CHAPTER I

INTRODUCTION

1.1 Background of the Research

In Marketing, to market a product or a service is a fundamental thing to do. As we know, marketing now is not just "to sell" the product or service, but it also needs to be able to educate the customer about the values, benefits and the function of the product or service. Sometimes, the most crucial thing that often to be forgotten in a business is customer feedback. Customer feedback or input from customers is what valuable for businesses intention. The purpose is to figure out what needs to be developed from your business and to ensure that your customers are already pleased and satisfied with your service or to find out about things that need to be developed further.

In Indonesia, the awareness of customer feedback is still lacking. There are many Restaurants, Shopping Centers, Amusement Parks, especially Hotels that are discouraged to ask the customer in order to criticism and suggestions for better services while in completely different condition there are some of the customers who want to submit a complaint to an Outlet or Merchant, but they are rather confused about where to submit it. Even many times, they after all submit the complaint but did not get any responses. In fact, by knowing what customers want will benefit for the business development rather than when the services are judged inadequately by the

customers to other people that affects the brand to get a bad reputation in the media or social media. Therefore, it is excelling for customers to deliver it directly to businesspeople and they can immediately fix or improve the quality of the products and services, then the reputation of the brand will tend to be more secured and the improvements that has been done will be right on target.

However, it's a challenging thing to find out what the customers want. Oftentimes, the marketers are too overwhelmed to find out what customers want and customers are also failed to convey meaning to the marketers. The relationship between management's interaction with customers and service quality or customer satisfaction has been the subject of numerous research studies over the years. All of the researches has found that polling customers was necessary for service improvement. McCleary and Weaver (1982) discussed the need to identify elements of customer satisfaction prior to any management efforts to improve employee behavior and the service delivery system. If businesspeople care about what the customers want and they want to improve the services to meet with what the customers want, then they will need a method to simplify the job. One widely used method for obtaining customer feedback in the hospitality industry is the customer comment card. Along with customer surveys, customer interviews, focus groups, toll-free telephone numbers and service encounter observation. The comment card offers management the opportunity to receive valuable, standardized feedback in the form of comments, criticism, and ideas for service performance improvement.

(Wisner & Corney, 1997)

According to Wisner & Corney, the use of comment cards provides a number of advantages over other feedback garnering approaches. It is inexpensive, it obtains feedback at the time service is rendered to maximize information reliability, and it offers management the opportunity to design the comment instrument to elicit information most important to the organization. Standardized information obtained from comment card also allows management to perform statistical analyses that help in directing strategies for service improvement. (Wisner & Corney, 1997)

In Padang, many hotels are already using customer comment card. These are the lists of hotels in Padang city:

Table 1.1

Lists of Hotels in Padang

No.	Hotel's Name	Address
	Five-Star	
1.	Basko Premiere Hotel	Jl. Hamka
	Four-Star	
1.	Bumi Minang Hotel	Jl.Bundo Kanduang
2.	Gramd Inna Muara Hotel	Jl. Gereja
3.	Mercure Hotel	Jl. Purus IV No. 8
4.	Pangeran Beach Hotel	Jl. Juanda No. 79
	Three-Star	
1.	Aliga Hotel	Jl. Thamrin
2.	Grand Zuri Hotel	Jl. Thamrin No. 27
3.	HW Hotel	Jl. Hayam Wuruk
4.	Ibis Hotel	Jl. Taman Siswa No. 1 A
5	Rocky Plaza Hotel	Jl. Permindo
6.	The Axana Hotel	Jl. Bundo Kanduang

No.	Hotel's Name	Address
	Two-Star	
1.	Daima Hotel	Jl. Sudirman
2.	Pangeran City Hotel	Jl. Dobi No. 3
3.	Rangkayo Basa Hotel	Jl. Hang Tuah No. 211
4.	SMK 9 Edotel	Jl. Bundo Kanduang
5.	SMK 6 Edotel	Jl. Suliki
6.	Surya Palace Hotel	Jl. Belanti Raya
	One-Star	
1.	Bougenville Hotel	Jl. Bgd. Aziz Chan
2.	Femina Hotel	Jl. Bgd. Aziz Chan
3.	Grand Sari Hotel	Jl. Thamrin
4.	Mariani Internasional Hotel	Jl. Bundo Kanduang
5.	Padang Hotel	Jl. Bgd. Aziz Chan
6.	Savali Hotel	Jl. Hayam Wuruk

Source: Dinas Pendapatan Kota Padang, Bagian Penagihan (2016)

Based on the lists above, we can see there are many hotels from one-star to three-star hotels in Padang. But, not all of them are using the guest comment cards as their method to get customer feedbacks. Only the three-star until five star hotels are using it. But, we can't choose five-star hotels as the object of the research, because there is no comparison for other five-star hotels. We decide to choose three-star hotels, because of the largest number of hotels to use as comparison rather than four-star hotels in Padang city.

So, based on the descriptions of the background that have been outlined above, this research is going to asses the quality of guest comment card in all three-star hotels in Padang city based on the several study of how to measure it. Thus, the research will be conducting the heading of "The Evaluation of Guest Comment Card of Three-Star Hotels in Padang City"

1.2 The Problem Statement

The research is purposed to answer these following questions:

1. How is the actual guest comment cards of three-star hotels in Padang city?

2. How is the perception of hotel's guests to three-star hotel's guest comment cards in Padang city?

3. How is the comparison of guest's perception and the guest comment cards in three-star hotels according to Wisner & Corney?

1.3 The Objective of the Research

1. To evaluate the actual guest comment cards of 3 star hotels in Padang city.

2. To analyze the perception of hotel's guests to 3 star hotel's guest comment cards in Padang city.

3. To analyze the comparison between guest's perception with the guest comment cards in 3 stars hotels according to Wisner & Corney.

1.4 Contribution of the Research

1. For Company

This research is expected to provide input, information, and references which can be used as consideration to make a marketing strategy that related to the guest comment cards in all three-star hotels in Padang city.

2. For Academic

It is expected to train and develop another references, as well as add some insights and knowledge about one of the marketing strategy, especially the good quality of

guest comment card in a hotels.

3. For Researcher

This research will be the reference for another researcher in their next time research and can be the information that will advance the knowledge of the researcher. Beside of that, this research also can used by another researcher, in order to complete their thesis for the final assignment of graduation.

E. Outline of the Research

This thesis is prepared using the following systematic:

CHAPTER I INTRODUCTION

The first chapter contains background and formulation of the problem, the objectives to be achieved, the benefits of the research, and outline of research is used.

CHAPTER II LITERATURE REVIEW

The second chapter contains all about theories of Marketing Strategy, Customer Loyalty, Customer Satisfaction, Customer Satisfaction Measurement, Customer Feedback, Guest Comment Card, and Previous Research.

CHAPTER III RESEARCH METHODOLOGY

The third chapter conduct about research design, population and samples, sources of data, data collection method, data analysis method, and research flow.

CHAPTER IV RESULTS AND DISCUSSION

The fourth chapter contained overview of actual data, survey responses, analysis data that researcher and discussion of research finding.

CHAPTER V CONCLUSION

The fifth chapter conducts the conclusion of the research that discussed based analysis that has been carried out, the implication, limitations and recommendation of the research.