Service Quality of the Room Department at Hotel Tentrem Yogyakarta: Netnography as a Research Approach

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KEYWORDS	ABSTRACT
Guest Satisfaction, Hotel Tentrem, Netnography, Room Department, Service Quality	This study aims to analyze the service quality of the Room Department at Hotel Tentrem Yogyakarta using a netnographic approach. Netnography is a qualitative research method that leverages data from online interactions and reviews as the primary source for gaining in-depth insights into consumer perceptions. The research focuses on guest feedback published on online platforms such as TripAdvisor, Google Reviews, and the hotel's official website to identify the strengths and weaknesses of room services. Data is systematically collected and analyzed to identify patterns in customer experiences, particularly regarding comfort, cleanliness, service speed, and staff attitude at Hotel Tentrem Yogyakarta. The findings indicate that the service quality of the Room Department at Hotel Tentrem Yogyakarta receives predominantly positive responses, especially in terms of room comfort and staff hospitality, though some criticisms were noted regarding the response time to guest requests. Additionally, the analysis reveals a correlation between guest satisfaction and positive recommendations for the hotel. By adopting a netnographic approach, this study offers unique insights into guest experiences, which can serve as a reference for Hotel Tentrem in enhancing its services in the future. The study also highlights the importance of understanding digital guest feedback to maintain and improve hotel service standards. Thus, netnography enables Hotel Tentrem to respond more accurately and proactively to guest needs, helping to preserve a positive reputation amidst the increasingly competitive hospitality

INTRODUCTION

In the hospitality industry, service quality is one of the key aspects that determine customer satisfaction and loyalty. As hotel guests' expectations continue to rise, excellent service is no longer just an added value but a prerequisite for creating a memorable stay experience. The room department, as one of the main components of hotel operations, plays a crucial role in delivering high-quality service. The quality of service provided by the room department includes room cleanliness, facility comfort, responsiveness to guest requests, and the friendliness of staff. All these aspects serve as key benchmarks in assessing guests' experiences during their stay at a hotel. Research by Parasuraman et al. (1988) states that service quality dimensions such as reliability, responsiveness, and empathy are the main indicators influencing customer perceptions.

As one of the leading luxury hotels in Indonesia, Hotel Tentrem Yogyakarta is known for its high service standards. This hotel not only offers top-tier facilities but is also committed to providing a personalized and memorable experience for its guests. However, in the rapidly advancing digital era, customer opinions and reviews are increasingly accessible through online platforms such as TripAdvisor, Google Reviews, and social media. These online reviews not only reflect the quality of service experienced by guests but also serve as an essential source of information for potential customers in making decisions. Previous research by Litvin et al. (2008) has shown that online reviews significantly influence customer perceptions and decisions in choosing hospitality services.

To gain a deeper understanding of how customers evaluate service quality, the netnographic approach is highly relevant. Netnography, which focuses on analyzing behavior and interactions within online communities, enables researchers to explore customer perceptions in-depth through naturally occurring data generated by internet users. In the context of Hotel Tentrem Yogyakarta, this approach can be used to explore customer perceptions of the room department's service quality, identify key strengths that need to be maintained, and uncover areas that require improvement to enhance guest satisfaction. Research by Kozinets (2010) has demonstrated that the netnographic method is highly effective in analyzing consumer interactions in online communities and gaining rich insights from customer perspectives.

Based on this background, this study aims to analyze the service quality of the room department at Hotel Tentrem Yogyakarta using a netnographic approach. By utilizing customer reviews from digital platforms, this research is expected to provide comprehensive insights into customer perceptions while offering strategic recommendations for hotel management to improve service quality. Additionally, this study contributes to the development of research methods in hospitality studies, particularly through the application of netnography, which remains relatively new in this field. Research by Xiang et al. (2015) emphasizes that digital data analysis, such as online reviews, can help the hospitality industry better understand customer needs and design more tailored services.

Through this study, the service dimensions that most influence customer satisfaction are expected to be identified. The findings can also provide practical guidelines for hotel management to continue innovating in creating exceptional guest experiences. Thus, this research is not only relevant to Hotel Tentrem Yogyakarta but also serves as a valuable reference for other hotels looking to adopt a similar approach in measuring and improving service quality. Research by Kotler and Keller (2016) asserts that innovation in customer data-driven services is the key to long-term success in the hospitality industry.

Theoretical Framework

Service Quality

Service quality is a crucial element in building a sustainable relationship between an organization and its customers. The SERVQUAL model, developed by Parasuraman et al. (1988), serves as the primary framework for measuring service quality. This model defines five key dimensions:

a. Reliability: The ability to deliver promised services consistently and accurately.
b. Responsiveness: Willingness to assist customers and provide prompt service.
c. Assurance: Staff knowledge and friendliness in fostering customer trust and a sense of security.
d. Empathy: Personalized attention to customers.
e. Tangibles: The appearance of physical facilities, equipment, and employees.

Research by Zeithaml et al. (1996) indicates that high service quality significantly contributes to customer satisfaction, which ultimately influences customer loyalty.

The Influence of Online Reviews on Service Quality

In the digital era, online review platforms such as TripAdvisor and Google Reviews have become essential tools for evaluating an organization's service quality. According to Litvin et al. (2008), online reviews play a crucial role in shaping customer perceptions of a product or service. Customer opinions are often considered more credible than direct company promotions. These online reviews provide firsthand insights into customer experiences, both positive and negative. Research by Xiang et al. (2015) concludes that online reviews contribute to brand reputation formation, which indirectly influences customer decision-making. In

the hospitality industry, positive reviews can increase occupancy rates, while negative reviews can harm a hotel's image.

Netnography as a Research Approach

Netnography is a qualitative research method designed to analyze behavior and interactions within online communities (Kozinets, 2010). This approach utilizes naturally generated data from online discussions, reviews, and social media to understand customer mindsets, preferences, and needs. Kozinets (2015) states that this method is highly relevant for understanding consumer behavior in the digital era, as it reflects interactions without researcher intervention. In the hospitality industry, netnography can be used to:

a. Identify the most important service quality dimensions for customers.
b. Explore customer perceptions based on real experiences.
c. Provide strategic insights for service improvements.

The Relationship Between Service Quality and Customer Satisfaction

According to Kotler and Keller (2016), customer satisfaction is the extent to which a product or service's performance meets or exceeds customer expectations. The Disconfirmation Theory, developed by Oliver (1980), explains that satisfaction occurs when perceived performance surpasses expectations.

In the hospitality industry, research by Han et al. (2009) indicates that excellent service quality has a direct impact on customer satisfaction and encourages loyalty. This is particularly relevant to the room department, which serves as the central touchpoint for guest experiences during their stay.

The Importance of Innovation in Service Quality

The hospitality industry faces increasing competition, making innovation in service delivery a key factor in staying relevant. Research by Kandampully and Suhartanto (2000) emphasizes that businesses that can adapt to changing customer needs through innovation have a greater chance of maintaining customer loyalty.

In this context, data-driven approaches such as netnography can help hotels continuously improve service quality. The analysis of online reviews provides specific insights into customer needs, enabling hotels to design more effective strategies.

METHOD

This study employs a qualitative approach using the netnographic method to analyze customer reviews related to the service quality of the room department at Hotel Tentrem Yogyakarta. Netnography is an adaptation of the ethnographic method applied to online communities (Kozinets, 2010). This approach enables researchers to understand customer perceptions, experiences, and needs through naturally generated data from interactions on digital platforms.

The study adopts an exploratory descriptive design to provide an in-depth overview of the service quality as perceived by customers. Customer reviews from online platforms like TripAdvisor, Google Reviews, and social media are analyzed to identify key themes related to the room department's service quality. The data used in this study are secondary data collected from various online review platforms such as TripAdvisor and Google Reviews. The criteria for the data include reviews that specifically mention the room department services at Hotel Tentrem Yogyakarta, both positive and negative.

The data were collected through the following steps: 1) Manual Scraping: The researcher manually reads and collects reviews from relevant platforms; 2) Data Selection: Reviews containing elements of service quality (e.g., room cleanliness, staff responsiveness, facility comfort) are selected for analysis; 3) Documentation: Relevant data is stored and organized in a digital format to facilitate analysis.

The data analysis follows these steps: 1) Initial Coding; 2) Categorization; 3) Thematic Analysis and 4) Data Validation. Triangulation is conducted by comparing reviews from multiple platforms to ensure consistency in findings. To enhance the study's validity and reliability, the following steps are taken: 1) Source Triangulation: Comparing data from multiple sources; 2) Peer Debriefing: Engaging peers to review and validate findings; 3) Audit Trail: Documenting the research process for transparency and reproducibility.

The study ensures user privacy and anonymity by not including any personal information in the report. Only publicly available data, legally accessed from online platforms, is used. The research procedure includes platform identification, data collection, data analysis, and reporting of findings.

RESULTS AND DISCUSSION

1. Systematic Literature Review (SLR) Approach

The SLR approach is used to identify, evaluate, and analyze relevant online reviews from Google Reviews related to the room department services at Hotel Tentrem Yogyakarta. This study adopts the SLR steps, including literature (review) identification, screening, data extraction, and synthesis of findings.

2. Key Findings Based on SERVQUAL (Service and Quality) Dimensions

a. Reliability

From the 150 reviews analyzed, reliability was the most frequently mentioned dimension. Customers praised the consistency of staff services, such as room readiness at check-in time and maintained cleanliness. However, around 12% of reviews noted delays in delivering additional amenities during high-occupancy periods.

b. Responsiveness

A total of 135 reviews highlighted the hotel's staff responsiveness to customer needs. The majority of customers felt that staff responded promptly to requests, such as delivering toiletries or providing technical assistance. However, some reviews mentioned slower response times during peak hours, particularly concerning room service.

c. Assurance

The assurance dimension received positive reviews from 140 customers, who appreciated the professionalism of the staff in handling complaints and providing information. Some reviews emphasized how the staff created a sense of security through their friendliness and high competence.

d. Empathy

Empathy was the most frequently praised dimension, with over 80% of reviews mentioning the staff's personal attention to guest needs. Notable experiences included personalized birthday greetings and warm, attentive service.

e. Tangibles

Tangibles encompass hotel facilities and aesthetics. Most customers praised the cleanliness, room comfort, and beautiful interior design of the hotel. However, some reviews suggested improvements in Wi-Fi connectivity and air conditioning in certain rooms.

3. Thematic Analysis

From the review synthesis, three main themes emerged:

a. Satisfaction with personalized attention to individuals: hotel staff were perceived as exceeding expectations in understanding guest needs.
b. The need for operational improvements during peak hours: some complaints regarding service delays were identified as areas for improvement.
c. Facility maintenance: customer suggestions involved technical improvements, such as upgrading the Wi-Fi system and maintaining elevators.

4. Practical Implications

Based on these findings, strategic recommendations for the management of Hotel Tentrem Yogyakarta include:

a. Service optimization during peak hours: increasing staff during peak hours to enhance response speed.
b. Preventive maintenance program: ensuring hotel facilities remain in top condition through routine inspections.
c. Use of technology: adopting an application-based system for real-time communication between guests and staff.

CONCLUSION

Through the Systematic Literature Review approach, this study successfully identified the SERVQUAL (Service and Quality) dimensions that most influence customer experience at Hotel Tentrem Yogyakarta. Empathy and tangibles emerged as key strengths, while reliability and responsiveness require greater attention during peak periods. By implementing the recommended strategies, the hotel can continuously enhance service quality to meet customer expectations sustainably.

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