

## The Role of Employee Services and Facilities Against The Interests of Visitors to The Grand Kolopaking Hotel Kebumen, Central Java, Indonesia

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### Article Info

#### Keywords

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### Abstract

*This study aims to determine the partial and simultaneous effect of service quality and facilities on visitors' interest in using lodging services at the Grand Kolopaking Hotel, Kebumen. The sample specified in this study is that consumers use lodging services at the Grand Kolopaking Kebumen Hotel, namely as many as 100 respondents. The data collection method in this study was by distributing questionnaires or questionnaires to samples that match the research criteria. This research is a quantitative descriptive study using the SPSS V.21 data processing program. In this study, based on the t test conducted, it shows that the service quality variable has no effect on visitor interest, while facilities have a positive and significant effect on visitor interest. Through the F test it is known that simultaneously the dependent variable has an effect on the independent variables and facility variables. While the rest is explained by other variables not examined in this study, such as promotions, perceived quality. From the research results, it was also found that the facility variable was the variable that had the dominant influence on visiting intentions.*

### Introduction

Developments in the world of tourism and hospitality are almost all faced with competition or competition. Sensitivity to the quality of goods and services, especially the hospitality business world, must be high. The hotel and accommodation service business is a component that plays an important role in the progress of a tourist area (Widyastutik et al., 2020). Hotel is a company engaged in the accommodation (room) services which is managed commercially and provides food and beverage services and other supporting facilities. The hotel is currently arranged in such a way as to be attractive with complete facilities and excellent service. Along with the times, the hotel industry will continue to grow by improving the quality of its services.

If tourism is seen as a type of business that has economic value, then tourism is seen as a process that can create added value to goods and/or services as a single product unit, both tangible (tangible product) and invisible/invisible. real (intangible product). Tourism is an economic phenomenon because there is a demand from tourists to provide tourism services (travel agents, lodging, restaurants) for products and various related facilities (Murphy 1985:9)(Juliana et al., 2021)(Dedy & Alfandi, 2022) . In Indonesia tourism is defined in the Law of the Republic of Indonesia No.9 of 1990, as follows: Tourism is everything related to tourism and related businesses in that field.

Every consumer has the right to comfort, security, correct and honest information and treatment or service correctly for what he buys. The hospitality sector is a field that requires good and organized management to influence occupancy rates which will have an impact on the progress of the hospitality business. In this case, it will be seen how the intensity of the response of hotel guests (Asmara, 2017).

Hotel Grand Kolopaking Kebumen combines the latest architectural trends with unique Javanese cultural elements. Hotel Grand Kolopaking Kebumen is truly a quiet retreat in the heart of Kebumen, located only 5 minutes from Kebumen Kota Station and only walking distance to the city center "Tugu Walet"(Partiwi, 2020). The level of customer satisfaction will still affect the quantity

of guests at the Grand Kolopaking Hotel Kebumen. Because this will be a barometer of the progressivity of the hospitality business world.

Table 1. Number of Visitors at the Grand Kolopaking Hotel in Kebumen  
Period 2020 – 2021

No	Month	Visitors
1	October 2020	1.240
2	November 2020	1.221
3	December 2020	1.100
4	January 2021	1.320
5	February 2021	1.125
6	March 2021	1.315
7	April 2021	1.084
8	May 2021	950
<b>Total</b>		<b>9.355</b>

Source: Marketing Department of the Grand Kolopaking Hotel Kebumen  
(processed, 2021)

From table 1 we can see that for the period 2020 – 2021 there have been increases and decreases each month, the highest number of visitors or guests occurred in January totaling 1,320 and the least number of visitors occurred in May, namely 950 visitors. The total from October 2020 to May 2021 is 9,355 visitors / guests.

### Method

The research that will be carried out is research which is a field research which is carried out by conducting a survey of employees of the Grand Kolopaking Hotel Kebumen as well as guest satisfaction with the hotel facilities and hotel employee services. In this study, the independent variables were employee services (X1), facilities (X2), while the dependent variable was interest in visiting (Y). The population in this study is the average visitor to Grand Kolopaking Kebumen during October 2020 - May 2021, the total number of visitors or guests staying is 9,355 people. So, the average number of guests staying at the Grand Kolopaking Hotel per month is 1169 people. Sampling used the slovin method with a total sample of 100 respondents.

The research variables, definitions, indicators and measurement scales in this study can be presented in table 2 below :

Table 2. Operational Definition of Research Variables, Definitions, Indicators and Measurement Scales

Variable	Definition	Indicator	Scale
Employee service (X1)	A way to find out how far the difference is between reality and customer expectations for the service received.	1. Attitude and discipline. 2. Honesty. 3. Professionalism	Measured through a questionnaire (questionnaire) using a Likert scale.
Facility (X2)	Providing facilities that have been provided in day-to-day operations in the hospitality business.	1. Very comfortable waiting room. 2. Mosque prayer facilities 3. Wifi in all areas 4. A very large parking lot. 5. 24 hour hotel service 6. Free shuttle service	Measured through a questionnaire (questionnaire) using a Likert scale.

Variable	Definition	Indicator	Scale
Visiting Interest (Y)	Emotional feelings, knowledge as well as the actual behavior of the object you like. (Dyah: 2009).	1. Room rates. 2. Consumer convenience. 3. Close to the city center 4. Close to tourist attractions 5. Close to public transportation	Measured through a questionnaire (questionnaire) using a Likert scale.

Source: Data on various articles (processed) 2021

To collect data about the influence of employee services and facilities provided by Hotel Grand Kolopaking Kebumen on visitors' interest in staying, the methods used are through: questionnaires, interviews and documentation. Multiple regression analysis is used to determine how much influence the independent variables have, namely: employee service (X1), facilities (X2) and on the decision to visit or stay (Y). The form of the multiple linear regression equation used in this study is as follows:  
 $Y = a + b_1X_1 + b_2X_2 + b_3X_3$

## Analysis Results

### Multiple Linear Analysis

Table 3. Multiple Linear Analysis

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	Constant	5.633	1.677		3.359	.001
	X1	.050	.136	.008	.372	.711
	X2	1.107	.024	.978	46.717	.026

1). Dependent Variable: Visiting Interests

Source: Primary data that has been processed by SPSS, 2021

Regression analysis is used to determine the pattern of changes in the value of a variable (independent variable) caused by another variable (independent variable). Multiple regression analysis uses a mathematical model in the form of a straight line equation that is able to define the relationship between variables in accordance with the research objectives. With Visitor Interests to Stay as the dependent (bound) variable and Employee services and Facilities provided by the hotel universe Semarang as independent (free) variables, the multiple regression equation can be written as follows:

$$Y = a + b_1X_1 + b_2X_2 + e$$

$$Y = 5.633 + 0.50 X_1 + 1.107 X_2$$

## Discussion

### 1. The Effect of Employee Service on Visitors' Interests to Stay

From the results of hypothesis testing (H1) conducted by researchers it is evident that employee service has an insignificant effect on visitor interest to stay. Through the results of the calculations that have been carried out, it is obtained that the t value is 0.372 with a significance level of 0.711 which is greater than 0.1, thus  $H_a$  is accepted and  $H_o$  is rejected. Employee service is not too influential because employee service at the Grand Kolopaking Kebumen with a disciplined, honest, professional attitude is not significant in the interest of visitors to stay at the Grand Kolopaking Hotel. In contrast to previous research, namely Diandaris Nurhandika Rahmad (2013), entitled "The Influence of Service Quality, Facilities, Perceived Price and Location on Satisfaction." There is a significant effect of the variables Employee Service, Facilities, Perceived Price and Location together on Consumer Satisfaction on Fishing Ngempel Asri Gunungpati Semarang. Thus it can be concluded that based on testing of 100 visitor

respondents at the Grand Kolopaking Hotel Kebumen, this test statistically proves that employee service has no effect on visitors' interest in staying so it is not in accordance with hypothesis 1 that employee service has an effect on visiting intentions at the Grand Kolopaking Hotel Kebumen. This research is in contrast to research conducted by (Goran et al., 2021) where the Quality of Service on the Satisfaction of Guests Staying at the Gajah Mada Hotel Malang. This good service quality is able to attract new consumers to then participate in making transactions about the products and services offered because the business is known to have a good image.

Service quality is very important in retaining existing customers, with excellent service quality customers will be satisfied with the service they receive. Therefore it would be very good if the company is able to improve the quality of service. By improving service quality, it is hoped that the satisfaction felt by customers will be higher and will increase customer loyalty to the company (Dwitia et al., 2022).

## 2. The influence of the facilities provided by the Grand Kebumen Kebumen Hotel.

From the results of hypothesis testing (H2) conducted by researchers it is evident that the facilities provided by the Hotel Grand Kolopaking Kebumen have a significant influence on visitor interest to stay. Through the results of the calculations that have been carried out, it is obtained that the t value is 4.617 with a significance level of 0.026 which is less than 0.1, thus  $H_a$  is accepted and  $H_o$  is rejected. The facilities provided by the Grand Kolopaking Kebumen Hotel are an influential factor in visitors to the Kebumen Grand Kolopaking Hotel to increase their enthusiasts even better. This means that the facilities are very significant in attracting visitors because of the comfortable waiting room, prayer facilities, wifi in all areas, large parking lot, 24-hour service from the hotel, pick-up and drop-off services. It can be seen from the results of the X2 questionnaire, namely very significant facilities, such as previous research by Aldo Fitra Romansyah (2010) "The Influence of Service, Location, Promotion and Price on Consumer Satisfaction at Hotel New Metro Semarang" the results of this study say that there is an influence of facilities on customer satisfaction, meaning that the facilities at the Grand Kolopaking Hotel Kebumen have a significant effect on the interest of hotel visitors. Thus it can be concluded that based on testing of 100 visitor respondents at the Grand Kolopaking Kebumen Hotel, this test statistically proves that the facilities provided by the Grand Kolopaking Kebumen Hotel have a positive effect on visitor interest to stay according to the alleged hypothesis in chapter 2, namely facilities affect interest in visiting hotels. Grand Kolopaking Kebumen.

## 3. The influence of employee service and facilities provided by Hotel Grand Kolopaking Kebumen on visitor interest to stay.

From the employee service variables, and the facilities provided by the Hotel Grand Kolopaking Kebumen affect the interest of visitors to stay at the Hotel Grand Kolopaking Kebumen. From testing the hypotheses H1 and H2, it has been explained that the three of them have a significant influence on visitors' interest in staying at the Grand Kolopaking Hotel, Kebumen. It can be concluded that the employee service and facilities provided by Hotel Grand Kolopaking Kebumen have a significant influence on visitors' interest in staying. This means that hypothesis 3 of employee service and facilities has an effect on interest in visiting the Grand Kolopaking Hotel Kebumen is true but not too significant at X1 (employee service) and more significant at (X2) Hotel Grand Kolopaking Kebumen facilities. Same as previous or previous research, namely Clara Lintang Sistiyo Andri (2017) "The Influence of Service Quality and Facilities on Visitor Satisfaction Visitor Case Study of The Shila's Agrotourism" service quality, facilities, visitor satisfaction, intention to revisit Service Quality and Facilities Variables together influence on Visitor Satisfaction, the variables of Service Quality and Facilities have an independent effect on visitor interest or visitor satisfaction.

The results of the regression analysis carried out in this study, between each independent variable (employee service, and the facilities provided by Grand Kolopaking Kebumen) and the dependent variable (visitors' interest in staying) can be explained as follows: To find out how much the employee service variable contributes, and the facilities provided by Grand Kolopaking Kebumen in an effort to influence the variable of visitor interest to stay can be

represented by the coefficient of determination. The results of the coefficient of determination of the employee service variable and the facilities provided by the Hotel Grand Kolopaking Kebumen notated in terms of R square is 0.637 or 63.7%. Based on the explanation above, it is clear, the results of the study show that there is an influence of employee services and facilities provided by the Grand Kolopaking Kebumen Hotel on visitor interest to stay. It is hoped that the findings of this research can assist institutions in increasing visitor interest in staying at the Grand Kolopaking Hotel Kebumen which will ultimately lead to satisfaction for visitors staying at the Grand Kolopaking Hotel Kebumen. This research is also in line with research conducted by (Wahyuni & Erwantiningsih, 2020) (Morissan, 2018).

#### 4. From employee services and facilities that greatly affect the interest of visitors to the Grand Kolopaking Hotel Kebumen.

From the variables of employee service and facilities provided by Hotel Grand Kolopaking Kebumen, it can be concluded that employee services and facilities affect visitors' interest in staying at Hotel Grand Kolopaking Kebumen. From testing the hypotheses H1 and H2, it has been explained that all three have their respective influences on visitors' interest in staying at the Grand Kolopaking Hotel, Kebumen. Same as previous or previous research, namely Clara Lintang Sistiyo Andri (2017) "The Influence of Service Quality and Facilities on Visitor Satisfaction Visitor Case Study of The Shila's Agrotourism" service quality, facilities, visitor satisfaction, intention to revisit Service Quality and Facilities Variables together influence on Visitor Satisfaction, the variables of Service Quality and Facilities have an independent effect on visitor interest or visitor satisfaction.

Service quality is very important in retaining existing customers, with excellent service quality customers will be satisfied with the service they receive. Therefore it would be very good if the company is able to improve the quality of service. By improving service quality, it is hoped that the satisfaction felt by customers will be higher and will increase customer loyalty to the company. In this case, visitors at the hotel prioritize existing facilities compared to services, because the services provided for standard hotels have been provided and carried out by this hotel. This was conveyed by (Alsharari, 2020)(H. C. Wu & Ko, 2013) (X. Wu et al., 2021) where services are needed in companies, especially service companies (Morissan, 2018).

#### Conclusions and Suggestions

Based on the results of the analysis in this study, using multiple linear regression analysis were: The effect of the employee service variable (X1) on visitors' interest in staying at the Grand Kolopaking Kebumen Hotel was: no effect. This means that employee service has no effect on visitors' interest in staying at the Grand Kolopaking Kebumen Hotel. While the influence of the Facility variable (X2) on visitor interest to stay is: influential. This means that the facilities provided by the Grand Kolopaking Kebumen Hotel have an effect on staying at the Kebumen Grand Kolopaking Hotel. The next conclusion is that the influence of employee service variables (X1) and facilities variables (X2) on visitors' interest in staying at the Grand Kolopaking Kebumen Hotel is: influential. This means that employee services and facilities jointly affect visitors' interest in staying at the Grand Kolopaking Hotel Kebumen.

Based on the results of the research and conclusions that have been presented, it is then written to convey suggestions that can provide benefits for parties related to the results of this research. The suggestions that can be submitted are as follows: For the Grand Kolopaking Hotel in Kebumen. Based on the results of the analysis described above, to increase visitor interest it is hoped that they can improve quality employee services and continue to develop product innovation facilities so that they can compete with other hotels. For Further Researchers. For future researchers, they can add other variables that can influence visitors' interest in visiting or staying at the Grand Kolopaking Kebumen Hotel. This research cannot be assessed in general because it was only conducted on visitors staying at the Grand Kolopaking Hotel, so the results may not necessarily apply to other visitors. Room service improvements should be carried out continuously by managers, especially hotels where this will have an impact on customer confidence to come back or convey it through word of mouth or recommend it to other people (Agitasari et al., 2022)(Risfandini, 2022)(Wei, 2020).



Furthermore, it is also recommended for hotels to continuously carry out promotions (et al., 2022) (Zhang et al., 2023) and to innovate, especially in terms of services that are needed by companies, especially those selling services (Line & Hanks, 2019)( Guan et al., 2021)(Narotama, 2019).

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