

Self-confidence and Stress Coping Among Hotel Employees Handling Guests' Complaints

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The purpose of this research is to find out the correlation between hotel employees' self-confidence and stress coping when they are handling guests' complaints. The subjects of this research are hotel employees positioned in front-office departments, housekeeping departments, and food and beverage departments of three five-star hotels in Bali. The subjects are selected according to purposive sampling technique. The data is taken from questionnaires and is analyzed by using regression analysis from Statistic Programs SPSS. According to regression analysis data process, a .719 correlation coefficient is obtained with F value of 68.644 ($p < .000$) which indicates significant correlation of independent variables (self-confidence) towards dependent variables (stress coping). The result of this research shows that self-confidence has correlation with employees' stress coping when they are handling guests' complaints.

Key words: self confidence, stress coping, hotel, front office, housekeeping, food and beverage department

Penelitian ini dilakukan untuk mengetahui hubungan kepercayaan diri karyawan hotel terhadap *stress coping* ketika menangani keluhan tamu. Subyek penelitian merupakan karyawan hotel departemen *front office*, *housekeeping*, dan *food and beverage* dari tiga hotel bintang lima di Bali yang diambil menggunakan teknik pengambilan sampel *purposive sampling*. Pengambilan data dilakukan menggunakan kuesioner dan dianalisa menggunakan analisis regresi melalui program statistik SPSS. Berdasarkan pengolahan data diperoleh nilai koefisien korelasi sebesar .719 dengan F regresi sebesar 68.644 pada nilai $p < .000$, menunjukkan adanya hubungan yang signifikan dari variabel bebas (kepercayaan diri) dengan variabel terikat (*stress coping*). Hasil ini menunjukkan bahwa kepercayaan diri memiliki hubungan terhadap *stress coping* pada karyawan hotel ketika menangani keluhan tamu.

Kata kunci: kepercayaan diri, koping stres, hotel, direksi, kerumahtanggaan, makanan dan minuman

Hospital industry is an industry engaged in services, apart from other service industries such as insurance, banking, transportation, expedition, and many others. The success of service industry relies heavily on providing a high-quality service to their customers; which, consequently, is also the aim of hospital industry. According to Cassee and Reuland (cited in Sulastiyono, 1999), the nature of hotel services are services related to the accommodation of hotel rooms, serving of food and beverages as well as other supporting facilities. Hotel service can be implied as satisfactory and of high-quality depending on the quality of human resources, such as the ability of the employees to provide services with proper attitude, behavior and adequate verbal skills when they interact with guests, as well as other skills or proficiency possessed

by each employee involved in the provided services to the guest (Sulastiyono, 1999).

Hotel employee plays a crucial role in providing services to guests because without adequate human resources, the facilities provided by a hotel become meaningless. Hotel employees are the cruxes to show the hotel level of expertise in providing high-quality service, not to mention hotel complete facilities in an effort to face competition. Therefore, hotel employees must be able to give good and positive impression to their guests by providing excellent services. Employees must be able to serve guests sincerely, skillfully and responsibly along with good personality, behavior, and communication skills in building excellent relationships with guests, which also include handling complaints from guests (Sihite, 2000). According to Lovelock & Wright (2002) complaint is a formal expression of dissatisfaction or displeasure of some aspects received from services provided to them. Handling complaints

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