitality at the Educational Hotel

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Abstract. Based on the results of preliminary observations, there was a mismatch between the consumers' expectation and perception on the quality service of the Educational Hotel. The research design used was descriptive, quantitative, and qualitative to describe users' expectation and perception on the service quality of the Educational Hotel. The outcomes of this research were: (1) indicators of users' satisfaction; (2) educational hotel service management model. The results of the educational hotel service quality showed that 60% of respondents stated that there was a match between expectations and perceptions in terms of physical dimension. Additionally, the other dimensions covering; reliability (34%), responsiveness (30%), assurance (30.5%), and empathy (30%) of the respondents mentioned that there was a match between expectations and perceptions. The four dimensions of hotel service quality had a percentage value of <50%, meaning that the educational hotel needs to take action to improve the service management and employees' skills.

Keywords: Consumer, expectation, perception, hospitality service.

1 Introduction

Jember is one of the districts in the province of East Java with high tourism potential, ranging from village tourism, agrotourism, ecotourism, and edutourism. Over the past seven years, the management of these tours has been at the level of the Jember district government through various events. [1] said that Jember has enormous natural wealth and, if developed, could attract tourists to spend their holidays in this district. Locally generated revenue from the Jember tourism sector reached Rp. Seventeen billion even though it has yet to fully develop the entire tourism sector.

Along with the development of tourist attractions in Jember Regency, hospitality businesses ranging from budget hotels to four-star hotels are starting to appear in almost all areas of Jember district. Based on data from the Jember Tourism and Culture Office, it was recorded that in 2012, there were only around 35 hotels and residences in the entire Jember district, but up to 2017, there were 52 hotel residences spread across several sub-districts in Jember [2].

Politeknik Negeri Jember (Polije), one of the state universities with a Tourism Destination study program, also provides hotel-related provisions to its students by providing learning

infrastructure in the form of an educational hotel called an integrated hospitality laboratory. Currently, Educational Hotel Polije is one of the Teaching Factories in Politeknik Negeri Jember in line with the change of Polije's status to a Public Service Agency. Apart from being an educational hotel for students, this educational hotel is also rented out to the general public who need accommodation (hotel) with adequate facilities. According to [3], a hotel is a type of accommodation that uses part or all of a building to provide lodging, food and drink, and other services for the public, managed commercially. It is further said that in the accommodation business, several main services are offered, including lodging, providing food and drinks, organizing entertainment, washing clothes, and other additional services.

Efforts to improve the quality of service in hotel businesses, especially at Educational Hotel Polije, should be made to balance the competition in the hotel business in Jember Regency, which is increasingly fierce. Implementation of management strategies to improve service quality is carried out after knowing where clients come from and what level of satisfaction they expect [4]. Market research is needed, especially users' perceptions on the service quality provided by the educational hotel, to obtain an overview of the service quality, users' expectations, and perceptions by studying users' needs and tastes regarding the educational hotel residential services offered. The service quality of the hotel is committed to establishing quality standards that will be aligned with all activities, teams, and units that will ultimately be in the best interests of the hotel service needs; besides encouraging cooperation, teamwork, and social responsibility commitment, the more resource efficient the organization [5].

The effort of Educational Hotel Polije is to win the competition by providing more value to users by offering quality residential facilities and services at competitive prices and creating a different form of service from its competitors. One of these efforts is to innovate service packages with the concept of residential and educational integration. Educational hotel Polije, tries to attract visitor interest by carrying out promotions by providing brochures and offers via social media; however, extracting data related to users' perceptions of the quality of educational hotel services is very important.

Problem identification was carried out by identifying the service quality of the educational hotel Politeknik Negeri Jember. This description is the basis for carrying out this research, with the priority of research activities being more emphasis on extracting data on users' perceptions of residential users of educational hotel Polije as a step towards developing residential service businesses. This research will analyze users' expectations and perceptions of the service quality of educational hotel Polije with the dimensions: tangibles, reliability, responsiveness, assurance, and empathy.

2 Research Method

The research location for collecting primary data related to facilities and services was carried out at the Politeknik Negeri Jember Integrated Hospitality Laboratory. Primary data related to users' expectations and perceptions was collected online by distributing questionnaires, while secondary data collection was at the Tourism and Culture Office Jember District and online data from Central Bureau of Statistics or Badan Pusat Statistik (BPS) Jember District.

2.1 Procedures of Collecting Data

Data collection in this research was carried out in three stages, namely:

- a. The stage before collecting data in the field, namely conducting observations and preliminary research at the Educational Hotel Polije
- b. The primary data collection stage is identifying users' expectations and perceptions in the form of observations made by distributing questionnaires and online interviews
- c. The secondary data collection stage was obtained from visitors to the Educational Hotel Polije, the Department of Tourism and Culture, and the Jember Regency Statistics Office through surveys and statistical compilations. Apart from that, secondary information and data were obtained from libraries and literature, both published and unpublished.

2.2 Research Instruments

Data on identifying users' expectations and perceptions was collected by distributing questionnaires online and offline, and the data collected was then analyzed using the Servqual method. The observation parameters include:

Table 1. Parameters for Identifying Users' Expectations and Perceptions of the Quality Service of the Educational Hotel Polije

No	Parameter	Method Specification
Tangibles		
1	Facility	Likert scale questionnaire
2	Equipment	Likert scale questionnaire
3	Environmental conditions	Likert scale questionnaire
4	Room/room condition	Likert scale questionnaire
5	Employee performance	Likert scale questionnaire
Reliability		
1	Speed of service	Likert scale questionnaire
2	Accuracy of information data	Likert scale questionnaire
3	Service suitability	Likert scale questionnaire
Responsiveness		
1	Notify service time	Likert scale questionnaire
2	Availability and thoroughness in answering users' questions	Likert scale questionnaire
3	Provide immediate service response	Likert scale questionnaire
4	Ability to help customers	Likert scale questionnaire
5	Sympathy for users	Likert scale questionnaire
Assurance		
1	Adequate service skills	Likert scale questionnaire
2	Completely handle service problems	Likert scale questionnaire
3	Show good manners	Likert scale questionnaire
4	Putting the interests of users first	Likert scale questionnaire
5	Trustworthy	Likert scale questionnaire
6	Adequate security guarantee	Likert scale questionnaire
Empathy		
1	Understanding users' needs	Likert scale questionnaire
2	Provide adequate service time	Likert scale questionnaire
3	Providing assistance with customer difficulties	Likert scale questionnaire

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|---|---|----------------------------|
| 4 | Explain in language that is easy to understand and fits the context | Likert scale questionnaire |
| 5 | Ease of contact | Likert scale questionnaire |

3 Results and Discussions

3.1 Results

Initial data collection was carried out at the Integrated Hospitality Laboratory (Educational hotel Polije), covering: (1) visitor data and booking methods; (2) Educational hotel polije residential facilities; (3) access to information; (4) the number of employees and their competencies; and (5) residential security. Figure 1 presents a front view of the Educational Hotel Polije residence.



Fig. 1 . Educational Hotel Polije

This research was conducted from July to October 2023, with 30 research respondents who used the Educational Hotel Polije residential facilities. The criteria of the respondents included individuals or groups with an age limit of over 17 years. The results of users' expectations and perceptions can be seen in Table 2.

Table 2 . The Results of Users' Expectations and Perceptions on the Service Quality of the Educational Hotel Polije

No	Parameter	Results of Identification					% Conformance
		1	2	3	4	5	
Tangibles							
1	Facility	-	4	11	15	-	60
2	Equipment	-	-	12	18	-	
3	Environmental conditions	-	-	13	15	2	
4	Room/room condition	-	-	4	18	8	
5	Employee performance	-	-	16	14	-	
Reliability							
1	Speed of service	-	4	16	10	-	34
2	Accuracy of information data	-	15	10	5	-	
3	Service suitability	-	2	12	16	-	
Responsiveness							
1	Notify service time	-	9	15	6	-	30
2	Availability and thoroughness in answering users' questions	-	10	16	4	-	
3	Provide immediate service response.	-	10	9	11	-	

4	Ability to help customers	-	13	10	7	-	
5	Sympathy for users	-	-	13	17	-	
Assurance							
1	Adequate service skills	-	-	19	11	-	
2	Completely handle service problems	-	2	16	12	-	
3	Show good manners	-	-	19	11	-	
4	Putting the interests of users first	-	-	23	7	-	30,5
5	Trustworthy	-	-	20	10	-	
6	Adequate security guarantee	-	-	26	4	-	
Empathy							
1	Understanding users' needs	-	-	28	2	-	
2	Provide adequate service time	-	1	24	5	-	
3	Providing assistance with customer difficulties	-	-	17	13	-	30
4	Explain in language that is easy to understand and fits the context.	-	1	13	16	-	
5	Ease of contact	-	6	15	9	-	

Notes: 1 = Very inappropriate; 2 = Not suitable; 3 = Average, 4 = Appropriate; 5 = Very suitable

3.2 Discussions

The problem identification was carried out by identifying the service quality of the Educational Hotel Polije. It was done to find out the producer's point of view in managing and providing services so that an idea of the target quality of residential rental services was obtained from the producer's perception. The interview was directed at finding the service quality indicators; users' expectations, compared to users' perceptions (quality and suitability). Based on the results of identifying users' expectations and perceptions, 60% of respondents stated that physically, the service quality of the Educational Hotel met the users' expectations, 34% of respondents stated that there was a match between users' expectations and perceptions in terms of reliability, responsiveness and empathy. 30% of respondents also stated that it was appropriate in terms of guarantees, and there was a match between expectations and perceptions mentioned by 30.5% of respondents.

It showed that the majority of respondents consider that the service quality provided by the Educational Hotel Polije was still in average hotel service standards and did not show significant advantages in the service quality. However, it still met the users' expectations. Figure 2 shows the percentage of users' expectations and perceptions on the service quality of the Educational Hotel Polije.

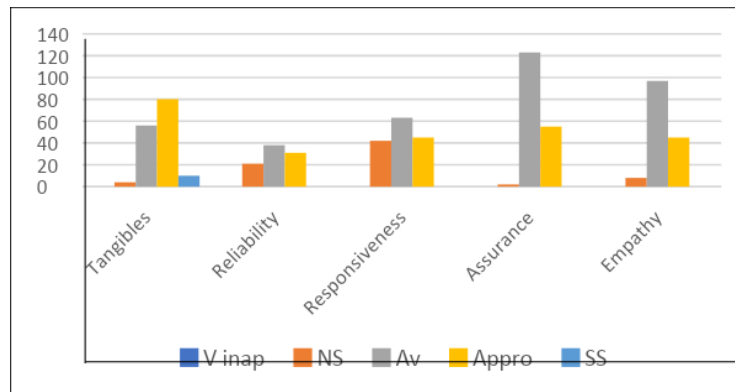


Fig. 2. Users' Expectations and Perceptions on the Service Quality of the Educational Hotel Polije

It can be seen from Figure 2 that the physical quality indicator has the highest level of suitability compared to the other dimensions' suitability levels. It means that physically, the service quality of the Educational Hotel Polije met users' needs for residential business service conditions, while the service quality indicators did not match the users' perceptions. It indicates the weaknesses in the service quality of the Educational Hotel Polije. The new paradigm regarding business service quality references always focuses on users' needs. In other words, a product and service consider to have good quality if it meets the users' needs, or it can be utilized properly and prepared and presented in a good and correct way [4].

Not only can discrepancies in users' expectations and perceptions be caused by the weaknesses and deficiencies of the Educational Hotel service but also by the errors that cause defects in services and products, especially those caused by humans (human error); the employees or users. In response to those discrepancies, some efforts can be made to equip the employees to serve and deal with users' behavior. [5] stated that improving the quality of hotel services, especially handling customer problems and effective communication with customers can be done by providing employees with some trainings such as motivation training, hotel service training and basic hotel training.

Openness and ease of communication with users can be done to reconcile expectations with users' perceptions of the service quality provided by the Educational Hotel policy. This is in line with the opinion of [6] who mentioned that easy access to information and good communication can increase users' confidence. Besides, openness in hotel services is also a form of producer empathy towards users because [7] defines service quality as a level of excellence. The customers expect to control the level of excellence to fulfill users' needs. In other words, according to [8], service quality is the user's view of the comparison between expectations and the reality obtained from a service.

The efforts made by the Educational Hotel Polije to minimize service defects covered communicating with customers regarding physical facilities, employee services, desired guarantees, as well as ensuring that positive information that users will convey to their colleagues was related to the quality of service provided by Educational Hotel Polije. According

to [9], product and service quality had a positive effect on purchasing decisions and users' satisfaction.

4 Conclusions

Based on the results of research on users' expectations and perceptions on the service quality of the Educational Hotel Polije, the physical dimensions are in line with users' expectations for a three-star hotel. The results of research on the dimensions of responsiveness, reliability, assurance, and empathy show that the percentage of conformity between users' expectations and perceptions is <50%. Hence, it can be concluded that Educational Hotel Polije needs to improve service quality, especially in responsiveness, reliability, assurance, and empathy.

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