

Chapter 9

The Effect of Room Service, Comfort, and Reservation Process on The Performance Dimension Evaluation: The Case of Grand Mercure Hotel Gajah Mada Jakarta

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ABSTRACT

As Indonesian hospitality market is growing, Indonesian customer preferences need to be understood more deeply by hotels to stay competitive. This research aims to examine the relationship between room service, room comfort, and reservation process factors to the performance of in-room dining, front office service, room amenities, hotel access and safety. Survey method was employed in this study, consisting of offline surveys distributed to the individuals who have stayed in one of the prominent hotels in Jakarta. The results indicated that room service does have a direct linear relationship on the performance of in-room dining, but room service does not have a direct linear relationship to the room amenities and hotel access and safety. Room comfort was shown to have a direct linear effect on the performance of in-room dining, room amenities, hotel access and safety. On the other hand, reservation process does have a direct linear effect on the performance of front office service as well as to the room amenities and hotel access and safety.

DOI: 10.4018/978-1-7998-2469-5.ch009

1. INTRODUCTION

The hospitality business has grown rapidly along with the globalization. According to JLL's Hotel & Hospitality Group research in the Hotel Investment Outlook 2016, 2015 was marked as the second highest year on record for hotel transactions around world, posting a confounding growth rate of 50 percent on the prior year. Growing competition among hotels and other continuous industrial pressures resulting from market saturation (Assaf, Jossiasen, Woo, Agbola and Tsionas, 2017).

Various experts have given varying definitions of the concept of customer satisfaction. Kotler and Armstrong (2013) defined customer satisfaction as the extent to which a product's perceived performance matches a buyer's expectation. In other words, the customer satisfactions on services offered are intertwined with two main aspects: customer expectations for service quality (expected quality) and the customer perception of the service quality (perceived quality). Furthermore, many literatures have indicated that perceived service quality will lead to the development of the customer loyalty (Markovic, Raspor, Ivankovic, and Planinc, 2010; Rao and Sahu, 2013). Moreover, to be successful and competitive, hotels must be able to provide customers with good service quality which leads to customer satisfaction (Choi and Chu, 2001).

A hotel can be classified based on various dimensions, i.e. levels or the stars of the hotel, the intended use, the hotel's location, number of rooms, size of the hotel, the length of the guest's stay, guest activities during their stay and the type of guests who are staying. The classification of hotel rating is widely recognized; the most common system used is by assigning 1 to 5 stars on hotels (Martin-Fuentes, 2016).

Understanding the hotel features that influence hotel choice and are perceived to be important by potential guests would help the hotel management to make optimal decisions for hotel development and pricing strategy (Masiero, Heo and Pan, 2015). Moreover, the customer satisfaction of a hotel will also increase the demand for the hotel service which eventually leads to better financial performance (Sun and Kim, 2013) and higher efficiency (Assaf and Magnini, 2012). The field of hospitality management is an intertwined between production and service with strong emphasis on customer satisfaction and service quality of its offerings (Israeli, 2014). The players in the hotel industry must then consider different ways to improve service quality to enhance their competitive advantage and financial performance (Chen, 2016).

This study is a replication of Mohsin and Lengler's (2015) research which attempts to highlights what the customers consider to be important factors of hotel performance which will influence their performance evaluation of the hotels.

2. LITERATURE REVIEW

2.1. Perceived Service Quality

The terminology of perceived service quality or simply called perceived quality has been defined in various marketing and hospitality management literatures. Perceived quality is the feeling of pleasure or disappointment with someone after comparing the performance or perceived results as compared to expectations (Amir, 2005; Kotler dan Keller, 2006; Skogland et al., 2004; Lovelock and Wright, 2002). Perceived service quality is also defined as the extent to which a firm successfully serves the purpose of customers (Pasuraman et. al. in Markovic and Raspor, 2010).

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