The Quality Performance of Hotels and Restaurants in Ciwidey Destination Area

Asep Saepulloh
asepsaepulloh@student.telkomuniversity.ac.id

Ersy Ervina
ersy@tass.telkomuniversity.ac.id

Riza Taufiq
riza@tass.telkomuniversity.ac.id

Telkom University

ABSTRACT

The quality performance of hotels and restaurants in the Ciwidey tourist area experiences quite a few problems, which cause guests to experience dissatisfaction caused by poor service, poor cleanliness, and poor hotel and restaurant facilities, so consumers give much criticism directly and through social media, especially Google reviews. Therefore, this research aims to determine the quality development of hotels and restaurants in the Ciwidey tourist area and the level of guest satisfaction. This research method is a survey method with a quantitative approach, namely to determine the level of importance and performance satisfaction of tourists who have visited several hotels and restaurants in the Ciwidey area. The objects of this research are Ciwidey Valley Resort, Glamping Lakeside Situ Patenggang, and Puri Sakanti Nature Family Resort. The data collection technique in this research was distributing questionnaires to 120 respondents who had visited hotels and restaurants in the Ciwidey area. The data analysis technique in this study uses Importance-Performance Analysis (IPA) and the Customer Satisfaction Index (CSI). The research results show that the performance of hotels and restaurants in the Ciwidey tourist area is very satisfactory, with an index of 86.48%. However, there is still a need to improve performance in several aspects to increase consumer satisfaction. The research results show that the performance of hotels and restaurants in the Ciwidey tourist area is very satisfactory, with an index of 86.48%. However, there is still a need to improve performance in several aspects to increase consumer satisfaction. The research results show that the performance of hotels and restaurants in the Ciwidey tourist area is very satisfactory, with an index of 86.48%. However, there is still a need to improve performance in several aspects to increase consumer satisfaction.

Key words: Quality; Performance; Consumers; Satisfaction

INTRODUCTION

One of the areas frequently visited by tourists in the South Bandung Regency area is the Ciwidey area because the Ciwidey area has several destinations that are very suitable for tourists to visit, starting from natural destinations (White et al.), plantation destinations (Straw et al.), to hot spring destinations (Rancabali and Ciwalini). The cool area and abundant natural resources make the Ciwidey area have its own charm, the most famous example is picking strawberries in the garden and the clear river water. The wealth of clean water gives this area the name "Ciwidey", which means flowing water. The alternative Ciwidey road can now be accessed via the Soroja toll road.

Prakoso (2017) states that hotels support tourism sector activities that provide accommodation facilities and meeting places for tourists and industry players. The opinion regarding the definition of a hotel is also explained by Hurdawaty and Parantika (2018), a place to stay consisting of several or many rooms that are rented to the general public for specific times and provide food and drinks for its guests. According to Ruswadi et al. (2019), hotel performance assessment can be seen from the quality aspect, namely room cleanliness; rooms that have been completed must be clean, free of dust and dirt, both the bathroom area and the bedroom area.

A restaurant is a place to eat and drink for people who pay fairly. According to Zahra et al. (2018), Restaurants have a crucial role in fulfilling hotel revenues, especially after the income generated from room sales. Based on the results from Google reviews, hotels and restaurants in the Ciwidey area destination are experiencing several problems. The problems in hotels in the Ciwidey area stem from the lack of service from hotel staff, hotel room facilities that do not match the price, and food served cold and many other problems. On the other hand, the problems found in restaurants in the Ciwidey area destination are slow service, poor food taste, and an unclean environment.

Based on these problems, hotels and restaurants in the Ciwidey area need to improve their performance to provide a sense of comfort to consumers. Good hotel and restaurant service will increase consumer satisfaction. When consumers feel treated in a friendly, efficient and considerate manner, they tend to be happy with their experience at the hotel or restaurant. They are more likely to return or recommend the hotel and restaurant to others.

The urgency of this research was carried out because the facts in the field were quite worrying due to the performance and quality of hotels and restaurants needing to meet the expectations of visiting tourists. Therefore, it is necessary to conduct further research on consumer satisfaction with the quality of performance of hotels and restaurants in Ciwidey area destinations. The aim of this research is to determine the importance and performance of hotels and restaurants in the Ciwidey area and the consumer satisfaction index regarding the performance of hotels and restaurants in the Ciwidey area.

LITERATURE REVIEW

Quality Management

Quality Management is crucial to increase tourist satisfaction in hotels and restaurants. According to sepakpendidikan.co.id (2023), supervising all activities and tasks is necessary to maintain the desired level of excellence. Quality is considered not only in terms of products but also in terms of employees and terms of quality in the eyes of consumers.

Hotel Quality

Hotel quality certainly has variables that cannot be measured. Therefore, hotel quality indicators are one of the benchmarks determining good hotel quality, namely service. According to Tjiptono (2005), two main factors influence service quality: expected service and perceived service consumer expectations. Service is perceived as ideal service quality. Conversely, if the service received is lower than expected, then the quality of the service is perceived as poor. Hotel quality indicators are also seen from the quality of room products, hotel variety, room prices, hotel access and parking areas. The assessment of hotel quality factors certainly significantly influences a hotel's sustainability in order to add guests every month and maintain the stability of the room occupancy rate so that it remains relatively high. Therefore, the General Manager has to provide good direction and training to all departments in the hotel.

Restaurant Quality

Restaurant quality must, of course, have indicators that make consumers feel satisfied and become customers. According to Ibrahim in Hardiyansyah (2011), service quality is a dynamic condition related to products, services, people, processes and the environment where the quality assessment is determined when the public service is provided. Indicators that determine restaurant quality factors include the variety of restaurants. /restaurant, food taste, drink taste, and restaurant menu prices. The assessment of restaurant quality also dramatically influences the restaurant business's sustainability, where consumers must be delighted with these indicators. Therefore, managers are expected to provide training and guidance as best as possible to minimize customer disappointment with the restaurant.

METHOD

Design and Samples

This research method surveys the satisfaction of tourists who have visited several hotels and restaurants in the Ciwidey area. This research uses a quantitative approach that seeks to express the opinions and views of research subjects regarding

a research variable (Sanjaya, 2015). Due to the large number of hotels and restaurants in the Ciwidey area, the objects used in this research are Ciwidey Valley Resort, Glamping Lakeside Situ Patenggang, and Puri Sakanti Nature Family Resort.

Instrument and Procedure

There are data sources used in this research, namely secondary data and primary data. Secondary data was obtained through existing sources related to tourist destinations in the Ciwidey area. Primary data was obtained through a questionnaire given to respondents who had visited hotels and restaurants in the Ciwidey area. Then, a validity and reliability test is carried out to determine whether the results are valid and reliable.

Data Analysis

The data analysis method used is descriptive statistics. This method collects data by collecting numbers, tabulating, describing, processing and analyzing these numbers and interpreting them by interpreting the numbers, which ends with a conclusion. Testing data was carried out using Importance-Performance Analysis (IPA) and Customer Satisfaction Index (CSI).

RESULT AND DISCUSSION

Overview of the Ciwidey Area

Bandung, the capital of West Java province, has various tourist destinations such as natural tourism, artificial tourism, art tourism, culinary tourism, shopping tourism, special interest tourism and others. The variety of tourist destinations owned by the City of Bandung means that surrounding areas such as Bandung Regency have the same great potential to be developed as tourism destinations. One of the sub-districts in Bandung that has potential in the accommodation and restaurant sector is the Ciwidey sub-district.

Ciwidey District, located about 35 km south of Bandung City and about 15 km from the capital of Bandung Regency, Soreang, carries a fascinating history and unique tourist attraction. Before the expansion, the Ciwidey area covered a large area, even up to the borders of Cianjur Regency, with several exciting tourist attractions. However, after the expansion of the Rancabali sub-district, Ciwidey's role shifted to become a supporting area for tourist attractions in Rancabali. Ciwidey is still famous as a fertile area filled with productive agriculture and plantations. Ciwidey is still an area with developed tourism facilities, including various accommodation options such as hotels, villas, cafes and eating places. As a bridge between travellers and the natural beauty and unique culture of South Bandung, Ciwidey continues to exude its allure as a tourist destination that combines natural beauty, fertile agriculture and modern conveniences.

Forty-nine hotels in the Ciwidey tourist area can be booked via Traveloka, including Hotel Pesona Ciwidey, Sindang Reret Hotel, Hotel Albis, Villa Yambo Kenanga, etc. Tourists who want to stay at a hotel in the Ciwidey tourist area can make a reservation directly (walk-in guest) or via the Traveloka application. In this modern era, when a guest is satisfied with the performance of the hotel staff, he will include his experience in Google reviews and tell his family and friends. Good hotel performance will mean that tourists will not move hotels if they revisit the Ciwidey tourist area, even though there are many hotels in the Ciwidey tourist area. Based on pegi-pegi.com data, room rates in 2023 for hotels in the Ciwidey tourist area start from IDR 105,943 – IDR 926,250.

In the Ciwidey tourist area, there are also many restaurants where most menus served are Sundanese specialities, such as Saung Gawir Restaurant, Grandma's House, Sindang Reret, etc. This restaurant in Ciwidey is very popular with tourists outside Sunda because they want to taste typical Sundanese cuisine. Tourists who eat at this restaurant in the Ciwidey area will feel the sensation of eating in the countryside accompanied by flute music and Sundanese gamelan in the form of audio. So it is not surprising that guests will feel calm inside. Based on Kompas.com, the price rates for various Ciwidey restaurants in 2021 start from IDR 5,000 – to IDR 150,000.

Characteristics of Respondents

This research was conducted on 120 respondents with different characteristics. In this study, the characteristics of the respondents were categorized into three categories, which are described as follows:

1. Characteristics Based on Age
In this study, the characteristics of respondents based on age were grouped into five categories, namely ages 11-20 years, 21-30 years, 31-40 years, 41-50 years and 51-60 years, which are described as follows:
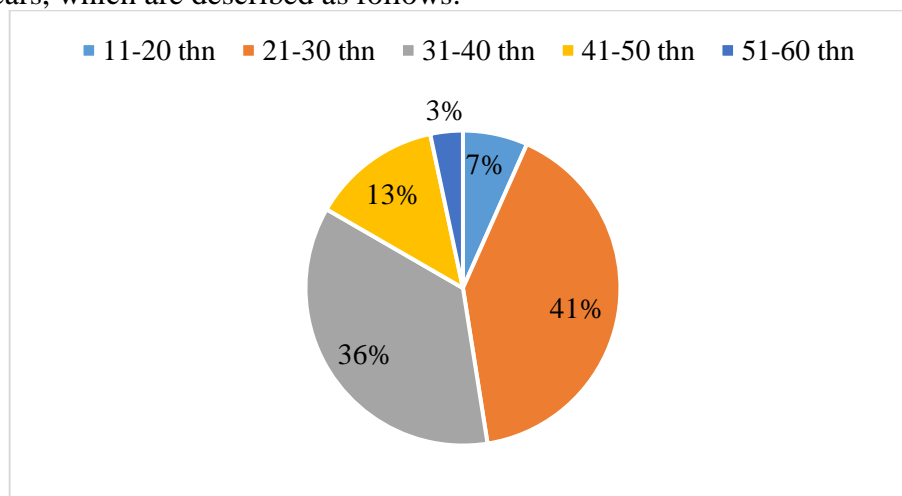

Figure 2. Characteristics of Respondents by Age

Based on Figure 2, it can be seen that the highest percentage of respondents is in the vulnerable category aged 21-30 years, namely 41%. Meanwhile, the lowest % of respondents was found in the vulnerable category aged 51-60 years, namely 3%.

2. Characteristics Based on Gender
In this study, the characteristics of respondents based on gender were grouped into two categories, namely men and women, which are described as follows:
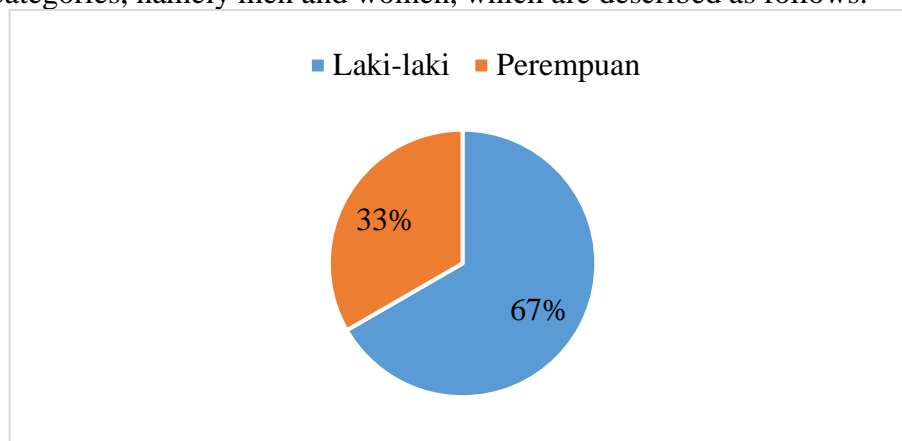

Figure 3. Characteristics of Respondents Based on Gender

Based on Figure 3, it shows that the percentage of respondents who are male is 67%. Meanwhile, the percentage of respondents who are female is 33%. So, there are more male than female respondents.

3. Characteristics by Type of Work
In this study, the characteristics of respondents based on the type of work were grouped into five categories, namely teachers/lecturers, students/students, homemakers, entrepreneurs, and civil servants, which are described as follows:
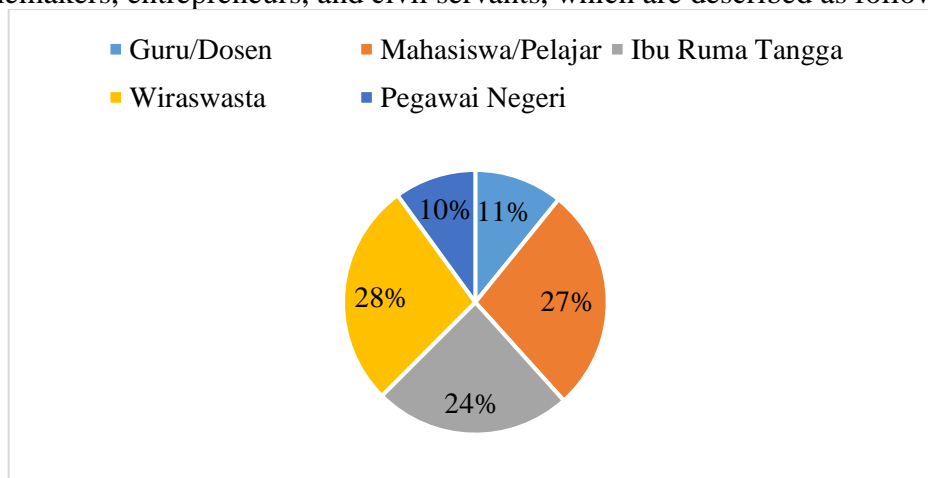

Figure 4. Characteristics of Respondents Based on Type of Work

Based on Figure 4, it can be seen that the highest percentage of respondents' characteristics based on work is in the self-employed category, namely 28%. Meanwhile, the lowest percentage of respondents' characteristics based on job type was the civil servant category, with 10%.

Important Performance Analysis (science)

Many tourism destinations in the Ciwidey area provide hotels and restaurants, but the service performance still needs to function as customers expect. This statement is supported by the results of the Important Performance Analysis (IPA) conducted by researchers on 120 respondents, all of whom were people who had been customers of hotels and restaurants in the Ciwidey area. The following is a tabulation of the results of the questionnaire obtained:

Table 3. Results of the Interest and Performance Questionnaire of Hotels and Restaurants

Statement Number	Code	Variables	Indicators	Average Score	
				Interest	Performance
1	H1	Hotel Quality	Hotel Facilities	4.40	4.33
2	H2		Product Quality	4.39	4.27
3	H3		Service Quality	4.60	4.42
4	H4		Hotel Room Variations	4.58	4.37
5	H5		Hotel Room Prices	4.47	4.29
6	H6		Access Hotels	4.52	4.37
7	H7		Availability of Parking Areas	4.43	4.15
8	R1	Restaurant Quality	Restaurant Facilities	4.41	4.29
9	R2		Restaurant Menu Variations	4.24	4.13
10	R3		FoodTaste	4.40	4.28
11	R4		Beverage Taste	4.52	4.38
12	R5		Restaurant Menu Prices	4.63	4.58

Table 3.2 GAP Calculation

	Quality Average	Performance Average	GAP
H1	4.4	4.33	-0.07
H2	4.39	4.27	-0.12
H3	4.6	4.42	-0.18
H4	4.58	4.37	-0.21
H5	4.47	4.29	-0.18

H6	4.52	4.37	-0.15
H7	4.43	4.15	-0.28
R1	4.41	4.29	-0.12
R2	4.24	4.13	-0.11
R3	4.4	4.28	-0.12
R4	4.52	4.38	-0.14
R5	4.63	4.58	-0.05

Based on the calculation results in Table 4.1, the average importance score is 3.79, and the average performance score is 3.85. Next, the researcher grouped them into four quadrants presented in Figure 4.2.
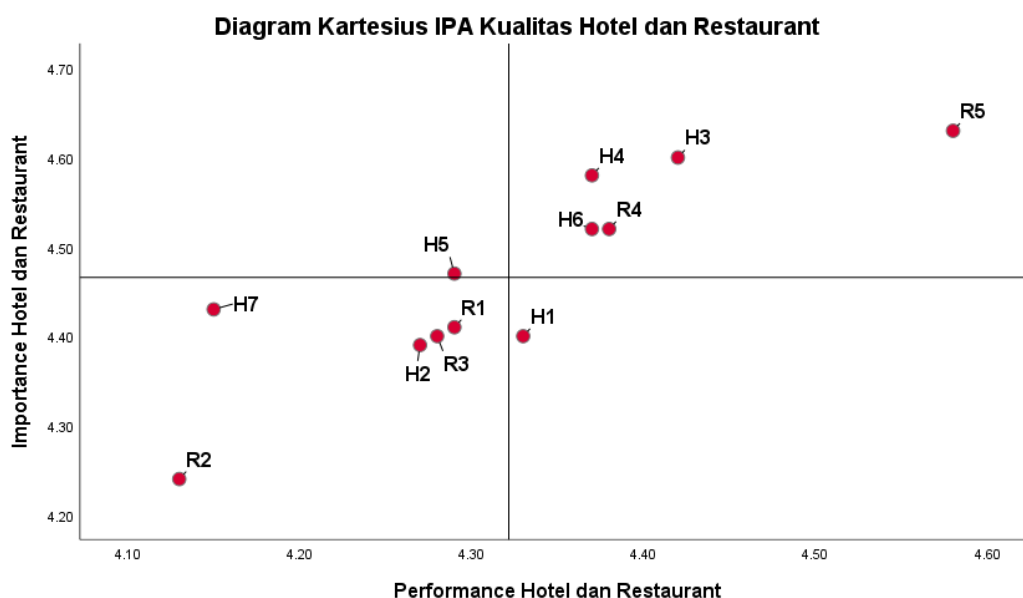

Figure 5. Cartesian IPA diagram of hotel and restaurant quality in the Ciwidey area

Figure 5 shows that there are four quadrants in the Cartesian IPA diagram, which can be interpreted as follows:

a. Quadrant I (Top Priority)

In Quadrant I, the quality is expected by consumers. However, the performance quality of hotels and restaurants in the Ciwidey area is still low, so it is necessary to increase performance. The following are indicators that fall into this quadrant:

1) In Code H5 with the statement description, "Hotel room prices are relatively cheap and in accordance with the facilities". Based on respondents' opinions, hotel rooms are too expensive and do not match the facilities provided. Therefore, hotel room prices need to be readjusted to achieve consumer satisfaction.

b. Quadrant II (Maintain)

Quadrant II, consumers consider the quality of hotels and restaurants necessary. On the other hand, the performance of hotels and restaurants is also good, so consumers feel very satisfied and must be maintained. The following are indicators that fall into this quadrant:

1) In Code H3 with the statement description "The service provided was very good and satisfactory". Based on the respondents' statements, the service provided by the hotel is excellent and has amiable staff who always help with difficulties such as carrying luggage.

2) In Code H4, with the statement description, "There are various variations of rooms that consumers can choose from ." Based on the respondents' statements, there are many variations of rooms provided by the hotel with various facilities depending on the price of the room chosen.

3) In Code H6 with a description of the statement "Strategic hotel location and easy access". Based on respondents' opinions, the hotel's strategic location close to a train station or bus stop can provide easy access to public transportation for guests who want to visit.

4) In Code R4 with a description of the statement "The drinks served have a delicious taste". In the respondents' opinions, the drinks served were very delicious and fresh for cold drinks.

5) In Code R5 with a description of the statement "The price of the menu provided by the restaurant is affordable". In the opinion of respondents, the menu at the restaurant is very affordable but has delicious quality and taste.

c. Quadrant III (Low Priority)

Quadrant III, consumers have low interest; on the other hand, the provided by hotels and restaurants is low, so it is not a problem. The following are indicators that fall into this quadrant:

1) In Code H2 with a description of the statement "The hotel rooms provided are of good quality". Based on the respondents' opinions, the quality of hotel rooms is still of a quality that does not match the price given, but this is not too important.

2) In Code H7 with the description statement, "The hotel parking lot has high security and can accommodate many vehicles". In the opinion of respondents, the parking space provided is safe but not too large. On the other hand, consumers feel this is only important if there is enough parking for all guests.

3) In Code R1, with the description statement, "Restaurant facilities are very complete and high quality",. Based on the respondents' opinion, facilities that still need to be created, such as hand dryers and dining chairs, must be more suitable. However, this is unimportant because we can still use tissue and chairs that are still suitable for use.

4) Code R2 states, "The restaurant menu is very varied so that consumers have many options for the dishes they want." Respondents believe the restaurant menu could be more extensive, so food and drink options are minimal. On the other hand, respondents felt that variations in food and drink menus were insignificant because each restaurant had a superior menu.

5) In Code R3, "The food served has a good taste". In the opinion of respondents, the food served has an unpleasant taste. On the other hand, consumers consider the taste of food unimportant because they tend to only care about satiety.

d. Quadrant IV (Excessive)

Quadrant IV, the performance of hotels and restaurants is considered unimportant for consumers. However, according to respondents, hotels and restaurants provide high performance, so they have an exaggerated impression. The following are indicators that fall into this quadrant:

1) Code H1 states, "The hotel rooms provided have many variations based on facilities so that consumers have many desired room options." Based on the respondents' opinions, the variety provided by the hotel is enormous. On the other hand, consumers do not care about this because they prioritize function.

***Customer Satisfaction Index*(CSI)**

Customer satisfaction is a top priority for hotels and restaurants. If the company can provide customer satisfaction, then this will impact the level of trust and service quality (Kasinem, 2021). Based on the results of the study using the Customer Satisfaction Index (CSI) analysis of 120 respondents, it is presented as follows:

Table 4. Analysis of the Customer Satisfaction Index (CSI)

Statement Code	WF	WS
H1	8.21	35.55
H2	8.19	34.98
H3	8.58	37.94
H4	8.55	37.35
H5	8.34	35.78
H6	8.43	36.86
H7	8.27	34.31
R1	8.23	35.30
R2	7.91	32.68
R3	8.21	35.14
R4	8.43	36.94
R5	8.64	39.57
WT		432.40
CSI	**86.48**	

Table 4 shows that the Customer Satisfaction Index (CSI) results in this study obtained an index of 86.48%. These results indicate that the respondents were very satisfied with the performance of the hotels and restaurants in the Ciwidey area serving consumers. This study's results align with research (Heng et al., 2023), which states that the quality of service at Upscale Hotels in Bandung City gets delighted responses with an index percentage of 89.9%. The results of this study are also in line with research by Ramadhan et al. (2021), which stated that CSI's

analysis of Grandhika Hotel scored consumers 84.34%, which means consumers were delighted.

These results provide a positive view of the efforts of hotels and restaurants in the Ciwidey area to create a satisfying experience for their consumers. The high level of consumer satisfaction, as reflected in the CSI index of 86.48%, can be attributed to various factors that need attention. Service that is friendly, efficient, and responsive to customer needs plays an essential role in creating a positive experience. Quick responses to customer questions or requests and the ability to handle problems well can increase customer satisfaction significantly (Harmaja et al., 2022).

However, this positive CSI result should not be considered an end. The hospitality and restaurant industry is a dynamic industry where customer expectations may change over time. Therefore, hotels and restaurants in the Ciwidey area must continue adapting, innovating and improving their services to maintain high customer satisfaction.

CONCLUSION

The results of the Important Performance Analysis (IPA) indicate that there are still several things in the interests and performance of hotels and restaurants in the Ciwidey area that do not fulfil the desires considered necessary by consumers. So this must be a top priority for hotels and restaurants in the Ciwidey area in improving their service performance. So that all the elements in hotels and restaurants in the Ciwidey area can be even better.

Although there are things that have yet to fulfil consumer desires, based on the results of the Customer Satisfaction Index (CSI) analysis of hotels and restaurants in the Ciwidey area, the criteria for satisfaction in serving consumers are obtained. However, it is necessary to improve performance and quality for companies that own hotels and restaurants to increase the level of customer satisfaction. In addition, hotels and restaurants must pay more attention and prioritize improving performance in Quadrant I, reducing priority to Quadrant IV and improving aspects in Quadrant III to avoid bad consumer ratings. Apart from that, maintain the aspects in Quadrant II.

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