

Comprehensive Analysis of Hospitality Service Management in The Digital Era

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ABSTRAK

Penelitian ini bertujuan untuk mempelajari implementasi manajemen keunggulan layanan di industri perhotelan. Dengan menggunakan pendekatan kualitatif, metode pengumpulan data meliputi wawancara mendalam, observasi partisipan, dan studi literatur. Bias penelitian diminimalisir melalui teknik triangulasi data. Hasil penelitian menemukan bahwa manajemen keunggulan layanan berkembang secara dinamis di era sekarang. Hotel berusaha untuk mengikuti perkembangan teknologi digital dengan terlibat dalam implementasi layanan dan pemasaran produk hotel. Tantangan dan hambatan terletak pada keterampilan sumber daya manusia, kesiapan teknologi, dan perubahan preferensi tamu.

Kata Kunci: Analisis, Komprehensif, Digital, Perhotelan, Layanan

ABSTRACT

This research aims to study the implementation of service excellence management in the hospitality industry. Using a qualitative approach, data collection methods include in-depth interviews, participant observations, and literature studies. Research bias is minimized through data triangulation techniques. The results of the study found that service excellence management is dynamically evolving in the present era. Hotels are striving to keep up with digital technology developments by engaging in both service implementation and hotel product marketing. Challenges and obstacles lie in human resource skills, technological readiness, and changes in guest preferences.

Keywords: Analysis, Comprehensive, Digital, Hospitality, Service

INTRODUCTION

A. Hospitality Service Management

In the rapidly evolving digital era, the hospitality industry has undergone significant transformation in how services are managed and marketed. Hospitality service management applications have become key for modern hotels in optimizing guest experiences and enhancing their competitiveness. However, with technological advancements come new challenges that must be addressed in marketing hotel products. In this article, we will delve into the comprehensive analysis of hospitality service management applications in the digital era and their challenges in hotel product marketing.

Hospitality Service Management Applications in the Digital Era include online booking, reservation management, personalized guest experience, self-check-in and check-out. In order to hospitality service management applications enable hotels to accept bookings online through various platforms such as official websites, mobile apps, and online travel agents (OTAs). This provides guests with convenience in making reservations and expands the hotel's marketing reach (Pasaribu *et al.*, 2023).

Reservation Management, due to these applications facilitate efficient reservation management, including room inventory management, availability scheduling, and rate management. With well-integrated systems, hotels can optimize capacity utilization and increase revenue. Personalized Guest Experience, because the applications store customer data, preferences, and visit history, allowing hotels to provide personalized guest experiences (Handoko and Santoso, 2023). This includes providing additional services, recommendations based on previous preferences, and more effective communication. Self Check-in and Check-out, means with self-check-in and check-out features, guests can complete these processes independently through the application, reducing wait times and enhancing operational efficiency.

B. Challenges in Hotel Service Management

The challenges in hotel service management include the competition, reputation management, security dan privacy, and changes in consumer preferences. Intense Competition in the digital Realm with various online booking platforms and digital advertising, hotels must compete aggressively to capture the attention of potential guests. Effective marketing strategies are needed to differentiate hotels from competitors and attract desired market segments.

Online Reputation Management include online reviews and ratings have a significant impact on a hotel's image. Challenges arise in maintaining a good reputation on platforms such as TripAdvisor, Yelp, and Google Reviews. Swift and effective responses to negative reviews are key to preserving a positive image. Data Security and Privacy, due to collecting and utilizing customer data for personalized services, hotels must ensure adequate data security and privacy. Data breaches or privacy violations can damage customer trust and harm the hotel's reputation. And changes in consumer preferences, as challenges continually emerge with changes in consumer preferences and behaviors. Hotels must constantly monitor industry trends and respond quickly to remain relevant and meet guest expectations.

The description explained hospitality service management applications have become valuable assets for hotels in addressing challenges and leveraging opportunities in the digital era. However, product marketing remains a crucial aspect to ensure business success and sustainability. By understanding the challenges faced, hotels can develop effective marketing strategies to differentiate themselves and better meet customer needs in this ever-changing environment.

In this article, we delve into the concept of unveiling excellence in service, elucidating the multifaceted dimensions of service delivery and exploring how exceptional staff, equipped with requisite skills, knowledge, and attitude, can adeptly cater to the diverse needs, preferences, and expectations of exceptional guests, thereby contributing to the overarching goal of achieving service excellence in the hospitality industry.

LITERATURE REVIEW

Some examples of technological advancements and their benefits in the hospitality industry include the use of accounting software that makes budget management more efficient, revenue management systems that can optimize room prices according to market demand, season, and various other factors. This also includes digital payment processes, cloud computing, data analysis, and the use of IoT. The development of technology has

brought various innovations that offer significant benefits to the accounting department of a hotel. The global demand for environmentally friendly technology implementation has led the hospitality industry to improve itself, one of which is through the application of the green sustainability concept (Mulyani Karmagatri, 2011).

The demand for environmentally friendly and sustainable applications has prompted hotels to make various efforts. These efforts are in the hope of meeting the operational standards of the green sustainability concept. This research attempts to study the relevance of service management in a hotel, particularly the accounting department, in the current era of digital technology (Pasaribu *et al.*, 2023).

Accounting software, means modern accounting software has undergone significant development in recent years. The latest accounting systems can assist the hotel's accounting department in processing financial transactions, generating financial reports automatically, and managing budgets more efficiently. This can save time and effort, as well as reduce the risk of human error (Nur Khairin *et al.*, 2021). Revenue management system, due to technology has enabled the development of sophisticated revenue management systems for hotels (Handoko and Santoso, 2023). These systems use algorithms and data analysis to optimize hotel room prices based on market demand, season, and other factors. Thus, the accounting department can better maximize hotel revenue.

Digital Payments, in order to involve advances in digital payment technology, such as credit cards, digital wallets, and mobile app payments, have changed the way payments are made in the hospitality industry. This allows the accounting department to more easily track and process guest payments, as well as reduce the risk of loss or fraud. Cloud Computing, because the use of cloud computing technology allows the accounting department to securely and efficiently store and access financial data. By storing data in the cloud, hotels can reduce IT infrastructure costs and ensure data availability wherever and whenever needed.

Data analysis technology or business intelligence allows the accounting department to analyze financial data more deeply. By leveraging data analysis, hotels can identify trends, patterns, and new business opportunities that can improve overall financial performance. Internet of Things (IoT) Usage, that enables devices in hotels to connect and communicate with each other. This can help the accounting department monitor and manage the use of energy, water, and other resources more efficiently, as well as reduce overall operational costs. These benefits illustrate how technological advancements have helped the accounting department of hotels improve efficiency, optimize revenue, enhance financial analysis, and reduce operational costs. By adopting the right technology, the accounting department can significantly contribute to improving the financial and operational performance of hotels overall.

Service excellence in the hospitality industry is more than just meeting guests' expectations; it involves surpassing them. According to Parasuraman et al. (1988), factors such as responsiveness, reliability, assurance, empathy, and tangibles define service excellence. These dimensions shape guests' perceptions of exceptional service. However, achieving excellence requires a genuine dedication to understanding and fulfilling guests' needs. Excellence in service entails providing superior and satisfying service to customers, the public, or other stakeholders (Prabawati *et al.*, 2022). It involves diligently meeting needs or requests while exceeding expectations in both preparation and execution. In the hospitality sector, "pelayanan prima" encompasses qualities like quality, speed, accuracy, and convenience in service provision. It emphasizes responsiveness to customer needs, effective communication, safety, comfort, and courtesy in interactions. This extends to all aspects of interaction between service providers and customers, from prompt communication and quick response to comprehensive fulfillment of needs and continuous improvement of service quality and (Desak and Santi, 2023).

The dimensions of excellence service include capability, customer satisfaction, and quality. Capability involves anticipating, recognizing, and meeting customer expectations. Customer satisfaction entails making customers feel valued and fulfilling their needs, while quality involves measuring and enhancing service quality (Abduh, 2019). In the age of literacy and digitalization, implementing excellence service offers numerous benefits. It boosts customer satisfaction, enhances company reputation, fosters customer loyalty, and enhances competitiveness in a dynamic market. Leveraging digital technology optimally facilitates efficient and accessible service delivery to customers (Andjanie, Asyifa, & Pratama, 2023).

METHODS

This study employs a combination of literature review and in-depth interviews as its research methods. The in-depth interviews involve engaging with hotel management staffs from accounting department. Meanwhile, literature review, as a research method, involves gathering, evaluating, and analyzing relevant literature related to the research topic (Viglia, Werthner and Buhalis, 2016). This process aims to explore existing knowledge, identify gaps, and enhance understanding of the subject matter. The components of a literature review in research methodology include literature collection, evaluation, information synthesis, data analysis, interpretation, and conclusion (Syahra, 2003) and (Lj Moleong, 2017). Literature collection begins the review by gathering diverse sources such as scholarly journals, books, articles, theses, and research reports relevant to the research topic (Moleong, 2005). Subsequently, literature evaluation involves assessing the quality, relevance, and reliability of the collected sources, considering factors like research methodology, theoretical alignment, and accuracy.

RESULT AND DISCUSSION

Challenges in implementing the green sustainability concept related to hotel resources include high initial costs, limited financial resources, lack of access to green technology, dependence on conventional resources, and limitations in space and location that do not allow for the implementation of green sustainability concepts. High Initial Costs, because the process adopting green technology and building eco-friendly infrastructure often requires significant initial investment, such as installing renewable energy systems or renovating eco-friendly buildings. Limited financial resources, because hotels may face limitations in financial resources to implement green sustainability initiatives, especially if they are experiencing financial pressure. Lack of Access to Green Technology: In some locations, access to green technology may be limited or expensive, making it difficult for hotels to adopt it.

Dependence on Conventional Resources, because hotels may face challenges in reducing their dependence on conventional energy and water resources, especially if green infrastructure is not widely available. Space and Location Limitations, due to hotels may have space or location limitations that restrict their ability to implement green sustainability initiatives, such as installing solar panels or expanding garden areas. The description proved various challenges and barriers to implementing the green sustainability concept in hotels. This result support research about green concept (Putu *et al.*, 2023). These challenges and barriers are related to both internal and external factors. Internal factors influencing the green sustainability concept include available resources, the surrounding environment including the community, and government regulations.

Barriers in implementing the green sustainability concept related to human resources consist of low education, lack of community awareness, limited skills and training, high employee turnover rates, and high employee mobility. Low Awareness and Education, such as lack of understanding of the importance of green sustainability and lack of education regarding eco-friendly practices can be barriers to adopting more sustainable behaviors. Resistance or Disagreement from Employees: Employees may not fully support or understand green sustainability initiatives, which can hinder their implementation and effectiveness.

Limited Skills and Training: Hotels may struggle to find or train staff with the skills needed to manage or implement green sustainability initiatives. High Employee Turnover Rates: High turnover rates in the hospitality industry can lead to a loss of continuity in the implementation and maintenance of green sustainability practices. High Employee Mobility: High employee mobility can hinder the development of a sustainable organizational culture and contribute to long-term green sustainability efforts.

Barriers to implementing the green sustainability concept related to the environment and society, as well as government policies, can include regulatory uncertainty, changing demands from society and customers, challenges in obtaining environmentally friendly resources, varying environmental impacts, and lack of financial incentives or green taxes. Regulatory uncertainty and government policy related to green sustainability can make it difficult for hotels to plan and implement sustainability initiatives. This description support Antari's theory (Antari, 2021), said that uncertainty in regulatory and government policy about green sustainability concept make the hotel could not plan and implement the concept.

Changing demands from society and customers for green sustainability can require hotels to continually adjust their practices, which may require additional investment. Challenges in

obtaining environmentally friendly resources, such as green building materials or eco-friendly cleaning products, may be difficult or expensive for hotels. This description support Khairin's theory (Nur Khairin *et al.*, 2021) and (Handoko and Santoso, 2023), said that the changing demand from the customer make the hotel could not implement the strategies for green sustainability concepts. Varying environmental impacts due to different environmental challenges in different locations, such as climate change, pollution, or environmental damage, can affect hotel sustainability efforts. Lack of financial incentives or green taxes due to the absence of financial incentives or green taxes from the government can reduce the motivation for hotels to adopt green sustainability initiatives. This description support Diayudha's theory (Diayudha, 2020) and Handoko's theory (Handoko and Santoso, 2023), said that lack of financial support, such as taxes from the government can reduce the motivation from the hotel to adopt green concept.

The solutions provided education and training for employees in the accounting department to improve skills related to the green sustainability concept, the development of an easily applicable organizational work culture, partnerships and collaborations to support green sustainability initiatives, continuous advocacy and campaigns, related to hotel employees, and visiting guests. Education and Training: Conducting education and training for employees on green sustainability and sustainable practices. Development of Sustainable Organizational Culture: Building a sustainable organizational culture by providing incentives and rewards for eco-friendly practices.

Partnerships and Collaborations: Forming partnerships with non-profit organizations, government, and the private sector to support green sustainability initiatives. Investment in Green Technology and Infrastructure: Investing in green technology and infrastructure to improve efficiency and reduce environmental impact. Advocacy and Campaigns: Advocating for government regulations and policies that support green sustainability, as well as raising awareness among society and customers about the importance of sustainable practices.

CONCLUSION

The digital era has ushered in significant advancements in hospitality service management applications, revolutionizing how hotels interact with guests and manage their operations. These applications offer streamlined booking processes, personalized guest experiences, and efficient operational management. However, alongside these benefits come challenges, particularly in marketing hotel products effectively. Hoteliers must navigate intense competition in the digital landscape, manage their online reputation diligently, ensure data security and privacy, and adapt to evolving consumer preferences. Despite these challenges, opportunities abound for hotels to differentiate themselves through innovative marketing strategies, responsive guest service, and commitment to sustainability. By leveraging hospitality service management applications effectively and addressing the challenges in product marketing head-on, hotels can thrive in the digital era while delivering exceptional guest experiences and contributing to a sustainable future for the industry.

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