ANALYSIS OF GUEST SATISFACTION TOWARDS SERVICE QUALITY AT THE CITITEL HOTEL RESTAURANT MID VALLEY KUALA LUMPUR

MINOR THESIS

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MANADO STATE POLYTECHNIC –TOURISM DEPARTMENT HOTEL MANAGEMENT STUDY PROGRAM (D IV)

YEAR

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ANALYSIS OF GUEST SATISFACTION TOWARD SERVICE QUALITY
AT THE CITITEL HOTEL RESTAURANT MID VALLEY KUALA LUMPUR

Submitted as one of the Requirements To accomplish Tourism

Hotel Management Bachelor Degree (D IV)

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ABSTRACT

Tourism is an activity that directly touches and engages the community, thus bringing various benefits to the local community and its surroundings.In general, we know that the relationship between the hospitality industry and tourism is very closely related. This is inseparable from the fact that the hospitality industry is one of the backbones that support the development of the tourism sector. The hospitality industry itself in addition to providing lodging and services also provides various other supporting facilities for guests.In providing services to guests, we have to consider the guest satisfaction of the services provided. Satisfaction is obtained if the customer's needs and desires are met, while human needs and desires are always changing and limitless.

This study aims to determine the analysis of the quality of service to customer satisfaction at Mid Valley Kuala Lumpur Cititel Hotel Restaurant, which consists of aspects of direct tangibility, reliability, empathy, responsiveness and assurance .This research is a descriptive statistical study, the method used in this study is a survey method, with a questionnaire instrument. The research subjects used were hotel guests who had breakfast at Cititel. Data analysis techniques used descriptive statistics with percentages.

The results showed 60 respondents were used to analysis of guest satisfaction towards service quality at the cititel hotel restaurant mid valley kuala lumpur, most of them have a Satisfied attitude of 33.3%, Very Satisfied 22.7%, Dissatisfied 25.3%, Neutral 16.3% and Very Dissatisfied 2.3%. Based on these results it can be concluded that the analysis of guest satisfaction towards service quality at the cititel hotel restaurant mid valley kuala lumpur is satisfied.

Keywords: service quality, guest satisfaction, Restaurant, Hotel

ABSTRAK

Pariwisata adalah kegiatan yang secara langsung menyentuh dan melibatkan masyarakat, sehingga membawa berbagai manfaat bagi masyarakat setempat dan sekitarnya. Secara umum, kita tahu bahwa hubungan antara industri perhotelan dan pariwisata sangat erat kaitannya. Ini tidak terlepas dari kenyataan bahwa industri perhotelan adalah salah satu tulang punggung yang mendukung pengembangan sektor pariwisata. Industri perhotelan itu sendiri selain menyediakan penginapan dan layanan juga menyediakan berbagai fasilitas pendukung lainnya bagi para tamu. Dalam memberikan layanan kepada para tamu, kita harus mempertimbangkan kepuasan tamu atas layanan yang diberikan. Kepuasan diperoleh jika kebutuhan dan keinginan pelanggan terpenuhi, sedangkan kebutuhan dan keinginan manusia selalu berubah dan tidak terbatas.

Penelitian ini bertujuan untuk mengetahui analisis kepuasan tamu terhadap kualitas pelayanan di Restoran Cititel Hotel Mid Valley Kuala Lumpur, yang terdiri dari faktor bukti langsung, keandalan, empati, daya tanggap dan jaminan. Penelitian ini adalah penelitian statistik deskriptif menggunakan data distribusi frekuensi, metode yang digunakan dalam penelitian ini adalah metode survei, dengan instrumen kuesioner. Subjek penelitian yang digunakan adalah tamu hotel yang sarapan di Cititel. Teknik analisis data menggunakan statistik deskriptif dengan persentase.

Hasil penelitian menunjukkan 60 responden digunakan untuk menganalisis kepuasan tamu terhadap kualitas pelayanan di Mid Valley Kuala Lumpur Cititel Hotel Restaurant sebagian besar mempuanyai sikap **puas** sebesar 33,3 %, **sangat puas** 22,7 %, **tidak puas** 25,3 %, **ragu-ragu** 16,3 % dan **sangat tidak puas** 2,3 %. Berdasarkan hasil penelitian tersebut dapat disimpulkan analisis kepuasan tamu terhadap kualitas pelayanan di Restoran Cititel Hotel Mid Valley Kuala Lumpur adalah puas.

Kata kunci: kualitas layanan, kepuasan tamu, Restoran, Hotel

Motto

" Fear not, for I am the with you; be not dismayed, for I am your God. I will strengthen you, Yes, I will help you, I will uphold you with my righteous right hand "

(Isaiah 41:10)

" For the Lord gives wisdom; From His mouth come knowledge and understanding "

(Proverbs 2:6)

I shoot this work for :

The Lord Jesus Christ who is pleased with all His greatness opens the door of ease for His weak child.

Father and Mother, younger brother and also the supervisors, for all the motivation and prayer for my success.

POLITEKNIK NEGERI MANADO
HOTEL MANAGEMENT

APPROVAL LETTER

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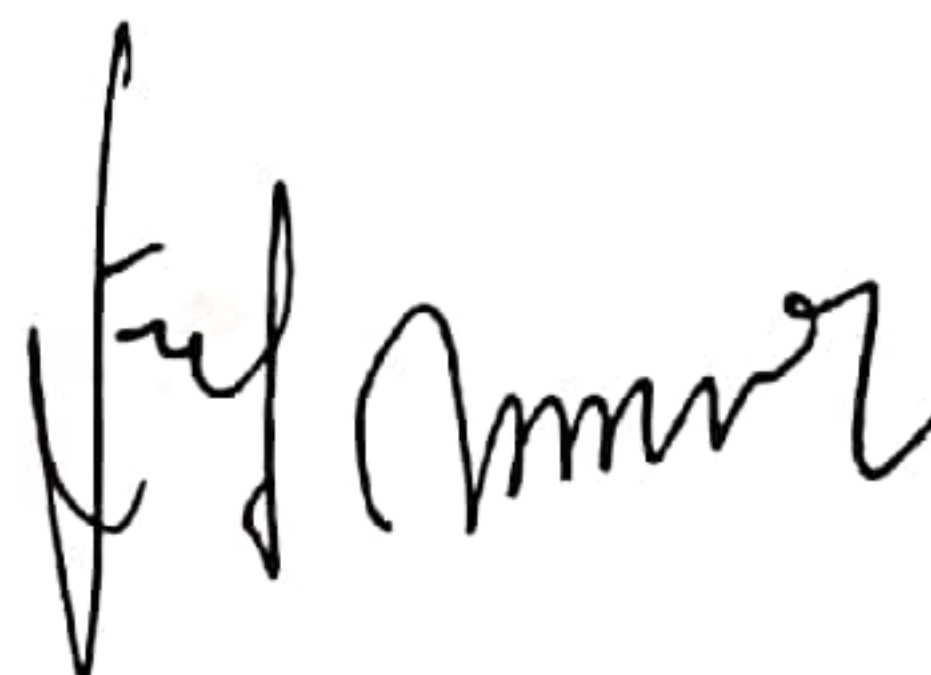
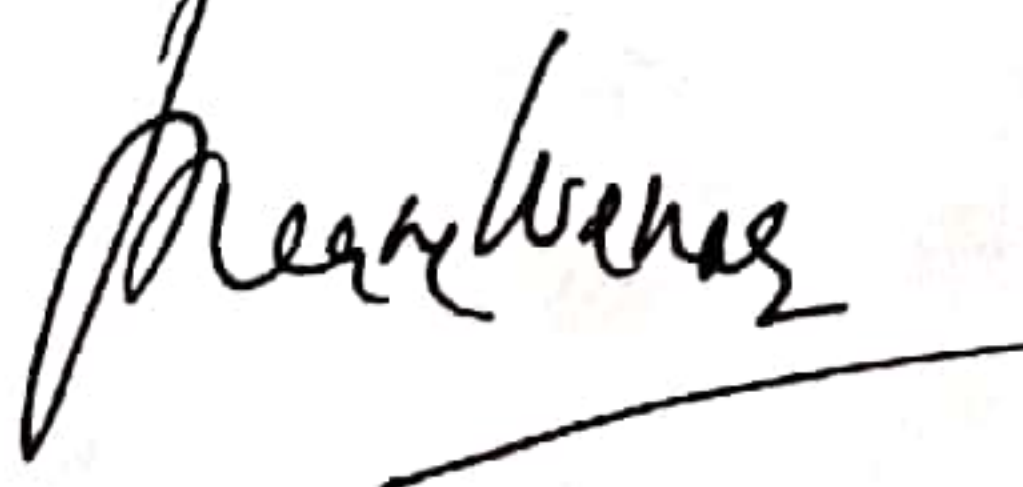Manado, 22 july 2019

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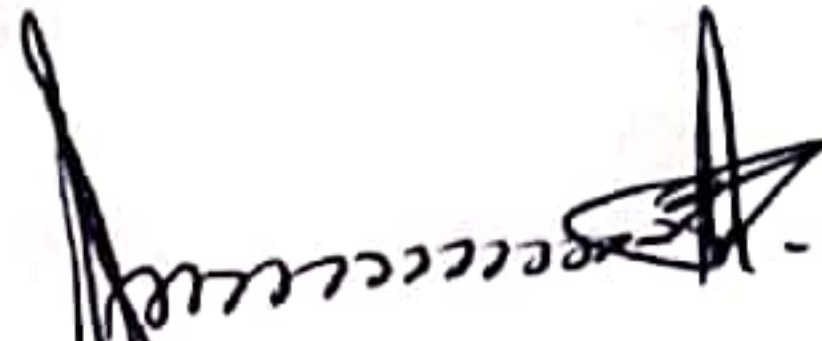
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CHAPTER I

PRELIMINARY

1.1 Background

Tourism can be defined as travelling to a place which is different from your home city or country for various leisure or business purposes, and staying there for some considerable period of time. It is travelling for some purpose and for stay which is not very long or permanent. Tourism becomes an activity which builds the base for the wide scale consumption bringing far reaching benefits. Tourism gains importance as an activity which has far reaching positive impacts on industries, economy, society and therefore for the whole growth, progress and development of a country. The definition of tourism also creates the foundation and the broad context of the tourism industry through which most of the advantages and benefits are received by the country as a whole. Let us now look at what tourism industry is and how it plays such an important role. Tourism industry is important for the benefits it brings and due to its role as a commercial activity that creates demand and growth for many more industries. Tourism not only contributes towards more economic activities but also generates more employment, revenues and play a significant role in development. (http://www.market-width.com/blogs/Importance-Tourism-Industry-Economic-Value.htm)

In general the hospitality industry and tourism are very closely related. This is inseparable from the fact that the hospitality industry is one of the backbones that support the development of the tourism sector. There are so many contributions from the hospitality industry that have implications for the development of tourism. The first is as a measure of the success of an area in promoting or attracting tourists to come to the area. A tourist destination will certainly be visited by tourists , of course, it requires a place to stay and this is where the hotel is used as a benchmark to find out how many tourists visit the area, why is the hospitality industry so important in relation to tourism.

The hospitality industry itself in addition to providing lodging services also provides various other supporting facilities for guests, providing food and drink is endless activities as humans need food and drink to fulfill physical needs for survival. In the hospitality industry, the food and beverage department has a very important role for the hotel itself, where besides staying, guests also need food and drinks. Besides increasing hotel revenue, food and beverage is also an absolute means that must be provided by the hotel to be categorized into star hotels. The food and beverage administration system, and the food and beverage service section has a very important function in a hotel. In the hotel industry, satisfaction is very important and that also applies to the food and beverage department in serving food and drinks to guests. In providing services to guests, we should consider the guest satisfaction of the services provided. Satisfaction is obtained if the customer's needs and desires are met, while human needs and desires are always changing and limitless.

Cititel Hotel Mid Valley Kuala Lumpur in an effort to increase services quality to guests in restaurants. Guest satisfaction is very important to increase hotel revenue, as we know that when guests are satisfied with the services provided, the guests will always visit again the place where he is satisfied. But when the author is in the field, he observes that there are several things that make guests feel less satisfied and less comfortable with the service, namely, guests feel disturbed by clearing up, where restaurant services always pay attention and wait for guests to eat and then clear up quickly when new guests finished eating, and guests were not satisfied with the service provided by waiter, waiteress and guests said that the waiter was not friendly. By reviewing the response from guests, the author sees that service quality is very important in giving satisfaction to guests, how fast guests are according to the quality of services provided, if the service quality is very good, guests will be very satisfied, so to see how satisfied our guests should be how high the service is provided. There are five indicators of service quality, namely reliability, responsiveness, assurance, empathy, and tangibles in which these factors can measure how satisfied guests are with the services provided by the restaurant. In accordance with the above background, the author chooses the title 'ANALYSIS OF GUEST

SATISFACTION TOWARDS SERVICE QUALITY AT THE CITITEL HOTEL RESTAURANT MID VALLEY KUALA LUMPUR '

1.2 Statements of problem

Based on the background described above, the formulation of the problem in this study is:

1. Guests feel disturbed by clearing up, where the waiters always watch and wait for guests to eat and then clear up quickly when guests have just finished eating.
2. The guest aare less satisfied with the service provided by waiter, where the manager got complaints that the guests feel that the waiters are rude.

1.3 Scope limitation

In order for this study to be directed by the author, limiting this writing is in accordance with the title that has been adopted, analysis of guest satisfaction towards service quality in restaurant at breakfast time.

1.4 Research purposes

1. To indentify how satisfied guests are with the quality of service provided by hotel restaurants.
2. To recommend to the hotel itself to increase the service quality.

1.5 Benefits of research

The benefits obtained from this study are:

1. Theoretical Benefit
   The results of this study are expected to provide additional information that is useful for those who want to do research, especially regarding guest satisfaction towards service quality at the cititel hotel restaurant mid valley Kuala Lumpur.

2. Practical Benefits

   The results of this study are expected to be practiced and used as consideration for hotels in making policy strategies to improve service quality in restaurant.

CHAPTER II

LITERATURE REVIEW

2.1 Hotel

Hotel is an establishment that provides paid lodging on a short-term basis. Facilities provided may range from a modest-quality mattress in a small room to large suites with bigger, higher-quality beds, a dresser, a fridge and other kitchen facilities, upholstered chairs, a flatscreen television and en-suite bathrooms. Small, lower-priced hotels may offer only the most basic guest services and facilities. Larger, higher-priced hotels may provide additional guest facilities such as a swimming pool, business centre (with computers, printers and other office equipment), childcare, conference and event facilities, tennis or basketball courts, gymnasium, restaurants, day spa and social function services. Hotel rooms are usually numbered (or named in some smaller hotels and B&Bs) to allow guests to identify their room. Some boutique, high-end hotels have custom decorated rooms. Some hotels offer meals as part of a room and board arrangement. In the United Kingdom, a hotel is required by law to serve food and drinks to all guests within certain stated hours. (https://www.quora.com/What-is-a-hotel). Sulastiyono (2007:3) says that hotel is an accommodation that gives the facilities like rooms, food and beverage and other supporting facilities such as sport area, and laundry. According to Tarmoezi and Manurung (2007:1) hotel is a building that provides the rooms with the supporting facilities such as the food and beverage. Based on the definition, hotel does not only sells the room but hotel is one of accommodation that sell the other facilities.

The hotel industry in addition to having distinctive features as a tourism industry in general, also has characteristics that distinguish it from other industries. These characteristics include capital and labor intensive industries. The hotel industry is affected by changes in various factors, the hotel produces and markets its products together with the place where the product is produced, the hotel industry works for twenty-four hours

without a holiday serving guests. The hotel industry considers and treats guests as kings. The hotel functions as a means for guests' needs as a temporary residence. The hotel is not only for staying, resting, eating and drinking for the community, but also as a place to hold ceremonies, conferences and so on so that the provision of facilities is in accordance with the development and needs of the guests.

2.2 Food and Beverage

According to Rachman Arief (2005 : 113), food and beverage department is in charge of part processing, producing and serving food and drink for guests, both in the rooms, restaurant, coffee shop, banquet (receptions and meeting), food employees, and so on. As a conclusion food and beverage is a part that has a job and responsible to prepare and serving the food for guests of hotel and hotel's employees.

2.3 Food & Beverage Service

Food and Beverage Services is a process of preparing, presenting and serving of food and beverages to the customers through restaurants, food stalls etc. It also includes all the companies involved in processing raw food materials, packaging, and distributing them. This includes fresh, prepared foods as well as packaged foods, and alcoholic and nonalcoholic drinks or beverages. (Anastasia Patin, 2018, https://www.quora.com/What-is-a-food-and-beverage-service).

2.4 Restaurant

Restaurant is an effort to provide food and beverage services equipped with equipment for the process of making, storing and serving in a fixed place that is not moving with the aim of obtaining profits, (Ministry of Tourism and Creative Economy 2014: 11).

Here are the definitions and meanings of restaurants from several sources:

1) According to Atmodjo (2005; 7), a restaurant is a place or building that is commercially organized, which provides good service to all consumers in the form of food or drinks.

2) According to Soekresno (2000: 7), a restaurant is a commercial business that provides food and drink services to the public and is managed professionally.

3) According to Suyono (2004: 1), a restaurant is a place that serves to refresh a person's condition by providing ease of food and drink.

2.4.1 Aim of restaurant

Ministry of Tourism and Creative Economy (2014: 11), States that the restaurant's operational goal is to seek profits and make customers satisfied. Based on the basic aspects of existence, the restaurant has four objectives as follows:

1. Trade. The restaurant serves as a sales service and customer service of its type of product.

2. Finance. Restaurants maintain the smooth running of the activity for a turnaround of investment costs.

3. Position. The main aim of restaurant operation is to present various types of food and the appearance of the atmosphere of the restaurant room.

4. Practicality. Restaurants in their compilation to attract attention, presentation and service from these types of businesses are expected to provide satisfaction.

2.4.2 Restaurant Products

Restaurant's products are the totality of food, beverages and other set of attributes, including taste, color, food aroma, price, food and beverage name, restaurant reputation, and hospitality services received to satisfy customer desires (Soekresno , 2000: 8). In

general, there are three components of the product that are marketed by restaurants, namely:

1. Food and drink.
2. Services (customer service), customer care, valet parking, special attention such as birthdays, entertainment and complimentary photos for customers.
3. Ambience, including: the theme of lighting, uniforms, furniture, cleanliness, equipment, decoration, and table arrangement.

According to Cousin, Mackay and Clarke ,(2002: 48-53), restaurant products are determined by five factors, namely:

1. Food and beverage factors.
   Consisting of variable types / menus, variations in menu choices, flavors, textures, and presentations.
2. Service factor
   Consisting of variable choice of type of service, reservation or seating facility, availability of credit card payments, availability of choices of portion sizes, access to health information, and availability of seats for infants (baby chairs).
3. Factor for cleanliness and hygiene
   It consists of the staff grooming factor, the cleanliness of employee uniforms, a clean and tidy menu list, the temperature of serving food and drinks, and the cleanliness of the health area.
4. Price factor
   Consisting of conformity between satisfaction obtained with the amount of money spent by the customer.
5. Atmospheric / atmosphere factors
   Consisting of design, decoration, lighting, air temperature regulation, furnishing, level of noise (noise level), behavior of guests in the restaurant, and employee behavior. The atmosphere in the food and beverage service can be divided into the atmosphere that is seen, which is heard, touched, felt, and smelled.

2.5 Duties and responsibilities

Collectively :

From the restaurant clerk from the Manager to Dishwasher has the duty and responsibility together with the Hotel management through Food & Beverage to operate the restaurant in seeking fulfillment of the needs and desires of the customers so that they are satisfied and gain profits according to the Budget and Income Plans that have been set.

Individually :

1. Manager

   a) Supervise operation and handling of all food and beverage outlets for galley area.
   b) Monitor and ensure fulfillment of company's specified projects and maintain regulatory board of Public Health department for better output.
   c) Develop and ensure proper surveillance of food and beverage supply units using subsidiary wings.
   d) Administer all food and beverage facilities and ensure optimal cleanliness and safety procedures in efficient working.
   e) Assist various departments in selection process and provide guidance to staff members according to company's rules.
   f) Monitor all local sanitation and healthcare systems to satisfy customers.
   g) Maintain an inventory for all food and bi-monthly liquor.
   h) Analyze and utilize various management tools to update expenses and fix bi-weekly wages for Food & Beverage Department.
   i) Perform regular investigation concessions and bars to standardize sanitation and janitorial services plus direct closing of bars in time.
   j) Monitor and enhance efficient upkeep of storage by cleaning and sweeping away rotten food stuff.
   k) Supervise all ensure resolution of customer's grievances in systematic way.

l) Prepare weekly work schedule as per hotel requirements in assistance with restaurant employees.

m) Maintain efficient franchise hotel standards to provide restaurant facilities.

n) Maintain personal records of working staff for restaurants and provide efficient maintenance.

o) Maintain knowledge on all fire protection and preventive measures during emergency.

p) Ensure compliance to all company rules in pertinent areas. (https://www.greatsampleresume.com/job-responsibilities/food-and-beverage-manager-responsibilities)

2. Head Waiter

Head waiters have supervisory responsibilities on top of their serving responsibilities. We researched head waiter job descriptions to come up with the following list of the most relevant head waiter duties and responsibilities:

a) **Guide patrons to their seats**

Head waiters work with the host/hostess to guide patrons to open tables, informing them of the day's food and drink specials. They must maintain an upbeat and friendly attitude throughout this process.

b) **Assign Waitstaff to Tables**

Head waiters also work with the host/hostess to assign tables to waitstaff in addition to waiting on their own tables.

c) **Place Food and Drink Orders**

Head waiters take the orders from their tables, communicating with the kitchen and bar staff to place food and drink orders. They also check that the waitstaff place orders correctly and deliver them to the correct tables.

d) **Train New Waitstaff**

The head waiter trains new waitstaff on basic techniques and the specific expectations and procedures of their employer.

e) **Manage Waitstaff**

This includes creating weekly schedules, managing callouts, coordinating shift covers, and disciplining waitstaff as necessary.

f) **Perform Opening and Closing Duties**

These include tasks such as making sure the dining area is clean, opening or closing the registers, cleaning windows, and preparing the specials board.
(https://www.jobhero.com/head-waiter-job-description/)

3. Waiters

   a) Provide excellent customer service to everyone who visits your restaurant.
   b) Assist diners with ordering by answering menu questions or making recommendations upon request.
   c) Take accurate food and drink orders using a POS system and communicate order details to the kitchen staff as needed.
   d) Check customer's ID if necessary to assure they are of legal drinking age.

e) Inform guests about restaurant customer loyalty program, or any other specials and promotions.

f) Up-sell any additional products when appropriate.

g) Serve food and drink orders to guests.

h) Present and pour wine selections with the appropriate stemware.

i) Stay up to date on any menu changes and daily specials.

j) Check in with diner's to make sure they are enjoying their meals and correct any problems.

k) Clear away dirty plates, glassware, flatware and linens and clean tables after diners have finished.

l) Maintain a neat and clean dining area.

m) Roll silverware, set up food stations, and prep for the next shift.

n) Replenish condiment and napkin containers.

o) Deliver checks and process bill payments. (Kristin Crane, 2018, https://upserve.com/restaurant-insider/duties-responsibilities-waitress/)

2.6 Understanding service quality

The quality of a product or service needs to get great attention from the manager, because quality has a direct relationship with competitiveness and the level of profits obtained by the company. Low quality will put the company in a less profitable position. If the consumer feels that the quality of a product is not satisfactory, it is likely that he will not use the company's products anymore and he might even buy products at competing companies that offer better quality, of course.

Because consumers are parties that play an important role in assessing quality, the marketing manger needs to identify expectations and measure customer satisfaction. The definition of quality can be interpreted differently depending on who uses and the point of view of each person. Internal customer satisfaction is closely related to perception that comes after receiving services. Therefore perception toward service quality can only be

measured by interaction between service provider and customers. To evaluate perception of service quality in higher education context Rahayu (2011) adapted variables offered by Rabinowitz (2006), which are communication, productivity, and responsiveness. The assessment of the quality of service depends on how the customer feels the service performance he receives is in the context of the expected service performance. Service quality measures how well the delivered service could match customer's expectations while delivery.

Service quality refers to meeting and satisfying customer's expectation consistently and positively (Parasuraman ,Zheithaml and Berry, 1985). Based on literature, several empirical studies found the linkage between customer satisfaction with Tangible (Al Khattab & Aldehayyat, 2011), Empathy (Hossain, 2012; Al Khattab & Aldehayyat, 2011), Responsiveness (Karunaratne & Jayawardena, 2010), Relibility (Markovic & Raspor, 2010). The main target of this study is to investigate the relationship between service quality and customer satisfaction. n the mid 1980s Berryand his colleagues Parasuraman (1985) and Seithaml (1985) began to study service quality determinants and how customer evaluates, one of the determinants, competence, is clearly related to the technical quality of the outcome, and another, creditability, is closely connected to the image aspect of perceived quality. However, it is interesting to observe that the rest of the determinants are more or less related to the processdimension of perceived quality. (Grönroos 2005)

As a result of later study, 10 determinants of service quality were decreased to the following five(Grönroos 2005):

> **1. Reliability**, related to the company's ability to provide accurate services from the first time without making any mistakes and delivering its services in accordance with the agreed time.

> **2. Responsiveness**, pleases with the willingness and ability of employees to help customers and respond to their requests, and inform when services will be provided and then provide services quickly.

3. Assurance, the behavior of employees is able to foster customer trust in the company and the company can create a sense of security for its customers. Guarantees also mean that employees are always polite and master the knowledge and skills needed to handle each customer's questions or problems.

4. Empathy, the company understands the problems of its customers and acts in the interests of customers, and gives personal attention to customers and has a comfortable operating hours.

5. Tangibles, pleasing to the attractiveness of physical facilities, equipment, and materials used by the company, as well as the appearance of employees.

2.7 Satisfaction

Customer satisfaction has been one of the top tools for a successful business. Customer satisfaction is defined as an overall evaluation based on the total purchase and consumption experience with the good or service overtime (Fornell, Johnson,Anderson, Cha & Bryant,1996). Withmarketing, customer satisfaction also comes along with it which means it ascertainsthe expectation of the customer on how the goods and services are being facilitated by the companies.Actionable information on how to make customers further satisfied istherefore, a crucial outcome(Oliver, 1999).

Customers often look for a value in the total service which requires internal collaboration among the department that is responsible for different elements of the offering, such as the core product (goods or services) delivering the product, product documentation, etc. Moreover, from profitability and productivity perspectives only activities that produce value for customers should be carried out. Hence, firms have to get to know their customers much better than has normally been. However, the company should be able to build trust withthe customer so it is easy to get the feedback from the

customer. This is how customer oriented product or service could be developed (Hill, Brierley & MacDougall 2003).

Customer satisfaction is influenced by specific product or service features and perceptions of quality. Satisfaction is also influenced by customer'semotional responses, their attibutions natheir perception of equity (Zeithal & Bitner. 2003, 87-89.)Increased customer satisfaction can provide company benefits like customer loyalty, extending the life cycle of a customer expanding the life ofmerchandise the customer purchase and increases customers positive word of mouth communication. When the customer is satisfied with the product or service of the company, it can makethe customer to purchase frequentlyandto recommend productsor services to potentialcustomers. It is impossible for a business organization to grow up incase the company ignores or disregards the needs of customers (Tao 2014).

2.8 Conceptual framework

Satisfaction reflects a person's judgment about product performance in relation to expectations. Consumer satisfaction is a comparison between perceived expectations before the goods or services purchased and consumed. If the items that consumers feel are in line with expectations, then the consumer will feel satisfied. Satisfaction according to Kotler (2005: 70) is "feeling happy or disappointed in someone that appears after comparing the performance (or results) expected". If the performance exceeds the customer's expectations, they are happy. By maximizing service, customer satisfaction will be created.

Factors that affect customer or consumer satisfaction include five things, namely direct evidence, reliability, power of capture, assurance and empathy. If these five aspects are fulfilled, it is expected that consumers can fulfill all their expectations, so that customer satisfaction will be achieved.

2.9 Research hypothesis

The hypothesis is a temporary answer to the problem formulation of research, therefore the formulation of the research problem is usually arranged in the form of interrogative sentences. It is said temporarily, because the new answers are based on relevant theories, not based on empirical facts obtained through data collection. So the hypothesis can also be stated as a theoretical answer to the formulation of research problems, not an empirical answer.

In accordance with the factors that influence customer satisfaction, namely the 5 main dimensions of service quality, the researcher suspect that guests who eat and drink at the Mid Valley Cititel Hotel are not satisfied with the services provided.

FIGURE 2.1
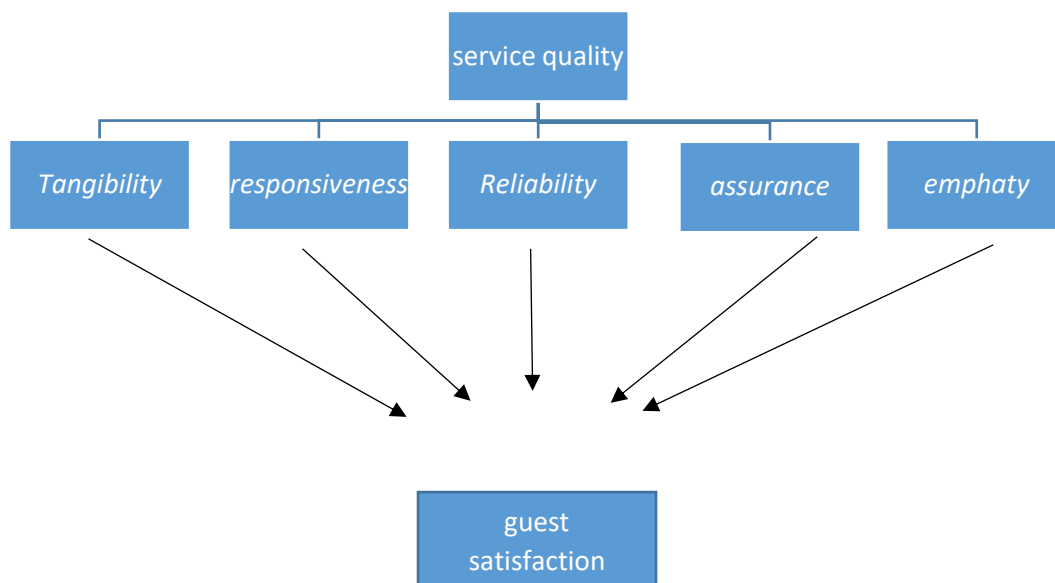
CHAPTER III
RESEARCH METHODOLOGY

3.1 Research Approach.

This research is using descriptive qauantitative method with frequency distribution analysis. Quantitative descriptive is a type of research that aims to describe or describe numbers that have been processed according to certain standardization.

3.2 Time and Place of Research.

Location of the research:

This research was conducted at the Cititel Hotel Mid Valley Kuala Lumpur Malaysia.

Mid valley city, Syed Putra circle, 59200. (Tel: 603-2296 1188) Email: info@cititelmidvalley.com

Time of research:

Starting from October 30, 2018 until April 26, 2019.

3.3 Types of data and Data Collection Techniques.

1.3.1. Types of data

1. Primary data

Primary data are data collected by a researcher from first-hand sources, using methods like surveys, interviews, or experiments. It is collected with the research project in mind, directly from primary sources. In this case researcher take the data by using questionnaires that are delivered to respondents/ guests.

2. Secondary Data

Secondary data are data gathered from studies, surveys, or experiments that have been run by other people or for other research.

3.3.2. Data collection techniques

1. Questionnaire

   That is a way of collecting data by providing data or distributing questionnaires to respondents, in the hope that they will see the questionnaire.

2. Documentation

   This method is used to collect data about the history of the company, as well as other data about the general description of the company.

3.4 Population and Samples

Population is a generalization area consisting of objects / subjects that have certain quantities & characteristics determined by researchers to be studied and then drawn conclusions (Sugiyono 2014: 8). The population taken here is the 300 respondents hotel guest as the average guest who stays in hotel for a month.

Samples are partly representative of the population studied (Arikunto 1998: 117). Whereas (Sugiyono 2013: 131), says the sample is part of the number and characteristics possessed by the population. If the population is too large, and researchers are not likely to learn everything in the population, for example due to limited funds, energy, and time, researchers can use samples taken from that population. What is learned from the sample, the conclusions can be applied to the population. Therefore samples taken from the population must be truly representative. Samples taken using purposive sampling technique is one sampling techniques where the researcher determines the sample size taken. The sample was taken by researcher as many as 60 hotel guests who eat in restaurant, because of the large population and lack of time in research.

Roscoe (1975) quoted by Uma Sekaran (2006) provides a general reference for determining sample size: The sample size of more than 30 and less than 500 is appropriate for most studies.

3.5 Variable operational definition

Ali maksum (2012: 29) says, "variable is a concept that has variability or diversity which is the focus of research". The variable in this study was the quality of service to guest satisfaction at the Cititel Hotel restaurant Mid Valley Kuala Lumpur in providing services to guests.

Parasuraman ,Zheithaml and Berry. (1988: 118). 5 Dimensions of service quality:

1. **Reality**, related to the company's ability to provide accurate services from the first time without making any mistakes and delivering its services in accordance with the agreed time.
2. **Responsiveness**, pleases with the willingness and ability of employees to help customers and respond to their requests, and inform when services will be provided and then provide services quickly.
3. **Assurance**, namely the behavior of employees is able to foster customer trust in the company and the company can create a sense of security for its customers. Guarantees also mean that employees are always polite and master the knowledge and skills needed to handle each customer's questions or problems.
4. **Empathy** means that the company understands the problems of its customers and acts in the interests of customers, and gives personal attention to customers and has a comfortable operating hours.
5. **Tangibles**, is pleasing to the attractiveness of physical facilities, equipment, and materials used by the company, as well as the appearance of employees.

3.6 Research Instrument.

According to Sugiyono (2006: 97) "research instruments are a tool used to measure observed natural and social phenomena". The instruments or measuring instruments in this study are questionnaires containing questions to be responded by guests. The preparation of the questionnaire is based on the theoretical construction that has been prepared before. Then on the theoretical basis it is developed into indicators and further developed into the questions where the score given uses a Likert scale.

Determination of the score given to measure customer satisfaction using a Likert Scale is as follows:

1. Score 5 Very Satisfied
2. Score 4 Satisfied
3. Score 3 Neutral
4. Score 2 Dissatisfied
5. Score 1 Very Dissatisfied

While the questionnaires are used to measure customer satisfaction through service quality variables by reviewing the 5 indicators of service quality, which are connected with operations in restaurants, these variables are as follows:

- **Reliability**, the dimensions of the service were asked and the speed of service that is done by waiter.
- **Responsiveness**, is fast in handling every complaint that is conveyed and guest's needs.
- **Assurance**, this dimension concerns the cleanliness and safety of restaurants.
- **Empathy**, related to guest satisfaction with the services provided by waiter.
- **Tangibles**, regarding the comfort and atmosphere of the restaurant area itself.

3.7 Testing instrument

Research trials are intended to determine validity and reliability. The level of validity is sought by holding a validity test by expert experts. In this questionnaire a score will be assigned to each choice using a Likert scale that has been dominated by 5 categories of answers. Questionnaires that have been compiled, previously used to collect data, were first tested for validity by experts. The expert validity test is intended to obtain a truly valid instrument. Then the instrument that has been validated by experts then conducts a research trial is conducted to respondents who are not used in the study.

1. Validity Test

Validity is to show the extent to which a measuring device measures what will be measured. So a valid measuring instrument is a measuring instrument used to obtain valid data (Pasalong, 2013: 174). This validity calculation uses the SPSS 23.0 version for windows computer program. Questionnaire is valid if it has the value r count r table with N = 60 at 5% significance in the distribution of the r value of the statistical table. Then obtained r table value of 0.254. From the results of the questionnaire questions, the data values are as follows:

X.1	X.2	X.3	X.4	X.5
0,342	0,655	0,396	0,614	0,421
Valid	Valid	Valid	Valid	Valid

2. Reliability Test

Reliability is the same as consistency. A research instrument is said to be reliable if it is used to measure what should be measured whatever and when the results are the same. In other words, reliability tests are said to have high reliability values, if reliability tests are said to have consistent results in measuring what they want to measure. That means the more reliable a test requirements, the more certain the results when it is tested again. According to Wiratna Sujerweni (2014), the questionnaire is reliable if the

cronbach alpha value is> 0.6. The reliability test results using the SPSS 23.0 for Windows Evaluation Version program, obtained reliability coefficient of 0.651, the results can be concluded that the instrument is said to be reliable.

3.9 Data Analysis

Data analysis is a method of managing data into information so that the characteristics of the data become easy to understand and also useful for finding solutions to research problems. Data analysis can also be interpreted as activities carried out to change the results of a research data into information that can later be used to draw conclusions.

In this study the research used descriptive statistical analysis method using SPSS 23.0 software for windows evaluation version.

CHAPTER IV

RESULT AND DISCUSSION OF THE RESEARCH

4.1 General of the company

FIGURE 4.1

4.1.1. History of Cititel Mid Valley Hotel Kuala Lumpur

The CHM hotel was first established in Penang in 1997 with the opening of the 4-star Cititel Penang, followed by Cititel Mid Valley 646 rooms in one of the largest integrated destinations for life, business and leisure - the city of Mid Valley, Kuala Lumpur. In line with its strategic plan, the St. Giles brand with typical 5-star, 4-star, and 3-star product positioning types was introduced in the Asia Pacific. Align yourself with current budget travelers, every St Giles is located in the city center, close to the pulse city attractions and local flavors with inspired staff services to offer a healthy city stay experience. St Giles Makati is located in the bustling metro manila. In line with this The Gardens 5 stars and 4 star Boulevard are reprinted as St Giles. Beginning in April 2015, the 4-star The Wembley St Giles hotel in Penang is located on the iconic Wembley Theater landmark in the city of George Town, open with 415 rooms. This was followed by the opening of the 4-star The Tank Stream, which is ideally located in the central business district, on Pitt Street.

Joining Cititel Express in Kota Kinabalu and Ipoh is the Cititel Express Penang; adjacent to The Wembley with 234 rooms, positioned itself strategically for budget travelers. Currently CITITEL HOTEL MANAGEMENT (CHM) operates 8 properties,

providing a variety of accommodation options ranging from 3-star to 5-star hotels including the MiCasa all suite hotel, Kuala Lumpur with a combined total of more than 3,800 rooms and more than 2,100 employees throughout Malaysia and the Philippines .

CHM Hotels are represented in:

- Australia
- Japan
- North America
- Singapore
- England

CHM is a subsidiary of IGB Corporation Berhad, a property and investment company listed on the Malaysia Stock Exchange, which is known for its superiority in the development of commercial, retail and resident properties including one of the largest integrated Mid Valley City developments in Asia Kuala Lumpur, Malaysia.

CHM Hotels are represented in:

- Kuala Lumpur: MiCasa All suite Hotel, Cititel Mid Valley, The Boulevard Hotel, The gardens Hotel and Residence
- Penang: Cititel penang, Cititel Express, wembley
- Ipoh: Cititel Express
- Kota Kinabalu: Cititel Express
- Manila: St.Giles Makati
- Sydney: The tank stream
- London: St.Giles London, St.Giles Heathrow
- New York: The Court, The Tuscany

CHM is a subsidiary of IGB Corporation Berhad, a property and investment company listed on the Malaysia Stock Exchange, which is known for its superiority in the development of commercial, retail and resident properties including one of the largest integrated Mid Valley City developments in Asia Kuala Lumpur, Malaysia.

4.1.2 Location and telephone company

Cititel Hotel Mid Valley Kuala lumpur Malaysia.

Mid valley city, lingkaran Syed Putra, 59200. (Tel: 603-2296 1188) Email: info@cititelmidvalley.com

4.1.3 Vision and mission of the company

VISION

To create a totally fulfilling experience for all our guests at all times.

MISSION

To embrance our very own service culture "MYPASSION to far exeed our guest" expextations by applying the six service keys: Have the right attitude, Anticipate guest needs, Provide recognition, Be friendly, Show flexibility and Be courteous.

4.1.4 Hotel Cititel Mid Valley Kuala Lumpur Hotel Facilities

Located in a strategic area in the city of Kuala Lumpur, tourist destinations targeted by tourists can be reached in just a few minutes from this hotel. Surrounded by popular malls, entertainment centers and business centers, guests will feel the superiority of this hotel. All 646 Deluxe and Superior guest rooms are equipped with supporting facilities for overnight stays.

a) Room equipment

- Smoking room
- Double bed
- Bahroom
- Shower
- Hairdryer

- Internet access

- Wifi

- AC

- TV

- Telephone

- Alarm Clock

- Trouser press

- Wake up service

- Mini bar

- Tan and Coffee making facilities

- Fridge and Mini Fridge

b) Equipment and services

- AC in public areas

- 24 hour reception

- Hotel safe

- Money changer

- Lift access

- Room service

- Laundry service

- Wheelchair-accessible

- Car park

- Check out hour – 12.00

c) Internet access

- Wifi available in hotel

- Internet in all rooms

- Wifi in all rooms

d) Cititel Hotel Mid Valley Kuala Lumpur Restaurant

CITI CAFE (24 hours)

Capacity : 280

Section : 4 Sections (Section A,B,C and Terrace)

Served :

- Buffet Breakfast (everyday, 6am-10.30am)
- Buffet Lunch (Monday, 12noon-2.30pm)
- Buffet Lunch HI TEA (Saturday-Sunday, 12noon-4pm)
- Buffet BBQ Dinner (Friday-Saturday, 7pm-10pm)
- A LA carte

CITI LOUNGE :

Capacity : 50

Food & Alcohol until 2am

Served :

- Buffet
- A LA carte

CITI CAFE(24 hours) price

- ✓ Buffet Breakfast :
    - Adult   RM45nett
    - Child   RM23nett
    - Senior Citizen   -
- ✓ Lunch :
    - Adult   RM64nett
    - Child   RM32nett

| | | - | Senior Citizen | - |

✓ Lunch HI TEA :

		-	Adult	RM68nett
		-	Child	RM34nett
		-	Senior Citizen	RM34nett

✓ Lunch PH HI TEA :

		-	Adult	RM72nett
		-	Child	RM36nett
		-	Senior Citizen	RM36nett

CITITEL MID VALLEY ORGANISATION CHART
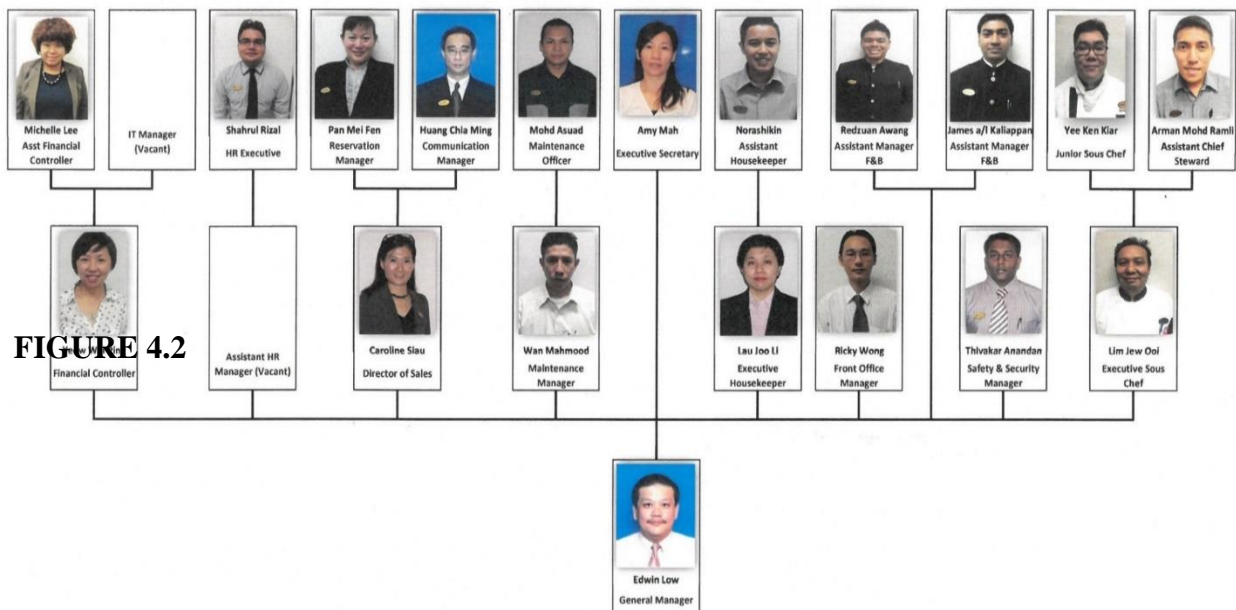
FIGURE 4.2

4.1.6 Job Description

Summary

Primary duty is service, prompt and efficient service. First and foremost function is the serving of food and beverage. The strength and sincerity of the image should reflect at all time through a friendly, courteous and helpful manner.

Duties and Responsibilities – Operational.

1.   To report for duty punctually wearing the correct uniform and name badge at all times.

2.   To greet and seat guests according to standards set in the Department Operations Manual.

3.   To serve food and beverage to guest according to established performance standards.

4.   To do side duties as assigned on weekly or monthly cleaning schedule and as determined on a daily basis by the outlet manager or assistant.

5.   To handle guest enquiries in a courteous and efficient manner.

6.   To properly set tables.

7.   To check bus station for neatness and cleanliness.

8.   To take guest orders as may be required.

9.   To take orders immediately to the kitchen.

10.   To provide a courteous and professional service at all times.

11.   To ensure all times served to the guest have been appropriately pre-checked into Micros and correctly charged.

12.   To handle payment of all bills. To forward all means of payment from the guest to the cashier and to return the appropriate change.

13.   To ensure that the buffet is continuously refilled, serving spoon are clean, there are sufficient supply of dishes and that food is hot and presented in an attractive manner.

14. To check constantly of guest satisfaction, to maintain a best possible guest relation, to anticipate guests' needs and ensure the fulfillment of all guest expectations.

15. To handle guest complaints in a professional manner and to report all comments to the Outlet Manager and Assistant Manager.

16. To assist in keeping the guest history files, update on a daily basis and to record all guests' habits, likes and dislikes.

17. To take well care of all working tools and operating equipment.

18. To maintain a good working relationship with your own colleagues and all other departments.

19. To have a complete understanding of and adhere to the hotel's policy relating to Fire, Hygiene and Health & Safety.

20. To maintain a high standard of personal appearance and hygiene at all times.

21. To have a complete understanding of the Hotel's policies and procedures and adhere to the Hotel's Employee Rules & Regulations.

22. To perform any other duties assigned to.

23. To respond to change in the departmental function as dictated by the industry, company or hotel.

24. To attend departmental meeting as scheduled.

25. To attend training as scheduled.

26. To administer all service as required according to the procedures and polivies of the hotel.

27. To be stationed in the assigned area of the dining room during service hours unless specifically assigned elsewhere.

4.2 Analysis Results

4.2.1 Characteristics of Respondents

Tabel 4.1 Respondents by Gender

GENDER		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	MAN	38	63.3	63.3	63.3
	WOMEN	22	36.7	36.7	100.0
	Total	60	100.0	100.0	

Based on gender, it was found that comparison of guests who ate breakfast at the Mid Valley Kuala Lumpur Hotel Cititel was 63.3% more male and 33.3% female. It can be concluded based on the characteristics of guest respondents who come for breakfast at the Cititel Hotel Mid Valley Kuala Lumpur are mainly Men.

4.2.2 Results of Statistical Descriptive Analysis

B. Results of Service Quality questionnaire analysis on Satisfaction

From the results of the questionnaire data collection method to 60 respondents. The researcher will describe the results of the quality of service that is a review of the results of guest satisfaction at the Cititel Hotel Mid Valley Kuala Lumpur Restaurant.

Tabel 4.2

QUALITY SERVICE

		Percent	Valid Percent	Cumulative Percent
Valid	Very Dissatisfied	2.3	2.3	2.3
	Dissatisfied	25.3	25.3	27.7
	Neutral	16.3	16.3	44.0
	Satisfied	33.3	33.3	77.3
	Very Satisfied	22.7	22.7	100.0
	Total	100.0	100.0	

Based on the research table of the 60 respondents, it is known that most of them 33.3% are satisfied, 22.7% very satisfied, 25.3% dissatisfied, 16.3% neutral and 2.3% very dissatisfied. It means that the quality of service to guest satisfaction in the Cititel restaurant Mid Valley Hotel is satisfactory. The results of the study based on indicators / dimensions that influence analysis of service quality on satisfaction can be described as follows:

1. Reliability

Tabel 4.2

RELIABILITY

		Frequency	Percent	Valid Percent
Valid	Dissatisfied	5	8.3	8.3
	Neutral	8	13.3	13.3
	Satisfied	26	43.3	43.3
	Verry Satisfied	21	35.0	35.0
	Total	60	100.0	100.0

Based on the results on 4.2 tabel, which was taken from the results of the questionnaire for 60 respondents, it could be seen that the results of respondents who chose **very satisfied**, namely 35.0% who chose to be **satisfied** 43.3% who chose **neutral** 13.3% and those who were **dissatisfied** 8.3%. From the results of the descriptive analysis of the frequency of the data above which concerns the reliability factor, it was found that guests at the Cititel Hotel Restaurant in Mid Valley Kuala Lumpur were satisfied with the services provided by the hotel, especially on the Reliability dimension where the dimensions of the service were asked and the speed of service that is done by waiter.

2. Emphaty

Tabel 4.3

EMPHATY

		Frequency	Percent	Valid Percent
Valid	Very Dissatisfied	1	1.7	1.7
	Dissatisfied	20	33.3	33.3
	Neutral	10	16.7	16.7
	Satisfied	19	31.7	31.7
	Very Satisfied	10	16.7	16.7
	Total	60	100.0	100.0

Based on the results of the table 4.3 which was taken from the results of the questionnaire for 60 respondents, it is known that the results of the respondents who chose **very satisfied** 16.7%, **satisfied**, 31.7%, **neutral** 16.7%, **dissatisfied** 33, 3% and **very dissatisfied** 1,7%. The data above show that from the empathetic dimension that guests who eat at Mid Valley Kuala Lumpur Cititel Hotel Restaurant are dissatisfied with this dimension, so the quality of service that needs to be related to guest satisfaction with the services provided by waiter, so this factor needs to be improved.

3. Responsiveness

<div align="center">

Tabel 4.4

RESPONSIVENESS

</div>

		Frequency	Percent	Valid Percent
Valid	Very Dissatisfied	5	8.3	8.3
	Dissatisfied	27	45.0	45.0
	Neutral	12	20.0	20.0
	Satisfied	9	15.0	15.0
	Very Satisfied	7	11.7	11.7
	Total	60	100.0	100.0

The results on the 4.4 tabel, which was taken from the results of the questionnaire for 60 respondents showed that the respondents who chose **very satisfied** was 11.7%, **satisfied** 15.0%, **neutral** 20.0% , **dissatisfied** 45,3 % and **very dissatisfied** 8.3%. So, from the data above we can find from the responsiveness dimension factor that guests who eat (breakfast) at Mid Valley Kuala Lumpur Cititel Hotel Restaurant are dissatisfied with the services provided so that service quality improvement in this dimension is very necessary. What needs to be improved is the responsiveness factor that is fast in handling every complaint that is conveyed and the needs of the guests for breakfast at the restaurant. Where what is questioned in this dimension is how satisfied guests will be for restaurant staff in dealing with complaints and needs of guests.

4. Tangibles

TANGIBLES

		Frequency	Percent	Valid Percent
Valid	Very Dissatisfied	1	1.7	1.7
	Dissatisfied	19	31.7	31.7
	Neutral	11	18.3	18.3
	Satisfied	20	33.3	33.3
	Very Satisfied	9	15.0	15.0
	Total	60	100.0	100.0

The results of the table above show 15.0 % of respondents chose **very satisfied** , **satisfied** 33.3%, **neutral** 18.3% and **dissatisfied** and very **dissatisfied** 31.7% and 1.7%. So respectively from the data above we can find from tangibles dimension factor that guests who eat (breakfast) at Cititel Hotel Restaurant Mid Valley Kuala Lumpur are satisfied with the services provided but this dimension is also necessary to be improved because there are 31.7% of respondents who choose dissatisfied so that an increase in the quality of service is needed here. What needs to be improved here is regarding the comfort and atmosphere of the restaurant area itself according to what was asked on the questionnaire.

5. Assurance

<div align="center">

Tabel 4.6

ASSURANCE

</div>

		Frequency	Percent	Valid Percent
Valid	Dissatisfied	5	8.6	8.6
	Neutral	8	13.3	13.3
	Satisfied	26	43.0	43.0
	Very Satisfied	21	35.0	35.0
	Total	60	100.0	100.0

Based on the results of the table above, of 60 respondents chose **very satisfied** 35.0%, chose **satisfied** 43.0% chose **neutral** 13.3% and chose **dissatisfied** 8,6 %. So from the data above we can see from the assurance factor that guests who eat at Cititel Hotel Restaurant Mid Valley Kuala Lumpur are satisfied with the service provided in this dimension. This dimension concerns with the cleanliness and safety of restaurants. That means this hotel has implemented good hygiene standards and needs to be maintained.

4.3 Discussion and result

Customers often look for a value in the total service which requires internal collaboration among the departments that are responsible for different elements of the offering, such as the core product (goods or services) delivering the product, product documentation, etc. Moreover, from profitability and productivity perspectives only activities that produce value for customers should be carried out. Hence, firms have to get to know their customers much better than has normally been. However, the company should be able to build trust with the customers so it is easy to get the feedback from them. This is how customer oriented product or service could be developed (Hill, Brierley & MacDougall 2003).

According to Kotler (2004), Customer satisfaction is the level of one's feelings after comparing perceived performance with expectations. If performance is below expectations, consumers will be disappointed or dissatisfied. But if the performance is in line with expectations, customers will be satisfied. Satisfied customers will use the service over and over again in the place they go to and wish to return.

Guest / consumer satisfaction is the level of satisfaction of a person after comparing (performance or results) that is felt compared to expectations. So the level of satisfaction is a function of the difference between perceived performance and expectations. Consumers can understand one of the levels of satisfaction that is if the performance is below expectations, consumers will feel disappointed, but if the performance is in line with the expectations the customer will feel satisfied and if the performance can exceed expectations, the customer will feel very satisfied, happy or very happy.

To evaluate perception of service quality in higher education context Rahayu (2011) adapted variables offered by Rabinowitz (2006), which are communication, productivity, and responsiveness. The assessment of the quality of service depends on how the customer feels the service performance he receives is in the context of the expected service performance. Service quality measures how well the delivered service could match customer's expectations while delivery.

Service quality refers to meeting and satisfying customer's expectation consistently and positively (Parasuraman ,Zheithaml and Berry,(1985). Based on literature, several empirical studies found the linkage between customer satisfaction with Tangible (Al Khattab & Aldehayyat, 2011), Empathy (Hossain, 2012; Al Khattab & Aldehayyat, 2011), Responsiveness (Karunaratne & Jayawardena, 2010), Relibility (Markovic & Raspor, 2010). The main target of this study is to investigate the relationship between service quality and customer satisfaction. In the mid 1980s Berryand his colleagues Parasuraman (1985) and Seithaml (1985) began to study service quality determinants and how customer evaluates, one of the determinants, competence, is clearly related to the technical quality of the outcome, and another, creditability, is closely

connected to the image aspect of perceived quality. However, it is interesting to observe that the rest of the determinants are more or less related to the process dimension of perceived quality. (Grönroos, 2005).

As a result of later study 10 determinants of service quality were decreased to the following five(Grönroos 2005): Reliability, emphaty, responsiveness, tangibles, assurance.

A. Service Quality

The research analysis of service quality on guest satisfaction at the Cititel Hotel Mid Valley Hotel in Kuala Lumpur show that most of respondents or 33.3% are satisfied, 22.7% very satisfied, 25.3% dissatisfied, 16.3% neutral and 2.3% very dissatisfied. Based on these results, the quality of service to guest satisfaction in the Cititel restaurant Mid Valley Hotel is satisfied. The results of the study are based on indicators / dimensions that influence analysis of service quality on satisfaction can be described as follows:

1. Reliability

Based on the results of 60 respondents there were 35.0% who were **very satisfied**, 43.3% were **satisfied**, 13.3% were **neutral** and 8.3% who were **dissatisfied**. From the results of the descriptive analysis of the frequency of the data above which concerns the reliability factor, it was   found that guests at the Cititel Hotel Restaurant in Mid Valley Kuala Lumpur were satisfied with the services provided by the hotel, especially on the Reliability dimension where the dimensions of the service were asked as well as the speed of service done by waiter.

2. Emphaty

The results of the questionnaire for 60 respondents show that the   results of the respondents who chose very **satisfied** 16.7% , **satisfied**   31.7%, **neutral** 16.7% and **dissatisfied** 33.3%. So from the data above   we can see from the empathy dimension that guests who eat at Mid Valley Kuala Lumpur Cititel Hotel Restaurant are dissatisfied

with this dimension, so the service quality that is concerned with guest satisfaction needs to be improved on waiter service according to what was asked on the questionnaire. So this factor needs to be improved where friendliness and service provided by the restaurant waiter must be improved.

3. Responsiveness

Based on the results of the questionnaire 60 respondents it is clear that the respondents who chose **very satisfied**.7% who chose **satisfied** 15.0% who chose **neutral** 20.0% and those who chose **dissatisfied** were 45,3 % and those who chose **very dissatisfied** were 8.3%. So from the data above we can see from the responsiveness dimension that guests who eat (breakfast) at Mid Valley Kuala Lumpur Cititel Hotel Restaurant are not satisfied with the services provided so the effors to improve the quality of service on this dimension are very necessary. What needs to be improved is the responsiveness factor that is fast in handling every complaint that is conveyed and meeting needs of guests at breakfast at the restaurant. While what is questioned in this dimension is how satisfied guests will be with restaurant staff in dealing with complaints and needs of guests.

4. Tangibles

The results of the questionnaires showed that the number respondents who chose **very satisfied** is 15.0% who chose **satisfied** is 33.3% who chose neutral 18.3% and those who chose **dissatisfied** and **very dissatisfied** are 31.7% and 1.7% respectively and so from the data above we can see from tangibles dimension factor that guests who eat at Cititel Hotel Mid Valley Kuala Lumpur Restaurant are satisfied with the service provided but this dimension needs to be improved because as we see in the data above there were 31.7% of respondents who chose to be **dissatisfied** so an increase in the quality of service is needed here. What needs to be improved here is

regarding the comfort and atmosphere of the restaurant area itself according to what was asked on the questionnaire.

5. Assurance

Based on the results of the questionnaire of 60 respondents it is known that the results of the respondents who chose **very satisfied** are 35.0% who chose **satisfied** are 43.0% who chose neutral are 13.3% and those who chose dissatisfied only 8,6 %. Thus from the above data we find from the assurance factor that guests who eat at Cititel Hotel Restaurant Mid Valley Kuala Lumpur are satisfied with the service provided in this dimension. This dimension concerns the cleanliness and safety of restaurants. That means this hotel has implemented good hygiene standards and needs to be maintained.

CHAPTER V

CONCLUSIONS AND RECOMMENDATIONS

5.1 Conclusion

Based on the results of the research in the discussion that has been stated in the previous chapter, conclusions can be drawn referring to the results of the study known analysis of guest satisfaction towards service quality at the cititel hotel restaurant mid valley kuala lumpur, most of the respondents are **satisfied** attitude of 33.3%, Very Satisfied 22.7%, Dissatisfied 25.3%, Neutral 16.3% and Very Dissatisfied 2.3%. Based on these results it can be concluded that the analysis of service quality toward guest satisfaction at the hotel cititel restaurant mid valley Kuala Lumpur is satisfied.

5.2 Suggestion

Based on the results of this study, some suggestions can be given as follows:

1. For managers / managers at the Mid Valley Kuala Lumpur Cititel Hotel Restaurant in order to maintain customer satisfaction at Restaurants.
2. For restaurants to always pay attention to the factors that affect the quality of service so that it can have an impact on guest satisfaction. Need to be given direction again or traning which is related to Emphaty and Responsiveness factors since guests are not satisfied with these 2 factors.

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Lampiran 1. **Questioner**

NAME :

GENDER :

How quick or adequate was the speed of service ?	Very Dissatisfied	Dissatisfiend	Neutral	Satisfied	Very Satisfied
are you satisfied with the service provided by the waiter ?	Very Dissatisfied	Dissatisfiend	Neutral	Satisfied	Very Satisfied
Are you satisfied with the waiter in responding to your needs and handling your complaints?	Very Dissatisfied	Dissatisfiend	Neutral	Satisfied	Very Satisfied
Did the restaurant have a family-friendly environment ? are you comfortable at the restaurant	Very Dissatisfied	Dissatisfiend	Neutral	Satisfied	Very Satisfied
how would you rate the cleanliness and the security of the restaurant ?	Very Dissatisfied	Dissatisfiend	Neutral	Satisfied	Very Satisfied

Noted: 1. Reliability

   2. Emphaty

   3. Responsiveness

   4. Tangibles

   5. Assurance

Lampiran 2. Validity and reliability test

Correlations

		X.1	X.2	X.3	X.4	X.5	TOTAL_X.1
X.1	Pearson Correlation	1	-.321*	.027	-.313*	.734**	.342**
	Sig. (2-tailed)		.012	.837	.015	.000	.008
	N	60	60	60	60	60	60
X.2	Pearson Correlation	-.321*	1	-.026	.908**	-.159	.655**
	Sig. (2-tailed)	.012		.846	.000	.224	.000
	N	60	60	60	60	60	60
X.3	Pearson Correlation	.027	-.026	1	-.078	-.053	.396**
	Sig. (2-tailed)	.837	.846		.554	.690	.002
	N	60	60	60	60	60	60
X.4	Pearson Correlation	-.313*	.908**	-.078	1	-.213	.614**
	Sig. (2-tailed)	.015	.000	.554		.102	.000
	N	60	60	60	60	60	60
X.5	Pearson Correlation	.734**	-.159	-.053	-.213	1	.421**
	Sig. (2-tailed)	.000	.224	.690	.102		.001
	N	60	60	60	60	60	60
TOTAL_X.1	Pearson Correlation	.342**	.655**	.396**	.614**	.421**	1
	Sig. (2-tailed)	.008	.000	.002	.000	.001	
	N	60	60	60	60	60	60

*. Correlation is significant at the 0.05 level (2-tailed).

**. Correlation is significant at the 0.01 level (2-tailed).

Case Processing Summary

		N	%
Cases	Valid	60	100.0
	Excluded[a]	0	.0
	Total	60	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.651	6

Lampiran 3. Data

2	4	1	4	5
4	4	2	4	4
2	5	2	5	2
5	2	2	2	5
2	5	4	3	4
5	2	2	2	5
5	5	2	5	5
3	4	5	4	3
3	5	2	5	3
5	2	2	2	2
4	2	3	2	4
5	2	2	2	5
5	2	2	2	5
3	2	2	5	3
4	5	2	5	4
2	4	1	4	2
4	5	2	4	4
4	2	2	2	4
4	4	2	4	4
4	3	5	3	2
2	2	2	2	2
4	4	4	4	4
4	3	3	3	4
4	2	2	2	4
4	5	4	5	4
5	2	4	2	5
4	3	2	3	4
5	2	4	2	5
5	2	2	2	5

4	3	4	3	4
5	2	2	2	5
3	5	2	5	3
4	2	4	2	4
4	4	3	4	4
3	2	5	2	3
4	4	5	4	4
3	4	3	4	3
5	4	3	4	5
4	4	4	4	4
5	2	3	2	5
4	3	2	3	4
4	3	3	3	4
5	4	3	4	5
3	3	2	3	3
5	5	5	5	5
4	4	2	4	4
4	4	3	4	4
4	4	1	4	4
5	1	5	1	5
4	4	5	4	4
5	5	1	5	5
4	2	2	2	4
3	3	4	3	3
5	3	3	3	5
4	4	3	4	4
5	3	2	3	5
5	4	2	4	5
5	2	1	2	5

5	2	3	2	5
4	4	2	4	4