CHAPTER V

CONCLUSION

This chapter provides conclusions drawn from result and discussion presented in the previous chapter, followed by assessment of the potential limitations present in this study and possible future directions for the research. This research is obtained to the assessment of guest comment card which consists of availability, instructions, information content, appearance, quality, and design. The assessment got from the actual three star hotel's guest comment cards, and also from the hotel's guests perceptions, Then, to find the comparison between each other. Based on analysis and discussion in the previous chapter, it takes the conclusions that will be explained below.

5.1 Conclusion of the Research

This research is a qualitative research conduct to 20 people of hotel's guests in 6 different three star hotels in Padang city as the respondents, to get information about their assessment of guest comment card. Cards were assessed with regard to frequency and mode of availability, instructions, information content, appearance, quality, and design. The data used in this research are primary data. Primary data is gathered by information from distributing an open-ended questionnaire to each hotel's guests. The conclusions that could be described from the problem statements are below;

5.1.1   Conclusions of All Three-Star Hotels' Guest Comment Card

Most of the hotels placed the comment card on the table at guests room, and don't have the instruction for return method in their comment cards. Then, all of the hotels are using both Free-From and Check-Off Format. Also, Most of the hotels used colour pictures, and didn't include

personal messages in their comment cards. After that, all of the hotels didn't attached any gifts, and most of the hotels avoided using a plain paper as their comment card. In the quality of their questions, most hotels already have tangible questions about room, restaurant/café, and facilities. Then, all hotels already have responsiveness and empathy questions. Also, most hotels didn't have assurance questions, But, are already reliable in delivering questions. In their design, most hotels already clear enough in delivering all questions, used 4 scales assessment, and have the familiar language. Then, most hotels didn't have double-barreled questions, has no state explicit alternatives questions, and half of the hotels already have valid and reliable questions.

5.1.2 Conclusions of Respondents' Perception

Most Respondents prefer to find a comment card on the table at guests room and prefer to return a comment card at that place too. Then, most respondents prefer the Check-Off Format. Overall, the respondents think the colour of three-star hotels' comment card is good and fair. Also, most respondents prefer the personal messages to be included and think attaching gift is necessary. None of them prefer the photocopied comment card. In the quality of comment card's questions, all respondents think the tangible questions about room and restaurant/cafe are important. Approximately, respondents think the tangible questions about facilities are important. Then, all respondents think the responsiveness questions are important and most respondents think the assurance questions are not necessary. Also, Approximately respondents think the empathy questions are necessary and all respondents think the reliability of the questions are necessary. For the design, the respondents think all three-star hotel guest comment card has varied results of clarity and precision, most of them think it's already have good level, but few of them think it has ta fair and poor level of clarity and decision. Then, some of them think it's better for the hotel to have 4 scales in their comment card. Also, they think the whole comment

card has a good level of familiar language and just few of them that still has a fair or poor level of familiar language. Afterward, none of the respondents who wants to fill a double-barreled questions and state explicit alternatives. Also, most of the respondents think all three star hotels' guest comment cards are already has a fair level of valid and reliable questions.

5.1.3 Conclusions of The Comparison of Three-Star Hotels' Guest Comment Card and Respondents' Perception

For the **Availability**, the researcher found the assessment of hotel's guests about availability has met the respondents' perception. Most of the three star hotels are providing the guest comment card in front desk and at the table of guest room, and the respondents think the same way in guest comment card availability. For the **Instructions**, Most of the three-star hotel's guest comment cards are not completed with the instructions for card return, which hasn't met respondents' perception in returning the comment card on the table at guests room. For the **Information Content**, most of the respondents prefer to fill the check-off format comment card. So, most of these hotels already met respondents' perception. For the **Appearance**, most of the hotels' comment cards are already met respondents' perception by using the good colour pictures in their comment cards. Then, many guest comment cards have not yet included a personal note from the hotel's manager which hasn't me the respondents perception in including it. Also, all the three-star hotels are not met respondents' perception in attaching the gift for the respondents after filling the guest comment card. Finally, The respondents think that the photocopied comment card on plain paper is not attractive, and most hotels already met respondents' perception by avoiding this failure. For the **Quality**, most of the three-star hotels already met respondents' perception by making Tangibles aspect questions about Room and restaurant/café. For the facilities questions are not yet fulfilled by some of the hotels, and most respondents think

it's not necessary too. Then, the question about hotel's responsiveness is already given by all hotels and met respondents perception which agreed that this question is quite important. Also, most hotels already met respondents' perception in not including the assurance question, which they think is not really important. Based on the result, only one hotel that is providing this question. So, it's not really necessary to be included. After that, All hotels already met respondents' perception in including the empathy question and reliability of the comment card. For the **Design,** most of the three-star hotel's guest comment cards already had a good level of clarity and precision, which met respondents' perception in including it. There is only one hotel that has a poor level of this assessment because of the poor translating. Then, based on this research results, most hotels already met respondents' perception which prefer the 4 scales assessment for the response choices After that, most of the three-star hotels already met respondents' perception in using the familiar language, and not including double-barreled questions in their comment cards. All of the respondents from all three-star hotels don't like to find the alternatives which are not logically applied to the questions being asked, so they will ignore it directly. Fortunately, all of these hotels already met respondents' perception about it. Finally, half of the three-star hotels already met respondents' perception in having a good level of valid and reliable questions assessment. but half of them are not yet fulfilling it, because there are only a few questions that do not yet represent all of the aspects that need to be measured.

5.2 Implications of the research

The research provides several implications for identification of guest comment cards' availability, instructions, information content, appearance, quality, and design. The results also showed that the comment cards' availability, instructions, information content, appearance,

quality and design have relation toward hotel's guest satisfaction and feedback to the service and performance of a hotel in Padang city.

The research of guest comment card in three-star hotels in Padang city requires to understand the perception of their customers which based on the recommended assessment from previous research journal. This research expected the readers to understand about guest comment card especially about every single ideal aspect in within.

All analysis and discussion in this research can be utilized by the owner of three star hotels in Padang city in order to understand well about guest comment cards' availability, instructions, information content, appearance, quality, and design.

5.3 Limitation of the research

Researcher found some limitations when conducted this research. Some of the limitations and the recommendations are as follow:

1. This research only took six hotels as the object

2. The sample of this research is from various circles who are not experts in this field, so this research result will be based on their opinion and the hotel itself.

3. The location of research is Padang city. Hopefully, the next research can be done not only in Padang but also in other big cities.

5.4 Recommendations of the research

Based on the research result, the customers will feel more satisfied if a guest comment card has the instructions of return method. The design is simplified, to make it easier and quicker for them to fill it out. It is also better for the hotel industries to maintain their guest comment cards

design quality in order to keep customers satisfaction. Attaching any gift is suggested to make the respondents feel pleased. Also, included personal messages can be done by three-star hotels to make them feel respectful and exclusive when the hotels asking for feedback. For an additional, hopefully the three-star hotels can adding more questions for the complete assessment of their hotels. Finally, the hotels are suggested to make all questions with familiar language, the clarity and precision, and the validity of each questions.

Several suggestions and recommendations can be given to further researcher, such as:

1. For the next future research, hopefully it could take more samples in order to develop more comprehensive and extending study.
2. Researcher suggested working with a simpler open ended questionnaire and using more of familiar language to help respondents less struggle to answer it.
3. Future researcher suggested adding several theories as the assessment from other research journal to produce an accurate and comprehensive description and explanation.