



# THE EFFECT OF SERVICE QUALITY ON CUSTOMER SATISFACTION DURING COVID-19 IN THE FRONT OFFICE DEPARTMENT

Agung Gita Subakti<sup>1\*</sup>, Maria Gracia Maribelle<sup>2</sup>, Wellyansyah Sanjaya<sup>3</sup>

<sup>1,2</sup> Hotel Management Department, Faculty of Digital Communication and Hotel & Tourism, Bina Nusantara University, Jakarta, Indonesia

<sup>3</sup> Syailendra Restaurant, J.W. Marriott Hotel, Jakarta, Indonesia

\*Corresponding author email: [agsubakti@binus.edu](mailto:agsubakti@binus.edu)

## Keywords

Service Quality; Front Office; Covid-19; Consumer Satisfaction

## Article History

Received on 22 November 2022

Accepted on 28 December 2022

Published on 01 April 2023

## Cite this article

Subakti, G S., Maribelle, M G., & Sanjaya, W. (2023). The Effect Of Service Quality On Customer Satisfaction During Covid-19 In The Front Office Department, *NHI Hospitality International Journal*, 1(2), 28-38.

DOI: 10.34013/nhij.v1i1.886

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## Abstract

Hotel is a public service in which there are several other services, such as service for rooms, serving food and beverage dishes, and other supporting facilities. The Covid-19 pandemic has made the hotel continue to improve the quality of its services so that the hotel can survive until the pandemic is over. The design of this study used a survey through the distribution of questionnaires. The population in this study were guests staying at JW Marriott Hotel Jakarta from January 2022 to May 2022

**Purpose of the study:** This study aims to understand how the variable service quality of front office employees of the JW Marriott Hotel Jakarta during Covid-19 on customer satisfaction

**Design/methodology:** After taking samples in this study, researchers used purposive sampling techniques with a total sample of one hundred people. The data collection technique was carried out with a questionnaire that was distributed by the researcher online to the respondents. For data processing from the questionnaire results, researchers used the help of IBM SPSS 25 software.

**Findings:** The findings of this study show that there is an influence between service quality variables and consumer satisfaction variables during Covid-19 in the front office department of JW Marriott Hotel Jakarta

**Research limitations/Implications:** Hotel Industry, Covid-19

**Novelty/Originality of the study:** This research focuses on the quality of services carried out during the Covid-19 pandemic

## PENDAHULUAN

According to "Decree of the Minister of Tourism, Post and Telecommunications No. KM. 37/PW.204/MPPT-87" in Hidayat (2018) explains "Hotel as a type of accommodation that uses most or all of the building to provide lodging, eating and drinking services and other services to the public, commercially managed." According to Mr. Didin Djunaedi as Chairman of the Indonesian Tourism Industry Association (GIPI) in Ricardo (2019) explained that "The enthusiasm of the national tourism industry has begun to be felt from 2015 to 2018, the development of tourism is shown by the contribution in GDP, the number of foreign tourists, the number of domestic tourists, and the value of foreign exchange receipts." According to Hariyadi Sukamdani as the head of the Indonesian Entrepreneurs Association (Apindo) in Zuhriyah (2019) said the decrease in the occupancy rate of rooms in star-rated hotels in 2019 was caused by a decrease in the number of tourists, both domestic and from abroad and the high price of air tickets. In 2020, it can be seen that there will be a drastic decline again. This is due to the global pandemic, namely *Covid-19*, which has made the entire community unable to carry out their usual activities. Not only that, but this pandemic has also made foreign tourists unable to vacation in Indonesia due to *lockdowns* and other things related to the *Covid-19* pandemic. As a result of this pandemic, hotels in Indonesia have decreased and even gone bankrupt. The government even ordered to close the tourism and hotel industry sector due to the surge in *Covid-19* cases .

The decline in room occupancy rates in star-rated hotels makes hotels compete with each other to be able to sell more rooms by making attractive promos and the most important thing is to pay attention to the quality of service

provided so that guests can return to the hotel. This research itself was conducted at the JW Marriott Hotel Jakarta. JW Marriott Jakarta Hotel is also one of the hotels in Jakarta affected by this *Covid-19*. There are many ways that JW Marriott Hotel Jakarta is trying to survive during this pandemic, one of which is by turning the hotel into a repatriation hotel. Elitists find phenomena or events related to the quality of service at JW Marriott Hotel Jakarta. Precisely in the Front Office department, where there are several guest complaints. As complained about the length of the *check-in* process, the rooms given are not in accordance with the guest's wishes, and guests are given rooms that are one floor together with guests who are quarantined. And it turns out that there are still other phenomena that researcher discovered. This phenomenon is based on the results of guest comments that researchers see from *websites* that provide guest *comments*. A total of 70 bad comments that researchers found in the period from 2020 to 2022 have been stated by guests who have stayed at the JW Marriott Hotel Jakarta. And here are some complaints that consumers feel about the quality of service at JW Marriott Hotel Jakarta. The data can be seen in Table 1. 2 below.

**Table 1: Bad reviews from guests**

<i>Guest Comment</i>
1. Front <i>office</i> employees swipe credit cards 3-5 times at check-in, and after that in the evening the employee asks back about the guest's credit card.
2. The guest was not given the <i>Suite</i> room that should have been given, even though the room was currently available on the date the guest <i>checked in</i> .
3. <i>Front office</i> employees provide room-to-face with those in quarantine without notifying guests in advance.
4. Waiting a long time for the <i>check-in process</i> .
5. Unfriendly receptionist to hotel guests.

source: Trip Advisor Website Review (2020 – 2022)

From the background explanation that the researcher has put forward, it can be concluded that it is important for each employee to provide good service quality for all guests / customers. By providing good service quality, customers will be satisfied with the service provided / customer satisfaction is fulfilled. With customer satisfaction fulfilled, in the future customers will stay back to the hotel. Especially during the *Covid-19* pandemic, where the hotel situation is arguably quiet compared to before the pandemic, making the company have to be extra to provide quality service to every guest / customer. Based on the description that has been presented, the researcher feels interested in knowing more details about the quality of service and its relation to customer satisfaction so that the researcher takes the title "**THE EFFECT OF SERVICE QUALITY ON CUSTOMER SATISFACTION DURING COVID-19 AT THE FRONT OFFICE DEPARTMENT OF JW MARRIOTT HOTEL JAKARTA**". With the formulation of the problem as follows:

1. What is the quality of service by *front office* employees at JW Marriott Hotel Jakarta during the *Covid-19* pandemic?
2. How is the satisfaction of consumers at JW Marriott Hotel Jakarta during *Covid-19*?
3. How does the quality of service by *front office* employees affect consumer satisfaction at JW Marriott Hotel Jakarta during *Covid-19*?

## LITERATURE REVIEW

### Hotel

"A hotel is a place to stay consisting of several or many rooms that are rented out to the general public for certain times and provide food and drinks for its guests" Hurdawaty and Parantika in Delima (2019). and according to the "Regulation of the Minister of Tourism and Creative Economy Number PM. 53/HM.001/MPEK/2013" in Hidayat (2018) on hotel business standards, what is meant by hotel is "Provision of accommodation in the form of rooms in a building that can be equipped with food and drink services, entertainment activities and/or other facilities on a daily basis with the aim of obtaining profits. "

### Front Office

Definition of Front Office by Noviastruti (2020) "*The front office* is the leading part in charge of taking orders, providing information, receiving and accommodating guests, including carrying out payments and receiving payments from guests. Meanwhile, according to Sulastiyono in Maulanasari (2021), "*The front office* is the frontmost department that is directly related to guests and has the task of accepting room reservations, providing all the information needed by guests, serving guests when *checking out* to the room payment process used by guests. "

### Service Quality

Fandy Tjiptono in Ramadhan (2021) defines "Service quality or service quality as a measure of how well the level of service provided is able to match customer expectations. "Meanwhile, according to Munawaroh in Aryska (2017) "Service quality is the level of compliance with requirements, in this case customer requirements. Service quality is a concept of how to instill quality of service in each phase of service delivery that involves all personnel in the organization." "Quality of service is the expected level of excellence and control over that level of excellence to meet customer desires. If the service or service received *or perceived* (perceived service) is in accordance with what is expected or exceeds customer expectations, then the quality of service or service is perceived as good, ideal and satisfactory. Conversely, if the services or services received are lower than expected, then the quality of the services or services is perceived as poor." Tjiptono in (Amalia Susepti, 2017). The dimensions of service quality according to Miklos Pakurar (2019) are as follows:

1. *Tangible*: "The company's ability to show its presence to the outside world, the appearance and ability of the company's physical facilities and infrastructure and the state of the surrounding area is tangible evidence of the services provided by service providers who follow the physical facilities (buildings and warehouses) of equipment and equipment that can be used (technology) the appearance of its employees. "
2. *Reliability*: "the company's ability to deliver services accurately and reliably as promised. Performance needs to meet customer expectations. This means punctuality, providing the same service to all customers, high empathy and accuracy. "
3. *Responsiveness*: "the ability to support customers by clearly communicating information and providing fast and accurate service to customers. Making consumers wait for no apparent reason leads to a negative perception of the quality of service. "
4. *Assurance*: "that is, the knowledge, courtesy, and ability of the company's employees to foster customer trust in the company. "
5. *Empathy*: "that is, to give sincere and individual or personal attention given to customers by seeking to understand the wishes of consumers. Where a company is expected to have understanding and knowledge of customers, understand specific customer needs, and have a comfortable operating time for customers. "
6. *Access to Service*: the first additional dimension is service access. Service access is one of the important points in service quality. A company needs to provide convenience in providing access to its services to customers, this is because it can increase customer or consumer satisfaction. An example of the ease of providing service access is, the waiting time for the service is not long and the service facilities are in a convenient and affordable location.
7. *Financial Aspect*. the financial aspect has a positive influence on the level of customer satisfaction. In terms of finances, of course, customers also want to benefit. Customers will compare the costs they need to spend to stay at an inn between one hotel and another. An example of this financial aspect is a company offering attractive promos for customers or it could be a company offering attractive stay packages for customers.
8. *Employee Competences*: employee competencies include knowledge, skills, abilities, values, motivation, initiative and also self-control. It is important that employees have good skills in their field. Employees who have good skills in their fields tend to provide optimal service to customers or consumers, so this can increase the level of customer satisfaction.

## Customer Satisfaction

according to Kotler in Rizky (2019) is "A person's feeling of pleasure or disappointment that comes from a comparison between his impressions of the performance (or results) of a product and his expectations." According to Zeithaml and Bitner in Maramis (2018) the definition of satisfaction is "The response or response of consumers regarding the fulfillment of needs. Satisfaction is an assessment of the characteristics or features of a product or service, or the product itself, that provides a level of consumer pleasure with regard to meeting consumer consumption needs." According to Schnaars in Dhita Tresiya (2018) "Basically the purpose of a business is to create satisfied customers. The creation of customer satisfaction can provide benefits including the relationship between the company and customers to be harmonious, provide a good basis for repeat buyers and the creation of customer loyalty, and form a *word-of-mouth* recommendation that is beneficial for the company." According to Tjiptono in Putri (2017), "there are five core concepts that have similarities among the various ways of measuring consumer satisfaction, namely: Overall customer satisfaction, Confirmation of expectations, repurchase interest, Willingness to recommend, Customer dissatisfaction, and Consumer satisfaction can be influenced by several factors. " According to Lupiyoadi in Anisa (2019) the factors that affect consumer satisfaction consist of:

- a. *Product*
- b. *Price*
- c. *Place*
- d. *Promotion*
- e. *People*
- f. *Process*
- g. *Customer Service*

## RESEARCH FRAMEWORK



source: Researcher (2022)

## RESEARCH METHODOLOGY

In the study "The Effect of Service Quality on Consumer Satisfaction During COVID-19 at the *Front Office* Department of JW Marriott Hotel Jakarta", researchers used quantitative research methods defined according to Sugiyono in Senen (2021) quantitative research can be interpreted as "Research methods based on the philosophy of positivism. Used to research on specific populations or samples." According to Sugiyono in Imron (2019) mentioned "It is called a quantitative method because the research data in the form of numbers and analysis uses statistics." A research design is a design that is created before the research is carried out. The type of research design used in this study is descriptive research design – causality. "Causal descriptive research is research that is used to describe or analyze a research result but is not used to make broader conclusions"

Sugiono in Nasmi (2019). According to Iqbal Hasan in Nasmi (2019) "Causal research is useful for analyzing "causal" relationships." According to Sugiyono in Lestari (2020) causal research is "A causal relationship where there are independent variables (influencing variables) and dependent variables (influenced variables)." researchers use quantitative research methods which are carried out by collecting data from questionnaires that will be distributed to guests staying at JW Marriott Hotel Jakarta. The number for this study was calculated by calculating the Slovin formula, which resulted in 100 respondents from population obtained from JW Marriott Hotel Jakarta during January 2022 to May 2022 was 24,596 people.

researchers use *the Probability Sampling* technique. The definition of Probability Sampling according to Sugiyono in Sulandjari (2020) is that *Probability Sampling* is "A sampling technique that does not provide equal opportunities for each element or member of the population to be selected as a sample." Validity test, reliability test, descriptive analysis test of X and Y variables, hypothesis test, and Simple linear regression test using SPSS 25.

## ANALYSIS AND DISCUSSION

### Respondent Profile

The results of the research conducted presented data on the profile of JW Marriott Hotel Jakarta consumers who were willing to be respondents. Data collection in this study was carried out by distributing questionnaires *online* using the *Simple Random Sampling* method to 100 respondents who had been calculated based on the Slovin formula. The content of the respondent's profile is based on gender, age and also occupation.

**Table 2: Respondent Profiles**

No	Item	Number of respondents people	Proportion (%)
1	Gender		
	Female	72	72%
	Male	28	28%
2	Age of respondents		
	< 20	7	7%
	20 – 25	70	70%
	26 – 30	7	7%
	31 – 35	2	2%
	36 – 40	1	1%
3	Education level		
	High School Student	2	2%
	College Student	55	55%
	Private Employee	22	22%
	Government Employee	1	1%
	Entrepreneur	15	15%
	Other	5	5%

Source: Survey Analysis (2022)

### Validity Test

Based on the table above, it can be seen that each statement, the result of  $r$  count  $>$   $r$  table, as well as the significance at the level of 0.05 with a 2-sided test is also smaller than 0.05. So it can be concluded that the validity of all statements on the Quality of Service variable (X) and the Consumer Satisfaction variable (Y) is good.

### Reliability Test

the reliability test result for the service quality variable (X) is 0.949, so the measuring instrument (statement) used is good and categorized as reliable. Meanwhile, the reliability test results for the Consumer Satisfaction (Y) variable are 0.649, so that the measuring instruments (statements) used are good and categorized as reliable.

**Descriptive Analysis of Service Quality (X)**

**Table 3: Result of Descriptive Analysis of Service Quality (X)**

	N	Minimum	Maximum	Mean	Std. Deviation
Statement 1	100	3	5	4,73	0,510
Statement 2	100	3	5	4,71	0,518
Statement 3	100	3	5	4,65	0,539
Statement 4	100	3	5	4,64	0,542
Statement 5	100	2	5	4,57	0,624
Statement 6	100	3	5	4,58	0,589
<b>Statement 7</b>	<b>100</b>	<b>3</b>	<b>5</b>	<b>4,56</b>	<b>0,574</b>
Statement 8	100	3	5	4,70	0,522
<b>Statement 9</b>	<b>100</b>	<b>3</b>	<b>5</b>	<b>4,76</b>	<b>0,495</b>
Statement 10	100	2	5	4,69	0,563
Statement 11	100	2	5	4,61	0,584
Statement 12	100	3	5	4,71	0,498
Statement 13	100	2	5	4,61	0,709
Statement 14	100	2	5	4,62	0,678
Statement 15	100	3	5	4,65	0,520
Statement 16	100	3	5	4,69	0,526

source: SPSS (2022)

It can be seen in the table above the *lowest mean* (average) value of 4.56 is in Statement 7, namely "Front Office Employees of JW Marriott Hotel Jakarta are quick to respond and ready to respond in providing services", which can be concluded by the average ( $4.56 < 5$ ), consumers or guests of JW Marriott Hotel Jakarta agree with the services provided by *front office* employees JW Marriott Hotel Jakarta is quick to respond and ready to respond to guests. While the highest *mean* (average) value of 4.76 is in Statement 9, namely "JW Marriott Hotel Jakarta *Front Office* Employees have a friendly and polite nature ", which can be concluded by this average ( $4.76 < 5$ ), consumers or guests of JW Marriott Hotel Jakarta agree with the front office employees of JW Marriott Hotel Jakarta to have a friendly and polite nature.

**Descriptive Analysis of Consumer Satisfaction (Y)**

**Table 4: Results of Descriptive Analysis of Consumer Satisfaction (Y)**

	N	Minimum	Maximum	Mean	Std. Deviation
Statement 1	100	2	5	4,64	0,644
Statement 2	100	3	5	4,60	0,569
<b>Statement 3</b>	<b>100</b>	<b>3</b>	<b>5</b>	<b>4,74</b>	<b>0,505</b>
Statement 4	100	3	5	4,62	0,546
Statement 5	100	2	5	4,60	0,667
<b>Statement 6</b>	<b>100</b>	<b>1</b>	<b>5</b>	<b>3,47</b>	<b>1,611</b>

source: SPSS (2022)



It can be seen in the table above the lowest *mean* (average) value of 3.47 is in Statement 6, namely "I am not satisfied with the services provided by *Front Office* employees at JW Marriott Hotel Jakarta ", which can be concluded by this average ( $3.47 < 4$ ), consumers or guests of JW Marriott Hotel Jakarta are neutral with dissatisfied consumers / guests with the services provided by *front office* employees JW Marriott Hotel Jakarta. While the highest *mean* (average) value of 4.74 is in Statement 3, namely "I want to return to stay at JW Marriott Hotel Jakarta if there is an attractive promo ", which can be concluded by this average ( $4.74 < 5$ ), consumers or guests of JW Marriott Hotel Jakarta agree to consumers or guests want to return to stay at JW Marriott Hotel Jakarta if there is an attractive promotion.

### Simple Linear Regression Analysis

According to Sugiyono in Oktaviani (2017) "Simple regression is based on the functional or causal relationship of one independent variable with one dependent variable". This method is also used to determine the influence between one independent variable and a dependent variable. The following are the results of the analysis of the regression coefficient and determination using the help of *SPSS software*:

**Table 5: Coefficient of Determination Analysis Results (R Square)**

R	R Square	Std. Error of the Estimate
0,710	0,505	2,173

source: SPSS (2022)

Based on the coefficient of determination analysis table above, it shows the relationship between service quality and customer satisfaction of 0.710. With this value, there is a close (strong) level of relationship because the value ranges from 0.60 – 0.799.

**Table 6: ANOVA Result (F Test)**

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	471,505	1	471,505	99,885	0,000
Residual	462,605	98	4,720		
Total	934,110	99			

a. Dependent Variable : Customer Satisfasction

b. Predictors: (Constant) : Service Quality

source: SPSS (2022)

Based on the table of ANOVA analysis results above, it can be seen that the significance level is 0.000. A value of  $0.000 < 0.05$ , then this regression model is worth using in predicting consumer satisfaction. The conclusion is that there is an influence between service quality and customer satisfaction during *Covid-19* at the *front office* department of JW Marriott Hotel Jakarta.

**Table 7: Regression Coefficient Analysis Results (T Test)**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	2,843	2,394		1,187	0,238
Service Quality	0,320	0,032	0,710	9,994	0,000

a. Dependent Variable: Customer Satisfaction

source: SPSS (2022)

Based on the table of regression coefficient analysis results (T test), it was analyzed that the regression equation to estimate consumer satisfaction influenced by service quality is:

$$Y' = 2.843 + 0.320X, \text{ emanates:}$$

Y is the consumer satisfaction variable and X is the service quality variable.

It can be concluded that the simple regression equation has a constant of 2.843 and if there is no increase in the value of the quality of service (X), then the value of consumer satisfaction (Y) is 2.843. The regression coefficient of 0.320 states that every time one score is added to the service quality variable, it will give an increase in the score on the consumer satisfaction variable by 0.320.

**Table 8: Data Processing Results**

Variable Relationships	Correlation	Influence	Regression Equation	Influence Exerted
Service Quality – Customer Satisfaction	0,710 (Strong)	50,5%	$Y' = 2,843 + 0,320X$	Significant

source: SPSS (2022)

## CONCLUSION

Based on the results of the study "The Effect of Service Quality on Customer Satisfaction During COVID-19 at the Front Office Department of JW Marriott Hotel Jakarta" there are several conclusions that can be drawn as follows:

1. According to the results of the respondents' answers, on the variable Quality of Service (X), the highest average score is in Statement 9, namely "JW Marriott Hotel Jakarta Front Office Employees have a friendly and polite nature", this is in accordance with the observations of researchers where every front office employee of JW Marriott Hotel Jakarta is friendly and polite to each guest, despite differences in terms of race, Religion and culture. Front office employees also always maintain hospitality and courtesy towards guests in any condition. As for the lowest average score is in Statement 7, namely "JW Marriott Hotel Jakarta Front Office Employees are quick to respond and ready to respond in providing services", this is in accordance with the phenomenon of researchers when conducting *on the job training*, where the lack of response speed and unpreparedness by front office employees in providing services to guests, especially during the *check-in* process, so that sometimes there is a buildup in the hotel lobby. This is due to the lack of front office employees of JW Marriott Hotel Jakarta and the lack of skill training in employees. Furthermore, the second lowest mean value is in Statement 5, namely "Front Office employee service at JW Marriott Hotel Jakarta is fast and accurate", this is in accordance with the existing phenomenon, namely when conducting *on the job training*, researchers found that several times front office employees JW Marriott Hotel Jakarta is not fast and accurate in providing services to guests. One of the phenomena that researchers see for themselves is when front office employees provide wrong information to guests, causing guests to get angry and eventually complain to front office employees. This can happen due to the lack of skills training in employees.
2. According to the results of the respondents' answers, on the variable Consumer Satisfaction (Y), the highest average value is in Statement 3, namely "I want to return to stay at JW Marriott Hotel Jakarta if there is an attractive promo", this is in accordance with the phenomenon that researchers experienced when doing internships, where guests who had stayed before, returned to stay at JW Marriott Hotel Jakarta using attractive promos offered by the hotel. While the average for the lowest score is in Statement 6, namely "I am not satisfied with the services provided by Front Office employees at JW Marriott Hotel Jakarta", this is in accordance with the phenomenon experienced by researchers during internships, namely researchers found several hotel guests who complained about the services provided by front office employees JW Marriott Hotel Jakarta. One of the phenomena seen directly by researchers is when employees of the front office of JW Marriott Hotel Jakarta give rooms that do not match what guests want.
3. According to the results of a simple linear regression analysis, service quality contributed a significant influence on consumer satisfaction by 50.5% and the remaining 49.5% was influenced by other variables that did not participate in this study. Based on the results of the analysis, service quality has a close (strong) relationship to customer satisfaction during Covid-19 at the front office department of JW Marriott Hotel Jakarta. From the results of existing studies, it can be seen that the value of r count (R) is greater than r of the



table, then  $H_1$  is accepted and  $H_0$  is rejected. The conclusion of the  $H_1$  hypothesis is that there is an influence between the quality of service on customer satisfaction during *Covid-19* in the *front office* department of JW Marriott Hotel Jakarta received. It can be interpreted that the better the quality of front office department service of JW Marriott Hotel Jakarta, the more customer satisfaction will also increase.

## SUGGESTION

Based on the results of the analysis and also the conclusions above, the suggestions that can be given to JW Marriott Hotel Jakarta are as follows:

### Service Quality Variable (X)

1. Based on the results of the descriptive analysis, the highest score in Statement 9, namely "JW Marriott Hotel Jakarta Front Office employees have a friendly and polite nature." With this result, it is hoped that the front office employees of JW Marriott Hotel Jakarta will maintain and maintain a friendly and polite nature to all consumers / hotel guests.
2. Meanwhile, the lowest average (*mean*) value is in Statement 7, namely "Front Office Employees of JW Marriott Hotel Jakarta are quick to respond and ready to respond in providing services". With these results, it is hoped that JW Marriott Hotel Jakarta front office employees can improve the quality of their services in terms of quick response and always ready to respond, especially during this pandemic. One example that can be done by companies is to provide *Research Skill* training and *Communication Skills* to front office employees of JW Marriott Hotel Jakarta. This can train front office employees' communication skills and research skills so that employees can analyze a problem more easily. With this training, it is hoped that the company and employees of the *front office* of JW Marriott Hotel Jakarta in the future can be better prepared to face other phenomena or pandemics.
3. The second lowest *mean* value is in Statement 5, which is "Front Office employee service at JW Marriott Hotel Jakarta is fast and accurate." With these results, it is hoped that the addition of *front office* employees so that at the time of *check-in* the process is faster, so that guests do not wait too long. Especially during this pandemic, where crowds can harm every individual because of the rapid spread of the virus.

### Consumer Satisfaction Variables (Y)

1. The results of the descriptive analysis show that the highest average value (*mean*) is in Statement 3, namely "I want to return to stay at JW Marriott Hotel Jakarta if there is an attractive promo." Due to the high value in this Statement, it is expected that JW Marriott Hotel Jakarta will maintain this and continue to provide attractive promos for its guests / consumers, so that guests will return to stay at JW Marriott Hotel Jakarta.
2. As for the lowest *mean* value is from Statement 6, which is "I am not satisfied with the services provided by *Front Office* employees at JW Marriott Hotel Jakarta". From the assessment given by respondents, what the researcher suggested to JW Marriott Hotel Jakarta was to improve the quality of service to *front office* employees. One of the things that can be done by companies is to provide *Service Excellence training*. This *Service Excellence Training* aims to provide insight and motivation on how to provide the best and sincere quality service from the heart for each guest. Especially during the *Covid-19* pandemic, where the services provided to guests tend to be extra than before the *Covid-19* pandemic. With this training, it is hoped that in the future the company can be better prepared in dealing with situations that will occur in the future.

## LIMITATIONS AND FURTHER STUDY

In this study, there is only one independent variable, so it is not complete to explain what factors affect consumer satisfaction (dependent). It is hoped that in the next study, free variables (independent) will be added, so that they can provide even better advice to the company and also as a learning for researchers and readers.

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