

## **THE IMPLEMENTATION OF THE PERFORMANCE OF FRONT OFFICE DEPARTMENT EMPLOYEES IN SERVING GUESTS AT WHITE ROSE KUTA RESORT VILLAS & SPA**

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### **ABSTRACT**

The purpose of this study is to determine the influence of knowledge, skills, and attitudes of the employee to the performance of employees in the front office department in serving the guests. This study uses survey method using primary data in this case is front office employees and secondary data sourced from companies and books of literature. The sampling technique in this research is Saturated Sampling Technique with the number of small relative population, less than 30 people. In this study population of 29 employees, all front office department at White Rose Kuta Resort Villas & Spa will be used as respondents by using saturated sampling technique. The related problem is how to apply the performance of front office department employee in serving guest at White Rose Kuta Resort Villas & Spa.

**Keywords:** Employee Performance, Customer Satisfaction.

### **I. INTRODUCTION**

Indonesia is the largest archipelagic country with a wealth of nature with a variety of biodiversity, flora and fauna, social life of society, customs and hospitality which is the basic potential to be developed and used as a tourism commodity. Bali as a major tourist destination, has become the government's attention in tourism development especially for Central Indonesia. The development and growth of various facilities and infrastructures supporting tourism activities in Bali is an indication that the tourism industry on the island of Bali has experienced rapid development. The development was also marked by the increasing number of foreign tourists visiting Bali from year to year. This can be seen in Table 1 below.

Table 1. Number of Tourist Visits Flying Directly to Bali Period 2013 - 2017

Number	Year	Total Visits (People)	Increase (%)
1	2013	3.278.598	13,37%
2	2014	3.766.638	14,89%
3	2015	4.001.835	6,24%
4	2016	4.927.937	23,14%
5	2017	5.381.830	9,21%
Average growth of			13,37%

Source: Disparda Bali, 2017

From the table shows that the number of tourist visits continue to increase from year to year and in 2016, the level of tourist arrivals experienced the highest increase with 23.14%. Increasing tourist arrivals to Bali cause more and more facilities and infrastructure supporting tourism needed, one of them is hotel.

Sugiarto (2012: 2) explains that, the hotel is a very competitive business field different from other businesses. Hotel products are products that cannot be taken anywhere to approach consumers, but consumers who have to walk to enjoy the hotel products. Enterprises in the field of hotel marketing is a very important element in the company to achieve marketing targets.

White Rose Kuta Resort Villas & Spa is one of the accommodation providers located on JL. Legian Kuta. It has 150 rooms and 5 (five) villas with private pool with facilities that can serve the customers (guests).

Based on the background, it can be formulated the problems related to the influence of knowledge, skills, and attitudes of employees on the performance of employees in Front Office Departments in serving guests at White Rose Kuta Resort Villas & Spa?. The aim is to know the influence of knowledge, skills, and attitudes towards the performance of employees at the front office department in serving guests at White Rose Kuta Resort Villas & Spa.

## II. THEORETICAL FRAMEWORK

### 1. Knowledge.

Knowledge is an effort to increase knowledge that is useful in the organization, such as familiarizing the culture of communicating among personals, providing opportunities for learning, and sharing knowledge. Where this business will create and sustain the increasing value of the core business competencies by utilizing existing information technology. (in the journal Winda Kurnia Sari and Ken Ditha Tania, 2014 "Application of Knowledge Management System (KMS) Web Based Case Study Technician and Network Faculty of Computer Science University Sriwijaya").

### 2. Skill.

Skill is the capacity needed to carry out a series of tasks that evolve from the results of training and experience. A person's skills are reflected in how well a person performs a specific activity, such as operating a device, communicating effectively or implementing a business strategy. (Lian Arcynthia, 2013. In the journal Yunita Lidya Kandou, et al "The Influence of Knowledge Management, Skill and Attitude to Performance of the Clergy (Study at PT Bank Sulutgo Head Office in Manado)).

### 3. Attitude.

Attitude is a mental and neural state derived from experience, which directs and dynamically influences individual responses to all related objects and situations. (Judge, 2010. In the journal Yunita Lidya Kandou, et al "The Influence of Knowledge Management, Skill and Attitude to Performance of the Clergy (Study at PT Bank Sulutgo Head Office in Manado)).

### 4. Performance.

Job performance or performance will be achieved if the employee feels that what he earns from his work has fulfilled something that is considered to be an important hope or even exceed the desired expectations. (Robbin, 2001. in Journal of Yuge Supreme Heliawan 2016 "Employee Performance Analysis PT Novell Phrmaceutical Laboratories Using Variable Compensation, Work Environment and Motivation").

### III. RESEARCH METHODS

This research was conducted at White Rose Kuta Resort Villas & Spa which is located on JL Legian Kuta. This research takes the object of Employee Performance Applying Front Office Department in Serving Guests At White Rose Kuta Resort Villas & Spa.

This study uses three independent variables and one dependent variable. The method of analysis used to test the hypothesis is multiple linear regression method. This method is used to find out how big the influence of independent variables to the dependent variable used to test the hypothesis with interaction approach that aims to meet the researcher's expectations about the influence of each independent variable to the independent variable. Independent variables in this research are Knowledge, Skills, and Attitudes and independent variable (dependent) in this research is Employee Performance. The relationship model Knowledge, Skills, and Attitudes to Employee Performance can be compiled with the following linear model equations.

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + e \quad (1)$$

description:

$Y$  = Promotion Position

$a$  = constant

$b_1$  = Regression Coefficient  $X_1$

$b_2$  = Regression Coefficient  $X_2$

$b_3$  = Regression Coefficient  $X_3$

$X_1$  = knowledge

$X_2$  = skill

$X_3$  = attitude

$e$  = residual error

Data collection in this study was conducted with the following techniques: Questionnaire Method, where the questionnaire will be distributed to all Front Office Department employees who are employees at White Rose Kuta Resort Villas & Spa with the aim of obtaining performance analysis results of Front Office employees; Observation Method made by researchers are coming directly to White Rose Kuta Resort Villas & Spa to see the process of performance situation of Front Office Department employees; Documentation Method through data collection of archives,

documents, records relating to the implementation of the performance of Front Office Department employees in serving guests at White Rose Kuta Resort Villas & Spa; and Library Studies made by the researcher to collect information relevant to the topic or problem to be or is being researched.

#### IV. RESULTS AND DISCUSSION

##### Validity test

The Table 2 below presents the validity of 16 questions on the questionnaire used.

Table 2. Validity Test Results

Number	Research Variables	r value arithmetic	R table value	Description
<b>Employee Performance Variables</b>				
1	VKK1	0.661	0.367	Valid
	VKK2	0.860	0.367	Valid
	VKK3	0.618	0.367	Valid
	VKK4	0.399	0.367	Valid
<b>Knowledge Variable</b>				
2	VKM5	0.542	0.367	Valid
	VKM6	0.569	0.367	Valid
	VKM7	0.453	0.367	Valid
	VKM8	0.691	0.367	Valid
	VKM9	0.669	0.367	Valid
	VKM10	0.745	0.367	Valid
<b>Skill Variable</b>				
3	VS11	0.655	0.367	Valid
	VS12	0.602	0.367	Valid
	VS13	0.795	0.367	Valid
<b>Attitude Variable</b>				
4	VA14	0.510	0.367	Valid
	VA15	0.650	0.367	Valid
	VA16	0.735	0.367	Valid

The table above shows that each question item of each variable in the questionnaire has a r-count greater than the r table of 0.367 so that 16 questions in the questionnaire used are valid.

## Reliability Test

The reliability test in the Table presents the Cronbach's Alpha value of each variable on the questionnaire. Cronbach's Alpha value generated greater than 0.6 so it can be concluded that the questionnaire used is reliable. Because the questionnaire has been declared valid and reliable, the questionnaire can be used as a measuring and further analysis tool. This test is shown in Table 3.

Table 3. Reliability Test Results

Number	Research variable	Cronbach's Alpha	Cronbach's Alpha Minimum Value	Description
1	Employee Performance Variables	0.809	0.600	Reliable
2	Knowledge variable	0.827	0.600	Reliable
3	Skill variable	0.822	0.600	Reliable
4	Attitude variable	0.787	0.600	Reliable

## Classic Assumption Test

### Normality Test

The result of One-Sample Kolmogorov-Smirnov Test is shown in Table 4. The basic K-S test is:

1. The significance number (sig) > 0.05, then the data is normally distributed.
2. The significance number (sig) < 0.05, then the data is not normally distributed.

Tabel 4. One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		29
Normal Parameters <sup>a,b</sup>	Mean	0E-7
	Std. Deviation	.31890333
Most Extreme Differences	Absolute	.164
	Positive	.164
	Negative	-.136
Kolmogorov-Smirnov Z		.881
Asymp. Sig. (2-tailed)		.419
a. Test distribution is Normal.		
b. Calculated from data.		

Kolmogorov-Smirnov test results indicate that the value of Asymp. Sig. (2-tailed) of 0.419. This value is greater than significant 0.05 so it can be concluded that the data follows the normal distribution. Therefore, the assumption of normality on the regression has been fulfilled.

### Heteroskedasticity Test

The result of heteroskedasticity test is shown in Table 5.

Table 5. Coefficients<sup>a</sup>

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.231	.934		1.319	.199
	Knowledge	.045	.066	.083	.678	.500
	Skill	.087	.100	.207	.865	.396
	Attitude	-.040	.285	-.031	-.142	.888
a. Dependent Variable: abs_res						

The table above shows that all independent variables used in the study have a value greater than 0.05 so it can be concluded that there is no heteroskedasticity.

### Multicollinearity Test

The result of multicollinearity test is shown in Figure 6.

Table 6. Coefficients<sup>a</sup>

Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	Knowledge	.735	1.361
	Skill	.543	1.840
	Attitude	.648	1.544
a. Dependent Variable: Employees' performance			

The table above shows that for all independent variables used have VIF value less than 10 and tolerance value > 10% so it can be concluded that there is no double correlation (multicollinearity) between independent variables. Therefore, the assumption of multicollinearity has been fulfilled.

### Autocorrelation Test

The result of autocorrelation test is shown in Figure 7.

Table 7. Model Summary<sup>b</sup>

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.773 <sup>a</sup>	.598	.550	.33750	2.025
a. Predictors: (Constant), Attitude, Knowledge, Skill					
b. Dependent Variable: Employees' performance					

The table above shows the Durbin Watson (DW) value of 2.025. Based on the Durbin-Watson table with N 29 and many free variables 3 obtained upper bounds (dU) values of 1.6499 and 4 - dU of 2.3501. It can be seen that the DW value is between the upper bounds (dU) and 4- dU, so H<sub>0</sub> is accepted or no autocorrelation occurs.



## V. CONCLUSION

Based on the results of the analysis and discussion of how Employee Performance Analysis of Front Office in Serving Guests at White Rose Kuta Resort Villas & Spa it can be concluded that knowledge, skill, and attitude of employees have a significant positive effect on employees' performance in Front Office Department in serving guests at White Rose Kuta Resort Villas & Spa. Employee's knowledge has a significant positive effect on employees' performance in Front Office Department in serving guests at White Rose Kuta Resort Villas & Spa. Where the higher the level of employees' knowledge the higher the employees' performance. Employees' skill has a significant positive effect on employees' performance in Front Office Department in serving guests at White Rose Kuta Resort Villas & Spa. Where the higher employees' skill hence the higher employees' performance. Employees' attitude has a significant positive effect on employees' performance in Front Office Department in serving guests at White Rose Kuta Resort Villas & Spa. Where the better the attitude of employees, the higher the performance of employees.

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