

THE EFFECT OF WELCOME DRINK AND FRONT OFFICE SERVICE QUALITY ON GUEST COMFORT DURING REGISTRATION

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ABSTRACT

This study was motivated by guest waiting time during the registration (check-in) process, particularly during periods of high hotel occupancy, which may affect guest comfort. The Balcone Suites & Resort provides welcome drinks and Front Office services as part of its initial service while guests wait. This study aims to determine the effect of welcome drinks and Front Office service quality on guest comfort while waiting for the registration (check-in) process, both partially and simultaneously. This study employed a quantitative approach with a causal associative design. The sample consisted of 120 respondents selected using purposive sampling. Data were collected through a Likert-scale questionnaire and analyzed using descriptive analysis, classical assumption tests, and multiple linear regression with SPSS. The results showed that all variables were in the good category. Partially, welcome drinks did not have a significant effect (sig. = 0.079), while Front Office service quality had a significant effect (sig. = 0.010). Simultaneously, both variables had a significant effect (sig. = 0.002), with an R² of 0.105.

ABSTRAK

Penelitian ini didorong oleh adanya waktu tunggu tamu selama proses pendaftaran (*check-in*), terutama ketika tingkat okupansi hotel tinggi, yang dapat memengaruhi kenyamanan tamu. Balcone Suites & Resort menyediakan minuman sambutan dan layanan Front Office sebagai bentuk layanan awal saat tamu menunggu. Studi ini bertujuan untuk menentukan efek penyediaan minuman sambutan dan kualitas layanan Front Office terhadap kenyamanan tamu saat menunggu proses pendaftaran (*check-in*), baik sebagian maupun bersamaan. Studi ini menggunakan pendekatan kuantitatif dengan tipe asosiatif kausal. Sampel 120 responden dipilih melalui pengambilan sampel bertujuan. Data dikumpulkan menggunakan kuesioner skala Likert dan dianalisis melalui analisis deskriptif, uji asumsi klasik, dan regresi linier ganda menggunakan SPSS. Hasilnya menunjukkan bahwa semua variabel berada dalam kategori baik. Sebagian, minuman sambutan tidak memiliki efek signifikan (tanda tanda 0,079), sementara kualitas layanan Kantor Depan memiliki efek signifikan (tanda tanda 0,010). Secara bersamaan, kedua variabel memiliki efek signifikan (tanda tanda 0,002), dengan R² sebesar 0,105.

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1. Introduction

The hotel industry is one of the service sectors that plays an important role in supporting the development of tourism [1]. Increasingly fierce competition encourages hotels to improve the quality of service in order to be able to meet guest expectations and create a pleasant experience. Service to guests is not only related to room facilities, but also starts from the moment guests arrive at the hotel. The Front Office is one of the parts that has an important role because it is the initial point of interaction between guests and the hotel and plays a role in forming the first impression of the services provided [2].

One of the main activities of the Front Office is the registration or check-in process. In this process, guests need to go through several stages, such as identity verification, reservation confirmation, payment, and room allocation [3]. In certain conditions, especially when the hotel's occupancy rate is high or rooms are not yet available, the registration process can take longer so guests have to wait [4]. Relatively long wait times can cause inconvenience and affect the guest's initial experience. Therefore, the service provided during the waiting process is an important part of creating a positive experience [5].

Based on data from The Balcone Suites & Resort's Front Office, the average waiting time for guests in the registration process ranges from 5–10 minutes on weekdays and increases to 15–20 minutes during the high occupancy period. This condition shows that guests still need time to wait before getting a room. In addition, based on guest complaint data for the last six months, there are still complaints about the length of the registration waiting time, queues at the Front Office, lack of information during waiting, and less fast service. This condition shows that guest comfort during the registration process is still a concern that needs to be improved by the hotel.

To create a more comfortable atmosphere while waiting, The Balcone Suites & Resort provides a welcome drink as a form of welcome service to guests. Providing a welcome drink can be a form of hotel attention to guests from the beginning of arrival, especially when guests are still in the lobby area and waiting for the registration process or room readiness. In addition to providing welcome drinks, the quality of Front Office service is also an important factor in creating guest comfort. Friendliness, speed of service, accuracy of information, attention to officers, and the ability to provide

good service can affect the guest experience while staying at the hotel [6].

Based on the results of an initial interview with the Front Office Manager of The Balcone Suites & Resort on June 5, 2025, the increase in the number of guests who come at the same time often causes the registration process to take longer than normal conditions [7]. To maintain the comfort of guests while waiting, the hotel strives to improve the quality of Front Office services while providing a welcome drink as a form of attention to guests. However, there are still guest reviews that highlight the length of the registration waiting time when the hotel conditions are crowded. This shows that the initial service to guests still needs attention.

This phenomenon can also be seen from the results of initial observations made on 20 guests who were waiting for the registration process at The Balcone Suites & Resort. The observation results showed that 12 people or 60% of guests felt comfortable while waiting, while 8 people or 40% of guests felt uncomfortable. The presence of guests who still felt uncomfortable showed that the efforts to provide welcome drinks and Front Office services that had been carried out were not fully able to provide comfort to all guests during the registration process.

Previous research on hotel services has mostly discussed service quality in general, guest satisfaction, customer experience, or guest loyalty [8]. Meanwhile, research that specifically combines the provision of welcome drinks and the quality of Front Office service as factors that affect the level of guest comfort while waiting for the registration process is still relatively limited, especially in resort hotels in West Sumatra. This condition is an important basis for further examining the relationship between welcome service, Front Office service quality, and guest comfort during waiting.

Based on this description, it can be seen that the waiting time for registration, the provision of welcome drinks, and the quality of Front Office services are aspects related to the guest experience while in the hotel area. However, the magnitude of the influence of the provision of welcome drinks and the quality of Front Office services on the level of comfort of guests while waiting for the registration process at The Balcone Suites & Resort is not known for sure. Therefore, this study was conducted to analyze the influence of the provision of welcome drinks and the quality of Front Office services on the level of guest comfort while waiting for the registration process at The Balcone Suites & Resort

2. Research Methods

This study uses a quantitative approach with the type of associative research and survey method [9]. The study aims to determine the effect of providing welcome drinks (X_1) and Front Office service quality (X_2) on the level of comfort of guests while waiting for the registration process (check-in) (Y) at The Balcone Suites & Resort. The research data was obtained through questionnaires given to guests who have registered, received welcome drinks, and obtained Front Office services. The analysis of the relationship between two independent variables and one bound variable was carried out using multiple linear regression. The research was conducted in August 2026 at The Balcone Suites & Resort, Agam Regency, West Sumatra Province, with data collection on

August 4–5, 2026. The research variables consisted of the provision of welcome drinks (X_1), the quality of Front Office service (X_2), and the level of comfort of guests while waiting for the registration process (Y). The provision of welcome drinks was measured through the timeliness of delivery, the quality of the drinks, the appearance of the presentation, the friendliness of the officers, and the attention of the officers. The quality of Front Office service was measured using the dimensions of tangibles, reliability, responsiveness, assurance, and empathy, while the comfort of guests was measured through feeling comfortable, not feeling bored, feeling cared for, feeling safe, and feeling calm while waiting.

The research population is guests of The Balcone Suites & Resort who carry out the registration process, receive welcome drinks, and obtain Front Office services. The sample was determined using a nonprobability sampling technique with a purposive sampling method based on certain criteria, namely at least 18 years old, being or having checked in, receiving a welcome drink, experiencing a waiting process, and willing to fill out a complete questionnaire. The study used 15 indicators and the number of samples was set at 120 respondents.

The research data consisted of primary data and secondary data. Primary data was obtained through questionnaires and observations of services in the Front Office area, while secondary data was obtained from hotel documents, such as the number of guests, occupancy rate, Front Office operational data, and relevant library sources [10]. The research instrument was in the form of a closed questionnaire consisting of 30 statements, 10 items for each variable. The measurement used a five-level Likert scale, namely Strongly Agree, Agree, Neutral, Disagree, and Strongly Disagree.

Before being used in the study, the instrument was tested for validity and reliability using IBM SPSS Statistics version

29. The validity test was carried out by correlating Pearson's Product Moment with the criteria of r calculation $> r$ of the table and the significance value of < 0.05 . The results of the test showed that all 30 statements were valid because the r value of the calculation was greater than the r of the table of 0.151. The reliability test was carried out using Cronbach's Alpha and obtained a value of 0.789, so that the instrument was declared reliable and suitable for data collection.

The collected data were analyzed using IBM SPSS Statistics through descriptive analysis, classical assumption test, multiple linear regression, and hypothesis test. Descriptive analysis was used to describe respondent characteristics and research variables. Classical assumption tests included normality, multicollinearity, and heteroscedasticity tests. Furthermore, multiple linear regression was used to determine the effect of welcome drink provision and Front Office service quality on guest comfort levels. Hypothesis testing was carried out through a t-test to determine the effect partially, an F test to determine the effect simultaneously, and a determination coefficient (R^2) to determine the extent of the ability of independent variables to explain the level of guest comfort.

3. Results and Discussion

3.1 Descriptive Analysis of Research Variables

Before testing the hypothesis, a descriptive analysis was first carried out on each research variable, namely the provision of *welcome drinks* (X_1), the quality of *Front Office service* (X_2), and the level of guest comfort while waiting for the registration process (*check-in*) (Y). This analysis aims to provide an overview of the tendency of respondents' answers based on *the mean value*, median, mode, standard deviation, and number of scores (*sum*).

a. Descriptive Analysis of Welcome Drink Giving Variables (X_1)

Descriptive analysis of grant variables *welcome drink* (X_1) was carried out to find out the characteristics of the answers of 120 respondents. The results of the analysis can be seen in Table 1 below:

Table 1. Descriptive Analysis of Grant Variables
Welcome Drink (X_1)

Statistics	Value
Number of Respondents (N)	120
Mean	31.25
Median	31
Mode	30
Standard Deviation	5.778
Sum (Sum)	3.750

Source: SPSS data processing (2026)

Based on Table 4.1, the variable of the grant *welcome drink* has value *mean* 31.25, median 31, and mode 30. Value *mean* that is close to the median indicates that respondents' answers tend to be around the middle value. The standard deviation of 5.778 indicates that there is a reasonable variation in answers. In general, respondents give a fairly good assessment of the giving

welcome drink di The Balcone Suites & Resort.

b. Descriptive Analysis of Front Office Service Quality Variables (X_2)

Descriptive analysis of service quality variables *Front Office* (X_2) aims to determine the tendency of respondents' assessment of the services provided. The results of the analysis can be seen in the following Table 2:

Table 2. Descriptive Analysis of Service Quality
Variables Front Office (X_2)

Statistics	Value
Number of Respondents (N)	120
Mean	31.89
Median	32
Mode	28
Standard Deviation	5.112
Sum (Sum)	3.827

Source: SPSS data processing (2026)

Based on Table 4.2, the *mean* Service Quality Variables *Front Office* 31.89, median 32, and mode 28. Value *mean* Close to the median indicates that respondents' answers tend to be around the middle value. The standard deviation of 5.112 indicates a relatively reasonable variation in answers. In general, respondents give a good rating on the quality of service *Front Office* di The Balcone Suites & Resort.

c. Descriptive Analysis of Guest Comfort Level Variables (Y)

Descriptive analysis of guest comfort level variables (Y) was conducted to find out the description of respondents' assessment of comfort while waiting for the registration process (*check-in*). The results of the analysis

can be seen in the following Table 3:

Table 3. Descriptive Analysis of Guest Comfort Level Variables (Y)

Statistics	Value
Number of Respondents (N)	120
Mean	31,16
Median	31
Mode	30
Standard Deviation	5,339
Sum (Sum)	3.739

Source: SPSS data processing (2026)

Based on Table 4.3, the guest comfort level variable has a value *mean* 31.16, median 31, and mode 30. Value *mean* which is almost the same as the median indicates that respondents' answers tend to be around the middle value. The standard deviation of 5.339 indicates that the variation in respondents' answers is still within reasonable limits. In general, respondents give a good assessment of the level of comfort while waiting for the registration process (*check-in*) di The Balcone Suites & Resort.

3.2 Multiple Regression Analysis

Multiple linear regression analysis was used to determine the effect of *Welcome Drink* (X_1) and Front Office Service Quality (X_2) on Guest Comfort Level While Waiting for Registration (*Check-in*) (Y), as well as to determine the direction of the relationship based on the regression coefficient value obtained through IBM SPSS Statistics.

Table 4, Multiple Linear Regression Analysis Results

Variabel	Regression Coefficient (B)	Std. Error	t	Sig.
Konstanta	18,575	3,439	5,402	0,000
Pemberian <i>Welcome Drink</i> (X_1)	0,149	0,084	1,771	0,079
Front Office <i>Service Quality</i> (X_2)	0,248	0,095	2,603	0,010

Source: SPSS Data Processing Results (2026)

Based on Table 4.7, a constant value of 18.575 was obtained, the regression coefficient of Giving *Welcome Drink* (X_1) of 0.149, and Quality of Service *Front Office* (X_2) is 0.248. Thus, the regression equation obtained is:

$$Y = 18.575 + 0.149X_1 + 0.248X_2 + e$$

A constant value of 18.575 indicates that if X_1 and X_2 are zero, then the guest comfort level is estimated to be 18.575. The X_1 coefficient of 0.149 indicates that each increase is one unit of giving *welcome drink* will increase guest comfort by 0.149 units assuming other variables are fixed. Meanwhile, an X_2 coefficient of 0.248 indicates that every one unit improvement in service quality *Front Office* will increase guest comfort by 0.248 units.

Thus, the two independent variables have a positive relationship direction to the level of guest comfort.

3.3 Hypothesis Testing

3.1 Results of the t-test (partial)

The t-test was carried out to determine the influence of each independent variable, namely the Provision of *Welcome Drink* (X_1) and *Front Office Service Quality* (X_2), on the Guest Comfort Level While Waiting for the Registration Process (Y). Decision making was carried out based on a significance value of 0.05. If the Sig. < 0.05, then the variable was declared to have a significant effect.

Table 5. Results of the t-test (partial)

Variabel	t Count	Sig.	Remarks
Pemberian <i>Welcome Drink</i> (X_1)	1,771	0,079	No significant effect
Front Office <i>Service Quality</i> (X_2)	2,603	0,010	Significant effect

Source: SPSS Data Processing Results (2026)

Based on Table 4.8, the Giving of a *Welcome Drink* (X_1) has a calculated t-value of 1.771 with a Sig. of 0.079 > 0.05. This means that the Giving of a *Welcome Drink* has no significant effect on the Guest's Comfort Level While Waiting for the Registration Process at The Balcone Suites & Resort.

Front Office *Service Quality* (X_2) has a t-value of 2.603 with a Sig. 0.010 < 0.05. This means that the quality of *Front Office* Service has a significant effect on the Guest Comfort Level. The better the quality of service provided, the higher the comfort of guests while waiting for the *check-in* process.

3.2 Test F Results (Simultaneous)

The F test was conducted to determine the effect of the Provision of *Welcome Drink* (X_1) and Front Office *Service Quality* (X_2) together on the Guest Comfort Level (Y). If the Sig. value < 0.05, then the two independent variables simultaneously had a significant effect on the dependent variable.

Table 6. Test F Results (Simultaneous)

F Calculate	Sig.	Remarks
6,834	0,002	Have a simultaneous effect

Source: SPSS Data Processing Results (2026)

Based on Table 4.9, an F value of 6.834 was obtained with a Sig. of 0.002 < 0.05. Thus, the Provision of *Welcome Drink* (X_1) and the Quality of *Front Office Service* (X_2) simultaneously had a significant effect on the Guest Comfort Level While Waiting for the Registration Process (Y) at The Balcone Suites & Resort.

3.3 Result of Coefficient of Determination (R^2)

The determination coefficient was used to determine the ability of the variables of *Welcome Drink* Provision (X_1) and Front Office *Service Quality* (X_2)

in explaining the variation in Guest Comfort Level (Y).
Table 7. Result of Coefficient of Determination (R^2)

R	R Square	Adjusted R Square	Std. Error of the Estimate
0,323	0,105	0,089	5,095

Source: SPSS Data Processing Results (2026)

Based on Table 4.10, an R value of 0.323 indicates that the relationship between independent variables and Guest Comfort Level is relatively low. An R Square value of 0.105 indicates that *Welcome Drink* Provision and *Front Office* Service Quality together are able to explain 10.5% variation in Guest Comfort Level, while the remaining 89.5% is influenced by other factors outside the study.

Meanwhile, the *Adjusted R Square* value of 0.089 shows that after adjusting for the number of variables and samples, the model is able to explain 8.9% variation in Guest Comfort Level.

3.3 Discussion

Based on the results of the study, the Provision of *Welcome Drink* (X_1) and the Quality of *Front Office Service* (X_2) showed different influences on the Guest Comfort Level While Waiting for the Registration Process (Y) at The Balcone Suites & Resort. The results of the classical assumption test showed that the regression model met the necessary assumptions, so it could be used to test the hypothesis. Simultaneously, the two variables had a significant effect on the level of guest comfort with a significance value of $0.002 < 0.05$. However, only the *Front Office Service Quality* showed a significant influence, while the *Welcome Drink* was not significantly affected.

The results of the t-test showed that the Giving of the *Welcome Drink* (X_1) had a significance value of $0.079 > 0.05$, so it did not have a significant effect on the Guest Comfort Level (Y). These results showed that although the *welcome drink* is an additional form of attention from the hotel, its presence is not yet the main factor that determines the comfort of guests when waiting for the *check-in process*[11]. Guests tend to need fast service, clear information, easy administrative processes, and responsive staff. This finding can be understood because *welcome drinks* are more of a *value-added service*, while comfort while waiting is closely related to the ongoing service process. However, the results of the descriptive analysis show that respondents' assessment of the provision of *welcome drinks* is relatively good, so that the service can still be maintained as a guest experience support facility.

The results of the study differ from the findings of other studies that show that *welcome drinks* can be part of a positive guest experience. Research on *welcome drinks* in hotel guest reviews shows that beverage service on arrival appears quite often in guest reviews and is one of the forms of service that is considered in the arrival experience. The difference in results can be due to different research focuses. This study

specifically measures the comfort of guests while waiting for the registration process, so factors directly related to the [12]*check-in* process are likely to be more dominant than additional facilities. Thus, *welcome drinks* still have a function as a complement to service, but are not strong enough to be a statistically determining factor for comfort.[12]

In contrast to the first variable, *Front Office Service Quality* (X_2) was proven to have a significant effect on the Guest Comfort Level, with a significance value of $0.010 < 0.05$. These results show that the better the quality of service provided by *Front Office* officers, the higher the comfort of guests while waiting for the registration process. This finding is in line with the research by Agripina, Kalpikawati, and Sabudi at Courtyard by Marriott Bali Nusa Dua Resort which shows the importance of *Front Office* service quality to guest satisfaction. Similar results were also found in studies that showed a positive influence of the quality of *Front Office services* on customer satisfaction in the hospitality sector. This reinforces that the friendliness, responsiveness, reliability, communication, and professionalism of [13] *Front Office* officers are aspects that are more directly felt by guests in shaping the service experience.[14]

Simultaneously, the Provision of *Welcome Drink* (X_1) and the Quality of *Front Office Service* (X_2) had a significant effect on the Guest Comfort Level (Y), with an F value of 6.834 and a significance of $0.002 < 0.05$. This means that these two forms of service, when provided together, can support the creation of guest comfort, even though the *welcome drink* has not partially had a significant effect. These findings show that the guest experience is not formed from one element of service alone, but from a combination of various forms of service received from the time the guest arrives at the hotel until the registration process is completed. Other research also shows that improving the quality of *Front Office service* is related to satisfaction and positive guest experience, especially through professional, friendly, responsive, and efficient service. [15]

Furthermore, the R Square value of 0.105 shows that the provision of *Welcome Drinks* and *Front Office Service Quality* together are able to explain 10.5% of the variation in Guest Comfort Level, while the remaining 89.5% is influenced by other factors outside the study. These results show that guest comfort is a complex condition and is not only determined by these two variables. Factors such as *check-in* speed, lounge comfort, hotel facilities, cleanliness, lobby atmosphere, reservation system, security, and services from other parts of the hotel can also affect guest comfort. Therefore, The Balcone Suites & Resort needs to maintain the [16] *welcome drink* as a supporting service while prioritizing improving the quality of the *Front Office*, especially in the speed, responsiveness, friendliness, and accuracy of service during the registration process.

4. Conclusion

Based on the results of the study, the provision of *Welcome Drink* (X_1) did not have a significant effect on the Guest Comfort Level (Y), with a significance value of $0.079 > 0.05$, so it plays a more role as an additional service. On the other hand, the Quality of *Front Office Service* (X_2) had a significant effect with a significance value of $0.010 < 0.05$. These results are in line with the research of Agripina, Kalpikawati, and Sabudi as well as Danurdara and Paramitha which shows the importance of the quality of *Front Office* services to guest experience and satisfaction. Simultaneously, both variables had a significant effect on guest comfort with a significance value of $0.002 < 0.05$. An R Square value of 0.105 showed that both variables explained 10.5% of the variation in guest comfort, while 89.5% was influenced by other factors. Thus, hotels need to maintain *welcome drinks* as a supporting service and improve the quality of the *Front Office*, especially in hospitality, responsiveness, and speed of service.

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