

CHAPTER V

CLOSING

This chapter provides conclusions drawn from result and analysis presented in the previous chapter, followed by recommended guidelines from previous research. This research is obtained to identify the guest comment card quality of four star hotels in Padang city, following guidelines which consist of (1) return methods, (2) introductory statement, (3) contact information, (4) number of questions, (5) space for open comments, (6) response categories for close ended questions, (7) number of response for close ended questions, (8) question wording and (9) attachment of gift. This research is also obtained to identify customers' perception from each hotel, analyze the comparison between hotels' guest comment card and customers' perception, and finally summarize the conclusions' comparison in order to know about all customers' perception towards guest comment card quality in four star hotels in Padang city. Based on analysis in the previous chapter, the conclusions are explained below:

5.1 Conclusion of the Research

This research is a qualitative research conducted for 15 respondents from 3 different four star hotels in Padang, which are Bumi Minang hotel, Grand Inna Muara hotel, and Pangeran Beach hotel, to get information about their perception as customers about return method, introductory statement, contact information, number of questions, space for open comments, response categories for close ended questions, question wording and attachment of gift in a guest comment

card and make a comparison with the actual guest comment card in each hotel. The data used in this research are primary data. The primary data is gathered by information from distributing open ended questionnaires.

5.1.1 Conclusion of Four Star Hotels' Guest Comment Card

The four star hotels' guest comment card has a varied return method, which consist of front desk in Bumi Minang hotel, drop box in Pangeran hotel, and no return method instruction in Pangeran Beach hotel. Most of the hotels' comment card has less than four sentences and not using any impression statements. Most hotels asked a completed identity information (name, room number, date of stay, phone number, address, and email address) and the identity form is located in the front of the comment card. For number of questions, most hotels has 11-20 close ended questions and all hotels has varied number of open ended question, ranging from 2-6 open ended questions. As for space for open comments, most hotels has less than 53 cm space for open comments. All hotels has unbalanced response answer categories for close ended questions. Most hotels has 4 points number of response answer for close ended questions. And as for question wording, for close ended questions, most hotels are using double question and ambiguous terms. For open ended questions, most hotels are using neutral cues and employee recognition question. Lastly, all hotels doesn't attach gift on their guest comment card.

5.1.2 Conclusion of Respondents' Perception

Meanwhile, most of the respondents prefer front desk as a return method. All of the respondents also prefer less than four sentences on introductory statement and disagree with using of impression statement. Most of the respondents are willing to write name and room number for contact information, and prefer the form to be located at the front of comment card. Most of the respondents prefer less than 5 close ended questions and 1 open ended question. All of the respondents prefer less than 53 cm space for open ended comments, prefer a balanced response categories for close ended questions, and prefer varied amount of points for number of response answer for close ended questions, ranging from 2-5 points number of response. As for question wording of close ended questions, respondents are disagree with using of double question and ambiguous terms, but agree with using of leading question, and for open ended questions, respondents are agree with using of combination of cues, neutral cues, how to improve stay question but disagree with using of employee recognition question. Lastly, all respondents are disagree with attachment of gift on guest comment card.

5.1.3 Conclusion of Comparison Between Four Star Hotels' Guest Comment Card and Respondents' Perception

After compared guest comment card in four star hotels in Padang and respondents' perception, a conclusion can be taken. The conclusion is focused on whether the guest comment card from four star hotels has met with respondents' perception. The four star hotels' comment card in Padang hasn't met respondents'

perception for return method. But, the hotels' comment card has met respondents' perception for introductory statement and contact information. But, the hotels' comment card hasn't met respondents' perception for number of questions. Meanwhile, most of The hotels' comment card has met respondents' perception for the amount of space for open comments, which is less than 53 cm. Unfortunately, the hotels' comment card hasn't met the respondents' perception for a balanced response answer categories for close ended questions and number of response answer for close ended questions. And as for question wording, the hotels' comment card hasn't met respondents' disagree perception for the using of *double questions* and *ambiguous terms* in close ended questions but has met respondents' perception for *leading question*. And for open ended questions, the hotels' comment card has met respondents' perceptions for *neutral cues*, but hasn't met respondents' perception for *combination of cues*, *how to improve stay*, and *employee recognition* question. And lastly, hotels' comment card has met respondents' disagree perception for attachment of gift on guest comment card.

5.2 Implication of the Research

The research of guest comment card quality in four star hotels in Padang has several implications about the identification of guest comment card's return method, introductory statement, contact information, number of questions, space for open comments, response categories for close ended questions, question wording and attachment of gift. This identification shows about customer's perception and feedback towards guest comment card quality in four star hotels in Padang.

This research expected the readers to gain understanding about the quality of guest comment card of four star hotels in Padang city and how it affected the hotels' customers.

All analysis and discussions in this research can be utilized by the owner of four star hotels in Padang in order to gain more understanding about guest comment card's return method, introductory statement, contact information, number of questions, space for open comments, response categories for close ended questions, question wording and attachment of gift.

5.3 Limitation of the Research

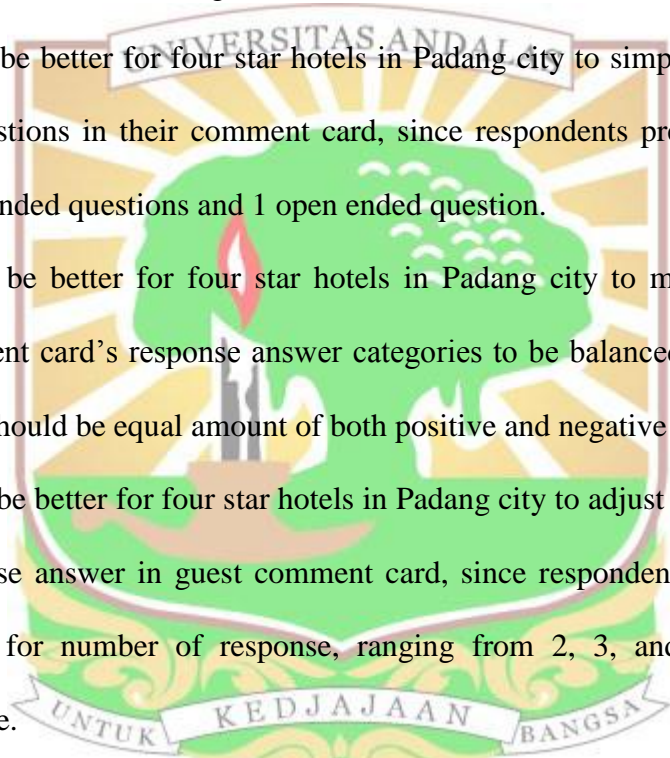
During the progress of conducting this research, there are some limitations founded. The limitations are as follows:

1. This research only used four star hotels as research object, with the total of 3 hotels.
2. This research used various circles of customers from each four star hotels, who is not an expert on this research's field. So, the result of this research will be fully depend on their personal opinion and experience.
3. This research is located in Padang city, which is only one of the big city in Indonesia.

5.4 Recommendation of the Research

Based on the research's result, there are several recommendations that can be given for four star hotels in Padang city, which can be used in order to improve the quality of their guest comment card, which are as follows:

1. It will be better for four star hotels in Padang city to use front desk as return method for their guest comment card.
2. It will be better for four star hotels in Padang city to simplify the amount of questions in their comment card, since respondents prefer less than 5 close ended questions and 1 open ended question.
3. It will be better for four star hotels in Padang city to make their guest comment card's response answer categories to be balanced, which means there should be equal amount of both positive and negative response.
4. It will be better for four star hotels in Padang city to adjust their number of response answer in guest comment card, since respondents prefer varied points for number of response, ranging from 2, 3, and 5 number of reponse.
5. It will be better for four star hotels in Padang to adjust their question wording, where customers prefer there should be a leading question in close ended questions, and for open ended questions, there should be a using of combination of cues and neutral cues, along with questions regarding how to improve customer's stay.



There are also several suggestions for any future research that related with this topic, which are as follows:

1. For the future research, hopefully it can used more samples in order to develop a more comprehensive understanding regarding this topic.
2. For the future research, hopefully it can used simpler questionnaires and using of more familiar language in order to make it easier for respondents during the process of answering it.
3. For the future research, hopefully it can used more of related guidelines that may help to develop a better understanding about this topic.

