

ANALYSIS OF THE LEVEL OF VISITOR SATISFACTION WITH INFORMATION MANAGEMENT PROVIDED IN ONLINE APPLICATIONS BY HOTELS

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Abstract

Management Information Systems have an important role in meeting human needs in an organization. Management Information Systems help present information to provide operational, management and decision-making functions. With this web-based (online) hotel management information system, the following conclusions can be drawn: This online system is able to display customer data, employee data, room data and other data clearly because of the availability of a good database in the form of computer files. With this online information system, it makes it easier for customers to find out hotel information and the hotel's room booking system. This new system can make it easier for customers to administer payments at banks that have collaborated with the hotel, so that guests do not have to come directly to the hotel, because there is a good hotel website to visit via the internet. This hotel management information system provides information from the hotel to customers who want to book rooms. So the hotel no longer needs to count the occupied rooms in the guest book.

Keywords: Visitor Satisfaction, Information Management, Online Applications

INTRODUCTION

Information systems have an important role in the current era of technological development. Almost all businesses in the world use information systems in their companies. Not only that, business people are

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trying to develop the information systems used in their companies. This is done because information systems play an important role in their business (Hadi, A. S, 2023). For example, it can help all types of businesses to increase effectiveness and efficiency in business processes, decision making and strengthen competitive positions in markets that often change rapidly.

To get precise and accurate information, of course you need a system that processes data into important information with the demand for precise, fast and accurate information. Tight competition and the rapid development of technology and information lead to better, faster and more reliable systems in solving problems (Fauzi, A., et al, 2023).

A hotel management information system is a management information system that can help management performance in a hotel. Therefore, implementing a hotel management information system is very necessary to get the results expected by hotel owners (Xu, X, 2022). To maximize the function of the hotel management information system, the hotel management information system must be accessible both via computer devices and mobile devices. The development of technology and information requires fast and accurate information in the decision-making process, especially in the business world. The right information can result in the right decision making process too.

An Information System is a system within an organization that meets the needs of daily transaction processing, supports operations, managerial and strategic activities of an organization and provides certain external parties with the necessary reports. Data as raw material for information is a description of events in the form of certain characters, numbers or symbols that have meaning. Data for one organization can be information for another level. The captured data will be considered as input. processed back into a model, and so on forming an information cycle (Robinson, P, 2022).

A hotel is a form of commercially managed accommodation, provided for everyone to obtain services and lodging as well as food and drink (İnce, F. F., & Çakmak, S, 2023). So it is clear that: 1) A hotel is a commercial accommodation business. 2) The hotel must be open to the public. 3) The hotel must have services and a service system. 4) Hotels must have 3 (three) types of facilities/products, namely: (rooms, food and drinks, and services that are open 24 hours).

A hotel management system or what is often called a Hotel Management System (HMS) is a computer program (hotel software) which aims to assist hotel management in both daily activities and reports required

by the hotel. These activities are receiving guests (checking in), recording guest bills (guest folio), guest payments (Shin, S., & Nicolau, J. L, 2022). With this system, it is hoped that guests will get better service (good of service). Another result achieved by using this system is efficiency in daily operations.

In system development, the success of information system development is very dependent on the compatibility between system analysis, users, sponsors and clients. In developing information systems, careful planning and implementation play an important role in the future. Because the change in system from manual to computerized not only affects technological changes but also affects the service to users of this service. Where the new expanded system is able to serve requests submitted by users with certain system quality criteria, namely: reliable, accurate and timely (Zhao, X., & Mao, R, 2023).

Therefore, if there is a lag in the information system, repairs or further development of the information system must be carried out immediately. To find out the success of a system is through the perception of its users (Gautama, M., et al, 2023) states that evaluating the satisfaction of end users of information can be used as a benchmark for the success of the system.

RESEARCH METHOD

The study in this research is qualitative with literature. The literature study research method is a research approach that involves the analysis and synthesis of information from various literature sources that are relevant to a particular research topic. Documents taken from literature research are journals, books and references related to the discussion you want to research (Earley, M.A. 2014; Snyder, H. 2019).

RESULT AND DISCUSSION

Visitor Satisfaction

A. Understanding Visitor Satisfaction

Consumer satisfaction is an individual's perception of the performance of a product or service in relation to expectations. Consumers are satisfied if expectations are met and overjoyed if their expectations are exceeded. Consumer satisfaction arises from within the consumer's heart with feelings of happiness or disappointment after comparing his or her perception or impression of the performance or results of a product and his or her expectations (Liu, Siyang, & Guo, Jian, 2023).

The understanding of consumer satisfaction according to experts includes:

According to Kotler in Aritonang, Gio Sandro (2023) "the level of feeling where someone expresses the results of a comparison of product performance (services received and expected)".

According to Engel in Jannah, Annita (2024) "consumer satisfaction is a post-purchase evaluation where the alternative chosen at least provides results (outcomes) equal to or exceeding customer expectations, while dissatisfaction arises if the results obtained do not meet customer expectations."

According to Rangkuti in Jannah, Annita (2024) "consumer satisfaction is the consumer's response to the discrepancy between the previous level of interest and the actual performance felt after use".

According to Mowen in Aritonang, Gio Sandro (2023) "consumer satisfaction is the overall attitude towards a good or service after acquisition and use".

A visitor is a person who visits a place with the aim of enjoying and getting pleasure from their visit.

From the definition above, it can be concluded that consumer satisfaction in the context of visitors is a form of perception felt by consumers in purchasing a product in the form of goods or services in accordance with consumer expectations in order to produce satisfaction.

B. Benefits of Visitor Satisfaction

The main benefits of consumer satisfaction according to Tjiptono in Pangestu, R. A., et al (2023) include:

1. Reaction to producers choosing low costs
Focusing on customer satisfaction is an effort to retain consumers in order to face low cost producers. Many companies have found that quite a number of customers are willing to pay higher prices for better service and quality.
2. Economic benefits of customer retention versus perpetual prospecting
Studies show that retaining and satisfying is currently cheaper than continually trying to attract new customers.
3. Cumulative value of continuous repetition
Efforts to maintain consumer loyalty to a company's products and services over a long period of time can result in much larger annuities than individual purchases.
4. The persuasive power of infectious contact (word of mouth)

In many industries (especially the service sector), positive opinions from friends and family are far more persuasive and credible than advertising. Therefore, many companies not only research total satisfaction but also examine the extent to which customers recommend the company's products to others. Moreover, there is a tendency for customers to share their bad experiences with other people, while satisfied customers share their positive experiences.

C. Factors that determine visitor satisfaction

The factors that determine visitor or tourist satisfaction according to Widiyasa, I. G. B. K., & Tuti, M. (2023) include:

1. Quality of service related to friendliness, comfort, visitor requests and complaints. Positive perceptions of employees, both verbal and non-verbal, in their interactions with guests have an important role in forming visitor satisfaction. Therefore, it is important to note that no matter how good the destination on offer or how brilliant the marketing plan, it will all be in vain if there is damage to the most critical part of the first impression service (airport) front office (front line employees) as the first touch point where visitors make contact with the company
2. Price (monetary costs) related to assessing visitor satisfaction and not knowing whether another destination's offer could be extraordinary. Destinations that fail to manage visitor satisfaction and are not aware of the relative weakness of their products compared to other destinations in the same category, the company will tend to lose market and revenue.

The Role of Management Information Systems in Management Activities

A. Information System Support in the Planning Process

Control consists of activities that allow it to be carried out in accordance with a predetermined plan. Each organizational function requires control to assess the resulting achievements. For control, a measure of performance is needed that is based on human experience. Achievement is expressed according to the following measures:

1. Input unit
2. Activities
3. The resulting output (Schermann, M., et al, 2012).

MIS support in the control process starts with a planning model. The same model can usually be used to determine revised performance standards that take into account the changed level of activity. Revised

standards are needed for the control process. The support provided includes the following: (Gresty, M, 2013).

1. Analysis of differences in achievement with achievement standards
2. Other analyzes that help in understanding the differences
3. Direction of action that will improve future performance.

Another support from SIM in the control process is to carry out continuous monitoring of achievements, not just periodic reporting. Monitoring can be carried out based on a planning model plus the concept of control limits. If an activity is outside the control limits, then news is immediately conveyed to the appropriate control unit (Galliers, R. D., & Leidner, D. E, 2014).

In this way, activities in the organization can be monitored continuously and deviations will be immediately detected. In the future, new decisions can be made to return the process to control limits.

B. Information System Support for Decision Making

Information system support at the decision design stage involves software to assist activities at this stage, namely:

1. Software as an aid to problem understanding.

Software as an aid to understanding problems is software for developing a simulation model. For example: statistical software and regression analysis, simple correlation, chi square, and other significant tests, factor analysis, and sample selection (sampling).

2. Software as a solution creation aid

Software as a solution creation aid is software for feature analysis assisted by: Self-developed modeling software, database retrieval software. Both software are useful for creating ideas for solving problems faced.

3. Software for testing the feasibility of solving.

Software for testing the feasibility of solving is software for comparative analysis between various models developed using an existing database information system (Mithas, S., et al, 2011).

SIM support at the stage of selecting alternative problem solving is demonstrated by the existence of decision models that can be used to develop existing alternatives based on established criteria. The decision models that support this stage are statistical and analytical tool decision models, sensitivity analysis, and selection procedures.

Online Marketing of Hotel Services

"Online marketing is a company's efforts to market products and services and build customer relationships via the internet (Batinić, I, 2015). In this way, the process of buying and selling products or services becomes easier. The development of the world wide web which is already familiar to browser software users such as Microsoft Internet Explorer makes it easier for users to explore the internet for fully integrated text, graphics, images and sound purposes. Users can send e-mail, exchange ideas, shop, and access various information, while paying commercial service fees to stay connected to the internet.

According to Morissan (Parvez, S. J., et al, 2018) "online applications are internet-based technology that facilitates conversation. Online applications reflect various online information sources that are created, initialized, circulated and used by consumers with the aim of educating each other about products, brands, services, personalities and relevant issues." "Online ticket ordering is a form of e-commerce activity that has recently attracted a lot of interest from the Kasman community (Nadanyiova, M., et al, 2020)." Consumers who buy tickets via the internet, such as plane tickets, shows, hotel reservations, sports matches and so on, can print the tickets directly on their own printer at home or at the office as well as print other information that conventional tickets usually cannot, such as printing maps or event schedule. The development of encryption and bar code technology always accompanies every ticket issuance to avoid the possibility of ticket counterfeiting.

Hotel Marketing Strategy

According to Harif, M. A. A. M., et al (2022) the marketing strategies offered by hotels can be divided into two ways, namely:

1. Outside Selling, aims to find customers to stay at the hotel. Outside selling is impersonal, that is, it can be carried out through advertising in mass media.
2. Inside Selling, which aims to encourage guests to take advantage of all the facilities provided by the hotel. Also so that they feel at home and stay longer at the hotel and then inform other contacts about all the interesting facilities at the hotel. Inside selling is personal because it is influenced by the quality of the services offered and felt by guests. The attitudes and services of hotel employees are all attractions and factors that can influence visitor satisfaction.

With a management team, work efficiency can be increased, costs can be saved in all areas, due to uniformity, and promotional activities can be carried out jointly. According to Bondarenko, V. A., et al (2019) efforts that can be made to increase service sales are:

- a. There is staff, receptionist service, friendly information and mastery of their field.
- b. Have extensive knowledge about the city situation, tourist attractions
- c. Master a foreign language, especially English
- d. Diligent, honest and commendable workers
- e. Attractive uniforms, and
- f. Various mental and physical traits that must be inherent in a good salesperson.

"From a marketing perspective, in marketing hotel services it is very necessary to create relationship marketing, which originates from guest satisfaction based on their experience of staying at the hotel. In order to create what every marketer wants, the implementation of integrated marketing needs to start with internal marketing, external marketing and interactive marketing.

- a. Internal marketing in hotel services, namely developing hotel employees so that they improve their knowledge and skills, as well as being friendly, polite and honest in serving guests, thereby creating a satisfactory impression for guests.
- b. External marketing, namely the management's task of looking for subscriptions, by directing promotion and coaching potential customers, as well as determining all forms of techniques to attract consumers.
- c. This interactive marketing takes the form of employee expertise in serving consumers. Hotel consumers are usually educated groups of people, who must receive special, fast and accurate service, so as not to irritate guests with slow service and not understanding visitors' needs (De Pelsmacker, P., et al, 2018).

Visitor Interest

According to Harif, M. A. A. M., et al (2022) the factors that influence interest are:

- a. Knowledge

Knowledge is the result of knowing that occurs after people sense a particular object. Sensing occurs through the five human senses, namely the senses of sight, hearing, smell, taste and touch. Most human

knowledge is obtained through education, other people's experiences, mass media and the environment.

b. Experience

Experience as a source of knowledge is a way to obtain the truth of knowledge by repeating solving problems faced in the past.

c. Information

In general, information can process data in a form that is more useful and more meaningful to the recipient, which describes real events that are used for decision making. Information is data that is further classified or processed and interpreted for use in the decision process.

CONCLUSION

With this web-based (online) hotel management information system, the following conclusions can be drawn: This online system is able to display customer data, employee data, room data and other data clearly because of the availability of a good database in the form of computer files. With this online information system, it makes it easier for customers to find out hotel information and the hotel's room booking system. This new system can make it easier for customers to administer payments at banks that have collaborated with the hotel, so that guests do not have to come directly to the hotel, because there is a good hotel website to visit via the internet. This hotel management information system provides information from the hotel to customers who want to book rooms. So the hotel no longer needs to count the occupied rooms in the guest book.

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