

The Effect of Service Quality and E-Service Quality on Customer Satisfaction in Bukit Vista Hospitality Customers

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Abstract-In the current digital era, service quality has developed into e-service quality (E-SERVQUAL) which contributes passively and actively to services through electronic media to facilitate service delivery to consumers. Bukit Vista Hospitality is a hospitality villa management company that utilizes conventional and online services to support its services to consumers to be able to provide a competitive advantage in the market. The study used quantitative methods by collecting data for 208 respondents using purposive sampling technique which was analyzed using multiple linear regression analysis using IBM SPSS 22 software. The results showed that service quality and e-service quality had a positive and significant influence on customer satisfaction. Hypothesis testing states that service quality and e-service quality have a partial and simultaneous relationship to customer satisfaction. The results also show that service quality and e-service quality have an effect of 35.4% on customer satisfaction. It is recommended that Bukit Vista Hospitality improve its services because it is found that service quality and e-service quality have a positive influence on customer satisfaction so it is very relevant to improve services in this aspect in order to create much better customer satisfaction.

Keywords: service quality, e-service quality, customer satisfaction

1. Introduction

The tourism sector, which is closely related to the hospitality industry, must prioritize the quality of service for its consumers. Bali as Indonesia's leading tourism sector has cumulatively decreased by 9.3% due to the COVID-19 pandemic (Ministry of Tourism and Creative Economy, 2021). According to the Central Bureau of Statistics of Bali Province (2021), the rate of foreign visits dropped dramatically to -83% and domestic to -56.4% in 2020. Bukit Vista Hospitality, which manages 116 properties including hotels, villas and guesthouses, has also felt the impact of the COVID-19 pandemic. Bukit Vista itself has a reservation service offering, which is an online system with the most consumers ordering through the Airbnb platform and on-site or offline services. Due to the COVID-19 pandemic, the number of consumer reviews in 2021 dropped to 1,328 reviews, positive reviews dropped to 87.12%, and negative reviews rose to 10.17%. This means that there is an indication of a decrease in customer satisfaction at Bukit Vista Hospitality. This is also supported by a decrease in the Check In Experience assessment by 3.6%, the misalignment of delivery of service with the company's SOPs, management expectations through service level agreements (SLAs) which are quite demanding in the post-COVID-19 period, often found Software bugs, degraded coordination, and miscommunication online support. Therefore, this research will focus

on the effect of service quality and e-service quality on customer satisfaction among Bukit Vista Hospitality consumers.

2. Literature Review

2.1 Previous Research

Research by Ali et al. (2021) found that the dimensions of tangible, responsiveness, empathy, and assurance have a positive influence on customer satisfaction. Research by Khatab et al. (2019) results that service quality variables and all their dimensions have a significant and positive influence on customer satisfaction. Research by Virgianne et al. (2019) concluded that the independent variable e-service quality has a positive and significant influence on the dependent variable customer satisfaction. Research by Chesanti & Setyorini (2018) shows that the independent variable of e-service quality has a positive influence on customer satisfaction.

2.2 Theoretical Foundation

2.2.1 Service Quality

According to Kotler and Keller (2016), stating service quality or service quality initially arises from the needs of a consumer which then leads to a sense of satisfaction related to the pleasant feeling or perception of the service obtained. Ali et al. (2021) to identify service quality is to use 5 dimensions, namely: (1) Tangible; (2) Reliability; (3) Responsiveness; (4) Assurance; (5) Empathy.

2.2.2 E-Service Quality

Gotama and Indrawati (2019) stated that the quality of electronic services is a measure of how high the application's ability to serve transactions in the form of effective and efficient shopping, payment, and delivery service processes. Wirapraja et al., (2021) stated that there are 7 dimensions of e-service quality, including: (1) Efficiency; (2) Reliability; (3) Fulfillment; (4) Privacy; (5) Responsiveness; (6) Compensation; (7) Contact.

2.2.3 Customer Satisfaction

Kotler & Keller (2016) define customer satisfaction as a feeling of happiness or disappointment from consumers arising from the performance or results of products and services in accordance with expectations. According to Sugiarto (2017) there are dimensions that affect consumer satisfaction, including: (1) Customer Value; (2) Customer Response; (3) Customer Perception.

3. Research Framework

3.1 Analysis Model

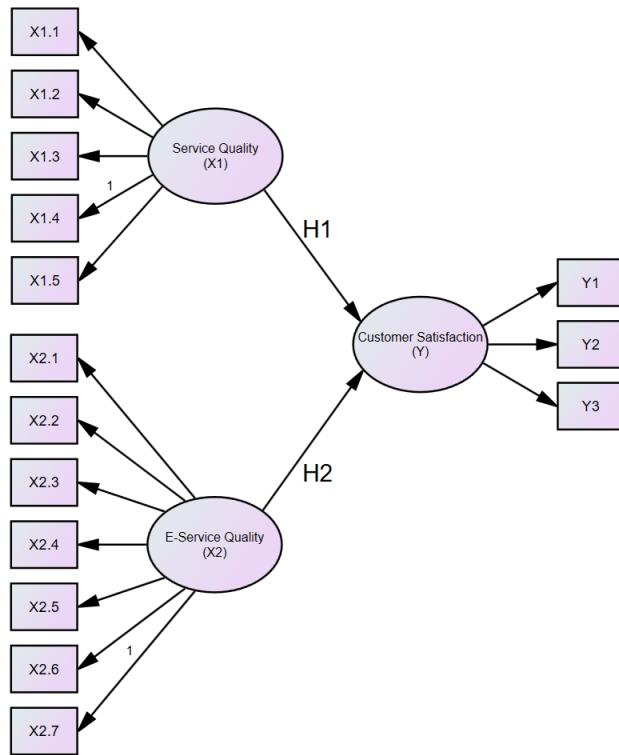


Figure 3.1 Thinking Outline

Source: SPSS Amos; Data processed (2022)

3.2 Hypothesis

H₁: The independent variable of service quality has a positive influence on the dependent variable of customer satisfaction

H₂: The independent variable e-service quality has a positive influence on the dependent variable customer satisfaction

4. Research Methods

4.1 Types of Research, Samples, and Data Collection

The study used a quantitative approach. The research population is enterprise consumers who have booked rooms through Airbnb in the period 2020-2021 with a total population of 26,613. The research sample used purposive sampling technique so that 208 samples were obtained. Collection of research data using questionnaires. The types of research data are primary and secondary data with measurements using the Likert scale 1-5.

4.2 Operational Variables and Definitions

Table 4.1 Operational Definitions of Variables

5. Variable	Conceptual Definition	Indicator	Operational Definition	Source
<i>Service Quality (X1)</i>	According to Kotler and Keller (2012), stating service quality or service <i>quality</i> starts from customer needs and leads to a sense of satisfaction which concerns the positive perception obtained from the service.	1. <i>Tangible</i> 2. <i>Reliability</i> 3. <i>Responsiveness</i> 4. <i>Insurance</i> 5. <i>Empathy</i>	1. It is necessary to take care and attention given by the company to consumers, including physical facilities, equipment, employees and communication facilities. 2. The company's ability to serve consumers in accordance with promises in a timely manner with what has been promised in a timely, accurate, satisfactory, and quality manner. 3. The company's ability to provide services quickly and responsively, including helping customers and providing responsive service. 4. The company through employees has the knowledge, ability, courtesy and trustworthy nature of the staff, free from danger and communication risks. 5. The company's ability to provide attention and sensitivity to consumers to consumer needs.	Ali et al. (2021)
<i>E-Service Quality (X2)</i>	Parasuraman, <i>et al.</i> (2005) states <i>e-service quality</i> is the extent to which websites can facilitate purchases, deliveries, and transactions efficiently and effectively.	1. <i>Efficiency</i> 2. <i>Reliability</i> 3. <i>Fulfillment</i> 4. <i>Privacy</i> 5. <i>Responsiveness</i> 6. <i>Compensation</i> 7. <i>Contact</i>	1. A measure of the ease of users in using the website, finding products, and information related to the desired product. 2. The website has the ability to facilitate user activities. 3. The Company through its website provides the best services such as room availability and service delivery according to the time and what is promised. 4. The website provides a sense of security for consumer data with guaranteed site security. 5. The website has features to respond to requests and complaints, as well as provide solutions to consumers in a fast time. 6. The website has mechanisms and procedures or refunds to consumers. 7. The website has features that can connect consumers to <i>customer service</i> via message and phone.	Wirapraja, Aribowo, and Setyoadi (2021)
<i>Customer Satisfaction (Y)</i>	Kotler and Keller (2007: 177) stated that customer satisfaction is a feeling of pleasure / happiness or disappointment from consumers that arises after the performance or results of products and services in accordance with expectations.	1. <i>Customer Value</i> 2. <i>Customer Response</i> 3. <i>Customer Perception</i>	1. Receiving, responding and appreciating complaints from customers. 2. Customers provide suggestions and ideas for the company. 3. Customers are satisfied with the process and services offered.	Sugiarto (2017)

Source: Simamora (2012), Wirapraja, Aribowo, and Setyoadi (2021), Sugiarto (2017), Data Processed (2021)

The study used research instrument tests, classical assumption tests, multiple linear regression analysis, and hypothesis testing.

5. Results and Discussion

5.1 Analysis

5.1.1 Characteristics of Respondents

Based on a total of 208 respondents, the largest age group is 25-35 years as many as 113 or 54%. The largest sex group is in the male category as much as 115 or 55%. The largest type of work is the entrepreneurial category as much as 95 or 46%. The highest number of respondents of origin or nationality were from Indonesia by 59 respondents or 28.4%.

5.1.2 Description of Research Variables

In the Service Quality variable (X1), the Tangible indicator (X1.1) has the largest mean of 4.58. In the E-Service Quality (X2) variable, the Efficiency indicator (X2.1) has the largest mean of 4.51. In the Customer Satisfaction (Y) variable, the Customer Value indicator (Y1.1) has the largest mean of 4.51.

5.1.3 Research Instrument Test

1. Validity Test

Table 5.1 Validity Test Results

Variable	Indicator	Pearson Correlation Value	Sig. Value (2-tailed)	Ket.
<i>Service Quality (X1)</i>	<i>Tangible (X1.1)</i>	0,732	0,000	Valid
	<i>Reliability (X1.2)</i>	0,717	0,000	Valid
	<i>Responsiveness (X1.3)</i>	0,711	0,000	Valid
	<i>Insurance (X1.4)</i>	0,807	0,000	Valid
	<i>Empathy (X1.5)</i>	0,687	0,000	Valid
<i>E-Service Quality (X2)</i>	<i>Efficiency (X2.1)</i>	0,597	0,000	Valid
	<i>Reliability (X2.2)</i>	0,636	0,000	Valid
	<i>Fulfillment (X2.3)</i>	0,670	0,000	Valid
	<i>Privacy (X2.4)</i>	0,717	0,000	Valid
	<i>Responsiveness (X2.5)</i>	0,687	0,000	Valid
	<i>Compensation (X2.6)</i>	0,698	0,000	Valid
	<i>Contact (X2.7)</i>	0,465	0,000	Valid
<i>Customer Satisfaction (Y)</i>	<i>Customer Value (Y1.1)</i>	0,883	0,000	Valid
	<i>Customer Response (Y1.2)</i>	0,809	0,000	Valid
	<i>Customer Perception (Y1.3)</i>	0,601	0,000	Valid

Source: Data Processed (2022)

Instrument validity test is said to be valid for all variables because the instrument in each indicator has a Sig. (2-tailed) value below 0.05.

2. Reliability Test

Table 5.2 Reliability Test Results

Variable	Cronbach's Alpha Value	Information
Service Quality (X1)	0,775	Reliable
E-Service Quality (X2)	0,653	Reliable
Customer Satisfaction (Y)	0,664	Reliable

Source: Data Processed (2022)

Reliability test states that all research variables are declared reliable with *Cronbach's Alpha* value of all variables > 0.6 .

5.1.4 Classical Assumption Test

1. Normality Test

Table 5.3 Normality Test Results

One-Sample Kolmogorov-Smirnov Test		Unstandardized Residual
N		208
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	1.49086124
Most Extreme	Absolute	.058
Differences	Positive	.058
	Negative	-.058
Test Statistic		.058
Asymp. Sig. (2-tailed)		.081 ^c

Source: Data Processed (2022)

Normality test through Kolmogorov-Smirnov has a Sig. (2-tailed) value of 0.081 $>$ a value of 0.05 ($\alpha=5\%$), meaning that the data used in the study are normally distributed.

2. Multicollinearity Test

Table 5.4 Multicollinearity Test Results

Model		Coefficients ^a			Collinearity Statistics		
		B	Std. Error	Beta	t	Itself.	Tolerance
1	(Constant)	5.501	.738		7.449	.000	
	X1	.216	.043	.358	4.985	.000	.612
	X2	.100	.024	.303	4.218	.000	.612

a. Dependent Variable: Y

Source: Data Processed (2022)

The multicollinearity test with the results of all independent variables of the study had a tolerance value of > 0.10 and a VIF value of < 10.00 against the dependent variable of the study. There were no symptoms of multicollinearity in the regression model and all independent variables of the study did not have a strong intercorrelation relationship.

3. Heteroscedasticity Test

Table 5.5 Heteroscedasticity Test Results

Correlations			X1	X2	Unstandardized Residual
Spearman's rho	X1	Correlation Coefficient	1.000	.653 ^{**}	.022
		Sig. (2-tailed)	.	.000	.757
		N	208	208	208
	X2	Correlation Coefficient	.653 ^{**}	1.000	.069

		Sig. (2-tailed)	.000	.	.320
		N	208	208	208
	Unstandardized Residual	Correlation Coefficient	.022	.069	1.000
		Sig. (2-tailed)	.757	.320	.
		N	208	208	208

**. Correlation is significant at the 0.01 level (2-tailed).

Source: Data Processed (2022)

Heteroscedasticity test using the Spearman Rho method obtained the result that all independent variables of the study had a significance value of Sig. (2-tailed) > 0.05. The result states that the independent variable of this study is free from heteroscedasticity.

5.1.5 Multiple Linear Regression Analysis Results

Table 5.6 Results of Multiple Linear Regression Analysis

Model		Unstandardized Coefficients		Standardized Coefficients	t	Itself.
		B	Std. Error	Beta		
1	(Constant)	5.501	.738		7.449	.000
	X1	.216	.043	.358	4.985	.000
	X2	.100	.024	.303	4.218	.000

a. Dependent Variable: Y

Source: Data Processed (2022)

The multiple linear regression equation produced by this study is as follows:

$$Y = 5.501 + 0.216X_1 + 0.100X_2$$

The equation can be interpreted that the constant value of 5.501 means that if there is no influence from the independent variable, the value of the variable Y is 5.501. The value of the coefficient X 1 of 0.216 is positive so that if the variable X₁ is increased, then the variable Y also increases. The value of the coefficient X 2 of 0.100 is positive so that if the variable X₂ is increased, then the variable Y also increases.

5.1.6 Hypothesis Testing

1. Test t

Table 5.7 Test Results t

Model		Unstandardized Coefficients		Standardized Coefficients	t	Itself.
		B	Std. Error	Beta		
1	(Constant)	5.501	.738		7.449	.000
	X1	.216	.043	.358	4.985	.000
	X2	.100	.024	.303	4.218	.000

a. Dependent Variable: Y

Source: Data Processed (2022)

Based on the research t test, the following results were obtained:

- The quality (X1) of Customer Satisfaction (Y) is $0.000 < 0.05$ and the calculated t value is $4.985 > t$ table is 2.258. So, H_1 is accepted which means there is an influence of Service Quality (X1) on Customer Satisfaction (Y).
- E-Service Quality (X2) to Customer Satisfaction (Y) is $0.000 < 0.05$ and the calculated t value is $4.218 > t$ table is 2.258. So, H_2 is accepted which means there is an influence of E-Service Quality (X2) on Customer Satisfaction (Y).

2. Test F

Table 5.8 F Test Results

ANOVA ^a					
Model		Sum of Squares	df	Mean Square	F
1	Regression	252.672	2	126.336	56.291
	Residual	460.092	205	2.244	
	Total	712.764	207		

a. Dependent Variable: Y
b. Predictors: (Constant), X2, X1

Source: Data Processed (2022)

Based on the significance value of the effect of Service Quality (X1) and E-Service Quality (X2) simultaneously on Customer Satisfaction (Y) of $0.000 < 0.05$ and the value of f count $56.291 > f$ table 19.491. Thus, H_1 and H_2 are accepted which means that there is a simultaneous influence of Service Quality (X1) and E-Service Quality (X2) on Customer Satisfaction (Y).

3. Test Coefficient of Determination (R^2)

Table 5.9 Test Results of Coefficient of Determination

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.595 ^a	.354	.348	1.498

a. Predictors: (Constant), X2, X1

Source: Data Processed (2022)

Nilai R Square (R^2) of 0.354 which means that the influence of the variables Service Quality (X1) and E-Service Quality (X2) has an influence of 35.4% on Customer Satisfaction (Y). While the remaining 64.6% is explained by other factors that exist outside the research model.

5.2 Discussion

5.2.1 The Effect of Service Quality on Customer Satisfaction

The results of the research obtained regarding the relationship of service quality to consumer satisfaction are positive and significant. If the quality of service is getting better, customer satisfaction at Bukit Vista Hospitality will increase. This states the relevance related to unsatisfactory service quality resulting in negative reviews and ratings that affect consumer satisfaction directly, while positive reviews reflect consumer satisfaction with perceived products and services.

5.2.2 The Effect of E-Service Quality on Customer Satisfaction

The results of research on the effect of electronic service quality on customer satisfaction or consumer satisfaction show positive and significant results. This states that if the company provides good quality electronic services to consumers, it will produce satisfied consumers. Electronic services offered by the company are websites, booking channels (Airbnb and others), room or villa booking services by the reservation team, and online services by the online support team that help guests with all guest needs that can be done by phone and written message. The quality of electronic services can increase consumer satisfaction in using electronic services provided by Bukit Vista Hospitality.

5.2.3 The Effect of Service Quality and E-Service on Customer Satisfaction

Research shows that service quality and e-service quality partially and simultaneously have a significant and positive influence on customer satisfaction. The increasing customer satisfaction makes consumers feel more that their needs and wants have been met which means that the service process provided by the company is successful. With these results, it is explained that by improving service quality and e-service quality that is able to produce customer satisfaction, it will give an impression on other new consumers so that it can attract the attention of these consumers.

5.3 Managerial Implications

Table 5. Managerial Implications

Indicator	Description	Before Research	Managerial Implications
<i>Insurance</i> (X1.4)	<i>Guaranteed knowledge and behavior of employees to build trust and confidence in guests on consuming the services offered</i>	Based on review data, there are still some complaints related to lack of employee knowledge. Based on the results of data collection, there are consumers who do not agree with the statement item which means that the consumer did not experience the promised service	Companies need to ensure employees understand <i>product knowledge</i> and convincing ways of <i>delivery of service</i> so as to foster consumer trust in the information and services provided.
<i>Empathy</i> (X1.5)	<i>Company is able to pay attention to guest, including sensitivity to guest's needs, ease of communications, good communication, personal attention and understanding the needs of guest</i>	Based on review data, there are still some complaints related to services that are not sensitive to guest needs. Based on the results of data collection, some consumers disagree with the statement that the company has empathy, which means that these consumers have experienced less service related to employee sensitivity.	Companies need to improve the quality of employees by providing training and development (<i>learning development</i>), and ensure employees are always sensitive and sensitive in serving the needs and requests of guests.
<i>Compensation</i> (X2.6)	<i>Website has mechanism and functionality to provide refunds to consumers</i>	There are still complaints regarding refund information through websites that are not instant. Consumers must go contact the reservation team and need to wait for a reply which takes time for consumers to get a refund. Online services were found to have long <i>response rates</i> when there was a special request for some kind of compensation.	In accordance with the results of data collection and research results show that there are still situations where websites do not have maximum quality electronic services. To compensate for problems related to services through the website, companies must emphasize the quality of electronic services through online services by online support teams that are always available by increasing the response rate quickly. Online service activities must serve all guest requests quickly including responding to inquiries, responding to complaints, and assisting with refund requests. This can be done by ensuring the availability of the " <i>Contact Us</i> " menu is always available and reliable on the company's website.
<i>Responsiveness</i> (X2.5)	<i>Website has features to respond to user's request and complaints, and provide solutions in a timely manner</i>	The company's website does not have a <i>direct complaints feature</i> . So that consumers will usually be redirected to the <i>online support</i> team if there are complaints which are inefficient in using the website.	
<i>Privacy</i> (X2.4)	<i>Website provides sense of security for consumer data with guaranteed security</i>	The privacy of the website is not up-to-date as not many consumers create accounts on the website to book villas. Just show general information so that consumers are not long on the website and it is better to go to contact the <i>customer support</i> team directly. This means that it can be said that consumers are safe from data security.	
<i>Customer Response</i> (Y1.2)	<i>Guest provide suggestions and ideas for the company</i>	There are still consumers who do not provide feedback regarding the products and services they receive. Based on data collection, consumers are less or	Companies need to implement new SOPs that teams need to do when guests have left, namely employees are required to ask

		sufficiently amenable in providing advice and feedback to the company.	for feedback directly to ask how the stay was going, and ask for suggestions for the company for further service improvement.
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Source: Data Processed (2022)

6. Conclusion and Suggestion

6.1 Conclusion

There is a positive and significant influence between Service Quality and Customer Satisfaction on Bukit Vista Hospitality customers partially. The research also found that there was a positive and significant influence between E-Service Quality and Customer Satisfaction on Bukit Vista Hospitality customers partially. The research also found a simultaneous influence between Service Quality and E-Service Quality on Customer Satisfaction in Bukit Vista Hospitality consumers.

6.2 Suggestion

6.2.1 For Companies

Based on research that found that service quality and electronic service quality have a positive and significant influence on consumer satisfaction, Bukit Vista needs to significantly improve the quality of service and quality of electronic services commercially to be able to have a better impact, especially for accommodation properties in Bali and Yogyakarta.

Based on research, it is also emphasized on aspects of electronic services that are still felt passive, especially websites, so that they can be simplified into customer support services. Customer support also needs to be improved as a substitute if passive features on the website cannot be improved. Companies can implement technology to improve service efficiency and increase inquiry response rates by not letting consumers wait long.

In conventional services (on-site) companies can fix and improve through more efficient implementation of SOPs, employee performance surveys, provide special training through learning development, and ensure the importance of product knowledge.

6.2.2 For Similar Businesses

There needs to be attention to improving service quality and electronic service quality that will have a positive impact and provide relevance to customer satisfaction so as to create various competitive advantages.

6.2.3 Share Further Research

Researchers can then look for or add other variables that are not included in the study. In addition, by using other variables outside the study, it can produce more varied research and contribute to management science and insight in the study of service services, especially in the accommodation business in the hospitality industry.

7. Reference

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