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The Evaluation of Guest Comment Card of Three-Star Hotels in Padang City

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ABSTRACT

The research has the purpose to evaluated the guest comment card of three-star hotels in Padang city based on the previous research and respondents' perception. The data obtained through semi-structured interview with form of an open-ended questionnaire. The samples were drawn from 20 people who ever stayed at 6 three-star hotels in Padang city. The data collected from primary data. The data analyzed by using content analysis. The results shows that most of three-star hotels' guest comment cards are already fulfill some of the chosen assessment according to Wisner & Corney (1997), and Bartkus et al (2009). But, not all assessments are same with the respondents' perception about guest comment card. From 18 assessment, the three-star hotels has met 13 out of it, which means that the majority of guest comment card quality of three-stars hotels in Padang city has met respondents' perceptions.

Keywords : Customer Loyalty, Customer Satisfaction, Customer Satisfaction Measurement, Customer Feedback, Guest Comment Card

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