



## Investigation of Room Attendant Service Quality and Guest Satisfaction in the Hospitality Industry

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### ABSTRACT

The hospitality sector relies on hotels for visitor lodgings and amenities. Housekeeping includes keeping guest rooms clean and comfortable. This research evaluates how Renaissance Okinawa Resort room attendants prepare rooms and guest satisfaction. For quantitative descriptive study, 100 resort visitors were surveyed. SERVQUAL scored service quality on assurance, tangibles, responsiveness, empathy, and reliability. Room attendants disappointed visitors by -0.20 generally. The assurance dimension differed most, whereas tangibles least. The survey also identified a 0.78 link between client happiness and room attendant service. The findings suggest regular guest satisfaction surveys, training, performance reviews, resource allocation, and education to enhance room attendant services. This research adds to the literature on room attendant service and client satisfaction in Japanese resort hotels.

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## **INTRODUCTION**

Tourism is a highly significant and crucial industry on a global scale. Tourism has a crucial role in driving economic growth by increasing export earnings, creating employment opportunities, stimulating company growth, and improving infrastructure. The tourist industry has experienced significant growth and transformation in recent years. UNWTO (2020) said that in 2019, tourism contributed to 10.3% of the global GDP and provided employment to 330 million individuals globally.

Japan's tourism industry has experienced significant growth in recent years, making it one of the most popular tourist destinations globally. Japan was the top destination for foreign tourists in 2019, attracting a total of 31.88 million visitors. This figure represents a 2.2% increase compared to the previous year, as reported by the Japan National Tourism Organization in 2020. Japan's tourism industry exerts a substantial economic influence. The tourism industry made up 7.4% of Japan's GDP and provided employment for over 5 million individuals in 2019. Okinawa Island, renowned as a highly sought-after tourist spot in Japan, has also witnessed a significant surge in travel. The island is renowned for its subtropical climate, breathtaking beaches, and distinctive cultural traditions. Based on the data provided by the Okinawa Prefectural Government in 2021, the tourist influx to Okinawa in 2019 saw a growth rate of 3.9% compared to the preceding year. Tourism plays a significant role in Okinawa's economy, accounting for 10.9% of the prefecture's GDP in 2019. With the rising influx of tourists to Okinawa, the need for hotel accommodations will also grow. Hotels play a crucial role in the tourism sector as they provide accommodation and various amenities to travelers. The level of hotel service directly impacts client satisfaction and their inclination to revisit the tourist location. Hotels are required to deliver great service in order to fulfill visitor expectations and maintain competitiveness in this business.

The Renaissance Okinawa Resort is a luxury hotel located in the popular tourist region of Onna in Okinawa. The hotel is strategically located by the sea and provides breathtaking views. The Renaissance Okinawa Resort provides an extensive array of amenities and services to its visitors, encompassing luxurious accommodations, dining establishments, swimming pools, a spa, a fitness center, and many recreational activities. Although the hotel strives to offer excellent customer service, it nonetheless encounters several obstacles and issues. During a three-month period, many issues were identified regarding the efficiency of room attendants in their preparation of guest rooms at Renaissance Okinawa Resort. Room attendants have the responsibility of maintaining the cleanliness, tidiness, and overall condition of guest rooms. The level of service rendered by room attendants has a direct impact on the happiness of guests over their whole duration of stay at the hotel. An identified challenge is the occurrence of mistakes when utilizing standard operating procedures (SOP) for cleaning guest rooms. Standard Operating Procedures (SOPs) are established guidelines that room attendants must strictly follow in order to consistently provide service of exceptional quality. Nevertheless, a number of room attendants persist in violating established Standard Operating Procedures (SOPs), including

neglecting to meticulously verify the presence of all amenities in guest rooms, making cleaning errors, and neglecting to inform supervisors about damages or inconsistencies. Another issue of concern is the limited proficiency of room attendants in foreign languages, notably English. Fluency in English is a crucial need for an international hotel to deliver exceptional service and fulfill client expectations (Susepti et al., 2017). Nevertheless, certain room attendants still encounter difficulties in effectively communicating with international travelers, leading to misunderstandings and displeasure among passengers.

Renaissance Okinawa Resort is also facing a challenge due to a scarcity of hotel staff. The hotel has a workforce of 132 room attendants who are responsible for maintaining and servicing its 377 rooms. The ratio of rooms to attendants is below the industry guideline of one attendant every 15-20 rooms (Bagyono, 2021). The insufficient quantity of room attendants may lead to a significant burden, hence reducing the quality of service. Moreover, there is a deficiency in the provision of training and skill enhancement opportunities for room attendants, which necessitates immediate attention. Training is crucial for enhancing the competence and performance of hotel personnel. Insufficient provision of structured and consistent training programs may result in room attendants lacking the requisite knowledge and abilities to carry out their responsibilities.

These factors might potentially influence the level of guest satisfaction about the service rendered by room attendants at Renaissance Okinawa Resort. Tourist satisfaction plays a crucial role in the performance of hotel companies as it fosters tourist loyalty, favorable word-of-mouth recommendations, and a propensity to revisit (Jumadi et al., 2018). In order to improve the quality of room attendant service, hotel management must identify and resolve existing challenges. The objective of this study is to evaluate the level of service quality provided by room attendants in the task of arranging guest rooms at the Renaissance Okinawa Resort. The room attendant services' strengths and limitations will be emphasized by evaluating their performance based on service quality standards, including dependability, responsiveness, assurance, empathy, and tangibles (Parasuraman et al., 1988). The research aims to offer hotel management recommendations on improving the service quality of room attendants, hence boosting client satisfaction and enhancing the hotel's competitiveness in the highly competitive hospitality industry.

## LITERATURE REVIEW

The hospitality industry is a vital element of the tourist sector (Mahapatra & Patra, 2018). Hotels offer lodging and amenities for travelers, making the quality of hotel services crucial for guest satisfaction and the general prosperity of the tourism sector (Cheng et al., 2019). The housekeeping department in hotel operations is essential for ensuring the cleanliness, neatness, and comfort of guest rooms (Agusta & Palupiningtyas, 2024; Yuliamir et al., 2023). Room attendants, who are part of the housekeeping department, have the duty of preparing and upholding the cleanliness standards of guest rooms in accordance with the hotel's established requirements (M. Febriyan Pratama & Dyah Palupiningtyas, 2021).

### **Service Quality**

Service quality provides a crucial role in the hospitality sector as it has a direct impact on client happiness, loyalty, and the competitive advantage of hotels. According to (de Kervenoael et al., 2020; Parasuraman et al., 1988), service quality is a comprehensive evaluation or perception on the excellence of a service. The SERVQUAL model was devised, comprising five factors that assess service quality:

1. Reliability refers to the capacity to deliver the intended service with precision and punctuality.
2. Responsiveness refers to the inclination to assist clients and offer timely service.
3. Assurance: The expertise and politeness of staff members and their capacity to instill trust and assurance in clients.
4. Empathy: The act of showing compassion and personalized care towards clients.
5. Tangibles refer to the visual aspects of physical buildings, equipment, staff, and communication materials.

The SERVQUAL paradigm is extensively employed in service quality studies within the hotel sector. In a research done by Susepti et al (2017), it was shown that the quality of service, which includes reliability, responsiveness, assurance, empathy, and tangibles, has a strong and beneficial impact on the satisfaction of hotel guests. A separate study conducted by Jumadi et al., (2018) similarly discovered that service quality had a notable impact on the happiness of hotel customers.

### **The Role of Room Attendants in Hotel Service Quality**

Room attendants are hotel staff members who have the responsibility of ensuring that guest rooms are kept clean, organized, and well stocked. They play a crucial part in ensuring a gratifying stay experience for hotel customers. Bagyono (2021) states that the primary responsibilities of room attendants encompass the sanitation of guest rooms, restrooms, and adjacent common spaces. Additionally, they are responsible for supplying guests with essential items like towels, sheets, and amenities.

Guests' impressions of hotel service quality are directly influenced by the performance of room attendants. Adnyasuari & Darma (2017) discovered that the service quality offered by room attendants, including room cleanliness, service speed, and friendliness, had a favorable impact on the satisfaction of hotel guests. Hence, it is crucial for hotel management to guarantee that room attendants possess comprehensive information, proficient abilities, and positive attitudes in executing their responsibilities.

### **Standard Operating Procedures (SOP) for Room Attendants**

Standard Operating Procedures (SOP) are established protocols that room attendants must adhere (Agustina & Suryani, 2019) to when performing their responsibilities. The purpose of SOPs is to guarantee uniformity and excellence in the service offered to hotel patrons. Sugiarto (2018) outlines that the standard

operating procedures (SOPs) for room attendants encompass a series of stages and guidelines for cleaning and preparing guest rooms. These include protocols for inspecting rooms, utilizing cleaning equipment and supplies, and managing guest possessions.

According to a study done Agustina & Suryani (2019), the effective application of Standard Operating Procedures (SOPs) by room attendants has a beneficial impact on service quality and the happiness of hotel guests. Nevertheless, the study also discovered that there are still certain hindrances in the execution of SOPs, including inadequate oversight and room attendants failing to adhere to specified protocols. Hence, it is crucial for hotel management to consistently oversee and assess the effectiveness of room attendants in adhering to standard operating procedures (SOPs).

### **Training and Development of Room Attendants**

Training and development play a crucial role in enhancing the proficiency and effectiveness of room attendants. Wardhana et al. (2020) found that good training may enhance the, abilities, and work attitudes of room attendants, resulting in a favorable influence on the quality of service offered to hotel clients. Room attendant training may encompass several elements, including proficiency in cleaning methods, effective management of guest grievances, adept communication, and fluency in different languages.

Putri & Nurcaya (2018) conducted a study that demonstrated a direct and substantial correlation between work training and the performance of hotel employees. They highlighted the need of well-organized and ongoing training programs to enhance the caliber of personnel in the hospitality sector. In addition, Wardhana et al. (2020) discovered that employee training had a beneficial impact on the quality of hotel services.

### **Hotel Guest Satisfaction**

Guest satisfaction is a crucial determinant of the hotel industry's performance. Satisfaction, as defined by Kotler & Keller (2016), is an individual's emotional response of either joy or disappointment that stems from comparing their perceived experience with a product or outcome to their initial expectations. Within the realm of the hospitality sector, visitor satisfaction pertains to the assessment made by guests on their experience throughout their stay, in relation to their initial expectations.

The service quality rendered by room attendants has a substantial impact on the happiness of hotel guests. The study done by Jumadi et al. (2018) shown that service quality characteristics, including reliability, responsiveness, assurance, empathy, and tangibles, had a favorable impact on customer satisfaction in the hotel industry. A separate study conducted by (Susepti et al (2017) further confirmed that the quality of service has a substantial impact on the satisfaction and loyalty of hotel guests.

The contentment of hotel guests has significant ramifications for the prosperity of the hotel industry. Contented customers typically exhibit loyalty, engage in repeat transactions, and offer favorable referrals to others. On the other

hand, visitors who are not content might result in financial losses for the hotel due to their complaints, poor publicity, and the possible loss of clients. Consequently, it is imperative for hotel management to proactively assess and enhance client satisfaction, with a specific emphasis on the level of service quality delivered by room attendants and other hotel departments.

## METHODOLOGY

This study used a quantitative descriptive method to analyze the service quality of room attendants in preparing guest rooms at Renaissance Okinawa Resort. Quantitative descriptive method is a research method that aims to describe or depict a phenomenon systematically, factually, and accurately using numerical data and statistical analysis (Sugiyono, 2019a).

The population in this study was all guests staying at Renaissance Okinawa Resort in 2023, totaling 96,961 people. Considering the large population size and limited time and resources, this study used a sampling technique. A sample is a part of the number and characteristics possessed by the population (Sugiyono, 2017). The determination of the sample size in this study used the Slovin formula with a tolerable error rate of 10% (0.1). The Slovin formula is as follows:

$$n = N / (1 + Ne^2)$$

Description:

n = Number of samples

N = Total population

e = Tolerable error rate (0.1)

Based on this formula, the number of samples taken is:

$$n = 96,961 / (1 + 96,961 \times 0.1^2)$$

$$n = 96,961 / (1 + 969.61)$$

$$n = 96,961 / 970.61$$

$$n = 99.90 \text{ (rounded up to 100)}$$

Thus, the number of samples used in this study was 100 guests staying at Renaissance Okinawa Resort. The sampling technique used was purposive sampling, which is a sampling technique with certain considerations (Sugiyono, 2017). The sample criteria in this study were guests who had stayed at least one night at Renaissance Okinawa Resort and were willing to fill out the questionnaire.

Data collection in this study was carried out using questionnaires. A questionnaire is a data collection technique that is carried out by giving a set of written questions or statements to respondents to answer (Sugiyono, 2019b). The questionnaire in this study consisted of two parts: The first part contained questions regarding respondent characteristics, such as gender, age, country of origin, purpose of stay, and length of stay and the second part contained statements regarding the service quality of room attendants, measured using the SERVQUAL dimensions (Parasuraman et al., 1988), namely reliability, responsiveness, assurance, empathy, and tangibles. Each statement was measured using a 5-point Likert scale, ranging from "strongly disagree" (1) to "strongly agree" (5).

In addition to questionnaires, data collection was also carried out by direct observation at Renaissance Okinawa Resort to observe the performance of room attendants in preparing guest rooms. Observations were conducted for one month in March 2024. Secondary data was also collected through documentation studies, namely by reviewing relevant documents such as hotel annual reports, standard operating procedures (SOP) for room attendants, and room occupancy data.

Data analysis in this study used descriptive analysis techniques with a quantitative approach. Descriptive analysis techniques are used to describe or depict the data that has been collected without intending to make generally applicable conclusions (Sugiyono, 2017). The data obtained from the questionnaire will be processed using SPSS (Statistical Package for the Social Sciences) software version 25.

The steps in data analysis are as follows:

1. Validity and reliability tests of research instruments. Validity tests are conducted to measure the accuracy and precision of instruments in measuring the variables studied, while reliability tests are conducted to measure the consistency of research instruments (Sugiyono, 2017).
2. Descriptive statistical analysis to describe the characteristics of respondents and research variables, including calculations of frequency, percentage, mean, and standard deviation.
3. Analysis of the service quality level of room attendants based on the SERVQUAL dimensions. The service quality level is measured by calculating the gap between guest perceptions and expectations of room attendant performance. The smaller the gap, the better the service quality provided.
4. Analysis of the overall level of guest satisfaction with the service quality of room attendants. The level of guest satisfaction is measured using a 5-point Likert scale, ranging from "very dissatisfied" (1) to "very satisfied" (5).
5. Hypothesis testing to determine the effect of room attendant service quality on guest satisfaction. Hypothesis testing is carried out using simple linear regression analysis.

## RESEARCH RESULT

This study aims to analyze the service quality of room attendants in preparing guest rooms at Renaissance Okinawa Resort and its impact on guest satisfaction. The research results were obtained from data collection through questionnaires distributed to 100 guests staying at Renaissance Okinawa Resort, direct observation, and documentation studies. The following is a description of the research results based on the data analysis that has been carried out.

Based on the results of descriptive statistical analysis, the characteristics of the respondents in this study are as follows:

- Gender: 55% of respondents were female and 45% were male.

- Age: 30% of respondents were aged 25-34 years, 28% were aged 35-44 years, 22% were aged 45-54 years, and 20% were aged 55 years and above.

- Country of origin: 60% of respondents were from Japan, 20% from South Korea, 10% from China, and 10% from other countries.
- Purpose of stay: 70% of respondents stayed for leisure purposes, 20% for business, and 10% for other purposes.
- Length of stay: 40% of respondents stayed for 2-3 nights, 35% for 4-5 nights, and 25% for more than 5 nights.

### **Room Attendant Service Quality**

Room attendant service quality was measured using the SERVQUAL dimensions consisting of reliability, responsiveness, assurance, empathy, and tangibles. The results of the gap analysis between guest perceptions and expectations of room attendant performance are as follows:

- Reliability: Gap of -0.25, indicating that room attendant performance in providing accurate and timely service is still slightly below guest expectations.
- Responsiveness: Gap of -0.15, indicating that room attendants' willingness to help guests and provide prompt service is approaching guest expectations.
- Assurance: Gap of -0.30, indicating that room attendants' knowledge, courtesy, and ability to inspire trust in guests still need improvement.
- Empathy: Gap of -0.20, indicating that the individualized care and attention provided by room attendants to guests is quite good, but there is still room for improvement.
- Tangibles: Gap of -0.10, indicating that the physical appearance of rooms, cleanliness, and neatness of room attendant uniforms is almost in line with guest expectations.

Overall, the service quality of room attendants at Renaissance Okinawa Resort still does not fully meet guest expectations, with an average gap of -0.20. However, the gap is relatively small, indicating that the service quality is quite good and only requires slight improvement.

### **Guest Satisfaction**

The results of the analysis of the overall level of guest satisfaction with the service quality of room attendants show that:

- 20% of guests stated "very satisfied"
- 55% of guests stated "satisfied"
- 15% of guests stated "fairly satisfied"
- 8% of guests stated "less satisfied"
- 2% of guests stated "dissatisfied"

Overall, the level of guest satisfaction with the service quality of room attendants at Renaissance Okinawa Resort is quite high, with 75% of guests stating satisfied or very satisfied. However, there are still 10% of guests who feel less satisfied or dissatisfied, indicating the need for further improvement efforts.

### **The Effect of Room Attendant Service Quality on Guest Satisfaction**

Interpretation of Results:

- The regression coefficient of the service quality variable of 0.78 indicates that each increase in room attendant service quality by 1 unit will increase guest satisfaction by 0.78 units.
- The significance value of 0.000 ( $p < 0.05$ ) indicates that room attendant service quality has a significant effect on guest satisfaction at a 95% confidence level.
- The coefficient of determination ( $R^2$ ) of 0.61 indicates that 61% of the variation in guest satisfaction can be explained by the room attendant service quality variable, while the remaining 39% is influenced by other factors not examined in this study.

The results of hypothesis testing using simple linear regression analysis show that room attendant service quality has a positive and significant effect on guest satisfaction at Renaissance Okinawa Resort. The regression coefficient is 0.78 with a significance value of 0.000 ( $p < 0.05$ ). This means that the better the service quality provided by room attendants, the higher the guest satisfaction.

The coefficient of determination ( $R^2$ ) of 0.61 indicates that 61% of the variation in guest satisfaction can be explained by the room attendant service quality variable, while the remaining 39% is influenced by other factors not examined in this study.

### **Observation and Documentation Study Results**

The results of direct observations for one month in March 2024 show that most room attendants at Renaissance Okinawa Resort have carried out their duties and responsibilities in accordance with applicable standard operating procedures (SOP). However, there are still some discrepancies, such as delays in cleaning rooms, negligence in filling guest supplies, and lack of thoroughness in checking room cleanliness.

The results of the documentation study show that the room occupancy rate at Renaissance Okinawa Resort in 2023 is quite high, with an average occupancy of 70.8%. However, the number of room attendants is not proportional to the number of rooms that must be served, with a ratio of 1 room attendant to 28 rooms. This can affect the workload and quality of service provided by room attendants.

The results of this study provide important implications for the management of Renaissance Okinawa Resort in improving the service quality of room attendants and guest satisfaction. Some steps that can be taken include:

1. Improving training and developing the competence of room attendants, especially in aspects of friendliness, communication, and understanding of guest needs.

2. Improving the supervision and evaluation system of room attendant performance to ensure compliance with SOPs and established cleanliness standards.
3. Increasing the number of room attendants or optimizing work schedule arrangements to reduce workload and improve service efficiency.
4. Equipping room attendant work facilities and equipment to support productivity and service quality.
5. Conducting regular guest satisfaction surveys to monitor room attendant performance and identify areas that need improvement.

By implementing these steps, Renaissance Okinawa Resort is expected to improve the service quality of room attendants, meet guest expectations, and maintain guest satisfaction at a high level. This will ultimately have a positive impact on the hotel's reputation, guest loyalty, and competitive advantage in the increasingly competitive hospitality industry.

The description of the research results above covers respondent characteristics, analysis of room attendant service quality based on SERVQUAL dimensions, analysis of guest satisfaction, hypothesis testing of the effect of service quality on guest satisfaction, as well as observation and documentation study results. The implications of the research results are also discussed to provide recommendations for the management of Renaissance Okinawa Resort in improving room attendant service quality and guest satisfaction.

## **DISCUSSION**

The study presents a comprehensive analysis of the service quality provided by room attendants at Renaissance Okinawa Resort and its influence on visitor satisfaction. After conducting a gap study comparing guest perceptions and expectations, it was shown that the total service quality provided by room attendants falls short of meeting guest expectations, with an average difference of -0.20. Despite the little discrepancy, this suggests that there is still potential for enhancing the level of service delivered by room attendants.

When considering the SERVQUAL dimensions, the assurance dimension (-0.30) has the greatest discrepancy. This dimension encompasses the expertise, politeness, and capacity of room attendants to instill confidence in visitors. According to a study done by Adnyasuari & Darma (2017) the assurance dimension is a significant element in influencing hotel visitor happiness. In order to enhance the quality of service in this aspect, the management of Renaissance Okinawa Resort should prioritize the training and development of room attendants' skills, particularly in the areas of communication, friendliness, and understanding of guest requirements.

The most narrow disparity exists in the tangibles dimension (-0.10), encompassing the physical attributes of rooms, their cleanliness, and the tidiness of room attendant uniforms. The outcome suggests that Renaissance Okinawa Resort has effectively upheld the cleanliness and neatness of their guest facilities and the look of their room attendants. According to (Jumadi et al., 2018) it is important to consistently maintain and enhance tangible features in order to ensure long-term visitor satisfaction.

The findings of hypothesis testing indicate that there is a strong and statistically significant relationship between the quality of room attendant service and visitor satisfaction at Renaissance Okinawa Resort. The regression coefficient of 0.78 suggests a positive influence, and the significance value of 0.000 ( $p < 0.05$ ) confirms the statistical significance of this relationship. This conclusion aligns with the study conducted by Susepti et al. (2017) and Kim et al. (2020), which assert that service quality plays a pivotal role in influencing the level of pleasure experienced by hotel guests. There is a direct correlation between the degree of visitor satisfaction and the quality of service offered by room attendants. The higher the quality of service, the greater the level of guest satisfaction.

Nevertheless, it is important to acknowledge that the quality of room attendant service accounts for only 61% of the differences in visitor satisfaction. The remaining 39% is attributed to other characteristics that were not investigated in this study. According to Kotler & Keller(2016) customer happiness is affected not just by service quality but also by additional aspects such as pricing, product quality, scenario, and individual customer characteristics. Hence, the administration of Renaissance Okinawa Resort must take into account these additional aspects in order to enhance visitor satisfaction holistically.

Observations and documentation studies indicate that there are discrepancies in the execution of room attendant responsibilities according to standard operating procedures (SOP). Additionally, there is a shortage of room attendants in relation to the number of rooms that need to be serviced. This discovery aligns with the study conducted by Agustina & Suryani (2019) which highlights the need of adhering to Standard Operating Procedures (SOPs) and having sufficient human resources to guarantee the quality of hotel services. The management of Renaissance Okinawa Resort should enhance the oversight and assessment framework for room attendant performance, while also optimizing resource allocation to tackle these issues.

The practical implications of the study's findings indicate that the management of Renaissance Okinawa Resort should make ongoing efforts to enhance the service quality provided by room attendants and match the expectations of guests. Possible measures to consider are enhancing training and cultivating the proficiency of room attendants, enhancing the system for supervising and evaluating performance, optimizing the allocation of resources, and conducting periodic surveys to gauge guest satisfaction. By employing effective and adaptable tactics to cater to guest requirements, Renaissance Okinawa Resort may uphold and enhance visitor contentment, hence bolstering the hotel's competitive edge in the ever-evolving hospitality sector.

In theory, the findings of this study offer concrete evidence to support the idea of service quality and customer happiness in the hotel sector, specifically highlighting the significant contribution of room attendants. This study further enhances the current body of literature by presenting a comprehensive analysis of the service quality offered by room attendants at resort hotels in Japan, a topic that has received limited attention thus far. Nevertheless, this study is limited in its ability to generalize the results due to the restricted sample size, which only

includes visitors of Renaissance Okinawa Resort. To obtain a more thorough comprehension of room attendant service quality and hotel visitor satisfaction in Japan, it is advisable to carry out more study using a larger and more varied sample.

## **CONCLUSIONS AND RECOMMENDATIONS**

The objective of this study is to assess the level of service quality provided by room attendants in their preparation of guest rooms at Renaissance Okinawa Resort, and to determine how this impacts visitor happiness. After doing data analysis and discussion, many crucial aspects may be inferred:

1. The overall service quality of room attendants at Renaissance Okinawa Resort does not completely satisfy visitor expectations, with an average shortfall of -0.20. The assurance dimension exhibits the most significant disparity, whilst the tangibles dimension has the least disparity.
2. The quality of room attendant service at Renaissance Okinawa Resort has a strong and positive impact on visitor satisfaction. This is supported by a regression coefficient of 0.78 and a significance value of 0.000 ( $p < 0.05$ ). There is a direct correlation between the quality of service offered by room attendants and the degree of client satisfaction. The higher the service quality, the greater the guest contentment.
3. The quality of room attendant service accounts for 61% of the difference in visitor satisfaction. The remaining 39% is impacted by other elements that were not addressed in this study, such as pricing, product quality, scenario, and individual customer characteristics.
4. There are still inconsistencies in how room attendant tasks are carried out according to standard operating procedures (SOP), and there are also constraints in the number of room attendants available compared to the number of rooms that need to be serviced.

In summary, this study highlights the significance of the quality of room attendant service in influencing the level of happiness among hotel guests. The management of Renaissance Okinawa Resort and other hotels should actively monitor and enhance the service quality provided by room attendants, considering several aspects of service quality and other elements that impact visitor satisfaction. Therefore, hotels can sustain and enhance their competitiveness in the progressively cutthroat hospitality business.

## **ADVANCED RESEARCH**

The practical implication of the study's findings is that Renaissance Okinawa Resort's management should make ongoing efforts to enhance the service quality of room attendants. This can be achieved through increased training and competency development, improving the supervision and evaluation system for performance, optimizing resource allocation, and conducting regular guest satisfaction surveys. The results of this study offer empirical evidence to support the theory of service quality and customer

satisfaction in the hospitality industry. Additionally, they contribute to the existing literature by providing an overview of the service quality provided by room attendants in resort hotels in Japan. This study is restricted in its ability to generalize the results, as it only includes guests of Renaissance Okinawa Resort. To obtain a more thorough comprehension of room attendant service quality and hotel visitor satisfaction in Japan, it is advisable to carry out more study using a wider and more varied sample.

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