

**EFFECTIVENESS AND EFFICIENCY OF USE PROPERTY
MANAGEMENT SYSTEM (PMS) IN THE FRONT OFFICE DIVISION OF
HOTEL X AND HOTEL Y IN CENTER JAKARTA**

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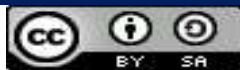
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Abstract

The hotel is closely related to the front office division, and in carrying out its duties serving guests. This department requires a computer system capable of meeting customer needs. There are several computer systems available at this time, however the author limits them to only 2 (two) PMS systems which will be discussed in this paper at the "X" and "Y" hotels in Central Jakarta. This study uses a quantitative approach. The research method used by the author is to use a Likret scale. The source of the data obtained by the author is data from the front office divisions at the "X" hotel and the "Y" hotel in Central Jakarta. The data analysis technique that the writer uses in this paper is the Multiple Linear Regression Model. After doing research, the authors found that the front office division was effective because it used the PMS. Its effectiveness has a significant effect on the use of PMS with a contribution of 26.2%. The front office division is also efficient because it uses PMS. Its efficiency has a significant effect on the use of PMS with a contribution of 63.5%. Effectiveness (X1) and Efficiency (X2) together have a significant effect with a strong category on the use of PMS (Y) with a contribution of 67.7%, the remaining 32.3% is influenced by other factors not included in in this research..

Keywords: hotel, front office, human resources, effective, efficiency, PMS



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INTRODUCTION

The kind of business that give high contribution on economies especially for hotel industry. (Hendria, Ahman, & Novalita, 2016) Hotels at this time are often used as a place to carry out various activities because they generally have complete facilities and infrastructure to support the various activities carried out by guests. A hotel is a company managed by its owner by providing food, beverage, and bedroom facilities to people who are traveling and able to pay a reasonable amount according to the services received without any special agreement. (Lucas Jr & Spitler, 1999)

Hotel is the kind of industries that produce and provide something in the form of goods and services. (Mandasari & Soesanto, 2011). Hotels also provide food and drinks and various other types of services that are interconnected and the form of service is aimed at the general public, whether using lodging facilities or those who only use certain services or products from the hotel.

The main function of a hotel is as a means of accommodation/temporary accommodation for guests who come from various places. But over time, the function of

the hotel is not just a place to stay, but now the function of the hotel is also a place for business meetings, seminars, wedding parties (receptions), workshops, national, international meetings, and other activities.

The role of hospitality as an attraction, namely hotels as a temporary stopover for tourists, including providing room service and food and beverage services, so the most important thing from a hotel product is the human factor in the form of its services (Ivanovic et al., 2009). In other words, a hotel can be said to be a tourist attraction, because the main product of the hotel in the form of its services plays a role in determining the entire tourist experience so that it can be classified as a human tourist attraction (Var & Gunn, 2020).

Also, tourists who visit the hotel do not just stay overnight, but also carry out various activities such as relaxation recreation, culinary delights, viewing cultural arts performances, shopping for educational activities. Even the current trend of the hotel business is to offer products that are integrated with shopping centers, health, education, and central parks or hotel products based on local culture so that hotels can represent a tourist destination (Sujatno, 2008).

Speaking of hotels, it is closely related to the front office division. The front office division of a hotel is the key to the success of a hotel. Because the front office division is the nerve center, the information center, the information center related to hotel facilities, room facilities, information on important offices around it and the surrounding tourist visit centers), complaint handling guest complaints), as well as handling guests who want to register upon arrival and return of guests.

According to (Bardi, 2011) that "The front office is the nerve center of hotel properties. Communication and accounting are the two most important functions of a front desk operation. Effective communication with guests, employees, and other departments in the hotel is essential in presenting a friendly image. Answering guest inquiries about hotel services and other guests, the marketing and sales department requests information on guest room availability, and housekeeping department inquiries about guest reservations are just some of the routine tasks that the hotel front desk performs almost constantly in its role as central communication",

To carry out their duties as sellers, employees are required to have extensive knowledge of internal and external hotel information and play an important role in promoting all the potential that can provide benefits for the hotel. Front office employees are also required to control emotional situations and conditions, such as handling guest complaints. Thus, some skills are required for front-office employees in carrying out their duties and responsibilities.

According to Eaum and Odgers' opinion in a journal written by (Baum & Devine, 2007) states that "They identify the central role of the front office in the organization of hotels, both in terms of the flow of management information and concerning how the guest experiences. The range of products and services an offer with the establishment (p271). This means that currently traditional front office operational and administrative activities have been lost or have been simplified employing sophisticated and integrated communication in line with the need for fast and precise information for its customers. An important skill front office employees must have is communication. (oral), customer service, interpersonal, teamwork, equipment use, professional and basic ethics, communication (writing), use of technology, health and safety, leadership, marketing, accounting, and legal issues. To be able to provide good service, employees need to hone their skills.

This requires the role of technology in the form of computers that have

systems/programs that meet the needs and facilitate the performance of the front office divisions. This is by the opinion of (Lucas Jr & Spitler, 1999) that a large investment in information technology will not be beneficial if the technology is not accepted by organizational members. This opinion was explained by (Lucas Jr & Spitler, 1999) which states that if information technology can be used effectively, members in the organization must be able to use information technology properly, thus contributing to its performance.

The existence of computer technology (hardware and software) and its software can be used to collect, store, modify and transmit information or all important data to be used effectively in contributing to its performance.

The technology used is a Property Management System (PMS) application, which is a hotel system application or software used in managing a hotel. According to (Bardi, 2011), PMS is not only limited to hotel front office departments but also housekeeping, food, and beverage, marketing and sales, engineering, accounting, and security. Each department within the hotel has its respective roles in serving the needs of guests before, during, and after their stay. Therefore, the system must make it easier for all hotel employees and guests.

The choice of PMS must be tailored to the objectives of the hotel, the needs of the guests, and the budget of the hotel. In general, this system is expected to assist hotel front office employees in processing reservations, processing check-in and check-out, posting to guest accounts, conducting night audits, and viewing and changing room status. Every employee who works in the front office division is expected to have skills in using existing technology and equipment. This provides convenience and smoothness in carrying out their duties as front office employees

Generally, hotels in Jakarta are currently using a Property Management System (PMS) such as Point of Sales System, Maxwell, Fidelio, Opera, Realta, and VHP (Visual Hotel Program). Here the author wants to limit his research to the use of Fidelio and Opera computer systems and only in hotels around South and Central Jakarta.

RESEARCH METHODS

This study uses a quantitative approach, namely by emphasizing the analysis of numerical data (numbers) processed by statistical methods. Quantitative research is carried out in inferential research (to test hypotheses) and relies on the conclusion of the results on a probability of null hypothesis rejection. Research using quantitative methods will obtain the significance of group differences or the significance of the relationship between the variables studied (Azwar, 2012). The researcher chose a quantitative approach because the researcher wanted to know whether or not there was an influence between the use of PMS on the effectiveness of working time and between the use of PMS on the performance efficiency of the front office divisions in handling guests before, during and after guests staying at several 4 and 5 stars around South and Central Jakarta. . So by using this approach the researcher will get the data and process it with statistics so that they can answer all of these questions.

The research method used by the author is to use a Likert scale. The questionnaire is a data collection tool by compiling written questions that are given directly to consumers. The instruments in this study were arranged using a Likert scale. The Likert scale is a measurement scale used to measure a person's attitudes, opinions, and perceptions of social phenomena. In this scale, the answers to each instrument item have a gradient from very positive to very negative (Sugiyono, 2019).

The scale in this study uses a Likert scale with four intervals (a four-point Likert scale).

4 = strongly agree (SS)

3 = agree (S)

2 = disagree (TS)

1 = disagree (STS)

The source of the data obtained by the author is data from the front office divisions at the "X" hotel and the "Y" hotel in Central Jakarta. The data analysis technique that the writer uses in this paper is the Multiple Linear Regression Model.

RESULTS AND DISCUSSION

A. Validity Test Results

Validity testing is carried out using the calculated r correlation formula obtained from the output, the value is then compared with the r table value from the statistical book. The complete validity test can be seen in table 5.1 showing that all indicators used in measuring the variables used in this study have a correlation coefficient that is greater than the r table. For a sample of 50 front office division people. at the real level $\alpha = 5\%$ (0.05) and the statement that obliges to meet the validity requirements <0.05 . Here are the validity results with a sample of 50.

Table 1 Validity Test Result

Variable	Number of	Valid
	Statements	
Effectiveness	8	8
Efficiency	8	8
PMS	10	10

Source: The results of 2021 data processing

B. Reliability Test Results

Reliability is a tool for measuring a questionnaire which is an indicator of a variable. The application of reliability in this study was carried out using the Cronbach Alpha formula. The results of the reliability test for each variable are summarized in the table.

Table 2 Reliability Test Results

Variable	Cronbach's
	Alpha
Effectiveness	0,773
Efficiency	0,852
PMS	0,840

Source: The results of 2021 data processing

Cronbach's Alpha value of all variables is greater than 0.60, so it can be concluded that all indicators or questionnaires used are stated to be reliable as a variable measuring tool.

C. Normality test

Data Normality test data is used to test whether the regression model, the

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dependent

variable, the independent variable or both have a normal distribution or not. The level of normality of the data is very important because the data are normally distributed, so the data can be said to be a population. In SPSS, the normality test method that is often used is the One-Sample Kolmogorov-Smirnov test. Normality test using the Kolmogorov-Smirnov One-Sample Method with unstandardized residuals.

Table 3 Data Normality Test
One-Sample Kolmogorov-Smirnov Test

		Unstandardized Predicted Value
N		50
Normal Parameters ^{a,b}	Mean	34.5600000
	Std. Deviation	1.58495007
Most Extreme Differences	Absolute	.254
	Positive	.145
	Negative	-.254
Test Statistic		.254
Asymp. Sig. (2-tailed)		.384 ^c

- a. Test distribution is Normal.
- b. Calculated from data.
- c. Lilliefors Significance Correction.

Sumber : Hasil olah data 2020

From the table above, it can be seen that the Asymp. Sig (2 tailed) significance value of 0.384 is greater than 0.05, so in accordance with the basis for decision making in the Kolmogorov - Smirnov normality test above, it can be concluded that the data is normally distributed. Thus the assumptions or requirements for normality in the regression model have been met.

D. Heteroscedasticity Test

Heteroscedasticity test is used to test whether in the regression model there is an inequality of variants from the residuals from one observation to another. A good regression model is that heteroscedasticity does not occur by looking at the dots pattern on the regression scatterplot. If the dots spread out in an unclear pattern and are below the 0 on the Y axis, then there is no heteroscedasticity problem

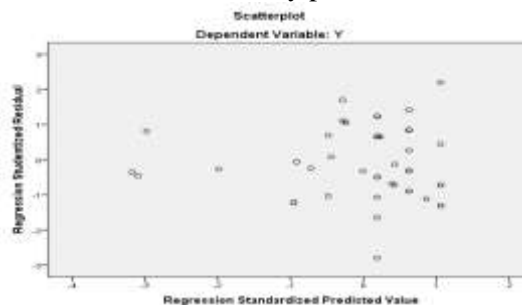


Figure 1 Heteroscedasticity Test

From the picture above, it can be seen that the dots spread with an unclear pattern above and below the number 0 on the Y axis, so there is no heteroscedasticity. Therefore,

it can be concluded that there is no heteroscedasticity problem in the regression model being tested.

E. Multicollinearity Test

Multicollinearity test is applied for multiple regression analysis consisting of two or more independent variables. where the level of association (closeness) of the relationship or influence between the independent variables will be measured through the correlation coefficient (r). A good regression model should not correlate with the independent variables.

Table 5 Multicollinearity Test
Coefficients^a

Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	X1	.521	1.919
	X2	.521	1.919

Source: 2020 data processing results

A variable shows symptoms of multicollinearity seen from the VIF (Variance Inflation Factors) value. If the VIF value is less than 10 and the Tolerance value is more than 0.1 for the second variable, it can be concluded that the regression model does not have multicollinearity problems.

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F. Linearity Test

The linearity test aims to find out whether the data we have is following a linear line or not (whether the relationship between the variables to be analyzed follows a straight line or not). Examiners at SPSS 20 used the test for linearity with a significance level of 0.05. Three variables are said to be linear if the significant value at linearity is less than 0.05.

Table 6 Linearity test based on the linearity of using PMS

		Sum of	DF	Mean	F	Sig.
		Squares		Square		
Effectiveness *PMS	Linearity	24.767	1	24.767	4.899	.032
Efficiency *PMS	Linearity	112.407	1	112.407	31.301	.000

Source: 2020 data processing results

Based on the results of data processing With the help of SPSS software version 20, it can be seen that the effectiveness value at linearity is 0.032 and the efficiency significance value at linearity is 0.000 less than 0.05, it can be concluded that between the effectiveness variable and the efficiency variable there is a linear relationship. With this, the assumption of linearity is fulfilled.

G. Multiple Linear Regression Analysis

To answer the problems in this study, multiple linear regression analysis was used

(Multiple Regression). For regressions where the independent variables consist of two or more, the regression is also called multiple regression. Because the independent variables above have two variables, the regression in this study is called multiple regression. The regression equation in this study is to determine how much influence the independent or independent variables have, namely effectiveness (X1), eviction (X2), and the use of PMS (Y).

Table 7 Multiple Linear Regression Test

Model		Coefficients ^a						
		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	14.171	4.640		3.054	.004		
	Effectiveness	.377	.203	.276	1.859	.069	.521	1.919
	Efficiency	1.066	.189	.839	5.641	.000	.521	1.919

a. Dependent Variable: guest satisfaction

Source: 2020 data processing results

From the data table above it is found that the resulting linear regression model is: $PMS = 14,171 + 0.377 \text{ effectiveness} + 1,066 \text{ efficiency}$.

- 1) The constant regression coefficient = 14,171 means that PMS will be worth 14,171 if all independent variables have a value of 0.
- 2) The effectiveness regression coefficient of = 0.377 means that if there is an increase in the effectiveness of 1 unit, the effectiveness will increase by 0.377 times.
- 3) The eviction regression coefficient of = 1.066 means that if there is an increase in evision of 1 unit, the eviction will increase by 1.066 times.

H. F - Test

To find out whether the resulting multiple linear regression model can be used as a model to predict the effectiveness and efficiency of the use of PMS, it is necessary to use the F / ANOVA test. The following will explain the testing of each variable below:

Table 8 Anova Test

Model		ANOVA ^a				
		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	123.091	2	61.546	19.918	.000 ^b
	Residual	145.229	47	3.090		
	Total	268.320	49			

a. Dependent Variable: Y

b. Predictors: (Constant), Evisiensi, Efektivitas

Source: 2020 data processing results

From the table above, the significance value is $0.000 < 0.05$. By using the real level $\alpha = 5\%$ (0.05). Thus H_0 is rejected and H_1 is accepted at this real level. This concludes that there is an influence between the effectiveness and efficiency variables simultaneously on the use of PMS.

I. Partial test with t test

The t-test shows how far the influence of one independent variable individually in explaining the variation of the independent variable.

Table 9. T-test

Model	Coefficients ^a				
	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	14.17	4.640		3.054	.004
	1				
Effectiveness	.377	.203	.276	1.859	.000
Efficiency	1.066	.189	.839	5.641	.000

a. Dependent Variable: Penggunaan PMS
Source: 2020 data processing results

1) Effectiveness (X1) Against PMS Use (Y)

The t-test results for the variable X1 (effectiveness) obtained the value of $t = 1.859$ with a significance level of 0.05 using a significance limit of 0.000, then $0.000 < 0.05$ means that H_1 is accepted and H_0 is rejected. Thus, it happens that the use of PMS will make the work of Front Desk Agents more effective. So it can be concluded that the better the PMS provided by the Hotel Management, the more effective the Front Desk Agents' work will be.

2) Efficiency (X2) Against PMS Use (Y)

The results of the t-test for variable X2 (Efficiency) obtained t count = 5.641 with a significance level of 0.000, using a significance limit of 0.05, then $0.000 < 0.05$ means that H_1 is accepted and H_0 is rejected. Thus, it happens that the use of PMS has a positive and significant effect on the Work Efficiency of Front Desk Agents. So it can be concluded that the use of PMS can affect the work done by Front Desk Agents to be more efficient.

3) Correlation Coefficient and Coefficient of Determination

Table 10 Correlation Coefficient and Coefficient of Determination.

Variabel	Parsial	Categori	r tabel $\alpha = 5\%$	Coefficient of Determination	Conclusion
Effectiveness	0,262	Weak	0,196	6,86	Significant
Efficiency	0,635	Strong	0,196	40,32	Significant
Simultaneous	0,677	Strong	0,196	45,83	Significant

Source: 2020 data processing results

Based on the results of the analysis table 10 on the correlation coefficient and the derived coefficient between each variable partially or simultaneously, it was found that the partial correlation coefficient of the effectiveness variable with the use of PMS is $0.262 > 0.196$ means that there is a significant relationship in the strong category between the effectiveness variable and the partial use of PMS.

From the results of the correlation coefficient and the coefficient of determination simultaneously, it was found that the partial correlation coefficient of the Efficiency variable with the use of PMS was $0.635 > 0.196$, meaning that there was a significant relationship in the strong category between the efficiency variable and the partial use of PMS.

Simultaneously (simultaneously) it is known that the correlation coefficient value between these four variables is 0.677. This means that there is a real relationship in the Strong and positive category between the effectiveness (x₁) and efficiency (x₂) variables on the use of PMS. The ability of the two independent variables to explain the use of PMS is 0.677, this means that the percentage of the effect of the independent variables on the effectiveness and efficiency of the use of PMS is 67.7%. And the remaining 32.3% is influenced by other factor variables.

CONCLUSION

The conclusions drawn by the author from the results of the analysis in this journal include: the work of the front office divisions is effective in handling guests before, during, and after the guest leaves because using PMS, or effectiveness has a significant effect on the use of PMS with a contribution of 26.2%. The front desk agent's job is to be efficient in handling guests before, during, and after the guest leaves because using PMS, or efficiency has a significant effect on the use of PMS with a contribution of 63.5%. Effectiveness (X₁), and Efficiency (X₂) simultaneously have a significant influence with a strong category on the use of PMS (Y) with a contribution of 67.7%, the remaining 32.3% is influenced by other factors that are not included. in this research.

From these conclusions, the authors hope that the hotel should hold training on PMS computer systems. To support the effectiveness and efficiency of the performance of the front office division in handling guests before, during, and after the guests leave, at the "X" and "Y" hotels in Central Jakarta. The employees of the front office division in handling guests before, during, and after the guests leave, at the "X" and "Y" hotels in Central Jakarta want to develop themselves to always learn new things related to the PMS computer system.

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