

Analysis of Service Quality with Intellectual Capital and Social Capital through the Quality of Human Resources which has an Impact on Customer Satisfaction

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Abstract

This study aimed to determine and analyse the effect of service quality with intellectual capital and social capital through the quality of human resources that impact customer satisfaction. The study describes the causality among the variables studied and uses a quantitative approach. The population in this study were 19 employees at Atria Inn Makassar, and the number of visitors in 2019 was 6,746. Sampling using saturated sampling technique for employees and random selection for guests. The final sample used was 119 people. Data collection was carried out through observation, questionnaires, interviews, and documentation. Analysis of the data of this study with multiple linear regression and processing using SPSS ver. 25. The results show that all the hypotheses proposed in the study are acceptable. Atria Inn Makassar, in managing intellectual capital, can increase profits from the financial side, encourage increased human resources with a better understanding. Encourage morale and the ability to plan and ideas in achieving organizational goals. Employees possess the level of intellectual knowledge and the power of creativity and innovation to provide the best results in the organization. Through social capital, honesty and mutual trust among fellow visitor employees and their leaders create a harmonious relationship, instilling an attitude of mutual trust that has encouraged employees to work optimally and optimally.

Keywords: service quality, intellectual capital, social capital, customer satisfaction, Indonesia

1. Introduction

The hotel industry (INN) plays an essential role in national tourism development, according to the Law of the Republic of Indonesia Number 10 of 2009 concerning tourism. Which states that tourism has various forms of tourism activities and is supported by facilities and services provided by the community, businesspeople, and local governments. Tourism is the whole activity of the government, business world, and society to manage, organize and serve the needs of tourists (Yusriadi et al., 2019).

Several factors affect the hotel industry's development, one of which is about the role of the hotel in attracting and retaining customers by offering the highest standard of service quality so that guests are pleased with the services rendered. Service quality is mostly focused on the level of fulfilment of desires and requirements and the consistency of execution to match customers' level of expectations. A service is a form or type of service rendered by the hotel if the client is in the hotel, such as the receptionist, room service, bell boy, protection, cleaning service, and others.

Intellectual capital is an aspect that influences the quality of human resources and services in the sector. Intellectual capital is an intangible asset capable of offering value to businesses and societies, such as intellectual property patents, copyrights, and franchises (Kanto et al., 2020; Sawitri et al., 2019; Nuraini et al., 2019). In addition to intellectual capital, social capital is also an essential factor influencing human resources and service quality. Hasmin Tamsah, Ansar, et al. (2020) generally explains where social capital is a social ties source for them or individuals. Social capital can affect success, as business partners' information can sharpen the entrepreneurial perspective on business management.

Atria Inn Makassar is one of the hotels/inns located in the town of Makassar with the idea of offering the best service to guests. This place of lodging, through continuous growth, helps its workers to progress individually and in groups to provide better service and satisfaction to its customers. This study aims to show how the quality of service with intellectual capital and social capital through quality human resources affects customer satisfaction at Atria Inn Makassar.

2. Research Method

In this analysis, a causal design is used, which shows a cause and effect relationship (causality) between the research variables and uses a quantitative approach. This study has a population of all Atria Inn Makassar workers as many as 19 and several visitors as 6,746 in 2019. The author's final sample was 119 participants, using a saturated sampling technique for workers and unintentional sampling for visitors-analysis of data for this study with multiple linear regression and processing using SPSS ver. 25.

3. Results

3.1 Data analysis

For path analysis, this study conducted a test of structure 1, structure 2, and 3. Based on the results of multiple linear regression analysis, the value for each test of the influence between the independent variable and the dependent variable can be seen in tables 1 and 2.

Table 1. t test of the effect of X1 and X2 on Y1

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.860	1.530		2.522	.013
	Intellectual Capital (X1)	.373	.080	.377	4.674	.000
	Social Capital (X2)	.383	.070	.444	5.509	.000

Dependent Variable: Quality of Human Resources (Y1)

The regression coefficient value (b_1) = 0.377 with a significance value of 0.000, which means essential ($\text{Sig} < 0.05$) or from the count value of the table ($4.674 > 1.980$). Therefore, it was believed that the variable Intellectual Capital (X1) had a positive and important impact on the variable output of human resources (Y1). The magnitude of the effect of variable X1 on Y1 can be seen from the value of standardized beta coefficients, i.e., 0.377 or 37.7 percent.

The regression coefficient value (b_2) = 0.444 with a significance value of 0.000 which means important ($\text{Sig} < 0.05$) or from the count value of the table ($5.509 > 1.980$). Therefore, the social capital component (X2) has a positive and important influence on the efficiency of human resources (Y1). The magnitude of the effect of variable X2 on Y1 can be seen from the value of the standardized beta coefficients, namely 0.444 or 44.4 percent.

Table 2. t test for the effect of X1, X2 and Y1 on Y2

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-1,194	.951		-1,256	.212
	Intellectual Capital (X1)	.141	.053	.137	2,681	.008
	Social Capital (X2)	.149	.047	.165	3,145	.002
	HR Quality (Y1)	.733	.056	.701	13,042	.000

Dependent Variable: Quality of Service (Y2)

The benefit of the regression coefficient (b_3). Based on Table 2, the value (b_3) = 0.137 with a significance value of 0.008 which is important ($\text{Sig} < 0.05$) or from the value of $t_{\text{count}} > \text{table}$ ($2.681 > 1.980$). Therefore, it is claimed that the variable Intellectual Capital (X1) has a positive and important impact on service quality (Y2). The magnitude of the effect of variable X1 on Y2 can be seen from the value of the standardized beta coefficients, namely 0.137 or 13.7 percent.

The benefit of the regression coefficient (b_4). On the basis of Table 2, a value (b_4) = 0.165 with a significance value of 0.002 is obtained, which means important ($\text{Sig} < 0.05$) or a value of $t_{\text{count}} > \text{table}$ ($3.145 > 1.980$). It is also claimed that the Social Capital variable (X2) has a positive and important impact on the service quality (Y2). The magnitude of the effect of variable X2 on Y2 can be seen from the value of the standardized beta coefficients, namely 0.165 or 16.5 percent.

The benefit of the regression coefficient (b_5). Based on Table 2, the value (b_5) = 0.701 with a value of 0.000 which is important ($\text{Sig} < 0.05$) or the value of $t_{\text{count}} > \text{table}$ ($13.042 > 1.980$). It is also claimed that the variable quality of human resources (Y1) has a positive and important impact on the variable quality of service (Y2). The magnitude of the effect of variable Y1 on Y2 can be seen from the value of the standardized beta coefficients, namely 0.701 or 70.1 percent.

Table 3. T test The effect of Y2 on Z

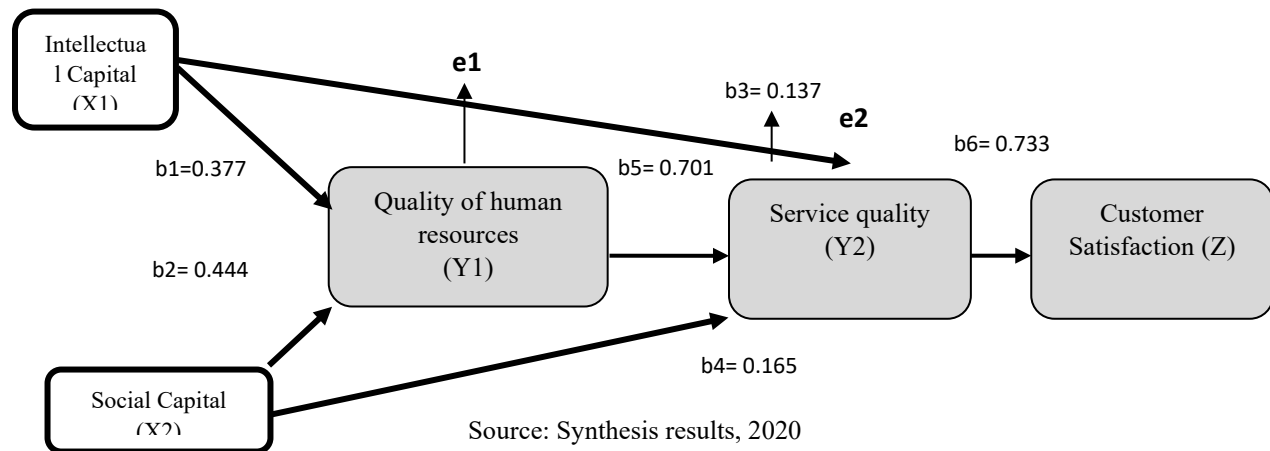
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	6,302	1,312		4,804	.000
	Quality of Service (Y2)	.660	.057	.733	11,658	.000

Dependent Variable: Customer Satisfaction (Z)

The regression coefficient value is 0.733 with a significance value of 0.000, which means significant ($\text{Sig} < 0.05$) or from the value of $t_{\text{count}} > \text{table}$ ($11.658 > 1.980$). Therefore, in the Service Quality variable (X2), there is a positive

and significant influence on Customer Satisfaction (Y2). The magnitude of Variable Y2 on Z can be seen from the value of standardized coefficients beta, namely 0.733 or 73.3%.

As in the results of the analysis in Structure II as shown in Table 1,2, and 3, a structure diagram can be made with the resulting equation as follows:



it is shown as follows:

1. $X1 \rightarrow Y1 \rightarrow Y2 = (b1 \times b5) = (0,377 \times 0,701) = 0,264$
The value of 0.264 indicates that the indirect effect of variable X1 on variable Y2 by variable Y1 is 0.264 or 26.4 percent.
2. $X2 \rightarrow Y1 \rightarrow Y2 = (b2 \times b5) = (0,444 \times 0,701) = 0,311$
3. The value of 0.311 means that the indirect effect of variable X2 on variable Y2 by variable Y1 is 0.311 or 31.1 percent.

Table 4. Hypothesis test results

No.	Hypothesis	Score	Sig.	Conclusion
1	<i>Intellectual Capital</i> has a positive and significant effect on the quality of human resources at Atria Inn Makassar.	0.377	.000	Received
2	<i>Social Capital</i> has a positive and significant effect on the quality of human resources at Atria Inn Makassar.	0.444	.000	Received
3	<i>Intellectual Capital</i> has a positive and significant effect on service quality at Atria Inn Makassar.	0.137	.008	Received
4	Social Capital has a positive and significant effect on service quality at Atria Inn Makassar.	0.165	.002	Received
5	The quality of human resources has a positive and significant effect on service quality at Atria Inn Makassar	0.701	.000	Received
6	<i>Intellectual Capital</i> has a positive and significant effect on service quality through the quality of human resources at Atria Inn Makassar.	0.264	.000	Received
7	<i>Social Capital</i> has a positive and significant effect on service quality through the quality of human resources at Atria Inn Makassar.	0.311	.000	Received
8	Service quality has a positive and significant effect on customer satisfaction at Atria Inn Makassar.	0.733	0.00	Received

4. Discussion

4.1 Intellectual Capital on the Quality of Human Resources at Atria Inn Makassar

The effect of the variable of intellectual capital on the quality of human resources is positive and essential with a practical value of 0.377, which means that growing intellectual capital improves the quality of human resources at Atria Inn Makassar by assuming that other variables that affect the size and size of intellectual capital are constant.

Previous studies support this by Gilley & Egglund (1989) and H Tamsah, Poli, et al. (2020). They said that each intellectual capital has a positive and vital impact on the quality of human resources. Positive and significant outcomes between intellectual capital on the quality of human resources indicate that intellectual capital is a good asset and that the organization, including hotel services at Atria Inn Makassar, needs intellectual capital to boost the capabilities and results that the organization wants to achieve.

4.2 Social Capital on Human Resource Quality at Atria Inn Makassar

The impact of the variable social capital on the quality of human resources is positive and essential, with a compelling value of 0.444, which means that the increase of social capital would boost the quality of human resources at Atria Inn Makassar by assuming that other variables that influence the size and size of social capital are constant. This result is confirmed by the results of Gilley & Egglund (1989) and Indahingwati et al. (2019), who concluded that human resources' quality is influenced by social capital. Also, this study's findings are confirmed by the opinion of Fukuyama (1995), which notes that the idea of social capital is rooted in values that are culturally bound together and shape good qualities for individuals. The capacity of human resources is the secret to achieving the anticipated objectives. An essential resource for maintaining harmonious ties both within and outside the workplace, this degree of harmonization must be held to establish a favourable and mutually beneficial environment, especially in the workplace. Colleagues are the closest people who can offer admonitions, greetings, and comfort at work so that, to demonstrate the sensitivity of their fellow workers, social capital is required as the necessary capital of socializing their colleagues.

4.3 Intellectual Capital on Service Quality at Atria Inn Makassar

The influence of the intellectual capital variable on service quality is positive and significant with an impact value of 0.137, and this means that an increase in the intellectual capital variable will increase the service quality variable at Atria Inn Makassar by assuming that other factors that influence the amount and size of intellectual capital are constant. This result is strengthened and supported by the findings of Ahdan et al. (2019); Awaluddin et al. (2019); Sawitri et al. (2019); Umar et al. (2019). They say that intellectual capital has a positive effect on improving the service quality. Intellectual Capital is an important asset that an organization or company must have to increase its ability to achieve the goals it wants to achieve. An organization that does not consider intellectual capital will not grow and even decrease its capabilities over time. Intellectual capital is an important asset that will benefit the organization and continue to increase its profits if maintained and continuously developed.

4.4 Intellectual Capital on Service Quality through Quality Human Resources at Atria Inn Makassar

The influence of the variable intellectual capital on the quality of service through the quality of human resources is positive and essential with a practical value of 0.264, which means that the rise in variable intellectual capital would boost the quality of service through the rate of human resources at Atria Inn Makassar by assuming that other variables influence the size and small amount of intellectual capital. The positive and substantial effects of intellectual capital on quality of service through the quality of human resources are shown by the degree of conformity generated by Atria Inn Makassar's management, which positions intellectual capital as the most critical asset in its organization. Also, the human resources have been maintained and maintained and will continue to be established for the better (Nurung et al., 2020).

4.5 Social Capital on Service Quality through Quality Human Resources at Atria Inn Makassar

The influence of the variables of social capital on the quality of service through the quality of human resources is positive and essential with an impact value of 0.311, which means that the rise in the variable of social capital would increase the quality of service through the rate of human resources at Atria Inn Makassar by assuming that other factors influence the scale and size of the variable of social capital. Social capital is a term focused on the importance of social networks, and a healthy and mutually supportive culture can be created through social means. The positive and meaningful effect of social capital on the quality of service through the quality of human resources is focused on the positive principles that exist in a workgroup interconnected and require each other based on the willingness of specific resources or employees to carry out their duties and work (Ilyas et al., 2020).

4.6 Service Quality towards Customer Satisfaction at Atria Inn Makassar

The impact of service quality variables on customer satisfaction is positive and essential with a compelling value of 0.733, which means that, with an improvement in service quality variables, Atria Inn Makassar would also increase customer satisfaction by believing that other factors influence the size and size of service quality. These results are reinforced and in line with the findings of Mustafa et al. (2020); Nurung et al. (2020); Usman et al. (2020), which concluded that quality of service had a positive and vital impact on customer satisfaction. Customers or customers as service recipients demand a maximum grade of service to meet their needs-fulfilment of consumer preferences to make a positive effect on the success of a business or organization.

5. Conclusion

Atria Inn Makassar can raise income on the financial side by controlling intellectual capital by promoting improved human resources with better understanding, encouraging values, and preparing and thinking about the achievement of organizational objectives. The expression of this intellectual capital is shown by the degree of intellectual capacity and imagination and the inventions that workers possess to achieve the organization's best results. Via social capital, the degree of integrity and confidence between fellow visitors and their leaders creates a harmonious relationship. The instilling of an attitude of mutual trust has motivated employees to function more optimally and optimally. The planting of principles or standards that have become binding guidelines has made it possible for employees to follow, obey and establish a successful organization. Besides, social capital has built good relationships in providing services to visitors, with open communication and the staff's friendliness to each other. It has shown that Atria Inn Makassar's solidarity is proof that there is an extensive and robust network of Atria Inn employees. Makassar and his visitors. In terms of Atria Inn Makassar's human resources skills, it also demonstrates work professionalism that makes their work more maximal and efficient; the work spirit showed created positive management values and has an impact on the quality of service, and this quality service makes Atria Inn Makassar's visitors/guests feel happy because what they want is what they want.

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