

Analysis of Service Quality on the Best Hotels in Kalimantan Based on Booking.com Website

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ABSTRACT

A hotel must certainly provide the best service in order to provide a satisfying and pleasant experience for guests. If the quality of service provided is not satisfactory for guests, it will get negative feedback, so that the image of the hotel decreases. This study aims to analyze the quality of service at the best hotels in Kalimantan based on guest reviews from Booking.com website. This type of research is qualitative, with qualitative descriptive analysis methods. Data collection was carried out by observing guest reviews in the top 5 hotels from the list of the best hotels in Kalimantan based on the website Booking.com. The results showed that the analysis of the service quality of the five best hotels in Kalimantan based on Booking.com website, what needs to be considered is the quality of cleanliness, staff service, guest comfort, adequate facilities, and strategic location are the added points of the hotel.

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1. INTRODUCTION

One of the largest islands in Indonesia, Kalimantan, offers a variety of interesting tourist destinations and amazing natural wealth. With the increase in the number of tourists visiting, the need for quality accommodation is also increasing. Service quality is key to a hotel's success, based on guests' stay experiences [1]. The Booking.com website, one of the most popular hotel booking platforms in the world, provides reviews and ratings that become valuable references for potential guests in choosing a hotel with the best quality of service [2].

Service quality is the level of excellence of a service which is measured by how far the service meets or exceeds customer expectations [3]. Some

important aspects of service quality, such as consistent reliability in providing promised services, reliability in helping customers, certainty of knowledge and hospitality of staff, personal empathy to customers, and tangible aspects such as good facilities and infrastructure [4]. With these aspects, it can improve the quality of better service, as well as increase customer satisfaction, customer loyalty, and added value for the company.

In recent years, the hotel industry in Kalimantan has experienced significant development. This development was driven by increased investment in the tourism sector as well as supporting infrastructure such as transportation and public facilities that were quite complete [5]. New

hotels are emerging offering the best range of facilities and services to attract domestic and international tourists to stay. However, the increasing number of hotels creates increasingly fierce competition. Hotels are competing to improve the quality of their services, in order to provide positive satisfaction for guests, thus attracting more guests [6]. Therefore, guest reviews from booking websites such as Booking.com, become very important as a guideline for evaluating the quality of services offered by all hotels.

This study aims to analyze the quality of service at the best hotels in Kalimantan based on guest reviews from Booking.com website. With this analysis, we hope to provide an overview of the standard of service offered by hotels in Kalimantan, as well as what factors affect guest satisfaction [7]. This research also identifies the advantages and weaknesses of the service quality of each hotel, which is a benchmark for hotel managers in improving the quality of their services. The results of this analysis are not only useful for guests in finding references for accommodation options, but also for the hospitality industry in improving competitiveness and service quality in market competition [8]. In addition, it can also provide valuable insights for all stakeholders and hotel management can improve their service standards.

2. LITERATURE REVIEW

2.1 Hospitality Industry

The hospitality industry is part of the tourism sector, which provides a wide range of lodging services and facilities, food and beverages, recreation, and other services. This industry includes hotels, motels, resorts, and various other types of accommodation. In addition to providing temporary housing, the hospitality industry also offers other additional services, such as restaurants, spas, fitness centers, conference rooms, and entertainment activities to meet guests' needs and comfort [9]. This industry is one of the industries that plays an important role in the global economy by creating jobs, supporting the tourism sector, and contributing to local revenues through taxes and tourist spending [10].

2.2 Quality of Service

Quality of Service is a concept that gives an idea of how well a service provided matches customer expectations, covering various aspects of interaction from response to requests to overall customer experience. Important factors that measure a quality of service consist of, reliability, responsiveness, certainty, empathy, and physical manifestity [11]. The quality of service at the hotel consists of various aspects that are designed to provide guests with a satisfying and highly memorable experience. Key factors such as reliability in providing competent service, quick responsiveness in responding to guest requests and complaints, assurance of professionalism and competence of hotel staff, empathy with attention and concern for guest welfare, and physical manifestation that includes cleanliness and comfort of hotel facilities. Quality of service is essential to increase guest satisfaction and loyalty, provide a competitive advantage, reduce future complaints, and increase the profitability of a business [12].

2.3 Customer Reviews

Customer reviews are comments given by customers after using the products or services of a business. Usually reviews are submitted through online platforms such as websites, social media, or specialized applications. These reviews are in the form of personal customer experiences, positive or negative ratings, and assessments regarding the quality of products or services received by customers [13]. Customer reviews are very useful for a business, because they can find out the level of customer satisfaction, identify problems that must be fixed, build trust with potential customers, and can improve the quality of service [14].

3. METHODS

This research was conducted by observing and analyzing guest reviews how the quality of service from the list of the best hotels in Kalimantan, based on the web Booking.com from this link <https://www.booking.com/reviews/region/kalimantan.id.html>. The number of hotels from the list is 30 hotels, but the author only chooses the top 5 hotels from the list, to find out how the quality of service

from these hotels. This type of research is qualitative, which is research that focuses on deep understanding and interpretive of a phenomenon [15]. The analysis method used is descriptive qualitative, which describes the data that has been collected, without the intention to make conclusions where this is general [16]. Data collection was carried out by observing guest reviews in the top 5 hotels from the list of the best hotels in Kalimantan based on Booking.com website. The author accessed the website on May 15, 2024.

4. RESULTS AND DISCUSSION

4.1 Profile Booking.com

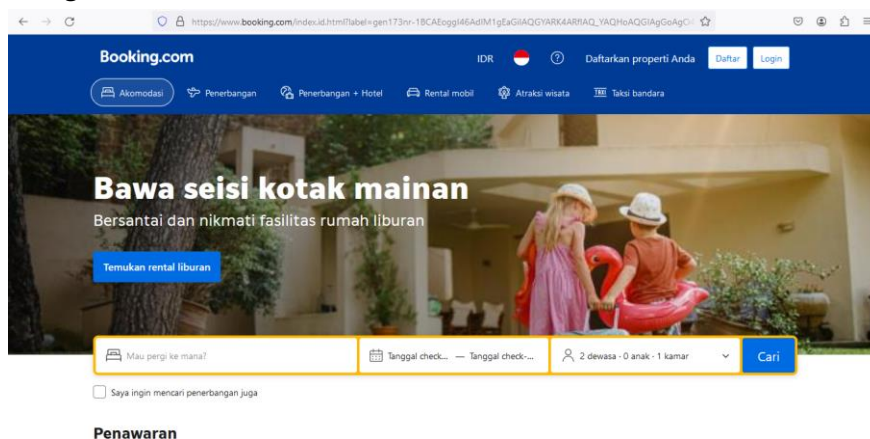


Figure 1. Booking.com Website
Source : <https://www.booking.com>

The picture above is the homepage of Booking.com website, where website visitors are greeted with various choices of information they want. Not only information, website visitors can also book tickets, hotel rooms, restaurants, and more through the website, by creating their own account in order to use the Booking.com website as a platform for online booking about travel and tourism.

4.2 Top 5 Hotel in Kalimantan According to Booking.com

Booking.com make a list of the best places that people can come, one of which is a list of the best hotels in an area. They made a list of the best hotels based on the reviews of the hotel's original guests.

Booking.com is one of the largest online travel agencies in the world, founded in 1996 by Geert-Jan Bruinsma, a student of Universiteit Twente. At first Booking.com was called Bookings.nl, and in 2000 Bookings.nl merged with Bookings Online, which operated as Bookings.org. Eventually the name and URL were changed to Booking.com. In 2010-2012, Booking.com launched mobile apps for iPad, Android, iPhone, iPod Touch, Windows 8, and Kindle Fire. Booking.com offers a range of features and services for accommodations, including the ability to fully manage properties, manage prices, and accept direct bookings [17].

In this study, the author chose the list of 30 Best Hotels in Kalimantan from the Booking.com website from the following link <https://www.booking.com/reviews/region/kalimantan.id.html>. However, the author only chooses the top 5 from the list to analyze how the quality of service at these hotels. Here are the top 5 Best Hotels in Kalimantan based on Booking.com website:

- 1) Ibis Samarinda Hotel
- 2) Aston Samarinda Hotel and Convention Center
- 3) Mercure Samarinda Hotel
- 4) Platinum Hotel and Convention Hall Balikpapan
- 5) Ibis Pontianak City Center



Ibis Samarinda Hotel



Aston Samarinda Hotel and Convention Center



Mercure Samarinda Hotel



Platinum Hotel and Convention Hall Balikpapan



Ibis Pontianak City Center

Figure 2. Top 5 Hotel in Kalimantan According to Booking.com
Source : <https://www.booking.com/reviews/region/kalimantan.id.html>

4.3 Service Quality Analysis

Booking.com always make a list of the best hotels in several regions to be a reference for its users if they want to book a hotel room. They created the list not based on personal opinion, but based on reviews from users of their website or mobile app. For reviews in Booking.com divided into five ratings, namely:

- Excellent with a score of 9+
- Good with a score of 7-9
- Not bad with a score of 5-7
- Bad with a score of 3-5
- Very Bad a score of 1-3

Skor ulasan

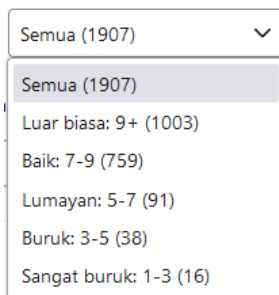


Figure 3. Ulasan Booking.com

Not only five ratings, Booking.com also provides reviews based on the quality of hotel services which are divided into 7 categories, namely staff service, facilities, cleanliness, comfort, value for money, location, and Wi-Fi. The results of the review will display the score by showing a 3-color graph, namely green with a high score, blue for average, and red for low scores. By displaying these reviews, users can Booking.com search for hotel references with good quality. The following is an analysis of consumer satisfaction from the 5 Best Hotels in Kalimantan based on guest reviews of hotels in Booking.com:

1) Ibis Samarinda Hotel



Figure 4. Ibis Samarinda Hotel

The best hotel at the top of the list is Ibis Samarinda, precisely located on Jl. Mulawarman No.171, Pelabuhan Kec. Samarinda Kota, Samarinda City, East Kalimantan. The hotel has an average review score of 8.7 from 96 reviews, which makes Hotel Ibis Samarinda a great hotel.

From a total of 96 reviews, Hotel Ibis Samarinda received 51 excellent reviews, 40 good reviews, 4 decent reviews, and 0 bad and very bad reviews. Here are some examples of Booking.com user reviews of Hotel Ibis Samarinda:

User	Reviews
Abdenor	<i>"Shopping malls and neighborhoods" "No wifi! or wifi network is not good in gym."</i>
Andi	<i>"Like it here because it is strategic, the room fits. Clean,,,especially the coffee n co in the lobby, favorite,,,"</i>
David	<i>"Breakfast was average...yes...eggs, toast , fruit was ok...coffee was ordinary...cant believe a country that grows so much coffee doesn't know how to make a good cup. Hot food was very ordinary...nothing exceptionally inspiring in there.. the chef looks tired..." "Wifi was terrible...ok on the ground floor lobby, but useless in the rooms...kept dropping out constantly...not just me...but others state g in the hotel said same..."</i>
Niko	<i>"There is a small mall with many restaurants and a groceries store beside the hotel and a coffee place with live music on weekend."</i>

Based on reviews from hotel guests, the quality of service at Hotel Ibis Samarinda has several advantages and disadvantages. For the advantages of this hotel, including a strategic location that has easy access to go to shopping centers and restaurants, room cleanliness that gets praise from guests, and the presence of Coffee n Co in the lobby is a favorite that adds to the attraction. While the shortcomings that need to be considered from this

hotel, such as the quality of the poor wi-fi signal in the room and the breakfast menu that is considered ordinary. Overall, the strategic location and cleanliness of the hotel are good points for the hotel, but it needs to be improved again the quality of service from guest wi-fi and breakfast to provide a more satisfying experience.

2) *Aston Samarinda Hotel and Convention Center*



Figure 5. Aston Samarinda Hotel and Convention Center

The best hotel in second place is Aston Samarinda Hotel and Convention Center, precisely located on Jl. Pangeran Hidayatullah, Pelabuhan Kec. Samarinda Kota, Samarinda City, East Kalimantan. The hotel has an average review score of 8.4 from 105 reviews, which labels Aston Samarinda Hotel and Convention Center as an excellent hotel.

From a total of 105 reviews, Aston Samarinda Hotel and Convention Center received 54 excellent reviews, 42 good reviews, 8 decent reviews, 1 bad review, and 0 very bad reviews. Here are examples of some user reviews Booking.com Aston Samarinda Hotel and Convention Center :

User	Reviews
Dewi	<p>"Near SCP mall"</p> <p>"Towels are not available and the afternoon is just delivered. Uncommon laundry deals"</p>
Maria	<p>"Breakfast is great. Clean sheets, clean pillowcases, clean bedcover, clean towels & clean room. Strategic location, there is a mall near the hotel."</p> <p>"The turmeric rice was clotted."</p>
Priyo	<p>"Room is larger than usual, clean and neat, strategic location (near/integrated) samarinda central plaza mall), spacious parking since sharing with scp mall, large pool, and delicious and various breakfast menu with affordable price."</p> <p>"Since shared parking with mall, sometimes you need more time to find parking slot, and there is baththub in the bathroom. personally i dont like it since consuming much water."</p>
Regina	<p>"The staffs are nice. Fast check in & check out. Clean rooms. The air-con control in my room (1524) wasn't functional at all."</p>
Sebastian	<p>"Staff is exceptionally friendly, helpful and professional. Very good breakfast with many options. Very strategic location."</p> <p>"The rooms badly need renovation and the air conditioning system needs renewal. Almost no sound-proofing whatsoever Smoking areas must be properly separated - indoor smooking is a no-go without separating walls."</p>

Based on these reviews, the service quality of Aston Samarinda Hotel and Convention Center has several advantages and disadvantages. The advantages of the hotel include:

- Strategic location, close to shopping center
- Adequate facilities such as large rooms, large swimming pools, and large parking areas.
- Varied breakfast menu
- Room cleanliness and quality of sheets, pillowcases, and towels also received a positive response
- Hotel staff are very friendly, helpful, and professional

Some negative reviews to note, such as:

- Guests complaining about the availability of towels that were only delivered in the afternoon
- There is still a breakfast menu that is of poor quality
- The quality of the air conditioner is not working in some rooms
- Parking that shares land with the mall, makes guests look for parking longer.
- Lack of soundproofing in rooms
- Distance between smoking area and less distant room

Overall, Aston Samarinda Hotel and Convention Center received positive reviews on the quality of their service, it needs to be maintained stable. However, some shortcomings of service quality that need to be improved again such as the availability of facilities, food quality, and physical condition of rooms to improve the stay experience of guests.

3) Mercure Samarinda



Figure 6. Mercure Samarinda Hotel

The best hotel in third place is Mercure Samarinda, precisely located on Jl. Jl. Mulawarman No. 171, Port, Kec. Samarinda Kota, Samarinda City, East Kalimantan. This hotel has an average review score of 8.4 from 111 reviews, which labels Hotel Mercure Samarinda as an excellent hotel.

From a total of 111 reviews, Hotel Mercure Samarinda received 52 excellent reviews, 53 good reviews, 5 decent reviews, 1 bad review, and 0 very bad reviews. Here are some examples of

Booking.com user reviews of Mercure Hotel Samarinda:

User	Reviews
Franco	<i>"Location, variety of foods, clean and spacious room." "They did not give us a crib for the baby despite having requested it a long time ago"</i>
Ismail	<i>"Cool, the commitment to environmental sustainability is great. Marked from the room card using wood. First time encountered" "Elevator access at crowded times feels less because only 2"</i>
Raafid	<i>"I book 2 rooms for maximum 4 people. I paid the amount for 2 people for each room. But at the breakfast they only allowed 1 people each room to enter the restaurant."</i>
Rahmat	<i>"Comfortable hotel, friendly and communicative officers, complete facilities, hotel restaurants and others are available with a variety of menus, comfortable swimming pools and safety, XXI and cafes are available in 1 location, Children Want to come back to stay... Be a recommendation for friends and family" "Don't like it when the stay time is up...."</i>
Soon	<i>"Wifi connection is lousy" "Improve on the wifi network"</i>

Based on these reviews, the service quality of Mercure Hotel Samarinda has several advantages and disadvantages. The advantages consist of a strategic location with XXI cinema and café in one location, a diverse food menu, complete facilities, and clean and spacious rooms. Some guests also praised the hotel's commitment to environmental sustainability, such as the use of wooden room cards. In addition, the staff service is also friendly and communicative, making guests feel at home and want to stay again. Some shortcomings to note from the review, such as guest complaints on baby cot requests not being met, inadequate elevators when the hotel is crowded because there are only two elevators, complaints about the breakfast policy that only allows one person per room even though it has paid for two people, and poor wi-fi connection.

With its strategic location, cleanliness, and staff service that get positive reviews, this is an added point for Mercure Hotel Samarinda. However, there are some service qualities that need to be improved, such as guest request response, elevator access, breakfast policies, and wi-fi network quality that can improve the hotel guest's stay experience.

4) Platinum Hotel and Convention Hall Balikpapan



Figure 7. Platinum Hotel and Convention Hall Balikpapan

The best hotel in order keempad is Platinum Hotel and Convention Hall Balikpapan, precisely located at Jl. Soekarno Hatta No.28, Graha Indah, Kec. North Balikpapan, Balikpapan City, East Kalimantan. The hotel has an average review score of 8.6 from 67 reviews, which makes Platinum Hotel and Convention Hall Balikpapan a great hotel.

From a total of 67 reviews, Platinum Hotel and Convention Hall Balikpapan received 40 excellent reviews, 24 good reviews, 2 decent reviews, 1 bad review, and 0 very bad reviews. Here are some examples of Booking.com user reviews of Platinum Hotel and Convention Hall Balikpapan:

User	Reviews
Bryan	<p><i>"Quite possibly one of the best hotels I've ever stayed in. I was one of the very few foreigners staying in BPN and I was happy to stumble upon this hotel. The staff were amazing and very kind as well as patient with me even when I accidentally tipped over the pot of boiled bananas in the breakfast area like an idiot. To start off, there's a sky bar on the top of hotel if you're looking to chill by yourself or hang out with friends and family. The restaurant and bar has decent choices for what to order. The breakfast has a ridiculous amount of food to choose whether it's western or local Indonesian foods. There's also a fitness room and spa if you're interested in that and the hotel is very close to most places in the city. I was here in BPN to meet a friend and would definitely stay here again should I visit again!"</i></p> <p><i>"For people who like to use the pool, it was out of order at the time of my stay and don't know if it's up and running or not."</i></p>
Grace	<p><i>"Very comfy beds, pleasant staff, breakfast was great with lots of options. Gym is great with excellent equipment."</i></p> <p><i>"We arranged an airport pickup but were disappointed by the car showing up an hour late. When we asked what happened, they said it was due to traffic- however this didn't seem to be true as they sent a message saying be there in 15 minutes (the total travel time) only after we followed after landing and waiting a while. Apart from that it was a good stay."</i></p>
Juliane	<p><i>"A wonderful stopover in a wonderful hotel"</i></p> <p><i>"foc airport shuttle big room wonderful shower fantastic spa nice pool"</i></p> <p><i>"next to a mosque so it was a bit loud from time to time"</i></p>
Junisa	<p><i>"Breakfast is pretty good, clean room, hot water in the bathroom is very good"</i></p> <p><i>"I'm in room 726. At night at 8.30 I called housekeeping to ask for tissues. It turns out that until check out is not delivered, service is lacking in my opinion. In the room also noise at 10 pm.. There was a sound of untech.. tak tek.. super noisy until I can't sleep.. I don't know the sound of electricity... or there is huka huka nya.. until I open the door.. kirain there are people.. It turned out that there was no one outside at all. But the sound until dawn was still heard. if there is no sound in the morning.. When taking a bath, there are also those who are stuck 3 times.. It turns out that there is no one.. The bellboy is also the one.. it's not that I'm stingy.. I was carried with me one of my suitcases... In front of the door my goods have been entered.. I've said thank you.. I don't want to give tips. But she even kind of went in deliberately to see my husband. like waiting for tips.. finally given to my husband.. shouldn't be like that.. If in another hotel, even the bellboy deliberately finished putting things. even we are the ones who call.. this is not.. don't want to go like waiting for something. The location is also far from the city."</i></p>
Marc	<p><i>"Massage and sauna facilities"</i></p> <p><i>"Not a cozy bar"</i></p>

Based on these reviews, the quality of service at Platinum Hotel and Convention Hall Balikpapan has several advantages and disadvantages. Some of its advantages, such as friendly and very helpful staff; a wide selection of breakfast menus; good gym facilities; free airport shuttle service; comfortable and clean hotel rooms; hot water in a bathroom that works well; and has a strategic location close to many interesting places. While shortcomings that need to be considered, such

as the swimming pool is not opened when some guests stay, complaints of late pick-up from the airport for no apparent reason, soundproofing that is less than the room, slow housekeeping service, according to guests there are bellboys who seem to wait for tips, complaints that the bar at the hotel is not comfortable enough, and the location of the hotel is quite far from the city center.

Overall, the quality of the facilities and some of the staff's services received positive reviews.

However, some shortcomings that need to be noted, such as noise, service delays, and the attitude of some staff need to be improved, to improve the destructive experience for in-house guests.

5) Hotel Ibis Pontianak City Center



Figure 8. Hotel Ibis Pontianak City Center

The best hotel in fifth place is Hotel Ibis Pontianak City Center, precisely located on Jl. Jenderal Ahmad Yani No.81, Parit Tokaya, Kec. Pontianak Sel., Pontianak City, West Kalimantan. This hotel has an average review score of 8.3 from 141 reviews, which labels Ibis Pontianak City Center as an excellent hotel.

From a total of 141 reviews, Hotel Ibis Pontianak City Center received 64 excellent reviews, 66 good reviews, 4 decent reviews, 9 bad reviews, and 1 very bad review. Here are some examples of Booking.com user reviews of Hotel Ibis Pontianak City Center:

User	Reviews
Alawi	<i>"The hotel is very simple"</i> <i>"The noise and sound insulation are poor, there is no refrigerator, and the bathroom is very small"</i>
Indah	<i>"Staff so quayer feeling not respectfull check in make it hard time and take to loong. Bathroom fell like in box like a in airplane the sink was block!! We booking for 5 room Never be back!! Not worth good experience"</i>
Jiri	<i>"good"</i> <i>"sometimes the air feels stale and uncomfortable especially at night, cannot open a window to let in some fresh air."</i>
Keaton	<i>"we will not be staying here ever again due to the severa issued caused by the property and staff"</i> <i>"the song that plays in the elevator, too bad it doesn't play the whole song"</i> <i>"ants and dirty shower. they offered to switch my room because of the smoke coming through the vents but i felt like that would not have helped so i declined. the man who checked me in gave me bad keys which caused confusion for a week"</i>
Khaswan	<i>"To improve for more comfortable and satisfactory stay"</i> <i>"Clean bath room and room, and they have smoking room as I am a smoker"</i> <i>"Dirty bolsters cover perhap never been change at all, mattress cover and blanket also not change perhap I only book for a day stay, one card key"</i>
Piliokahe	<i>"Room layout is good - outlets for charging,place to open luggage"</i>
Yohantj22	<i>"I like the bed the most. Bed and pillows are comfy. Hotel location is very nice. Easy access to many places"</i> <i>"Shower room is a bit narrow. And the water was a bit clogged, so not easily drained"</i>

Based on these reviews, the service quality of Hotel Ibis Pontianak City Center has several advantages and disadvantages. The advantages include a strategic location with easy access to many places, good room layout, quality rooms that are rated clean by some guests, and providing special smoking rooms for guests who need them. However, there are some hotel guest complaints, such as:

- Complaints about poor soundproofing

- Inadequate ventilation
- Room facilities are minimal, such as no mini bar and small bathroom area
- Some guests' check-in experiences are unpleasant and take a long time
- Some staff are less friendly and less respectful
- Some guests who still complain about the poor cleanliness of the room

- Problematic or incorrect room key given
- Complaints of smoke smell coming from the vents

To improve the quality of service, Hotel Ibis Pontianak City Center needs to correct some shortcomings found from reviews, such as improving the quality of sound insulation in rooms, improving ventilation, adding more complete room facilities, increasing the hospitality of staff services, and ensuring better room cleanliness. That way, the hotel can improve the quality of service and increase guest satisfaction.

5. CONCLUSION

Based on the analysis of the service quality of the five best hotels in Kalimantan based on Booking.com website, some service qualities that need to be considered are the quality of cleanliness, staff service, guest comfort, adequate facilities, and strategic location are the added points of the hotel. Quality cleanliness is very important for the success of a hotel, with good cleanliness guests will feel comfortable while staying at the hotel and provide a satisfying experience to guests. The friendly service

of the staff who can assist with guests' needs, will make guests feel appreciated. Guests such as soundproofing in guest rooms, will give guests peace of mind during their stay. The quality of good and adequate facilities will make guests satisfied staying at the hotel. Plus the strategic location, it will make it easier for guests to find interesting things around the hotel, such as Malls, cinemas, restaurants, and more. By paying attention to these aspects, a hotel is guaranteed to get a positive response from its guests, and allow guests to come back to stay.

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