



Banquet Service Quality in Enhancing Hotel Customer Satisfaction

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ABSTRACT

Purpose of the study: This study aims to examine the influence of banquet service quality on customer satisfaction at Hotel Ratu Mayang Garden Pekanbaru by analyzing service responsiveness, professionalism, facility readiness, and event coordination in supporting customer satisfaction and hotel service competitiveness within the hospitality industry.

Methodology: This study employed a quantitative associative causal research design using survey methods and structured questionnaires with Likert scales. Data were collected from 81 banquet customers selected through proportional sampling techniques. Research instruments included validity and reliability testing using Product Moment correlation and Cronbach's Alpha. Data analysis used descriptive statistics, simple linear regression, and t-test analysis.

Main Findings: The findings revealed that banquet service quality significantly influenced customer satisfaction at Hotel Ratu Mayang Garden Pekanbaru. Employee professionalism, responsiveness, reliability, and facility readiness were perceived positively by respondents and contributed to higher satisfaction levels. Regression analysis showed a significant positive relationship between banquet service quality and customer satisfaction, indicating that improved banquet services enhance customer trust, loyalty, and hotel competitiveness.

Novelty/Originality of this study: This study specifically focuses on banquet services as strategic hospitality operations influencing customer satisfaction, unlike previous studies emphasizing general hotel services. The study integrates banquet operational dimensions including responsiveness, professionalism, event coordination, and facility readiness within customer satisfaction analysis, thereby contributing new perspectives to hospitality service quality and banquet management literature.

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1. INTRODUCTION

The hospitality industry is one of the service sectors that highly depends on service quality as the core value offered to customers. In the modern hospitality business, customer satisfaction has become a major indicator determining hotel competitiveness and sustainability [1]-[3]. Several international studies have emphasized that excellent service quality significantly influences customer satisfaction, trust, and loyalty within hotel services. Service quality not only affects customer perceptions during their stay but also shapes the long-term image and reputation of hotels in increasingly competitive tourism and hospitality markets. In Indonesia, the growth of the hotel industry has intensified competition among hotels in providing innovative and customer-oriented services.

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Consequently, hotel management is required to continuously improve service performance across all operational departments to maintain customer satisfaction and strengthen market competitiveness [4].

One of the strategic services in the hospitality industry is banquet service, which plays an important role in supporting hotel revenue and customer experiences. Banquet services generally include meeting events, weddings, seminars, conferences, social gatherings, and various formal or informal activities organized within hotel facilities [5], [6]. Unlike room services, banquet services involve more complex operational coordination because they require integration among food and beverage services, room arrangements, event management, employee professionalism, and customer expectations within a limited service period. Previous hospitality studies indicate that banquet service quality strongly influences customer perceptions regarding hotel professionalism and operational excellence. Therefore, banquet service is considered a strategic component contributing significantly to customer satisfaction and hotel branding [7], [8].

Customer satisfaction in banquet services emerges when the service performance received by customers meets or exceeds their expectations. According to customer satisfaction theory, satisfaction is formed through comparisons between expected service quality and actual service performance [9]-[11]. In banquet operations, customer satisfaction may be influenced by several factors such as staff responsiveness, service reliability, food quality, event organization, room comfort, and communication effectiveness. Previous studies also highlighted that banquet customers are generally more sensitive to service failures because banquet events often involve important personal or organizational occasions [12]. Consequently, banquet service quality must be managed carefully to minimize customer dissatisfaction and ensure positive customer experiences. In the hospitality industry, satisfied banquet customers tend to reuse hotel services and recommend them to others, thereby contributing to customer retention and hotel profitability.

The increasing competition within the hospitality sector requires hotels to provide differentiated services capable of creating memorable customer experiences. Recent hospitality trends indicate that customers no longer focus solely on room quality and pricing but increasingly emphasize service experiences and emotional satisfaction [13]. This condition encourages hotel management to optimize non-room services, including banquet services, as part of competitive business strategies. In Indonesia, the rapid growth of business meetings, social events, weddings, and tourism activities has increased demand for banquet services in hotels. As a result, banquet departments have become one of the most important operational units contributing to hotel income generation. However, despite the strategic importance of banquet services, several hotels still experience customer complaints related to service responsiveness, facility readiness, food quality, employee professionalism, and event coordination. These challenges indicate the necessity for continuous evaluation of banquet service quality to maintain customer satisfaction and service competitiveness [14].

Hotel Ratu Mayang Garden Pekanbaru is one of the hotels providing complete banquet facilities and services for various events and business activities. The hotel frequently hosts meetings, conferences, weddings, and social gatherings, making banquet operations an essential part of hotel business performance. Nevertheless, fluctuations in banquet room utilization rates indicate the possibility of service-related factors influencing customer satisfaction levels. Several operational issues such as service consistency, employee responsiveness, event coordination, and facility management potentially affect customer perceptions regarding banquet service quality. Empirical studies have demonstrated that banquet service performance significantly correlates with customer satisfaction and repurchase intentions in hotel businesses. Therefore, evaluating banquet service quality becomes highly important in identifying operational weaknesses and formulating service improvement strategies capable of enhancing customer satisfaction [15].

In addition to operational factors, banquet service quality is also closely related to human resource competence and customer relationship management. Professional banquet employees are expected to possess communication skills, responsiveness, hospitality attitudes, and problem-solving abilities during event operations [16]. Several hospitality management studies have shown that employee performance significantly affects customer emotional experiences during banquet services. Furthermore, the physical environment such as room cleanliness, seating arrangements, lighting systems, decoration quality, and event atmosphere also contributes to customer satisfaction. Therefore, banquet service quality should be evaluated comprehensively by integrating tangible and intangible service dimensions. Through comprehensive service management, hotels may improve customer trust, strengthen customer loyalty, and increase the competitiveness of banquet services within the hospitality industry [17], [18].

Several previous studies have investigated the relationship between service quality and customer satisfaction in hospitality industries; however, important research gaps remain evident. Research conducted by Handayani [19] focused generally on hotel service quality and customer satisfaction without specifically examining banquet services as a specialized hotel operation. Another study by Arini [20] emphasized the dominance of reliability dimensions in influencing customer satisfaction within transportation services but did not analyze banquet operational characteristics. Meanwhile, research conducted by Rita et al. [21] highlighted the influence of event services on hotel image but lacked empirical analysis regarding banquet service dimensions and customer satisfaction simultaneously. These studies indicate that research specifically discussing banquet services

as strategic hotel services remains relatively limited. Therefore, this study attempts to fill the research gap by focusing specifically on the influence of banquet service quality on hotel customer satisfaction.

The novelty of this study lies in its focus on banquet services as a specialized and strategic operational service within the hotel industry. Unlike previous studies that generally examined overall hotel service quality, this research specifically analyzes banquet service dimensions such as responsiveness, reliability, facility readiness, employee professionalism, and event coordination in influencing customer satisfaction. In addition, this study integrates operational service quality and customer satisfaction perspectives comprehensively within the context of banquet management. The findings are expected to contribute new insights into hospitality management literature, particularly regarding banquet service optimization and customer-oriented service strategies [22], [23].

The implications of this study are expected to provide both theoretical and practical contributions to hospitality management. Theoretically, the study enriches hospitality service quality literature by emphasizing the strategic role of banquet services in shaping customer satisfaction. Practically, the findings may serve as references for hotel management in improving banquet operational systems, employee performance, customer service strategies, and service quality evaluation processes. Furthermore, the results may assist hotel managers in developing more effective banquet service policies capable of increasing customer satisfaction, customer loyalty, and hotel competitiveness within the hospitality industry [24].

The urgency of this study is closely related to the increasing importance of banquet services as one of the primary revenue-generating departments in hotels. The growing demand for meetings, weddings, conferences, and social events requires hotels to continuously improve banquet operational quality and customer experiences. However, service inconsistency and customer dissatisfaction may negatively affect hotel reputation and customer retention. Therefore, this study is urgently needed to provide empirical understanding regarding the influence of banquet service quality on customer satisfaction and to formulate strategic recommendations for improving banquet service performance in the hospitality industry.

2. RESEARCH METHOD

2.1. Research Design

This study employed a quantitative approach using an associative causal research design [25]. The quantitative approach was selected because the study aimed to examine the influence of banquet service quality on customer satisfaction through numerical data analysis and statistical testing. The associative causal design was used to determine the relationship and influence between banquet service as the independent variable and customer satisfaction as the dependent variable. This approach allows the researcher to objectively measure the extent to which banquet service quality affects customer satisfaction levels within hotel banquet operations.

2.2. Subject and Sample

The population in this study consisted of banquet room and meeting room users at Hotel Ratu Mayang Garden Pekanbaru, totaling 682 customers based on the latest available operational data. The research sample consisted of 81 respondents selected using proportional sampling techniques. Respondents included customers who had utilized banquet services for meetings, seminars, social events, weddings, and conferences.

The sample selection considered customers who had directly experienced banquet services and were capable of providing objective evaluations regarding service quality and satisfaction levels. The sample size was considered adequate for conducting quantitative statistical analysis and hypothesis testing regarding the relationship between banquet service quality and customer satisfaction.

Table 1. Respondent Characteristics

Variable	Category	Percentage (%)
Gender	Male	52.0
Gender	Female	48.0
Age	20–30 Years	36.5
Age	31–40 Years	41.2
Age	>40 Years	22.3
Event Type	Meeting/Seminar	44.6
Event Type	Wedding/Event	55.4

2.3. Data Sources and Data Collection Techniques

The data sources used in this study consisted of primary and secondary data [26]. Primary data were obtained directly from respondents through questionnaire distribution to customers who had used banquet services

at Hotel Ratu Mayang Garden Pekanbaru. The questionnaire contained statements related to banquet service quality dimensions and customer satisfaction indicators measured using a Likert scale.

Secondary data were collected from hotel operational reports, journals, books, scientific articles, and previous research related to hospitality service quality and customer satisfaction. Documentation techniques were also used to obtain supporting information regarding banquet operational activities and customer service conditions.

2.4. Research Instrument

The main research instrument used in this study was a structured questionnaire designed based on banquet service quality and customer satisfaction indicators. The questionnaire consisted of statements related to reliability, responsiveness, assurance, empathy, and tangible service dimensions. Customer satisfaction indicators included satisfaction toward service performance, event organization, employee professionalism, and overall banquet experiences [27].

Before data collection, the questionnaire instrument was tested using validity and reliability testing to ensure that the instrument was appropriate and reliable for research purposes. Validity testing was conducted using product moment correlation analysis, while reliability testing employed Cronbach's Alpha analysis [28].

Table 2. Research Instruments

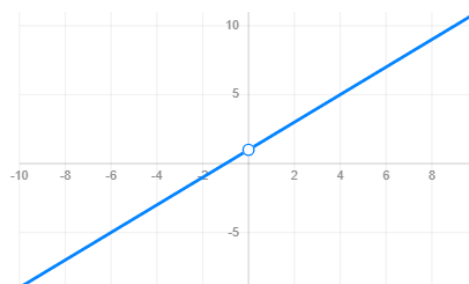
Instrument Variable	Indicator	Data Type
Banquet Service	Responsiveness and reliability	Quantitative
Banquet Service	Employee professionalism	Quantitative
Customer Satisfaction	Service satisfaction level	Quantitative
Customer Satisfaction	Reuse intention	Quantitative

2.5. Data Analysis Technique

The data analysis process involved several stages, including validity testing, reliability testing, descriptive statistical analysis, simple linear regression analysis, and hypothesis testing using the t-test. Validity testing was conducted to determine whether questionnaire items measured the intended variables accurately. Reliability testing was used to determine the consistency of research instruments.

Simple linear regression analysis was employed to determine the influence of banquet service quality on customer satisfaction [29]. The regression equation used in this study is presented as follows:

$$Y = a + bx \quad \dots(1)$$



Where:

Y = Customer Satisfaction

a = Constant

b = Regression Coefficient

X = Banquet Service Quality

Hypothesis testing was conducted using the t-test to determine the significance of the influence of banquet service quality on customer satisfaction. All statistical analyses were conducted systematically to ensure research accuracy and reliability [30].

2.6. Research Procedure

The research procedure began with identifying research problems related to banquet services and customer satisfaction within the hospitality industry. The next stage involved conducting literature reviews and

preparing research instruments based on theoretical indicators related to banquet service quality and customer satisfaction.

After the instrument preparation stage, validity and reliability testing were conducted before questionnaire distribution to respondents. Data collection was carried out by distributing questionnaires to banquet customers who met the research criteria. The collected data were then processed and analyzed using statistical techniques, including regression analysis and hypothesis testing. Finally, research conclusions and practical implications were formulated based on the statistical findings and analysis results.

3. RESULTS AND DISCUSSION

3.1. Banquet Service Quality

The results of the study showed that banquet service quality at Hotel Ratu Mayang Garden Pekanbaru was generally perceived positively by customers. Most respondents stated that banquet employees demonstrated professional attitudes, responsiveness, and adequate communication skills during event services. Customers also expressed satisfaction regarding employee hospitality and service readiness in handling banquet activities. These findings indicate that banquet services contribute significantly to shaping positive customer experiences within hotel operations.

The tangible aspects of banquet services such as room cleanliness, seating arrangements, lighting systems, air conditioning, and event facilities were also evaluated positively by respondents. Customers considered banquet rooms comfortable and appropriate for meetings, seminars, weddings, and social gatherings. However, several respondents highlighted the need for improvements in event coordination efficiency and service speed during large-scale events.

Table 3. Customer Perceptions of Banquet Service Quality

Service Aspect	Category	Percentage (%)
Employee Responsiveness	Good	82.5
Service Reliability	Good	79.4
Facility Readiness	Sufficient	74.8
Staff Professionalism	Good	84.1
Event Coordination	Sufficient	71.3

The findings indicate that banquet service quality remains one of the key determinants of customer satisfaction in hotel businesses. Professional employee performance and adequate facility conditions positively influence customer perceptions regarding hotel service quality. Therefore, continuous service quality improvement is necessary to maintain banquet operational performance and customer trust.

3.2. Customer Satisfaction toward Banquet Services

Customer satisfaction analysis revealed that most respondents were satisfied with banquet services provided by Hotel Ratu Mayang Garden Pekanbaru. Customers appreciated the professionalism of employees, event organization quality, and service responsiveness during banquet operations. The majority of respondents also stated their willingness to reuse banquet services for future events and recommend the hotel to other customers.

Nevertheless, several respondents expressed dissatisfaction related to waiting times during event preparation and occasional communication problems between banquet staff and customers. These findings suggest that operational coordination remains an important aspect requiring further improvement. Customer satisfaction is closely associated with service consistency and the ability of employees to meet customer expectations efficiently and professionally [31].

The relationship between banquet service quality and customer satisfaction can be illustrated through the following equation:

$$\text{Customer Satis Faction} = f(\text{Service Quality} + \text{Professionalism} + \text{facility Readiness}) \dots(2)$$

This equation explains that customer satisfaction is influenced by service quality, employee professionalism, and facility readiness during banquet operations. These variables collectively determine customer perceptions and service experiences within hotel banquet services.

3.3. Influence of Banquet Service on Customer Satisfaction

Regression analysis results indicated that banquet service quality significantly influenced customer satisfaction at Hotel Ratu Mayang Garden Pekanbaru. Statistical testing showed that better banquet service quality

was associated with higher customer satisfaction levels. This finding confirms that banquet operational performance plays an important role in shaping customer perceptions regarding overall hotel quality.

The results also demonstrated that responsiveness and professionalism were the most influential service dimensions affecting customer satisfaction. Customers highly valued quick responses, effective communication, and employee readiness during banquet operations. In addition, facility conditions and event organization quality also contributed positively to customer satisfaction levels.

Table 4. Regression Analysis Results

Variable	Regression Coefficient	Significance
Banquet Service Quality	0.742	0.000
Constant	4.216	0.001

The significance value below 0.05 indicates that banquet service quality has a statistically significant influence on customer satisfaction. Therefore, improving banquet service performance may directly increase customer satisfaction and strengthen customer loyalty toward hotel services.

The findings of this study confirm that banquet service quality significantly affects customer satisfaction within hotel operations. These results are consistent with hospitality service theories emphasizing that service quality dimensions such as responsiveness, reliability, assurance, empathy, and tangible evidence strongly influence customer perceptions and satisfaction levels [32], [33]. The study also demonstrates that banquet services are not merely supporting operational activities but strategic hotel services contributing substantially to customer experiences and hotel competitiveness.

The findings align with previous hospitality studies indicating that professional employee performance and operational efficiency are critical determinants of customer satisfaction. Banquet customers generally expect timely services, professional communication, and comfortable facilities during event operations. Therefore, service failures such as delayed preparation, poor coordination, or inadequate responsiveness may negatively affect customer perceptions regarding hotel quality. Consequently, banquet operational management should prioritize service consistency, staff competence, and customer-oriented service systems [34].

A comparison with previous studies reveals several research gaps. Sharma [35] mainly focused on general hotel service quality without specifically analyzing banquet services as specialized operational services. Markovic [36] emphasized service reliability within transportation sectors but did not discuss banquet operational characteristics. Meanwhile, Minh [37] highlighted the influence of event services on hotel image without examining customer satisfaction dimensions comprehensively. Therefore, this study fills the research gap by specifically examining banquet service quality and customer satisfaction relationships within hospitality operations.

The novelty of this study lies in its focus on banquet services as strategic hotel services influencing customer satisfaction. Unlike previous studies examining hotel services generally, this study comprehensively analyzes banquet operational dimensions including employee professionalism, event coordination, service responsiveness, and facility readiness. The research also integrates hospitality service quality theory with practical banquet management perspectives within hotel operations [38].

The implications of this study are expected to provide important contributions for hospitality management practices. Hotel managers may utilize the findings as references for improving banquet operational systems, enhancing employee training programs, strengthening customer communication strategies, and optimizing event management coordination [39], [40]. In addition, the study contributes theoretically to hospitality service quality literature, particularly regarding specialized hotel services such as banquet operations.

Despite its contributions, this study has several limitations. First, the research focused only on one hotel, limiting the generalizability of findings to broader hospitality contexts. Second, the study used quantitative approaches based primarily on customer perceptions without involving qualitative operational observations comprehensively. Third, external factors such as pricing policies, customer expectations, and event characteristics were not analyzed in detail. Therefore, future studies are recommended to combine quantitative and qualitative approaches and involve comparative analyses among multiple hotels to obtain broader hospitality management perspectives.

4. CONCLUSION

This study concludes that banquet service quality significantly influences customer satisfaction at Hotel Ratu Mayang Garden Pekanbaru. Professional employee performance, service responsiveness, facility readiness, and effective event coordination positively contribute to customer satisfaction levels. The findings indicate that improving banquet service quality may strengthen customer trust, increase customer loyalty, and enhance hotel competitiveness within the hospitality industry. Therefore, hotel management should continuously improve

banquet operational performance through employee training, service quality enhancement, and customer-oriented management strategies

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