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## Optimizing quality assurance and service quality staff in improving guest satisfaction at Hotel in Yogyakarta

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### Abstract

*Purpose* - The purpose of this paper is to determine the role of quality assurance in increasing guest satisfaction at Hotel in Yogyakarta. The study emphasizes the importance of quality assurance in the hospitality industry as a key factor in improving guest satisfaction.

*Methodology/Design/Approach* - The study uses the literature study method, collecting and analyzing various reference sources such as journals and books related to quality assurance in the hospitality industry.

*Finding* - The literature study reveals that quality assurance plays a crucial role in enhancing guest satisfaction. By ensuring consistent service and standards, quality assurance directly impacts guest experiences and contributes to the hotel's reputation.

*Originality/Value* - This research underscores the importance of maintaining high-quality standards in hotel operations, highlighting how quality assurance practices can significantly improve guest satisfaction and, in turn, the overall reputation of the hotel.

**Keywords** Quality assurance, guest satisfaction, improving guest satisfaction, Yogyakarta

### Introduction

A hotel is a building in which many rooms are rented out as places for tourists to stay and eat, and is a type of commercial accommodation provided for those who wish to take advantage of services, lodging, and food and beverages (Noviastuti & Cahyadi, 2020). Hotels always try to make their guests feel satisfied and make these guests come back (repeat customers), this has a positive impact on the success of the hotel in achieving its goals. Satisfaction is an evaluation by customers of the services or results achieved by customers in accordance with the expected results. The service or results achieved must usually match or exceed customer expectations. Satisfaction is a consumer expectation that: Price, comfort, service, and other factors that directly satisfy customers. Guest satisfaction is what the hotel pursues when serving its customers (Andofal et al., 2023). Talking about "quality" is closely related to talking about "excellence". But that's not all. What is meant by "excellence" refers not only to the hotel itself, but also to all parts directly or indirectly related to Phoenix Hotel. As you know, quality management is defined as an effort to manage an organization as a whole in order to achieve excellence in all aspects of its products or services. From the above definition, it can be explained that the importance of quality affects the-

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whole organization in all activities of any organization and customer satisfaction is the main factor that affects quality (Hamzah, 2021).

Guest satisfaction is one of the most important aspects in the highly competitive hospitality industry. This satisfaction is directly related to the guest's experience while staying at the hotel, which includes the quality of service, comfort of facilities, and the attitude and behavior of hotel staff (Mastarida, 2023; Gu & Ryan, 2008) also stated that it found seven factors that positively influence overall guest satisfaction: bed comfort, cleanliness of bathroom facilities, room size and condition of hotel facilities, location and accessibility, and food and beverage quality, additional services, and staff performance.

Hotel Phoenix Yogyakarta, also known as The Phoenix Hotel-MGallery Collection, is a luxury hotel located in the center of Yogyakarta. The hotel is renowned for its classic and elegant architectural design, reflecting the Dutch colonial style mixed with Javanese cultural elements. Built in 1918, Phoenix Hotel has a long history and iconic historical buildings making it a unique hotel that offers a cultural and historical experience in Yogyakarta (Pranata, 2024). Based on the background of the above problems, to emphasize and direct the research, the focus of the research concept studied is, "how is the application of the concept of quality assurance and quality of staff services?"

## Method

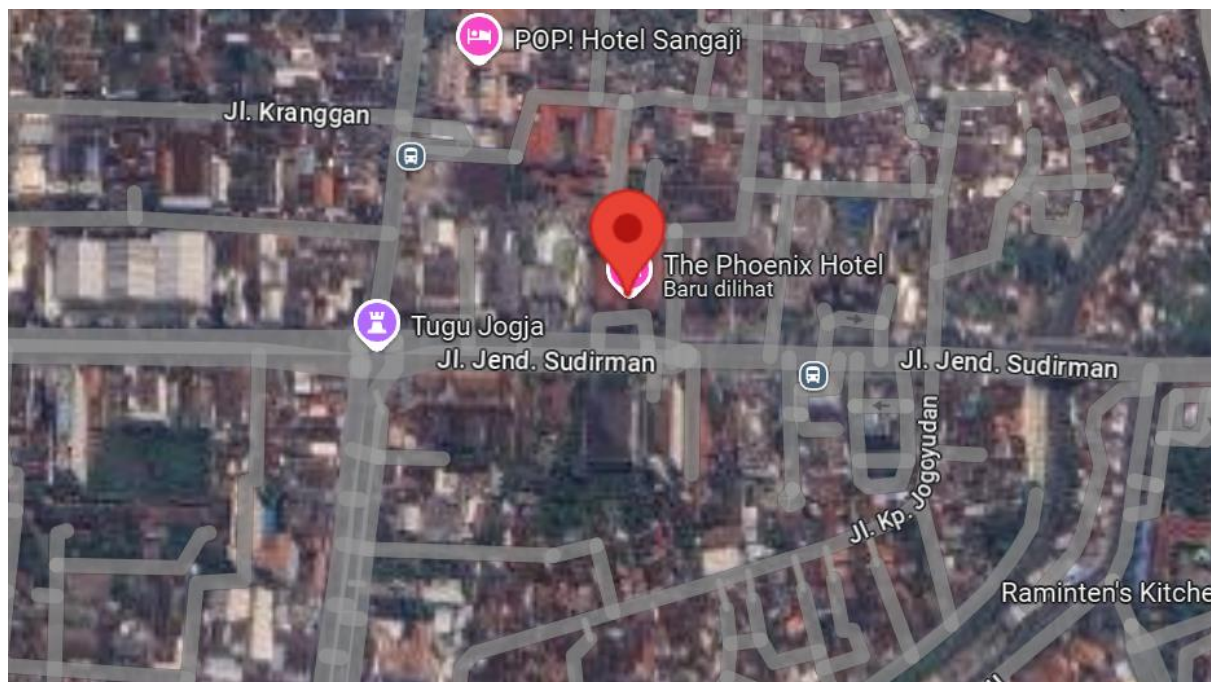
The writing of this paper uses qualitative research methods with a direct interaction approach such as observation of research objects, documentation and data collection or related sources in journals or articles and relevant information on internet online media. According to Sugiyono, (2018) The data collection process consists of observation, interview, questionnaire and documentation. In writing this paper, the author collected data using direct observation techniques, documentation, and literature studies. This paper is a research that uses a literature study that reviews a number of 20 journals related to quality assurance in hotels. The results of the study are used as a reference, literature study is a research conducted based on written works, including research results. In literature studies using data from books, articles, scientific papers, or written works of people (Embun dalam Melfianora, 2019). Observation is a condition in which direct observation is carried out by the researcher in order to better understand the context of the data in the overall social situation so that a holistic or comprehensive view can be obtained (Nasution dalam Sugiyono, 2021).

## Findings and discussion

Yogyakarta is located in the southern part of Java island, precisely in the Central Java region. Geographically, Yogyakarta is located at 8° 30' -7° 20' South latitude, and 109° 40' -111° 0' East longitude (Marie & Widodo, 2020). Yogyakarta, referred to as the "city of education", "city of culture", "city of history", and more, is a promising domestic tourism destination. Yogyakarta cultural tourism, nature tourism, culinary tourism, entertainment and recreation, special interest, MICE (meeting, innovation, convention, expo), education, and shopping (Umami, 2015).

Phoenix Hotel Yogyakarta is located in the center of Yogyakarta, precisely on Jalan Jenderal Sudirman No. 9, Cokrodiningratan, Jetis, Yogyakarta. This hotel has a very strategic location because it is close to various popular tourist destinations, such as Malioboro Street, Yogyakarta Palace, and Tugu Jogja. According to research, a location close to popular tourist destinations can increase the level of tourist satisfaction and the decision to stay at the hotel (Popovic et al., 2019). Various public facilities such as shopping centers and restaurants are also easily accessible from this hotel. In addition, Phoenix Hotel is also located not far from Tugu Station Yogyakarta, making

it easily accessible for travelers arriving by train. The location of this hotel is suitable for travelers who want to experience the atmosphere of a city rich in culture.



**Figure 1.** Location Phoenix Hotel, Yogyakarta  
(Source: Google Maps)

Keeping products in good condition is one of the standards applied at Phoenix Hotel Yogyakarta, which is a 5-star hotel, the standard efforts made are: (1) Introduction of FIFO system. (2) Product maintenance according to product conditions. (4) Maintain inventory levels that meet guest needs and ensure guest comfort and satisfaction. Hotels can guarantee customer satisfaction by always maintaining product or goods quality standards. If the product or item is of high quality, guests will always feel satisfied. It is expected that satisfied guests will tell others about the hotel, which will have an impact on the hotel's reputation. This is called "word of mouth" in marketing. With loyal guests, the hotel can make more money (Nurjanah & Hermawan, 2019).

### 1. Staff and Leadership Basics

Requiring flexibility and versatile skills, hospitality staff are the backbone of any business, able to perform a variety of tasks seamlessly (Djuwanda et al., 2019). As they are at the frontline, their role in serving guests, including positive interactions and excellent service, not only impacts the guest experience but also shapes the image and reputation of the hotel. Employee training and development is an important aspect for employees to not only acquire the latest skills, but also contribute to the improvement of service quality and guest satisfaction. In this regard, managers have a transformative role to play in motivating and inspiring employees, creating positive role models, and supporting open communication. Emotional support and recognition from leaders create a positive work environment, increase employee motivation, and ultimately improve service quality (Pertiwi et al., 2023). Synergy between employees and leaders increases employee engagement, strengthens collaboration within teams, and manages conflicts carefully. This collaboration will improve operational efficiency in facing the challenges of the dynamic hospitality industry and contribute to achieving common goals. Overall, the critical roles of staff

and leadership provide a solid foundation for operational success and guest satisfaction in the competitive hospitality industry.

## 2. Provide learning by motivating and inspiring teams to achieve peak performance.

High motivation increases productivity among team members and creates an environment filled with not only productivity but also positive enthusiasm. In recent research, increasing empirical evidence suggests that prosocial impacts in the workplace can play a significant role in enhancing creativity and innovation (Papachristopoulos et al., 2023). The courage to innovate and create is also the result of good motivation, enabling teams to explore new ideas and creative solutions. Shared leadership contributes significantly to increased creativity in innovative teams; factors such as the team's psychological climate, as well as cognitive and social motivation, act as mediators that strengthen the relationship (Ni Made Dwi Priskilla & I Putu Santika, 2020). In terms of job satisfaction, using motivation wisely can have a positive impact on team member satisfaction and ultimately strengthen employee loyalty. When teams face challenges, motivating and inspiring leadership is key to ensuring they face obstacles with optimism. According (Grobler & Flotman, 2021) Optimistic leadership can be the deciding factor between success and failure. By having a positive attitude, a leader is able to foster hope and resilience during difficult times, allowing the team to overcome obstacles and find solutions that were previously unthinkable. This not only keeps morale high but also gives the message that any obstacle can be overcome. Motivation increases the engagement of team members, leading to active participation, cooperation and positive contributions to team activities. Motivation and inspiration create a strong synergy between team members, enabling them to work together towards a common goal. This creates a shared vision that focuses on the end result and ensures that all team members are moving in the same direction. In addition, by motivating and inspiring your team, you can also improve interpersonal relationships between team members. Open communication, mutual trust and team support are strengthened, forming the basis of effective and dynamic collaboration. By understanding the needs and desires of team members and providing the right motivation and inspiration, leaders not only create a dynamic and productive work environment, but also create a foundation for sustainable collective growth (Nurhayuni et al., 2023).

## 3. Understand the importance of delegating tasks effectively

Delegating tasks effectively is a key management skill for achieving organizational goals and developing teams. In this process, it is important to not only assign responsibilities to team members, but also clearly understand the positive impact team members have on productivity, employee development, and work efficiency. Below, discuss in detail the importance of delegating tasks effectively according to (Ws et al., 2024) :

### a. Increased Team Productivity:

By delegating tasks appropriately, team productivity can increase drastically. When responsibilities are assigned according to each member's skills and expertise, work can be completed more effectively and efficiently.

### b. Individual Skill Development:

Delegation gives team members the opportunity to expand their skills. New responsibilities can be a nurturing challenge, allowing them to learn and grow in their roles.

### c. Increases Satisfaction and Motivation:

Delegating tasks wisely can increase team motivation and job satisfaction. Handing over responsibilities that match employees' interests and aspirations can give a positive boost to their morale.

d. Increased Organizational Efficiency:

Proper delegation allows the organization to work more efficiently, as tasks are handled by people who have the right competencies and expertise, thus reducing the risk of overlaps and errors.

e. Focus on Strategic Tasks:

By distributing the workload, leaders can focus their attention on strategic tasks and decisions that require special attention. This ensures managerial resources are used optimally to support organizational growth.

f. Establishment of Strong Leadership:

Delegating responsibilities is an effective way to build strong leadership in a team. By giving responsibility to members, they not only gain trust, but also have the opportunity to develop leadership skills.

g. Overcoming Work Overload:

Task delegation helps prevent work overload on a particular leader or team member. By distributing responsibilities evenly, the risk of burnout can be reduced.

h. Faster Decision Making:

Delegation allows decisions to be made more quickly, as responsibilities have been handed over to those with the relevant knowledge and expertise, thus speeding up the implementation process and response to changes.

## Conclusion

Based on a comprehensive review of the management strategies and practices discussed related to optimizing employee performance and leadership in the hospitality industry, it can be concluded that:

- a. In the hospitality industry, Employees and leaders play an important role in shaping and creating. Guest experience is the foundation of operational success. Staff are the backbone of our operations and require training and development to ensure they have up-to-date skills and make a positive contribution to our service. Transformational leadership supports employee motivation, creates a positive environment and improves service quality.
- b. Motivation and inspiration play an important role in helping teams achieve peak performance. High levels of motivation not only increase productivity, but also engage team members and build strong relationships. Motivating leadership is key to facing challenges with optimism, maintaining high morale, and ensuring all team members are moving towards a common goal.

The importance of effective task delegation cannot be overlooked. Besides dividing responsibilities, this process also aims to increase team productivity, develop individual skills, and ensure focus on strategic tasks. Wise delegation creates strong leadership, improves organizational efficiency, and addresses work overload.

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**Declaration****Ethics approval and consent to participate**

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**Consent for publication**

Not applicable.

**Availability of data and materials**

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**Competing interests**

The authors declare that they have no competing interests.

**Author contributions**

SC and IRS conceptualized the study and collected data. KTA analyzed improved the quality of the manuscript.

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