

## WHAT SERVICESCAPES SHOULD BE PRIORITIZED IN THE HOSPITALITY CENTER, UNIVERSITAS NEGERI PADANG?

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### ABSTRACT

The Hospitality Center is one of the business incubators managed by the Faculty of Tourism and Hospitality of the UNP. Currently, the Hospitality Center provides lodging services and will be equipped with other supporting facilities. Consumers who become the market share of this accommodation are University guests, trainees, students and employees, especially those in Padang State University. As one of the business incubators since UNP changed its status to a Public Service Agency, this unit is expected to be one of the pioneers of income generating which can contribute significantly to the income of the UNP. To increase Occupancy and maximize revenue and Hospitality Center, it is necessary to study the servicescape that is needed (Importance) by guests and how the performance (performance) of the servicescape itself has been provided by the manager. This study seeks to assess the level of importance and performance of each item from service scapes consisting of ambient conditions, spatial layout and functionality, sign, symbol, and artifacts. The purpose of this study is; to determine the level of importance and performance of service scapes, so that it can facilitate the assessment and help take action on servicescapes that have been analyzed and grouped into importance performance analysis, it can assess the condition of existing service scapes and can make priority scales future improvements. The research method used in this study was descriptive method with a quantitative approach by distributing questionnaires to 80 guests who had or were staying at the Hospitality Center, Padang State University. The results of the research trials show that there were no declarations from the instruments prepared. The results of the study show that all the attributes of service scapes belong to the B quadrant (Maintain Achievement), where the level of importance of servicescapes required by guests, has been met by the manager.

**Keywords:** Importance Performance, Servicescapes, satisfaction

## I. INTRODUCTION

### 1.1 BACKGROUND

The existence of accommodation such as hotels, motels, guest houses, resorts and restaurants or restaurants is very important in order to increase the number of tourist visits to tourist destinations. Hotels as one of the service industries that provide lodging services are experiencing very rapid development, so that there is a lot of competition in this industry. Market competition in the hotel industry has led to product differentiation and market segmentation which has resulted in the style and type of hotels continuing to develop, one of them is a hotel with the Edotel concept located in Padang State University, with the name Hospitality Center.

Along with these developments, since UNP became a public service body, opportunities in the food and beverage business have become one of the business incubators that are expected to be the biggest contributor to university income. For this reason the Hospitality Center was established, which is under the management of the Tourism and Hospitality Faculty.

This hotel, which has been operating since 2017, has increased occupancy every month by around 20% (Medris, 2017). However, the increase in Occupancy rates was not accompanied by improvements in servicescapes which caused guest complaints. In the end it has an impact on guest disappointment, and financially can also have an impact on the revenue of the UNP Hospitality Center.

Servicescape / physical environment is all aspects of the facilities of a service organization including the attributes of tangible (services) where services are delivered. Servicescape / physical environment underlying a service consists of three dimensions: first: ambient condition, second: spatial layout and functionality, third: sign, symbol, and artifacts (Zeithaml and Bitner, in Putri, 2010: 12, Ruki, 2011).

Servicescape / physical environment can influence guest behavior intentions such as approaching or avoiding behavior, and intention to revisit, and can shape guest loyalty (Wakefield and Blodgett, in Musriha, 2011). Furthermore, a number of studies show that servicescape design can influence customer choice, customer expectations, customer satisfaction and other behaviors (Tjiptono, 2014: 155).

Wakefield and Blodgett (in Ruki, 2011), the assessment points that can be used as the right reasons for implementing servicescape are: satisfaction in servicescape has a positive impact on the time period that will be spent in that place; satisfaction with the state of servicescape can have a positive impact on the desire for someone to return to the place; and can get more attention from the guests.

Guests will be satisfied if what they experience is better than expected and will be disappointed if the opposite happens. The satisfaction of each guest has a different level. In fact, the level of guest satisfaction needs to be measured, known the causes, and needs to be improved by the company so that guests are not disappointed, so guest loyalty will be formed. Satisfaction felt by guests will indirectly increase the growth of visits, because satisfied guests will promote a product of goods or services to others after what they feel is appropriate or more than what they expected.

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Importance Performance Analysis (IPA) is one method to measure and analyze the level of satisfaction, where this method has been generally accepted and used in various fields of study, because this method has an ease to implement

(Martinez, in Nugroho, 2010). Extensively, Importance Performance Analysis (IPA) has been used in hospital research and tourism (Goncalves, et al., 2014).

### **1.3 Research Problems:**

Based on the background and limitations of the problems that the researchers have mentioned above, the formulation of the problem of this research is:

a. What servicescapes should be prioritized by Hospitality Center, UNP?

### **1.4 Research Purposes**

The specific purposes of this research are:

b. For classifying the servicescape priority in Hospitality Center, UNP.

## **II. LITERATURE REVIEW**

### **1. *Servicescape***

Servicescape or commonly called the physical environment of a service that is deliberately created to support services, can be seen and felt by guests when buying and consuming services, and can affect the response, assessment, satisfaction of people who enjoy the service itself. Servicescape is a physical environment that includes services to an interior facility or facilities in its exterior (Bitner, in Ruki, 2011: 1226).

Servicescape was first developed by Booms and Bitner (in Angelina, 2013: 2), as "The environment in which the service is assembled and which seller and consumer interact, combined with intangible commodities that facilitate performance or communication of the service" means the environment where services are created and where sold and consumers interact, combined with real commodities that facilitate the performance or communication of services. Servicescape is a tangible appearance of a service organization and is very important in shaping the impression or beginning in shaping customer satisfaction.

Lovelock et al. (in Musriha, 2011: 250), defines "Servicescape or service environment as the style and appearance of the physical environment and elements of other experiences felt by customers in the service area. In line with this, Servicescape is impressions created on the five senses by designing the physical environment where services are delivered (Lovelock and Wirtz, in Manoppo, 2013: 1343). The same opinion was also expressed by Zeithaml, et al. (in Musriha, 2011: 250), that "Servicescape is a physical environment or physical facility where these services are produced, delivered, and consumed".

Based on the above definition, it can be concluded that servicescape is a physical environment of a service which is tangible evidence of the existence of a service and can affect the feelings, moods, perceptions, and satisfaction of guests or consumers when consuming these services. Servicescape underlying a service has a competitive dimension. The following are dimensions of servicescape that have been grouped by Zeithaml and Bitner (in Putri, 2010, Ruki, 2011), namely:

#### **1) Ambient Condition**

Ambient condition is a physical environment that is related to the atmosphere of the five senses (Lovelock, in Tumbleleka and Loindong, 2014), and the physical environment with characteristics such as temperature, lighting, noise, music, smell, color, air quality. All of these factors greatly influence how people feel, think, respond to the existence of a service.

#### **2) Spatial Layout and Functionality**

Spatial layouts show how machines, equipment, and furniture are arranged and arranged, the exact position, size and shape, and the aesthetics of the item, and the special relationship between them. Functionality refers to the ability of the same item to facilitate the achievement of the objectives of a service management company that can influence the behavior of guest behavior.

### 3) Sign, Symbol, and Artifacts

These items act as explicit or implicit signals that communicate the place to the user. A certificate as an explicit signal, can be used as a label. For information on direction or destination (example: entering, exiting), and communicating or behaving (for example: smoking is prohibited). Signs and sufficient information will reduce the perception of confusion and stress. Symbols and artifacts provide implicit communication signals and create overall aesthetic appeal. Signs, symbols, and artifacts are very important as a form of "first impression" from guests, to communicate new concepts in a service, and play a role in communicating the company's image, as well as conveying the service process. This symbol element is felt important to assist guests in categorizing the room and symbolically communicating.

## 2. *Importance Performance Analysis (IPA)*

Importance Performance Analysis (IPA) was first introduced by Martilla and James (1977) with the aim of measuring the relationship between consumer perceptions and the priority of product / service quality improvement, also known as a quadrant analysis (Dirgantara, 2015: 57). The Importance Performance Analysis (IPA) was initially used as a tool to develop the company's management strategy. According to Kotler (in Nugraha, et al., 2014: 224), Importance-Performance Analysis can be used to rank various elements of a collection of services and identify needed actions.

The concept of the IPA (Importance-Performance Analysis) method is used to analyze the importance of customer expectations and satisfaction levels. The actual perceived satisfaction level (Goncalves, et al., 2014: 285). It can be interpreted as the Science Concept (Interest Analysis-Performance) method used in market surveys to understand the importance of customer expectations and satisfaction levels. The level of satisfaction actually felt. The Importance Performance Analysis (IPA) has been extensively used in hospitals and tourism research (Goncalves, et al., 2014: 286). It can be interpreted that the Importance Performance Analysis (IPA) has been extensively used in hospital research and tourism.

Importance Performance Analysis (IPA) has been generally accepted and used in various fields of study because of the ease with which it can be applied and the appearance of the analysis results that facilitate the proposed performance improvements (Martinez, in Nugroho, 2010: 4). Importance Performance Analysis (IPA) is a procedure to show the relative importance of various attributes to the performance of an organization or product company (Wijaya, 2011: 75). In this technique, respondents were asked to assess the level of importance and performance of the company to obtain the level of satisfaction of a product or service.

Based on the explanation above, it can be concluded that Importance Performance Analysis (IPA) is one method for measuring and analyzing the level of satisfaction of guests / consumers about a product or service. Where in this study, what was measured was the level of guest satisfaction about servicescape at the Hospitality Center, UNP.

### **III. RESEARCH METHOD**

#### **3.1 Type of Research**

The type of research conducted in this study is a type of descriptive quantitative data research with a survey method. The data obtained will be analyzed and interpreted according to the objectives and research questions that have been raised.

In accordance with the research problems and expert opinions above, this study aims to provide an overview, view, and express how the level of guest satisfaction about servicescape at the Hospitality Center, UNP. The design of this study involved 1 (one) independent variable represented by the letter X, where X represents the level of satisfaction of guests about servicescape in terms of 3 (three) dimensions, namely: ambient condition, spatial layout and functionality, sign, symbol, and artifacts. In this study, the level of guest satisfaction will be measured and analyzed using the Importance Performance Analysis (IPA) method of servicescape at the Hospitality Center, UNP.

#### **3.2. Research Respondents:**

The study population was guests who had been or were staying at the UNP Hospitality Center. The sampling method used in this study is a nonprobability sampling technique, which is a sampling method that does not provide the same opportunity or opportunity for each element or population to be selected as a sample. While the type of nonprobability sampling used is purposive sampling, which is a sampling technique with certain considerations. In this study the guests selected as respondents were moderate guests and had stayed at the Hospitality Center, UNP and were > 17 years old. Based on considerations to facilitate research, a total sample of one hundred and 80 people was determined. The number of respondents as many as 80 people are considered to be representative because it is bigger than the minimum sample limit of thirty (30) respondents.

#### **3.4. Technique of Collecting Data**

The data collection technique used is indirect communication through the distribution of structured questionnaires. The questionnaire can be in the form of closed statements and questions given to respondents directly using a Likert scale. Questionnaire is a method of collecting data that is done by using questions or statements that must be done or answered by people who cover the target of the questionnaire. In this study, the questionnaire was used to collect data on guest satisfaction levels about servicescape at the Hospitality Center, UNP.

#### **3.5. Technique of Analyzing Data**

The data analysis technique of this study using the Importance Performance Analysis (IPA) method or analysis of the level of importance and performance, is used to answer the formulation of the problem regarding the extent of guest satisfaction about servicescape at the Hospitality Center, Universitas Negeri Padang.

## IV. THE FINDINGS AND DISCUSSION

### 4.1 Respondent Characteristics

The results of processing the characteristics of respondents based on gender, information was obtained that the majority of respondents as much as 58% were men, while as many as 42% were women and the majority of respondents were 31% aged 26-29 years, 18% aged 30-33 years, 15 % > 41 years old. Then from the number of times staying, it was obtained that the majority of respondents as many as 75% of new guests stayed 1 time, 21% of guests 2-3 times, and 4% of guests as much as > 3 times.

### 4.2 Result of Servicescape Priority and Discussion

After calculating the level of suitability between Importance and performance of the servicescapes, then it could be grouped the servicescape priority scales as this following Cartesian diagram that might place the servicescape attribute based on the Importance Performance Matrix, which can be seen in Figure 1 below:

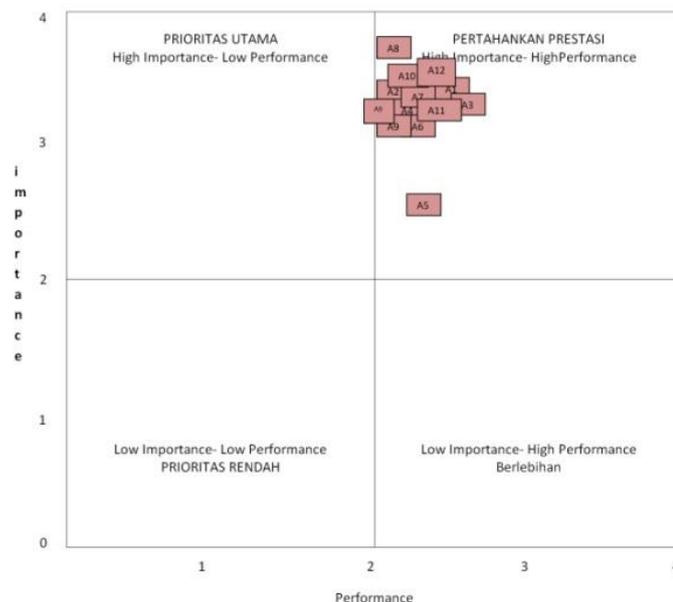


Figure 1: Cartesian Diagram of Servicescapes Priority

Based on the Cartesian diagram above, we can see the servicescape attributes (A1-A14) which are the top priorities, maintain performance, low priority, and overdo it.

The following is the result of placing the servicescape attribute with the Importance Performance Analysis (IPA) method:

a. Quadrant A (Top Priority), (High Importance-Low Performance)

There is no service scapes attribute that is in the A quadrant.

b. Quadrant B (Maintain Achievement), (High Importance-High Performance)

All servicescapes attributes enter in quadrant B.

c. Quadrant C (Low Priority), (Low Importance-Low Performance)

There are no service scapes attributes that enter the C quadrant.

d. D Quadrant (Excessive), (Low Importance-High Performance)

There is no servicescapes attribute in the D quadrant.

Therefore, the manager should maintain all the servicescape attributes that are in Quadrant B (Maintain Achievement) where the servicescape attributes are considered very important visitors and the manager has implemented / provided them well, (High Importance-High Performance). Because if maintained it will have an impact on the level of guest satisfaction at the Hospitality Center, UNP. This is in line with the theory conveyed by Wakefield and Blodgett (in Ruki, 2011), namely:

1. Satisfaction in servicescape has a positive impact on the time period that will be spent at the place;
2. Satisfaction with the state of servicescape can have a positive impact on the desire for someone to return to the place;
3. Easy and user-friendly access to floor plans can also have a positive influence on guests; Besides that, the manager should try to find the hidden attributes which are important for the guest, but in other hand management of Hospitality center do not provide yet.

## **V. CONCLUSION AND SUGGESTION**

### **5.1 CONCLUSION**

Based on the results of the study, there are several conclusions that can be taken as follows:

1. All Attributes Servicescapes that consist of three dimensions, namely: ambient condition, spatial layout and functionality, and sign, symbol, and artifacts have met the expectations of guests and have been provided by the manager so that they can be in Quadrant B (Maintain Achievement).
2. There are no servicescapes attributes that are included in Quadrant A (Top Priority), Quadrant C (Low Priority) and also quadrant D (Excess).

### **5.2 SUGGESTIONS**

Based on the results of the research, there are some suggestions that the authors submit to the hotel management to maintain the service scapes attribute, as follows:

1. Conducting guest satisfaction surveys regularly and continuously so as to provide a picture of guest satisfaction in order to maintain the satisfaction that already exists today.

3. Perform quality control checks so that service scapes are currently in good condition so that they can be maintained
4. Developing the required servicescapes in accordance with the existing target market, so that guests have the desire to come and stay back at the Hospitality Center, UNP.

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