

THE INFLUENCE OF MICE EMPLOYEE SERVICE QUALITY ON CUSTOMER SATISFACTION AT PULLMAN BALI LEGIAN BEACH

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Abstract

Service quality and customer satisfaction is one of the main topics in tourism and hospitality research that has received a lot of attention from researchers. Service quality plays an important role in providing the best experience to guests. MICE is one of an industry which provide service to satisfied their customers. MICE is also a very profitable industry which shown in statistics that the average MICE traveler will spend two times money than other travelers. The opportunities that the MICE sector has made bring out many hotels compete to develop MICE facilities to attract as many guests as possible. This research was conducted at Pullman Bali Legian Beach. Pullman Bali Legian Beach already has the right SOP for each MICE employee but there are still negative comments from customers. The results of this research that related to the variables of MICE Employee Service Quality and Customer Satisfaction that conducted at Pullman Bali Legian Beach are mostly very satisfied with MICE waiters who are friendly in providing services to guests. While the assessment of the interior of the room is still in the good category but gets the lowest score compared to other statements, so this point needs attention to be improved. It can be concluded in this study that the MICE Employee Service Quality (X) variable has a positive and significant effect on Customer Satisfaction with a $t_{count} > t_{table}$ value of $12.046 > 1.662$.

Keywords: customer satisfaction, hospitality, MICE, service quality,

Introduction

Bali is a tourist destination that has been recognized internationally. Beautiful nature, a very diverse culture in each region, and very famous night life make Bali a mandatory destination that must be visited by domestic and foreign tourists. The Industrial Revolution 4.0 and the development of technology, science and business require business people to conduct national and international scale meeting activities which make Bali is currently experiencing development, especially in the MICE sector. MICE tourists are better known as business tourists, which are people or groups of people who visit not only in terms of recreation but also attend important meetings in the region. Based on research data from the Ministry of Tourism and Creative Economy, MICE tourism activities in Indonesia, which are increasing every year, are expected to have a positive impact on 13 MICE tourism destinations, one of which is Bali Island (Darmayanti & Arjaya, 2022).

One of the hotels that has a real impact on this MICE tourist is Pullman Bali Legian Beach. Pullman Bali Legian Beach is located in a strategic tourism area and is surrounded by many 5 stars hotels with almost the same facilities, so they

have to think more critically to provide the best services and facilities to achieve customer loyalty based on customer satisfaction, especially guests who travel on business to this hotel. Customer satisfaction can be seen from the level of a person's feelings of pleasure or disappointment that arise after comparing perceived performance with expectations (Kasus et al., 2022). This level of satisfaction can later be used as an evaluation of the quality of service provided according to Kotler (2017) in Ahmad Zikri1 (2022).

Pullman Bali Legian Beach uses a customer satisfaction survey system which known as guest comments to determine the level of customer satisfaction. Guest comments are given to each PIC (person in charge) from each company or government that conducts MICE activities at Pullman Bali Legian Beach. Meeting activities at Pullman Bali Legian Beach are coordinated by several employees from various departments. This is because meeting activities need special attention that requires several departments to be involved in it. The meeting coordination itself consists of several divisions; Banquet, Engineering/IT, Food and Beverage Service, Food and Beverage Product, Housekeeping, and Sales Event. Each division has their respective obligations in handling meeting guest satisfaction. Quality service and customer satisfaction are vital topics in tourism and hospitality research that have received a lot of attention. However, despite having its standard operating procedures to serve guests, Pullman Bali Legian Beach has received negative comments from guests for the last three years. Therefore, the researchers aim to identify the primary reason for this and devise strategies for Pullman Bali Legian Beach to increase guest satisfaction, especially in MICE tourism.

Literature Review

1. Literature Review
 - a. Service Quality

According to the TQM (Total Quality Management) perspective, quality is a comprehensive concept that goes beyond simply measuring results. It encompasses all aspects of a product, service, process, environment, and people involved in its creation and delivery. This viewpoint is supported by the definition of quality given by Goeth and Davis, as quoted by Fandy Tjiptono (2018), which describes quality as a dynamic condition that relates to all aspects of products, services, people, processes, and the environment that meet or exceed expectations. In other words, quality is not just about the end result but also about the entire process and environment that lead to that result.

In the hospitality industry, service is a critical component in attracting customers to purchase the products offered. Service refers to all activities carried out to fulfill the wishes of other parties, and it is essentially intangible and does not result in any ownership. According to Kotler, as cited by Laksana (2018), service quality is the overall characteristics and features of products and services that support the fulfillment of needs directly or indirectly. This means that service quality is not just about the services provided, but also about how those services contribute to the overall fulfillment of customer needs.

Hermawan (2018) states that service quality is a series of product or service features that provide the ability to satisfy customer needs and desires. It is essential

to pay attention to service quality in order to attract customer attention, as good service will certainly affect the customer's desire to repurchase products or services in the same place. Repeated purchases made by customers have a major effect on the company's success. To measure service quality, Parasuraman introduced the SERVQUAL dimension, which includes tangibles, reliability, responsiveness, assurance, and empathy. These dimensions help organizations understand the various aspects of service quality that customers value, and enable them to focus on improving those areas in order to enhance customer satisfaction and loyalty. Therefore, it is crucial for organizations to prioritize service quality as a key component of their overall strategy.

b. Customer satisfaction

Customer satisfaction is one of the crucial things that companies must achieve. This is related to the creation of customer value. The formation of customer satisfaction provides benefits to the company. The benefits obtained include the relationship between the company and the customer being harmonious, providing a basis for forming word of mouth recommendations, so that there is interest from customers to buy or use the company's services.

According to Tjiptono (2011) in Rohman & Suji'ah (2021) states that customer expectations are customer estimates or beliefs about what they will receive if they buy or consume a product (goods or services). The attainment of customer satisfaction is imperative for companies as it is linked to the creation of customer value. The achievement of customer satisfaction yields various benefits for companies, such as fostering a harmonious relationship between the company and the customer, creating a foundation for word-of-mouth recommendations, and increasing customer interest in purchasing or utilizing the company's services.

According to Rohman and Suji'ah (2021), customer expectations refer to the assumptions or convictions that customers hold about what they will receive if they purchase or use a product, whether it be a tangible good or an intangible service. Additionally, Indrasari (2019) cites Tjiptono (2012: 301) in stating that customer satisfaction is demonstrated by consumers when their needs and desires are met and fulfilled as they anticipated. Thus, ensuring that customer expectations are met and even exceeded is crucial in achieving customer satisfaction and reaping the benefits that come with it for the company. Indicators of measuring customer satisfaction according to Tjiptono (2009) in Indrasari (2019: 92) are:

- 1) Expectation conformity
- 2) Interest in visiting again
- 3) Willingness to recommend

Fandy Tjiptono (2014) initiated 6 core concepts of measuring customer satisfaction, including:

- 1) Overall customer satisfaction
- 2) Dimensions of Customer Satisfaction
- 3) Expectation Confirmation
- 4) Repurchase Interest
- 5) Willingness to recommend
- 6) Customer Dissatisfaction

c. MICE

As per the Regulations of the Minister of Tourism of Indonesia (No. 5 of 2017), MICE (Meetings, Incentives, Conventions, and Exhibitions) is a service that organizes meetings for groups of people, incentive trips for employees as a reward for their achievements, and exhibitions for the promotion of goods and services on local, regional, and international levels. According to Yoeti (2000), MICE involved a series of activities where entrepreneurs and professionals gather in a specific place to discuss common interests and solve problems. MICE is a tourism-based service that includes Meeting, Incentive, Convention, and Exhibition activities, which are business services that cater to meetings and showcase business products (Annisa & Tyas, 2020).

The guidelines for MICE destinations, including accessibility, attractiveness, convenience, human resources, and stakeholder support, are also included in the Regulations of the Minister of Tourism of Indonesia (No. 5 of 2017) regarding the organization of Meetings, Incentive Travel, Conventions, and Exhibitions.

d. Hotel

Hotels offer both tangible and intangible products, as explained by Bagyono (2012). Tangible products include visible features such as rooms, food, beverages, and other amenities, while intangible products refer to services that cannot be seen but can be felt by guests such as security, cleanliness, and hospitality. As a result, hotels are classified as part of the hospitality industry.

The hospitality industry is not solely focused on selling luxury accommodations or providing satisfying meals, but rather it is a business that requires a sense of soul or spirit in its operational aspects. Hospitality is about bringing inanimate products to life, in a way that touches customers' emotions as human beings with souls, as Hermawan et al. (2018) explained.

2. Previous Research

Kurniasari and Sugiyanto (2020) carried out research on how to enhance customer satisfaction at Hotel X Semarang by focusing on service quality dimensions. The main issue addressed was the frequent customer complaints that stemmed from the mismatch between their expectations and the quality of service provided. The study employed Parasuraman's (2000:367) service quality theory and utilized quantitative analysis to examine several indicators. The findings revealed that the five dimensions of service quality had a significant positive impact on customer satisfaction at Hotel X Semarang.

Witayasa and Sudiarta (2020) conducted research to determine the service quality dimensions that had a significant impact on customer satisfaction at the F&B Service Department of Nusa Dua Beach Hotel Bali. The study used Parasuraman's (1988) theory and employed the SERVQUAL model to evaluate service quality. A qualitative research method was used, and the findings showed that reliability, responsiveness, assurance, and empathy had a significant partial impact on customer satisfaction. However, the tangible variables did not have a significant effect on customer satisfaction.

Maryati and Husda (2020) conducted research to examine the impact of facilities and service quality on customer satisfaction at Holiday Hotel in Batam City. The study focused on the relationship between facilities (X1), service quality (X2), and

guest satisfaction (Y). Aswad, Realize, and Wangdra's (2018:79) service quality theory and Aswad's (2018:18) customer satisfaction theory were used as the theoretical framework for the study, which employed a quantitative research method. The findings indicated that both facilities and service quality had a significant simultaneous impact on customer satisfaction at Holiday Hotel in Batam City.

Mamesah (2020) conducted a study to examine the impact of service quality and customer satisfaction at Lucky Inn Hotel in Manado. The study investigated the relationship between service quality as a variable (Y) and customer satisfaction as a variable (X) using a quantitative research method. The results showed that service quality had a significant positive impact on guest satisfaction

Ibrahim and Thawil (2019) conducted a study on "The Influence of Product Quality and Service Quality on Customer Satisfaction" which investigated the issues of product quality (X1), service quality (X2), and customer satisfaction (Y). The research method used in this study was qualitative. The theories used were Kotler and Keller's (2009) theory on product quality, Tjipto and Candra's theory on service quality, and Tjiptono's (2009) theory on customer satisfaction. The results of the study showed a significant influence between product quality and customer satisfaction. However, service quality has not been able to prove its relationship with customer satisfaction

Ali, Gardi, Othman, Ahmed, Ismael, Hamza, Aziz, Sabir, and Anwar (2022) conducted a study on "Hotel Service Quality: The Impact of Service Quality on Customer Satisfaction in Hospitality" which investigated the issues of service quality (X) and customer satisfaction (Y). The research method used in this study was qualitative. The results of the study proved a relationship between the 4 dimensions of service quality (empathy, responsiveness, assurance, tangible) and customer satisfaction, except reliability which has a negative relationship with customer satisfaction.

Basit and Handayani (2018) conducted a study on "The Impact of Service Quality on Guest Satisfaction at Allium Tangerang Hotel" which examined the influence of service quality dimensions on customer satisfaction. The theories used in this study were Lupiyoadi's (2001) theory on service quality and Tjiptono's (2015) theory on customer satisfaction. The results of the study showed that four variables of service quality did not affect customer satisfaction, while one variable, assurance, had a positive and significant effect on customer satisfaction.

Research Methods

This research was conducted by collecting secondary data then primary data. Secondary data in this study were obtained from customer satisfaction documentation obtained from guest comments, then data on the number of visitors who conduct event meetings to Legian Beach Pullman Bali from the MICE Occupancy Report. The data collection procedure begins with observations related to the issues raised in this study. Then collect guest comments from January 2022 to December 2022, followed by collecting data from function reports, meeting room occupancy reports, and MICE revenue reports. Other supporting data was obtained from related journals and books. Furthermore, questionnaires were distributed to a

predetermined sample of 89 people. These samples obtained using simple random sampling technique with Solvin formula, from the number of PIC meetings held by companies or government agencies conducting MICE activities at Pullman Bali Legian Beach in one year from January 2022 to December 2022, with a total of 852 people. Data analysis was assisted by using SPSS 23. The data analysis method used was quantitative analysis method. The data analysis procedure starts from grouping data sources, namely primary data and secondary data where primary data is obtained from the results of a questionnaire based on the SERVQUAL dimensions initiated by Parasuraman (1991) and also the guest comment as indicators to represent the real situation in Pullman Bali Legian Beach with interval data using a 5 Likert scale and secondary data obtained from documents, namely function reports, meeting room occupancy reports, MICE revenue reports, guest comments, related books and journals. Guest Comment shows in the Figure 1 below. Data analysis was carried out using classical assumptions with normality test, linearity test, and heteroscedasticity test, simple regression analysis, coefficient of determination analysis, and t test.

MEETING & EVENT EVALUATION FORM

Name of Executive: _____ Position: _____

Name: _____

Type of Function: _____

Meeting: _____

Address: _____

Name of PIC/ Organization: _____

Sales Contact (Event PIC): _____

1. SALES SERVICE

	Excellent	Good	Fair	Improvement (Needs)
a) Courtesy	0.00	0.00	0.00	0.00
b) Follow up on details arranged				
c) Comments & Suggestions				

2. EVENT SERVICE

	Excellent	Good	Fair	Improvement (Needs)
a) Cleanliness	0.00	0.00	0.00	0.00
b) Attitudes				
c) Efficiency				
d) Number of Operating/Manpower				
e) Comments & Suggestions				

3. CO - MEETING ARRANGEMENT

	Excellent	Good	Fair	Improvement (Needs)
a) Menu selection	0.00	0.00	0.00	0.00
b) Quality of Food				
c) Quantity of Food				
d) Food Presentation				
e) Menu Variety/Menu Selection				
f) Comments & Suggestions				

4. MEETING FUNCTION

	Excellent	Good	Fair	Improvement (Needs)
a) Room Set up	0.00	0.00	0.00	0.00
b) Audio/ Visual Equipment				
c) (Table, air-condition, projector, etc.)				
d) Light & Sound Control				
e) Air Condition				
f) Technical Services				
g) Comments & Suggestions				

*Why did you select Pullman Bali Legian Beach for your function?
 Location Facilities Recommendations by others
 Reputation Previous function

*Why are you not a Pullman Bali?
 Other reasons (please specify)

*Other Comments

*Please indicate here staff members who were especially helpful so that we can share our appreciation.

NAME	POSITION	COMMENTS

*Are you planning another function?
 If yes, when? _____

*Would you consider Pullman Bali Legian Beach again?
 Yes No

*We thank you very much for your time and your valued comments.

(Source: Pullman Bali Legian Beach, 2023)

Figure 1. Guest Comment Pullman Bali Legian Beach
Results and Discussion

1. Results
 - a. Tabulation of Respondents' Answers Regarding Statement of the MICE Employee Service Quality (X)

Tabulation of respondents' answers regarding the MICE Employee Service Quality (X) statement which can be seen below.

Table 1. Respondents' Answers to MICE Employee Service Quality Statements (X)

No	Statement	Respondent Answers				Respondent SA	Total Score		Average		Category
		SD	D	N	A						
		1	2	3	4	5					
Tangible											
1	Interior MICE venue which is owned by Pullman Bali Legian Beach is interesting	0	10	25	54	0	89	311	3.49	Good	
2	MICE venue, coffee break, lunch and dinner in Pullman Bali Legian Beach is clean	0	0	21	65	3	89	338	3.80	Good	
3	Pullman Bali Legian Beach has a comprehensive MICE facility	0	10	24	55	0	89	312	3.51	Good	
4	Employee has a neat and clean appearance	0	0	21	65	3	89	338	3.80	Good	
Reliability											
5	Employees perform services according to procedures (MICE equipment, coffee break, lunch, and dinner well prepared)	0	10	22	57	0	89	314	3.53	Good	
6	Employees provide timely service	0	0	22	67	0	89	334	3.75	Good	
7	Employees provides services	0	0	8	57	24	89	372	4.18	Good	

No	Statement	Respondent Answers				Respondent SA	Total Score		Average	Category
		SD	D	N	A		SA			
		1	2	3	4	5				
	according to guest wishes									
Responsiveness										
8	Employees responsive to complaints	0	0	33	45	11	89	334	3.75	Good
9	Employees solve problems quickly	0	0	20	67	2	89	338	3.80	Good
10	Employee always willing to help	0	0	8	58	23	89	371	4.17	Good
Assurance (Jaminan)										
11	Employees provide warm service to the guests	0	0	0	51	38	89	394	4.43	Very Good
12	Employees skilled in providing information	0	0	34	46	9	89	331	3.72	Good
13	Employees has the ability to instill customer trust and confidence	0	0	24	54	11	89	343	3.85	Good
Empathy										
14	Employees maintain good communication with customers	0	0	23	64	2	89	335	3.76	Good
15	Employees find out what the customer wants	0	0	21	60	8	89	343	3.85	Good
16	Employees pay attention to customers	0	0	8	58	23	89	371	4.17	Good
Total Service Quality of MICE Employees							5.479	61,56	Good	
Average Service Quality of MICE Employees							342,44	3,85		

(Source: Survey Result, 2023)

The respondents' answers regarding the 16 statements about the Service Quality of MICE Employees (X) can be seen. The highest average for the variable MICE Employee Service Quality (X) is in the 11th statement of 4.43, namely "MICE employees are friendly in serving customers." While the lowest average is in the 1st statement of 3.49, namely "The interior of the MICE venue owned by Pullman Bali Legian Beach is attractive". This shows that most of the respondents were very satisfied with the friendly MICE waiters in providing services to guests. Banquet employees swiftly respond to guest requests, have the initiative to help before being asked, communicative to guests in a friendly and polite manner. The hospitality provided by MICE employees to guests is good and needs to be maintained by management having to continue to provide direction and motivation to employees to be able to continue to provide friendly and maximum service to guests. Whereas according to respondents what needs to be improved is in terms of the interior of the meeting room or ballroom owned by Pullman Bali Legian. The assessment on the interior of the room is still in the good category but gets the lowest score compared to the other statements, so this point needs attention to be repaired. One of the physical things that can be seen from the Pullman Bali Legian meeting venue is the interior which, according to respondents, is not unique, too ordinary or standard, and is still less competitive when compared to meeting venues owned by other similar hotel competitors in the same area and has five stars such as The Stone, Anvaya, Hard Rock, Grand Inna and Padma Legian. The Pullman Legian Hotel can add furniture or other equipment that can be added to the meeting venue so that it looks unique and has its own characteristics.

The average value of the variable MICE Employee Service Quality (X) as a whole is 3.85, meaning that the MICE Employee Service Quality at Pullman Bali Legian Beach is in the interval 3.41 – 4.20 in the good category. Based on respondents' perceptions at Pullman Bali Legian Beach, the quality of service for MICE employees in the minds of respondents is good but needs to be improved on points that are still low based on the total average value, such as ordinary and less unique interior design, employee reliability in providing services according to with the procedures and facilities provided are still incomplete.

b. Tabulation of Respondents' Answers Regarding Statement of Customer Satisfaction (Y)

Tabulation of respondents' answers regarding Customer Satisfaction statements can be seen in table below.

Table 2. Respondents' Answers to Customer Satisfaction Statements (Y)

No	Pernyataan	Respondent Answers					Respondent	Total Score	Average	Category
		SD	D	N	A	SA				
		1	2	3	4	5				
Overall Customer Satisfaction										
1	Pullman Bali Legian Beach has a good quality of	0	0	0	24	65	89	421	4.73	Very Good

No	Pernyataan	Respondent Answers					Respondent	Total Score	Average	Category
		SD	D	N	A	SA				
		1	2	3	4	5				
	MICE service to guests									
2	MICE Packages provided as expected	0	0	7	67	15	89	364	4.09	Good
3	MICE facility which is given satisfying	0	0	43	44	2	89	315	3.54	Good
Repurchase Interest										
4	I will return to Pullman Bali Legian Beach to arrange MICE	0	0	2	49	38	89	392	4.40	Very Good
5	I will use and buy the same products and services in the course of carrying out MICE activities at Pullman Bali Legian Beach	0	0	8	67	14	89	362	4.07	Good
Willingness to Recommend										
6	I am willing to recommend MICE products, services and	0	0	2	50	37	89	391	4.39	Good

No	Pernyataan	Respondent Answers					Respondent	Total Score	Average	Category
		SD	D	N	A	SA				
		1	2	3	4	5				
	facilities to friends									
7	I am willing to recommend MICE products, services and facilities to families	0	0	42	45	2	89	316	3.55	Good
Customer Dissatisfaction										
8	Employees can handle complaints well	0	0	8	66	15	89	363	4.08	Good
9	I will not switch to other hotels in order to arrange MICE	0	0	1	50	38	89	393	4.42	Very Good
Total Service Quality of MICE Employees								3,317	37,27	Good
Average Service Quality of MICE Employees								368,56	4,14	

(Source: Survey Result, 2023)

The respondents' answers regarding the 9 statements regarding Customer Satisfaction appear (Y). The lowest average for the variable statement of Customer Satisfaction (Y) of 3.54 is found in the 3rd statement, namely "The MICE facilities provided by Pullman Bali Legian Beach are satisfying". While the highest average is in the 1st statement with an average value of 4.73, namely "Pullman Bali Legian Beach has good quality for MICE services to guests". This shows that the majority of respondents are of the opinion that the MICE facilities provided by Pullman Bali Legian Beach are indeed incomplete so that they cannot meet the needs of guests, such as the absence of a stage, limited number of flipcharts and no pointers. If there are frequent guests who really need additional equipment that Pullman Bali Legian doesn't have, it would be very good if Pullman Legian Bali could accommodate these requests on another occasion by buying additional items that were not previously owned or borrowing from vendors. Meanwhile, according to the guests, the quality of service provided by MICE waiters to guests is very good, so it needs to be maintained by management by providing training routinely and motivate

employees so that employees can continue to provide the best service. The average value of the variable Customer Satisfaction (Y) as a whole of 4.14 means that Customer Satisfaction at Pullman Bali Legian Beach is in the interval 3.41 – 4.20 with a good category. Based on respondents' perceptions at Pullman Bali Legian Beach, guests are satisfied with all the services provided by Pullman Bali Legian, both in terms of physical facilities and services.

c. Data analysis

The calculations and analysis of data were conducted through SPSS statistics version 23 for Windows, with the aim of obtaining processed results that will be explained later to reach a conclusion.

1. Simple Linear Regression Analysis

One of the statistical methods used is Simple Linear Regression Analysis, which determines the variations in the dependent variable (Y), such as Customer Satisfaction, influenced by the independent variable (X), such as Service Quality of MICE Employees (Sugiyono, 2013: 261). The outcomes of the Simple Linear Regression Analysis, facilitated by SPSS version 23 for Windows, are presented in Table 3.

Table 3. Results of Simple Linear Regression Analysis

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	9.427	2.322		4.060	.000
MICE Employee Service Quality	.452	.038	.791	12.046	.000

a. Dependent Variable: Service Quality

(Source: Primary Data, 2023 (processed))

The obtained results show that the constant value is 9.427 and the Quality of Service for MICE Employees (X) value is 0.452. By using these values, a simple linear regression equation can be derived as follows:

$$Y = 9.427 + 0.452X$$

By using the formula $Y=a+b$ (Sugiyono, 2013: 277), the equation of the simple linear regression line can be obtained, which provides information that:

a. Constant = 9,427

The constant value of 9.427 indicates that if the Quality of Service for MICE Employees variable is not considered, the value of Customer Satisfaction would still be 9.427. An increase in the independent variable (MICE Employee Service Quality) would lead to a rise in the dependent variable (Customer Satisfaction) due to the positive value of the independent variable

b. MICE Employee Service Quality (X) = 0.452

The coefficient of regression for the variable MICE Employee Service Quality (X) on Customer Satisfaction is 0.452. This indicates that when the MICE Employee Service Quality (X) increases by one unit, with other variables held

constant, Customer Satisfaction will also increase by 0.452 units. A positive coefficient for the Service Quality of MICE Employees (X) implies that there is a one-way relationship between it and Customer Satisfaction. Thus, enhancing the Quality of Service for MICE Employees (X) will result in an increase in Customer Satisfaction.

2. T-test

The purpose of this test was to examine the impact of the independent variable, which is the Quality of Service provided by MICE Employees, on the dependent variable, Customer Satisfaction (Sunyoto, 2013: 50). The t-test is based on two factors: comparing the count value with the stable value and the significance value. The table below displays the results of the t-test.

Table 4. T test results

Variable	t-count	Say	Information
MICE Employee Service Quality (X)	12,046	0,000	Positive and Significant
Alpha () 0,05			

(Source: Primary Data, 2023 (processed))

Based on the table above, then the t-test can be formulated as follows:

MICE Employee Service Quality variable t-test (X) to Customer Satisfaction (Y)

a. Testing Hypotheses

H₀: The quality of MICE service at Pullman Bali Legian Beach has no positive and significant effect on customer satisfaction.

H_a: The quality of MICE services at Pullman Bali Legian Beach has a positive and significant effect on customer satisfaction.

b. Determine the value of count

Based on Table 4.15 above, it can be seen that the value of tcount MICE Employee Service Quality (X) of 12.046 with significantly less than the value (0.000 < 0.05).

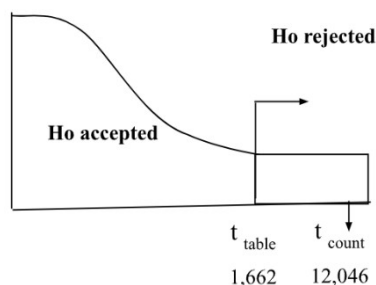
c. Determine the table value

In this test, a level of significance of 0.05 or a confidence level of 5% was used, with degrees of freedom (df) equal to the sample size (n) minus the number of predictors (k). With n = 89 and k = 1, the df value is 88. The critical t-value (table) can be found using t(df) formula, specifically t(0.05;88). Referring to the t-distribution table in Appendix 6, the t-table value is 1.662, according to Pratiwi (2017).

d. Comparing tcount values with ttable

If tcount > ttable or significance value < then Ho is rejected and Ha is accepted.

If tcount ttable or significance value > then Ho is accepted and Ha is rejected.



(Source: Primary Data, 2023 (processed))

Figure 1. Distribution Curve Test t Test Coefficient of Service Quality of MICE Employees (X) to Customer Satisfaction (Y)

The results in Figure 1 indicate that the t_{count} value of 12.046 is greater than the t_{table} value of 1.662, and the significance value of 0.000 is less than 0.05. Therefore, the null hypothesis (H_0) is rejected and the alternative hypothesis (H_a) is accepted. This implies that the Quality of Service of MICE Employees (X) has a significant and positive influence on Customer Satisfaction at Pullman Bali Legian Beach, with a 95% confidence level and 88 degrees of freedom, while maintaining a 5% error rate.

3. Coefficient of Determination

The purpose of analyzing the coefficient of determination is to determine the percentage of variance in the dependent variable, Customer Satisfaction (Y), that can be explained by the independent variable, Service Quality of MICE employees. The table below presents the results of the coefficient of determination analysis.

Table 5. Determination Coefficient Test Results

Model Summary^b

<i>Model</i>	<i>R</i>	<i>R Square</i>	<i>Adjusted R Square</i>	<i>Std. Error of the Estimate</i>
1	.791 ^a	.625	.621	2.09379

a. Predictors: (Constant), Service Quality of MICE Employees

b. Dependent Variable: Customer Satisfaction

(Source: Data processed using SPSS 23)

The table presented above indicates that the coefficient of determination analysis reveals that 62.5% of the variation in the dependent variable, Customer Satisfaction (Y), can be explained by the independent variable, Service Quality of MICE employees. The remaining 37.5% is accounted for by other variables that were not included in this study. As per Ghozali's theory (2013: 95), when the coefficient of determination falls between 60% and 79.9%, it is considered strong. In this study, the coefficient of determination is 62.5%, thus suggesting that the independent variable has a strong impact on the dependent variable.

MICE Employee Service Quality has a strong influence on Customer Satisfaction at Pullman Bali Legian Beach compared to other independent variables not examined in this study. This shows that the Quality of MICE Employee Service that is implemented both good and bad will greatly affect Customer Satisfaction, therefore management needs to continue to improve things that are still lacking and maintain what is already good. By providing quality service to guests, guests will feel satisfied and the intensity of these guests to carry out other events or recommend places will be even greater, which will provide benefits for the hotel.

4. Discussion

The results of research related to the MICE Employee Service Quality variable and the Customer Satisfaction variable that researchers conducted at Pullman Bali Legian Beach. The highest average for the MICE Employee Service Quality variable (X) is in the 11th statement of 4.43, namely "MICE employees are friendly in serving customers". namely "MICE employees are friendly in serving customers". While the lowest average is in the 1st statement of 3.49, namely "The interior of Pullman Bali Legian Beach's MICE venue". The MICE venue owned by Pullman Bali Legian Beach is attractive". This shows that most respondents are very satisfied with the friendly MICE waiters in providing services to customers. MICE waiters are friendly in providing services to guests. Banquet staff employees readily respond to guest requests. The hospitality provided by MICE employees to guests is good and needs to be maintained in a way that management must be good and needs to be maintained in a way that management must continue to provide direction and motivation to employees to be able to continue to provide friendly and maximum service to guests. provide friendly and maximum service to guests. According to respondents who need to be improved are in terms of the interior of the meeting room or ballroom owned by Pullman Bali Legian The assessment of the interior of the room is still in the good category but gets the lowest score compared to other statements, so this point needs to get fixed attention. One of the physical features of the Pullman Bali Legian meeting place is the interior which according to respondents is less unique, too ordinary or standard, and still less competitive when compared to meeting places owned by competitor hotels. compared to meeting places owned by other similar hotel competitors in the same area and five stars such as The Stone, Anvaya, Hard Rock, Grand Inna and Padma Legian. Pullman Legian Hotel can add furniture or other equipment that can be added to the meeting place so that it looks unique and has characteristics.

The average value of the MICE Employee Service Quality variable (X) as a whole is 3.85, meaning that the Service Quality of Pullman Bali Legian Beach MICE Employees is in the interval 3.41 - 4.20 with a good category. Based on the

perceptions of respondents at Legian Pullman Beach Bali, the Quality of Service of MICE Employees according to respondents is good but needs to be improved at points that are still low based on the number of average scores, such as interior design that is ordinary and less unique, the reliability of employees in providing services according to procedures and the facilities provided are still incomplete.

The lowest average for the Customer Satisfaction variable (Y) statement of 3.54 is in the 3rd statement, namely "The MICE facilities provided by Pullman Bali Legian Beach are satisfactory". While the highest average is in the 1st statement with an average value of 4.73, namely "Pullman Bali Legian Beach has good quality MICE services to guests". This shows that most respondents think that the MICE facilities provided by Pullman Bali Legian Beach are incomplete so that they cannot meet guest needs such as no stage, limited flipcharts and no pointers. If there are frequent guests who really need additional equipment that Pullman Bali Legian does not have, it would be nice if Pullman Legian Bali could accommodate these requests on other occasions by purchasing additional items that were not previously owned or borrowing from vendors. Meanwhile, the quality of service provided by MICE waiters to guests according to guests is very good so that management needs to be maintained by providing regular training and motivating employees so that employees can continue to provide their best service. The average value of the Customer Satisfaction variable (Y) as a whole is 4.14, meaning that Customer Satisfaction at Pullman Bali Legian Beach is in the interval 3.41 - 4.20 with a good category. Based on the perceptions of respondents at Pullman Bali Legian Beach, guests are satisfied with all the services provided by Pullman Bali Legian, both in terms of physical facilities and services.

The study has found that MICE Employee Service Quality has a significant and positive impact on Customer Satisfaction at Pullman Bali Legian Beach. The t test results for the MICE Employee Service Quality variable showed a tcount value of 12.046, which is greater than the ttable value of 1.662, and a significance value of 0.000, which is less than the significance level of 0.05. The β value for MICE Employee Service Quality is 0.452, indicating that an increase in MICE Employee Service Quality by one unit, while other variables remain constant, will result in an increase in Customer Satisfaction. The research question has been answered in accordance with the hypothesis, with MICE Employee Service Quality being a strong determinant of Customer Satisfaction. The coefficient of determination test results showed that MICE Employee Service Quality contributes to 62.5% of Customer Satisfaction, with the remaining 37.5% being influenced by other variables not considered in this study, such as customer expectations, price, atmosphere or environment, and product quality.

This research is in line with the results of research conducted by Ali et al (2021) which states that MICE Employee Service Quality has a positive and significant effect on Customer Satisfaction. This means that when MICE Employee Service Quality increases, Customer Satisfaction will also increase because it has a significant and strong influence between MICE Employee Service Quality on Customer Satisfaction. So management needs to pay attention and improve the Service Quality of MICE Employees so that they can always satisfy guests. Good MICE Employee Service Quality will increase Customer Satisfaction.

Conclusions

The study's results show that the variable of MICE Employee Service Quality (X) has a positive and significant impact on Customer Satisfaction, with a tcount value of 12.046 that exceeds the ttable value of 1.662. The beta value of 0.452 indicates that a one-unit increase in MICE Employee Service Quality (X) leads to an increase in Customer Satisfaction. The coefficient of determination analysis revealed that MICE Employee Service Quality explains 62.5% of the variation in Customer Satisfaction, which is considered strong. The remaining 37.5% of the variation is influenced by other variables not examined in this study. In conclusion, it is recommended that Pullman Bali Legian Beach management maintain and improve the quality of MICE Employee Service to enhance Customer Satisfaction. Management can conduct regular training and development programs for MICE employees to improve their knowledge and skills in providing services to customers. Additionally, it is recommended to conduct further research by adding other independent variables such as customer expectations, price, atmosphere or environment, and product quality to obtain a more comprehensive picture of factors that affect Customer Satisfaction.

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