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# Optimizing the quality of service excellence through the application of tourism destination

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## Abstract

**Purpose** - The purpose of this study is to determine how the application of technology can impact the quality of excellent service at Bale Tirto, a tourism destination with a Javanese heritage concept located in Kiringan, Ponggok, Polanharjo, Klaten.

**Methodology/Design/Approach** - The study uses a qualitative approach, gathering data through observation and interviews. It focuses on understanding the current manual operational system at Bale Tirto, such as handwritten bookkeeping and ordering, and how the introduction of technology can improve performance and service quality.

**Finding** - The findings show that the application of technology at Bale Tirto has led to improved employee knowledge and ability to operate technology. This, in turn, has made the services provided to tourists and customers more optimal and efficient, resulting in enhanced service quality and overall performance.

**Originality/Value** - This research highlights the significant role that technology can play in improving service quality at tourism destinations. By shifting from manual to technological systems, the study demonstrates how operational efficiency can be enhanced, leading to better customer experiences and improved business performance at Bale Tirto.

**Keywords:** excellent service, technology, service quality

## Introduction

In this time of digitalization, all industries should keep up with technology, as well as the tourism industry and the hospitality industry. Information technology is a medium or tool that has a function to help humans to get convenience in communicating and interacting with each other (Catur & Khadijah, 2017). Lucas state that information technology is all forms of technology implemented to process and also send information in electronic form (Rasyid, 2017). The growth of information technology is often applied to foster the quality of human resource management properly. which in turn can grow, efficiency, performance and company profits including increasing the loyalty of workers / employees. (Pariyatin, 2015).

Bale Tirto is a tourism destination with a Javanese heritage concept located in Kiringan, Ponggok, Polanharjo, Klaten. UNESCO states that, heritage is the (cultural) heritage of the past, what people currently do, and what is passed on to future generations (Hizmiakanza & Rahmawati, 2019). This destination offers various attractions and facilities for tourists, such as: restaurants, cafes and swimming pools which are quite famous in Klaten Regency. However, the utilization of technology in Bale Tirto is still lacking, so the services provided are not optimal. For example, the ordering system still uses handwriting, and the waiter must manually deliver the order paper to the kitchen, which causes the process between ordering and delivering information to the kitchen to take longer. In addition, the check-in and check-out process also still uses

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manual methods. This can cause excellent service at Bale Tirto to be less than optimal. Optimization is the process of optimizing something, in other words, the process of making something better or higher (Pardede dkk., 2021).

Optimization is also widely interpreted as the measure by which all needs can be met from the activities carried out. (Idrus dkk., 2022). According to Winardi, optimization is a measure that causes the achievement of goals. (Prasetyo dkk., 2022). In this case, Bale Tirto has started using technology to optimize excellent service. With optimization, a system can increase its effectiveness, i.e. minimize processing time, increase profits, etc. (Hidayat & Irvanda, 2022). By speeding up the process and reducing the time needed for each customer, Bale Tirto can serve more guests, which also has a positive impact on increasing revenue. Optimization steps can be implemented by utilizing communication and information technology (Habibi M, 2018). Utilization of information technology enables faster and more efficient communication, both among internal staff and with customers. This is in line with the principle of excellent service which emphasizes speed and accuracy

Excellent service is one of the key factors or factors that are important in maintaining and increasing customer satisfaction, especially in the tourism industry and the hospitality industry. Excellent service is a concept that prioritizes the provision of high-quality service to customers, both in the product or service sector (Qur'ani, 2024). According to Suasnawa & Gorda, excellent service has a positive impact on customer trust and satisfaction (Usman dkk., 2021). The purpose of excellent service is to provide services that can satisfy and meet the needs of customers or the community and focus on customer service (Suminar & Apriliawati, 2017). Tjiptono states that excellent service has four main elements, namely accuracy, speed, friendliness and comfort (Khaerunnisa, 2014).

Bale Tirto is currently piloting the implementation of technology for the food ordering process as well as the room booking process. So the purpose of this research is to find out the extent to which the application of technology is able to influence the quality of excellent service at Bale Tirto. So far no one has conducted research at Bale Tirto.

## Method

This research applies a descriptive qualitative method, which is a research method that focuses on descriptive data processing (Djam'an satori, dalam Hanyfah dkk., 2022). Qualitative descriptive research presents data as it is, without manipulation or other special treatment (Rusandi & Muhammad Rusli, 2021). The techniques used in this research are observation, interview, documentation and literature study. Literature study is a method of finding theoretical references that are relevant to the problems or cases found (PILENDIA, 2020). The data collection technique used in this literature study method involves collecting research data based on variables contained in articles, journals, books, notes, and other sources (Santosa, dalam Nur Latifah dkk., 2021). Researchers conducted observations and interviews directly at Bale Tirto. Interviews were conducted directly with employees who work at Bale Tirto. Observation is a data collection technique by making observations, either directly or indirectly about the things observed and then recording them on an observation tool (Ahsanulkhq, 2019). Nana Sudjana said that observation is a systematic recording and observation of the symptoms observed (Hasibuan dkk., 2023). Interview is a data collection process that is carried out through questions and answers and direct face-to-face between researchers and data sources or data sources (Borman & Fauzi, 2018). Interviews are conducted by researchers to assess a person's condition, for example to find data on variables of student background, parents, education, attention, attitudes towards something (Makbul, 2021).

## Results and Discussion

The use of technology absorbed by employees at Bale Tirto supports the quality of their work, because through the use of technology for employees it is able to encourage their performance to be better. Through the use of technology represents a commitment of employees to contribute to the management of Bale Tirto. This is because the use of technology is oriented towards the progress and competitiveness of employees. Therefore, technology reflects the performance of employees through the knowledge and insights they

master. The mastery of technology is part of the professionalism of Bale Tirto employees. Therefore, technology can help develop the quality of human resources at Bale Tirto as follows. One of the factors that affect employee performance is the utilization of technology and information (Shintia & Riduwan, 2021).

### **Elements of Excellent Service**

The application of technology provides an increase in four main elements, namely accuracy, speed, friendliness and comfort. Through the application of technology, the services carried out at Bale Tirto have increased, especially in terms of speed, because previously the process of ordering food, drinks, and rooms at Bale Tirto was done manually by handwriting. With the application of technology, the speed of service increases. This makes guests feel at ease as their booking process is quick and easy. In addition, the level of hospitality of the waiters has also increased as their work has become lighter due to technology. Thus, the hospitality provided to guests can be optimized. No less important is also, The application of technology will improve accuracy and minimize errors in the ordering process.

### **Application of Technology for Human Resource Quality Development**

The development of the quality of human resources (employees) in Bale Tirto with the mastery of technology means a harmony to provide their best performance to improve the quality of service excellence. The development of digital technology helps strengthen the work ecosystem by raising the quality of service to the public (Alim & Ibrahim, 2024). Therefore, employees who have been empowered through technology absorption can further improve the quality of service at Bale Tirto. The operation of digital technology for Bale Tirto employees is intended to support operations in providing excellent service to guests or tourists who visit. Guest data management using digital technology will certainly increase transparency and data security, which makes guests give full trust to Bale Tirto when visiting. In addition, Bale Tirto's use of useful technology can improve work efficiency, for example, the short wait time means guests don't have to wait longer when visiting.

### **Application of Technology to Optimize Service Quality**

Gronroos states that service quality is the result of the view of the comparison of visitor expectations with the actual performance of the service (Sigit & Soliha, 2017). In addition, according to Kotler, good service can create satisfaction as well as customer loyalty and help maintain distance from competitors (Izzuddin & Muhsin, 2020). Optimizing the use and mastery of technology for employees at Bale Tirto is an effective management to provide the best service to guests who visit. With a digital guest management system in place, employees can easily access important information regarding the needs and preferences of each guest. For example, the system allows employees to record room preferences, food allergies, and favorite activities of past guests. With this collected data, employees can provide more personalized and responsive service, according to the individual wants and needs of each guest. This directly increases the level of guest satisfaction, as they feel they are being treated with personalized attention. The operation of digital technology also helps Bale Tirto measure performance and guest satisfaction. Various digital analytics tools allow management to monitor guest satisfaction levels in real-time through automated surveys or reviews left by guests after a stay.

### **Conclusion**

The adoption and utilization of technology at Bale Tirto has significantly contributed to improving employee performance and enhancing service quality. By mastering digital tools, employees are better equipped to deliver efficient, accurate, friendly, and comfortable services, which are the core elements of excellent service. The implementation of technology not only streamlines operational tasks—such as digital booking systems and data management—but also reflects the professionalism and commitment of Bale Tirto's human resources in providing high-quality services.

Furthermore, the integration of digital systems supports personalized guest experiences and fosters greater trust through improved transparency and data security. These advancements are aligned with the

broader goal of developing human resource quality and maintaining competitiveness in the hospitality industry. Ultimately, technology serves as a strategic asset that empowers employees, boosts guest satisfaction, and positions Bale Tirta to deliver consistently excellent service in an increasingly digital landscape.

### List of abbreviations

If abbreviations are used in the text they should be defined in the text at first use, and a list of abbreviations should be provided.

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### Declaration

#### Ethics approval and consent to participate

Not applicable.

#### Consent for publication

Not applicable.

#### Availability of data and materials

The data presented in this study may be obtained on request from the corresponding author.

#### Competing interests

Not applicable.

#### Author contributions

EA and GM conceptualization, methodology, validation, formal analysis. GM and MKDML investigation, data curation, writing - original draft preparation, writing. EA review and editing, supervision, project administration. All authors have read and agreed to the published version of the manuscript.

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