

# Analysis of Concept Service Innovation in Four Star Hotels in West Sumatera (Survey of Hotel Visitors)

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**Abstract:-** This study aims to reveal implementation of Service Innovation applied in four-star hotels in Sumatra Barat, a province in Indonesia. There are four dimensional parameters that are used in this study, they are *The Service Concept Innovation, The Interface Client Innovation, The Service Delivery Innovation and The Technology Innovation*. There are thirteen four-star hotels in this province used as the objects of this study which are located in three cities, namely Padang, Bukittinggi and Batusangkar. Samples of this study include some customers who had stayed or enjoyed the services provided by the four-star hotels in Sumatera Barat. The data collection technique that has been implemented in this study can be identified as *Probability Sampling*. The data are gathered by distributing questionnaire directly to those 100 selected customers. These data then were analyzed by using frequency distribution, validity and reliability tests.

This study concludes that the technology innovation has the highest average followed by the client interface innovation and the service delivery innovation and the lowest is the service concept innovation. But there is two indicators that has been not optimally implemented by these four-star hotels, the indicators is Offering new services in new markets (*The Service Concept Innovation*) and providing additional facility to improve service quality (*The Technology Innovation*). Meanwhile, the others indicators have been implemented well in the four-star hotels in Sumatera Barat.

**Keywords:-** *Service Innovation, The Service Concept, The Interface Client, The Service Delivery, The Technology.*

## I. INTRODUCTION

One of significant factors that influences the development of economical sectors in Indonesia is tourism sector which makes hotels become important thing because every tourist needs place to stay and it can also be used as meeting place for businessmen or employers. In short, hotels can be used by many people for various purposes, thus, it is necessary for the management of each hotel to ensure its customers' convenience.

Each hotel has its own service standard which is quite similar with other hotels, therefore, there is quite strict competition among the hotels and every hotel is trying to

provide the best service to meet the customers' satisfaction. In order to keep their customers' loyalty to stay in the hotel again, it is necessary for the hotel to provide excellent service because customers will remember and recognize the hotel from its services. It is necessary for the hotel to prepare and provide best service for its customers.

*Service innovation* can be identified as a new way for the company to get potential profit in the competitive environment. *Service innovation* is defined as new service or innovation services of existing practice and it gives benefits to the company who develops it. This benefit is usually derived from additional value given to customers. The study of *service innovation* is still in the initial phase of development. It seems that analysis of this innovation in the service or commerce industry still faces two difficulties. The first difficulty relies on innovation theory which has been developed from current innovation analysis in engineering sector of manufacturing activities (Tether, 2003). The second difficulty is due to the fact that services are intangibility, heterogeneity, interconnection, and perishability, therefore, it is more difficult to measure output of the service innovation than the manufacture sector (Tether dan Metcalfe, 2004). Hence, this study needs to prove that innovation on service sector can be measured. Furthermore, this research aims to discover how the service innovation can be implemented in four-star hotels in Sumatra Barat.

## II. METHOD

Data collecting method used in this study was the qualitative method with descriptive analysis, in which this study aims to describe current condition of the object or subject based on real fact as it is. There are two kinds of data that have been gathered through this study, namely the primary and secondary data. The first was gathered by using questionnaire with sampling probability technique. The questionnaire was given to 100 costumers who had stayed in the four-star hotels in Sumatra Barat. Data analysis was conducted by presenting both primary and secondary data with statistic/quantitative process. These data was analyzed by using SPSS to testify its validity and reliability, and explain the frequency distribution and crosstabs.

### III. RESULT AND DISCUSSION

In the validity and reliability test the data tested is valid, because in the validity test when the value of  $r$  count is compared with the value of  $r$  table, the value of  $r$  count on each indicator is greater than  $r$  table and the reliability test of cronbach alpha value is greater than 0.60, which is 0.749.

The characteristics of the respondents who dominated sex were men is 52%, but not much different from women. Male responders have more business than the female responders therefore their reason for staying in the hotel mostly because of business and working program. The age range of 17-25 years is 59% which dominates and the least is the range of 36-45 years is 3%. It indicates that these largest percentage of responders are productive workers who try to show their social status in their environment. Most of responders are unmarried (71%) it because they are more productive than people who are married and have extra time to conduct more activity. The data also discover that most of the responders come from Padang with the percentage about 52% because Sumatra Barat have numerous tourist destination and there are many

meeting/seminar conducted in the hotel around Padang. The educational background of responders shows variation of levels. Bachelor degree has the highest percentage (54%) as this educational background influences the financial status and decision to stay in a four-star hotel. 30% of responders work in private company with the income less than two million per month. The reason why they want to stay in the four-star hotels because the company provide the accommodation in that hotel. The source of information about the hotel are dominated from the friends and internet. The development of technological information give great opportunity to share information easily. Most of responders admit that they only stay in the four-star hotel only once (37%) because the four-star hotels are considered as luxurious hotels with expensive tariff which cannot be reached by employees with less than two million rupiah income per month. Furthermore, the main reason to stay in the hotel can be identified as meeting/seminar because responders with the income less than two million rupiahs per month want to stay in the hotel to join the meeting/seminar and bring their family to have vacation with them. And the last is the most visited hotel is Grand Rocky Bukittinggi because it is located near the tourist destination and shopping center.

#### A. Responders' responses to Service Concept Innovation

No	Statement		Score					Total	Average
			STS	TS	CS	S	SS		
1	I got the feel that the hotel Offering new services in new markets.	F	6	32	30	28	4	100	2,92
		%	6%	32%	30%	28%	4%	100	
2	The customers feels that the hotel Offering new services in existing markets.	F	1	5	27	61	6	100	3,66
		%	1%	5%	27%	61%	6%	100	
3	The customer feels that the hotel Offering significantly improved services in existing markets.	F	1	7	42	38	12	100	3,53
		%	1%	7%	42%	38%	12%	100	

Table 1:- Analisis Descriptive Service Concept Innovation

The table shows that based on respondents' responses regarding service concept innovations in four-star hotels in West Sumatra there is one indicator that has not been well implemented by the hotel, the indicator is the hotel Offering new services in new markets with the highest choice of 32% is disagree, while the second indicator is the hotel Offering new services in existing markets having the most choice agreeing to 61% and 42% of responders agree to the statement that the hotel Offering significantly improved services in existing markets. Based on the average value, it shows that the second indicator has the highest service level, which mean that the hotel has been offering new services in existing markets, the service is like providing the welcome drink with local menu or airport picking up.

*B. Responders' responses to Interface Client Innovation*

No	Statements		Score					Total	average
			STS	TS	CS	S	SS		
1	Customers feel that the hotel offers opportunity for the Customers to participate in service production.	F	1	6	18	64	11	100	3,78
		%	1%	5%	18%	64%	11%	100	
2	Customers feel that the hotel offers opportunity for the Customers to participate in service delivery.	F	1	5	6	60	28	100	4,09
		%	1%	5%	6%	60%	28%	100	
3	Customers feel that the hotel offers new interfaces which customers are able to participate in.	F	11	29	13	36	11	100	3,07
		%	11%	29%	13%	36%	11%	100	
4	Customers feel that hotel give opportunity for Customers to join in the development of new service.	F	0	3	15	50	32	100	4,11
		%	0%	3%	15%	50%	32%	100	
5	Customers feel that the hotel Offering service customization for customers.	F	1	4	21	57	17	100	3,85
		%	1%	4%	21%	57%	17%	100	
6	Customers feel that the hotel Collecting customer information.	F	1	11	19	58	11	100	3,67
		%	1%	11%	19%	58%	11%	100	

Table 2:- Analisis Descriptive Interface Client Innovation

The tabel above shows about the implementation of *interface client innovation* in four-star hotels in Sumatera Barat. It can be seen that *interface client innovation* has been well implemented in four-star hotels in West Sumatra. Most of responders agree with the indicators mentioned in that table. The highest score can be seen in the fourth indicator mentioning that Customers feel that the hotel gives special offers to them so that they can join the development of new service. It means that the Customers get the experience in the development of new service by giving the criticism and suggestion to the managerial board of the hotels in oral or written mechanisms. These criticism and suggestions are used by the hotel as the consideration to develop new service to meet the satisfaction of their customers.

*C. Responders' responses to Service Delivery Innovation*

No	Statements		Score					Total	Average
			STS	TS	CS	S	SS		
1	Customers feel that the hotel Offering new service delivery methods .	F	1	11	43	40	5	100	3,37
		%	1%	11%	43%	40%	5%	100	
2	Customers feel that the hotel Offering new service channels for customers.	F	1	8	30	47	14	100	3,65
		%	1%	8%	30%	47%	14%	100	
3	Customers feel that the hotel Offering additional service delivery processes or methods to improve service quality.	F	1	7	42	38	12	100	3,57
		%	1%	7%	42%	38%	12%	100	

Table 3:- Analisis Descriptive Service Delivery Innovation

The table above shows responders' response about *service delivery innovation* provided by the four-star hotel in Sumatera Barat. It can be seen that the *service delivery innovation* has been sufficiently implemented in the four-star hotels. Most customers give their agreement to the indicators. Based on the table, the second indicator has the highest value, it indicates that the customers enjoy the new service channel provided by the hotel such as on instgram, facebook, twitter, website and other social media.

#### D. Responders' responses to Technology Innovation

No	Statements		Score					Total	Average
			STS	TS	CS	S	SS		
1	Customers feel that the hotel adopting new technologies while developing new service concepts	F	0	6	10	44	40	100	4,18
		%	0%	6%	10%	44%	40%	100	
2	Customers feel the hotel Adopting new products while developing new service concepts	F	0	14	34	38	14	100	3,52
		%	0%	14%	34%	38%	14%	100	
3	Customers feel that the hotel Adopting new technologies while reducing time for service delivery	F	0	4	20	51	25	100	3,97
		%	0%	4%	20%	51%	25%	100	
4	Customers feel that the hotel Adopting new products while reducing time for service delivery.	F	1	2	6	47	44	100	4,31
		%	1%	2%	6%	47%	44%	100	
5	Customers feel that the hotel Adopting network systems for communications and cooperation between firms and clients	F	1	3	22	59	15	100	3,84
		%	1%	3%	22%	59%	15%	100	
6	Customers feel that the hotel Adopting additional technologi-es to improve service quality	F	1	3	7	41	48	100	4,32
		%	1%	3%	7%	41%	48%	100	
7	Customers feel that the hotel Adopting additional products to improve service quality.	F	12	38	14	23	13	100	2,87
		%	12%	38%	14%	23%	13%	100	
8	Customers feel that the hotel Adopting new monitoring systems during service delivery processes.	F	1	0	5	47	47	100	4,39
		%	1%	0%	5%	47%	47%	100	

Table 4:- Analisis Descriptive Technology Innovation

The respondents respons about *technology innovation* provided by four-star hotels in West Sumatra show sufficient result because most respondents agree and really agree to some of the Indicator. However, there is an indicator that has got disagreement. 38% of responders disagree that hotel has provided additional product to improve quality of its service. It means that the four-star hotels in Sumatera Barat have not provided this additional service. The additional product can be such as the *computer corner* or game room so they can take a rest for a while during their stay. The average value indicates that the highest score can be found in the eighth indicator that is the

Customers feel that the hotel provide monitoring system during service delivery processes. This indicates that the monitoring system applied in the four-star hotels in Sumatera Barat shows sufficient result and it can give convenience and satisfaction to the customers.

#### IV. CONCLUSION

This research was conducted to know how service innovation was implemented in four-star hotels in Sumatera Barat Province. The service innovation had been measured by using four dimensions of *service innovation* which include *the service concept innovation* with three indicators, *the interface client innovation* with 6 indicators, *the service delivery concept innovation* with three indicators and *the technology innovation* with eight indicators.

It can be concluded that implementation of innovation services at four-star hotels in West Sumatra indicates sufficient results, with the highest average value is technological innovation(3,92), the second is the client interface innovation(3,76), then service delivery innovation(3,53) and the lowest value is service concept innovation(3,37).

However, two of twenty service innovations indicators have not been appropriately implemented at the four-star hotels in West Sumatra, the first indicator is offering new services in new markets, its a part of service concept innovation dimension and then the second indicator is adopting additional products to improve service quality, its a part of technology innovation dimension. Besides two indicators above, the others indicators has been well implemented at the four-star hotels in West Sumatra with different value in each indicators.

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