

CHAPTER II

LITERATURE REVIEW

2.1 The Meaning of Guest

According to Roseni (2011), guest is a person or group of people who want to visit the company or institution for the personal interest or office interest. While, according to Sujatno (2006, p.6-7) hotel guest is a people who want to use the service that provide by the hotel. Guests are very important people who use the hotel facilities. Guests are not inanimate objects, but guests are the creature who have feelings, emotions, a sense of love, and suspicious.

From the two definition above, the writer conclude that guest is a person who have feelings and emotions that wanted to use stay at the hotel and use the hotel facilities.

The following are the types of guests and attitudes that must be considered when serve them, Munandar (2012) :

1) A Customer.

When the staff of the hotel wanted to serve this kind of guest, they must be pay attention to the things that make the guest comfortable. Call them with their full name and complete it with their title. It use to make the guest feel respected.

2) Office Employee

The calm atmosphere is usually the main choice of this type of guest. The important thing is a matter of time, the office employees usually do not have much time, especially in lunch time. If this kind of guest is regular guest, hotel might give services serving dish with a monthly payment system.

3) Foreign Guest

This type of guests will have much time to enjoy the meals, therefore they need to be considered at the time to enjoy the comfort of the dish. It would be better they can offer typical

regional dishes presentation with an accompanying beverage with the proper.

4) Irregular Guest

For this type of guest, the service server do not need the special effort to serve to the customer. But it is better if the staff offer the dish of the day.

2.2 The Meaning of Perception

The quality of the customer should begin from the customer and end on customer perceptions. Its means that the good image quality is not only from the company perspective as the service provider, but also from the guest perspective.

According to Tantrinsa (2006, p.38) perception is the view of the service that was received individuals. Each individual has a different perception because they receive, organize, and interpret information in different ways.

2.3 The Meaning of Guest Perception

A guest's perception of a particular restaurant happens before they even open the doors to your restaurant. Guest's probably have 20 or more options as far as where they would like to go for stay, lunch, or dinner. Therefore, the staff should serve the best service in the first time guest coming in order to make the customer feels satisfied and give the good perceptions to the hotel service and facilities.

According to Nelson and Quick (1997, p. 83-84) guest perception is the process of interpreting information about another person. In line with Ofir and Simonson (2001), guest perception is the expression of satisfaction or unsatisfaction feeling that are used to increase the development of the hotel services.

From the definitions above, the writer conclude that guest perception is the expressions that shown by the customer since the first time thet come into the

hotel in order to show their satisfaction and dissatisfaction feeling to the hotel facilities.

2.4 The Meaning of Services

According to Yamit (2005, p.21-22) although there are some differences in the definition of services and continuously the differences would interfere, some characteristics of the following services will provide a more solid answer to understanding services. The characteristics of such services are:

a. Intangibility.

Service is something that cannot touch. Services may be related to something physically, such as aircraft, chairs and tables and cutlery in a restaurant, a bed patient in the hospital. However the fact that consumer buys, and need something that cannot be touched. It is widely available at travel agency and not on an airplane or chair, table and cutlery, not on the bed in the hospital, but it is all about the value. Therefore, the best service being a special cause that is naturally provided.

b. Inability to inventory.

One of the characteristic of service is not able to be saved. For example, when we want a barber services, so when the hair cutting has been done it cannot be partially saved for tomorrow. When we stayed in the hotel, it could not be done for half the night and half of it continued again tomorrow. If this is done by the consumers, they will still be counted stayed for two days.

c. Production and consumption together.

Service is something that is conducted together with the production. For example, the doctor's office, restaurant, maintenance of car insurance and so on.

d. Easy to enter.

Establishing a business in services requires less investment and to find the good location is easy and widely available, it doesn't require a high technology. For most business services, the barrier to get entry is lower.

- e. Strongly influenced by external factors.

Service is strongly influenced by external factors such as: technology, government regulation and rising energy prices. Financial services sector is an example of the most affected by regulations and government legislation, and computer technology millennium case bugs in the 21st century.

All of the characteristic of service above will determine the definition of service quality and the type of service quality. To define the quality service requires knowledge of several disciplines such as: marketing, psychology, and business strategy. Olsen and Wiyckoff in Yamith (2005, p.22) has made the observation about service and defined it as group of benefits that use explicitly and implicitly for the ease of getting goods and services.

Olsen and Wiyckoff also insert some attributes which can touch or tangible and attribute which cannot touch or intangible. These general definitions of service quality are able to see from the comparison between consumer expectations of service quality performance.

Collier (2002) in Yamith (2005, p.22) has another view of the quality of these services, it is more emphasis on the word customer, the quality and the level or degree. The excellent service to the customer and the level of service quality is the best way to be consistent to bring together the expectations of consumers (Standards external service and costs) and system performance of the service (Standards internal service, cost and profit)

For companies that are engaged in service sector, satisfying the customer needs mean that the company must give the good service quality to the customer.

There are two ways to approach the quality of service which has popular to use among American business and now has spread to many countries in the world.

The first approach presented by Albrecht (2002) in Yamith (2005, p.23) is based on the approach two concepts of quality of service; it is “Service Triangle” and “Total Quality Service” that translated by Soetjipto (2002) as service integrated quality, in Yamith (2005, p.23). These are the two concepts of quality of service:

a. Service Triangle

Service Triangle is an interactive model management service that connects between the company and its customers. The model consists of three elements with the customer as the focal point, Albrecht and Zemke (2007), cited in Yamith (2005, p.23) that is:

1) Service strategy

Service Strategy is the strategy that gives the service to the customer with the best possible quality standards set by the company. Service standards are set as desired and customer expectations so there is no gap between the services provided to the customer expectations. Service strategy should also be formulated and implemented as effectively as possible so it can make the service provided to the customer to be different from its competitors. To formulate and implement effective service strategies, companies should focus on customer satisfaction so the company is able to make the customer re-purchase and even able to grab new customers.

2) Service people.

Service people is people who interact directly or indirectly with customers should provide services to clients with empathy, responsive, friendly, focused, and realize that customer satisfaction is everything. Therefore the company should also pay attention to the needs of its internal customers (employees)

by creating a conducive working environment, sense of safety in the work, a reasonable income, humane, performance appraisal system that is able to motivate. There is no point in making companies servicing strategies and apply them both to satisfy external customers, while at the same time the company failed to give satisfaction to its internal customers and vice versa.

3) Service System.

Service System is procedures services to customers involving all of the physical facility, including the company's human resources. Service system should be made simpler, straightforward and appropriate standards established company. Therefore the company should be able to do a redesign of the service system, if the service provided is not satisfactory customer. Redesign service system does not mean having to change the total service system, but it can do only certain parts that became the tipping point of service quality determinants. For example, by shortening the service procedure or employees asked to do the job quickly by creating a one-stop service.

b. Total Quality Service

Total Quality Service is the company's ability to provide qualified services to people with an interest in services (stakeholders) that is customers, employees and owners. Integrated quality of service has five important elements interrelated by Albrecht, and Soetjipto (2007) in Yamith (2005, p.24). They are:

1) Market and customer research

Market and customer research is a research to determine market structure, market segments, demographic, market analysis of potential, market power analysis, knowing the hope and desire for the services provided.

2) Strategy formulation

Strategy Formulation is the directions in providing quality service to customers so enterprises can retain customers even get new customers.

3) Education, training and communication

Education, Training and communication is a measures to improve the quality of human resources to be able to provide quality services, and able to understand the desires and expectations of customers.

4) Process improvement

Process improvement is a Continuous redesign to enhance the service process, the PDAC concept can be applied in the continuous improvement of service process.

5) Assessment, measurement and feedback

Assessment, measurement and feedback are an assessment and measurement of the performance achieved by employees for services that has been provided to the customer. This assessment is being the basis behind the information to employees about the service process what needs to be fixed, when it should be repaired and which should be corrected.

The second approach is a conceptual model of quality of service expressed by three American academics with PBZ which stands for the three inventor's name; they are A. Parasuraman, Leonard L. Berry and Valerie A. Zaithaml. Services basically have similar objectives to the service product. Almost all companies offer benefits and adding value to the satisfaction and customer loyalty. Some opinions on the definition of services, which according to Stanton (1992, p.220) services is all that can be identified separately which intrinsically cannot be touched (intangible) which is the fulfillment of needs and should not be tied to the sale of other products or services. Kotler (2000, p.486) formulate

services as any action or activity that can be offered by one party to another, which is essentially intangible and does not result in any ownership. Production may be linked or not linked to a physical product.

There are five determinants of service quality. According to their importance services can be divided into: (1) reliability, which is the ability to deliver the promised services are reliable, accurate and satisfactory; (2) perception, namely the willingness (responsiveness) to help customers and provide services quickly; (3) certainty. It is the knowledge and courtesy of employees and their ability to make protection and confidence; (4) empathy, the willingness to care and give individual attention to customers; and (5) physical evidence, namely the appearance of physical facilities, equipment, personnel, and communication materials Parasuraman, et.al in Kotler (2003, p.455).

2.5.The Meaning of Quality

According to Webster's II New Revised University Dictionary cited in samplechapter.pdf (2014, 29 may. 15.50) quality is essential character: nature, an ingredient or distinguishing attribute: property, a character trait, superiority of kind, degree of grade or excellence.

Quality can also mean absence of variation in its broadest sense. For example, if you are manufacturing men's trousers and your fabric specification calls for fabric weight of minimum of 356 grams/square meter (10.5 ounces per square yard) and you start receiving fabric that is any-where from 285.5 to 322 grams per square meter (8.42 to 9.5 ounces per square yard), it is not quality fabric so far as you are concerned, because it varies considerably from what your requirements are.

Deming (1980) quality, however, to the consumer, is not a set of specifications. The quality is interaction between the product, the user, their expectations, and the service that they can get in case the product fails or requires maintenance.

According to Garvin (1988) of Harvard Business School quality can be defined in terms of eight dimensions. These eight dimensions are performance, features, reliability, conformance, durability, serviceability, aesthetics, and perceived quality.

“Performance refers to the primary operating characteristics of a product. For an automobile, they would be traits like acceleration, handling, cruising speed, and comfort; for a television set, they would include sound and picture clarity, color, and the ability to receive distant stations. In service businesses such as fast food and airlines, an important aspect of performance is often service speed or the absence of waiting time.” For clothing items, performance would mean shrinkage in laundering or dry cleaning, colorfastness, abrasion resistance, strength, etc.

“Features” are the ‘bells and whistles’ of products, those secondary characteristics that supplement the product’s basic functioning. Examples include free drinks on a plane flight, permanent press as well as cotton cycles on a washing machine, and automatic tuners on a color television set.” For clothing items, features will include some functional fabric finishes, such as, durable press, stain/soil release, odor resistance, etc.

“Reliability reflects the probability of a product’s malfunctioning or failing within a specified period of time. Reliability normally becomes important to consumers as downtime and maintenance become more expensive.” For clothing items reliability would mean how well an item would withstand effects of daily wear and refurbishing.

“Conformance is the degree to which a product’s design and operating characteristics meet pre established standards.” For clothing items, conformance can mean how well an item meets design specifications such as sizing and construction features.

“Durability can be defined as the amount of use one gets from a product before it physically deteriorates. A light bulb provides the perfect example. After so many hours of use, the filament in a light bulb burns up and the bulb must be replaced. Repair is impossible.” For clothing items durability would mean how long a clothing item lasts before it must be discarded. “A sixth dimension of

quality is serviceability , or the speed, courtesy, competence, and ease of repair. Consumers are concerned not only about a product's breaking down but also about the elapsed time before service is restored, the timeliness with which service appointments are kept, the nature of their dealings with service personnel, and the frequency with which service calls or repairs fail to correct outstanding problems." Service ability has a slightly different meaning for clothing items. Service-ability of a clothing item generally means how well a clothing item will perform in daily wear and refurbishing.

"Aesthetics– how a product looks, feels, sounds, tastes, or smells – is clearly a matter of personal judgment and a reflection of individual preferences." For clothing items, aesthetics means how well a clothing item looks or how attractive it appears, which would be influenced by drape, size of the garment or how well it fits the wearer.

"Perceived quality – Consumers do not always possess complete information about a product's or a service's attributes. Frequently, indirect measures are the only basis for comparing brands. Recently, market research has found that a product's country of manufacture is viewed by many consumers as an indication of its quality. Reputation is in fact one of the primary contributors to perceived quality." When it comes to clothing, generally speaking, clothing made in Italy, Germany, or Japan is perceived to be higher or better quality clothing than that made in some of the Asian countries.

Garvin suggested that by influencing or varying any one or more of these eight dimensions of quality, a company can position itself in the market place, so quality is then a strategic variable. However, it is important to pursue only those dimensions of quality that are unimportant to consumers.

In conclusion, quality is what the customer perceives when they feel that a product meets their need and live up to his/her expectations. It is important to emphasize that customer perception is reality. If your customers believe there is a problem or flaw in your product, then that is the reality, whether or not the product conforms to internal specifications.

2.6. Quality of Service

The definition of service quality may be different for every person, because the word “quality” has many criteria and it is depending on the context. There are many experts whose learn about quality, try defining the definition of quality based on their point of view. The popular theory is developed by three quality experts in international level that refers to the opinion of Deming, Crosby and Juran (2002) cited in Yamit (2005, p.7).

According to Deming (2002) in Yamit (2005, p.7) defines that the quality of service is all the needs and the desires of consumers. Crosby (2002) in Yamit (2005, p.7) says that quality is a naught defect, perfection, and conformance to requirements. Juran (2002) sited in Yamit (2005, p.7) defines the quality is a conformance to a specification, when we viewed from producer standpoint. Whereas, objectively, quality is a particular standard where the availability, performance, reliability, maintainability, and the characteristic can be measured.

According to Davis (2002) in Yamit (2005, p.8) has made a comprehensive definition that the quality is a dynamic state associated with products, services, people, processes, and environments that meet or exceed expectations. The approaches used by Davis insist that quality not only emphasizes on the aspects of the final results, it is the products and services, but also the quality of human, environmental quality. It is impossible to produce quality products and services without human and quality process.

Gaspersz (2002, p.181) defines that the total quality of characteristics on a product (goods and services) adds to their ability to meet specified requirements. Quality is often defined as everything that satisfies customers or conformance to requirements or needs.

The corporate of services is more emphasis on the quality of the process, because consumers usually directly get involved in the process. Whereas, corporate that produce products more emphasizes on results, because consumers are generally not directly involved in the process. So, it needs quality management system which can provide assurance to the consumer that the product produced by the process of quality.

Zeithaml, Berry and Parasuraman (2002) in Yamit (2005, p.10) have done numerous studies on several types of services, and successfully identified five dimensions of characteristics that are used by customers in evaluating service quality. Five dimensions of service quality characteristics are:

1. Reliability is the ability to provide services promptly and satisfactorily and in accordance with the promised.
2. Responsiveness is the desire of the staff to help customers and provide services in response.
3. Assurance is includes the ability, courtesy and trustworthiness that owned by the staff, free from danger, risk or doubt.
4. Empathy which includes ease of relationships, good communication, and attention to customer needs with a sincere.
5. Tangibles which include physical facilities, equipment, personnel, and means of communication.

The dimensions of quality according to Zeithaml, Berry and Parasuraman (2002) in Yamith (2005, p.10) is effect on customer expectations and the fact that they receive. If the fact that the customer receives the service exceeds expectations, so the customer feedback must be a satisfaction and if otherwise then the customer would say the service is not qualified or unsatisfactory.

Dimensions of quality above can be used as the basis for businesses to find out if there is a gap or the difference between customer expectations and the fact that they receive. Customer expectation same with customer desires, it is determined by the information that they receive from mouth to mouth, personal needs, past experience and external communications through advertising and promotion.

If the gap between expectation and reality is large enough, this shows that the company does not know what their customers want.

Service quality is strongly influenced by the expectations of consumers. Consumer expectations can be varied from one customer to another customer

although the services provided consistent. Quality may be seen as a weakness if consumers have high expectations, although they are served with an excellent service.

According Wyckof (2002) in Lovelock (2004) (cited in Purnama, 2006, p.19-20) provide an understanding of service quality is as the level of perfection to satisfy consumer desires, whereas according to Parasuraman et.al service quality is a comparison between perceived service (perception) of consumers with quality service customers expect. If the perceived service quality is equal or exceed the quality of service expected so it able to say that the service is satisfied. According to Gronroos (in Purnama, 2006, p.20) states the quality of services includes:

- a. Quality function, which emphasizes how the service performed, consisting of; dimensional contact with consumers, attitudes and behavior, internal relationships, appearance, ease of access, and service mindedness;
- b. The technical quality of the output of consumer-perceived quality, including price, timeliness, speed of service, and aesthetic output; and
- c. The company's reputation, which is reflected by the company's image and reputation in consumers view point.

From the definitions above we can conclude that the quality of service is the level of service excellence that can satisfy the desire of consumers / customers are provided by an organization. Quality of service is measured by five indicators of service (reliability, responsiveness, assurance, empathy, and tangibles).

2.7.The Meaning of Satisfaction

Satisfaction is a situation that perceived by consumer after they suffered a performance (or outcomes) that have fullfill the various expectations. According to Oliver (2007), the satisfaction is the feeling of a person (the customer) after comparing the perceived performance or outcome (services received and perceived) with the expected sited in Irine (2009, p.61).

According to Dada (2010, p.38), customer satisfaction is the result that felt by buyers who experienced the performance of a company in accordance with expectations sited in Kotler (2000).

Based on the definition above the writer conclude that satisfaction is the feeling that felt by the customer after they use the company service and all of the services are fullfill their expectation.

2.7.1. The Benefits of Satisfaction

According to Irene (2009, p.61-62) there are some benefits of satisfaction, those are:

1. Customer satisfaction is a means to deal with competition in the future.
2. Customer satisfaction is the best promotion.
3. Customer satisfaction is the company's most important asset.
4. Customer satisfaction guarantees growth and development of company.
5. Customers increasingly critical in choosing a product.
6. Satisfied customers will return.
7. Customers who are satisfied easily provide references.

2.8.The Meaning of Complaint

According to Pocket Oxford dictionary new edition (2005), complaint is an action that committed by a person/guest/customer, which also contains communicates something negative to products or services which has made or marketed.

According Norwel (2005), there are four categories of complaint:

a) Mechanical Complaint

This types of complaints are caused by errors that occur in existing fixtures in the hotel. For example, the lights in the hotel room were off, a broken table or chair, or air conditioner is not cold.

b) Attitudinal Complaint

This types of complaints caused by staff or workers who have a bad attitude in serving consumers.

c) Services-related Complaint

This types of complaints caused by poor service provided in a hotel or restaurant. For example, too long waiting for food or beverages that have been ordered, the unavailability of cutlery on the table, and the food was served cold.

d) Unusual Complaint

The guest can also make complaints in the absence of a special room for non-smokers or because an uncomfortable atmosphere in the hotel.

In conclusion, maintaining customer satisfaction is number one. Therefore, resolve complaints from customers are very important. Complaint is not only a negative thing, it also being the reference for the hotel to improve the service in the hotel.

2.9.The Meaning of Sugesstion

According to Heap in “The Nature of Hypnosis” (1996), Suggestion is the psychological process whereby one guiding thoughts, feelings, or behavior of others. Author Topic psychology in the nineteenth century, such as William James used words suggest and suggestion in the sense of approaching its meaning in everyday conversation, word suggestion (suggest) refers to the literal meaning of "giving advice" to others while suggestion (suggestion) refers to the mind.

Sugesstion is a continuation of a complaint. It occurs when a guest giving advice to a company to improve the quality of the company for the better. For example, a foreign guest giving a perception of hotel service provider company, that their employees do not have good English language skills. It is a kind of complaint, but when the guest put the advice in their sentence, for example, “the hotel should provide English language training to each employee who will work in it, so every staff do not need to call their

senior who is able to speak in English when they want to serve the foreign guest.

In conclusion, suggestion is part of a complaint that has an offer to hotel to hotel to do as reference for the hotel to increase their service.