

# CHAPTER I

## INTRODUCTION

### 1.1 Background of the Research

Since the 1950s, the tourism industry has been growing almost constantly. As such, the World Tourism Organization in 2010 has estimated at 5% (up to 10% in some countries) this industry's share of the world's GDP. The definition of tourism industry can't be completed without mentioning the presence of a hotel. For instance, the International Hotels & Restaurants Association (2010) numbered 300 000 hotels and eight million restaurants in 2009, generating economic benefits of 950 billion US dollars (Prud'Homme and Raymond, 2013).

The level of competitions within the hotel industry has increased so much in the recent decades, to the point that it poses a threat not only to new entrants into the industry but also to those companies that have been in the business for many years. Implementing traditional marketing strategies which focus on acquisition does not serve the purpose of withstanding this competition. Hence more emphasis is on retaining the customer rather than finding the new ones is the need of the hour. In order to achieve this the hotels must develop innovative and competitive marketing strategies which seek new ways to acquire, retain and increase customers thereby sustaining and developing in this competitive era (Prasanna, 2013). One of several ways that can be done by the firm is to maintain the customer satisfaction. Sampson (1996) and Salomon (2012) found that satisfaction had a stronger impact on repurchase intention than delight.

During the past few decades, customer satisfaction have become a major area of attention to practitioners and academic researchers. Customer satisfaction has been regarded as an important antecedent of loyalty for many years. customer loyalty is considered crucial to the success of business organizations. Academic research on customer loyalty has received considerable attention with many studies exploring the linkage between customer satisfaction and loyalty. In the hospitality industry, there is a strong need to assess the level of attitudinal customer loyalty, and some loyalty studies have distinguished between the attitudinal dimensions of loyalty and a multiphase framework of loyalty as a useful way to segment customers with differential strategies (Prasanna, K, 2013)

Several tools are available for measuring customer satisfaction and loyalty. In hotels, one of the most popular is a guest comment card (GCC). GCCs have the advantages of small size, easy distribution and simplicity. Meanwhile, the others advantages of GCC is 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 cards also allows management to perform statistical analysis that help in directing strategies for service improvement ( Wisner and Corney, 1997).

Unfortunately, some research has suggested that the quality of comment cards is often flawed. In order to examines the quality of guest comment cards (Bartkus, Howell, Hills and Blackham, 2009) used a guidelines for comment card design that

were developed through a review of the relevant literature. The guidelines focus on eight issues: (1) return methods, (2) introductory statements, (3) contact information, (4) number of questions, (5) space for open comments, (6) number of response categories for closed-ended questions, (7) balanced versus unbalanced response categories for closed-ended questions, and (8) question wording. In their research they used a sample of 63 lodging chains and they found the most common deviations from guidelines include a lack of secure return methods, the use of positively biased response categories, and insufficient writing space for open comments. To improve the quality of guest comment card, these and other limitations should be corrected.

Meanwhile in Padang, Padang is the capital city of West Sumatra, and it becomes the largest city on the western coast of Sumatera Island and because of its unique ethnic heritage, beautiful destination object and delicious traditional cuisine to eat it becomes the main factor of tourism attraction in Padang city, along with the development of tourism object attraction, we also noticed that the hospitality industry has a continually rapid growth in Padang area. According to the data that we have got from Dinas Pendapatan Kota Padang dibidang penagihan, there are already 24 units of 1-5 star hotel's in Padang city

**Table 1.1**  
**List of Hotel's in Padang City**

No	Hotel	Star	Address
1	Basko Premier Hotel	5	Jl. Hamka
2	Bumi Minang Hotel	4	Jl. Bundo Kanduang
3	Grand Inna Muara Hotel	4	Jl. Gereja
4	Mercure Hotel	4	Jl. Purus IV No. 8

5	Pangeran Beach Hotel	4	Jl. Juanda No. 79
6	Aliga Hotel	3	Jl. Thamrin
7	Diniya Suaso Hotel	3	Jl. Asahan No. 7
8	Grand Zuri Hotel	3	Jl. Thamrin No. 27
9	Hayam Wuruk Hotel	3	Jl. Hayam Wuruk
10	Ibis Hotel	3	Jl. Taman Siswa No. 1A
11	Rocky Plaza Hotel	3	Jl. Permindo
12	The Axana Hotel	3	Jl. Bundo Kanduang
13	Daima Hotel	2	Jl. Sudirman
14	Pangeran City Hotel	2	Jl. Dobi No. 3
15	Rangkayo Basa Hotel	2	Jl. Hang Tuang No. 211
16	SMK 9 Edotel	2	Jl. Bundo Kanduang
17	SMK 6 Edotel	2	Jl. Suliki
18	Surya Palace Hotel	2	Jl. Belanti Raya
19	Bogenville Hotel	1	Jl. Bgd. Aziz Chan
20	Femina Hotel	1	Jl. Bgd. Aziz Chan
21	Grand Sari Hotel	1	Jl. Thamrin
22	Mariani Internasional Hotel	1	Jl. Bundo Kanduang
23	Padang Hotel	1	Jl. Bgd. Aziz Chan
24	Savali Hotel	1	Jl. Hayam Wuruk

*Source : Dinas Pendapatan Kota Padang, 2016*

A quick observation of each hotel's in Padang has been done. However, the result is the using of Guest Comment Card (GCC) in several hotel's still unknown to their customer's and only 5-3 star hotel's that provide a guest comment card. There is only one five star hotel in Padang, which is Basko Premier Hotel, but the comparison can't be done if it doesn't have other competitor. Four star hotel's is the second highest star hotel's in Padang that is possible to compare between each other.

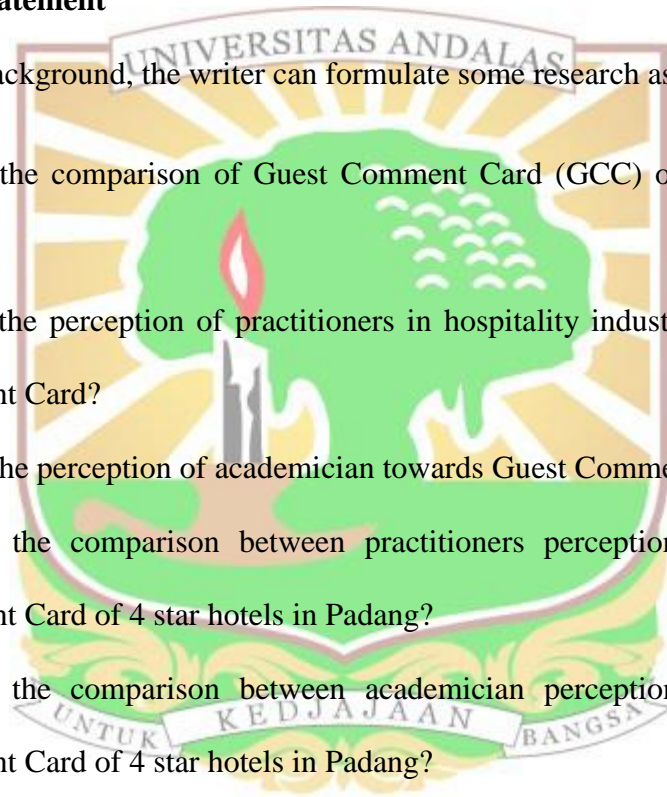
From the phenomenon above, the author interested to do a research towards four star hotel's in Padang and adapting the guidelines that are used by Bartkus, Howell, Hills and Blackham. After gathering, collecting and evaluating a data of guest

comment card using these guidelines, the researcher wants to add several assessment from a different perception. In here, the practitioners in hospitality industry and academician is considered as the right informants in this research. The author wants to conduct a research with the title “The Study of Guest Comment Card Quality of Four Star Hotel’s in Padang”

## 1.2 Problem Statement

Based on this background, the writer can formulate some research as follows:

1. How is the comparison of Guest Comment Card (GCC) of 4 star hotels in Padang?
2. How is the perception of practitioners in hospitality industry towards Guest Comment Card?
3. How is the perception of academician towards Guest Comment Card?
4. How is the comparison between practitioners perception and the Guest Comment Card of 4 star hotels in Padang?
5. How is the comparison between academician perception and the Guest Comment Card of 4 star hotels in Padang?
6. How is the comparison between the informants and the Guest Comment Card of 4 star hotels in Padang?



### 1.3 Research objectives

Research purposes :

1. To evaluate Guest Comment Card (GCC) of 4 star hotels in Padang.
2. To analyze the perception of practitioners in hospitality industry towards Guest Comment Card (GCC).
3. To analyze the perception of academician towards Guest Comment Card (GCC).
4. To analyze the comparison between practitioners perception and Guest Comment Card of 4 star hotels in Padang.
5. To analyze the comparison between academician perception and Guest Comment Card of 4 star hotels in Padang.
6. To analyze the comparison between practitioners and academician perception and Guest Comment Card of 4 star hotels in Padang

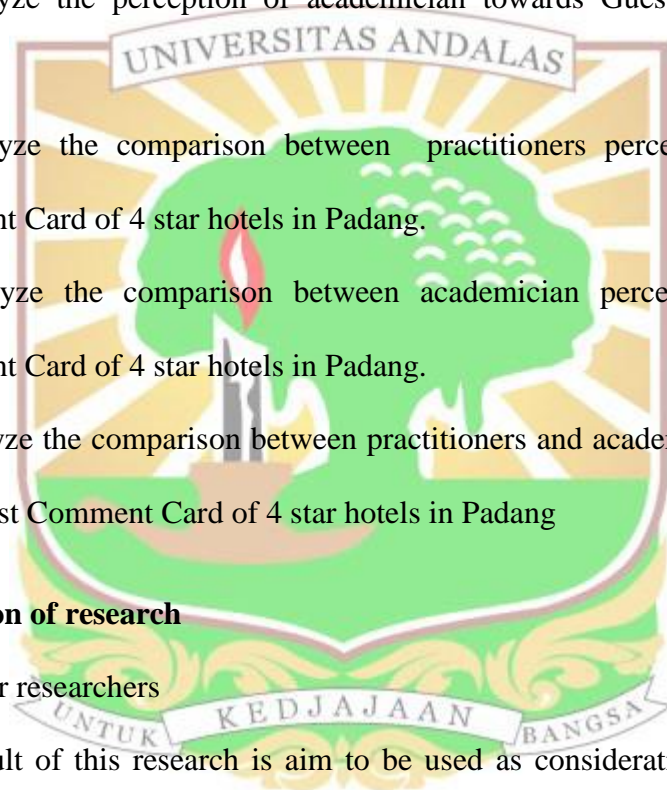
### 1.4 Contribution of research

1. For other researchers

The result of this research is aim to be used as consideration for the future research and to add references that can be used by other researchers in any area that related to investigating the same topic in the future.

2. For academic

The result of this research hopefully can be beneficial to development of knowledge and literature in the field of management study.



### 3. For companies

- The Company may have information that can be used to hotel managers in providing a direction on how to conduct and modify the existing practice of measuring customer satisfaction in hotels.
- The company may have the reference to determine which component that they can adapt in order to improve and create a better Guest Comment Card (GCC).

## 1.5 Outline of Research

This thesis analyses is consist of several chapters systematically as follow :

### Chapter I : Introduction

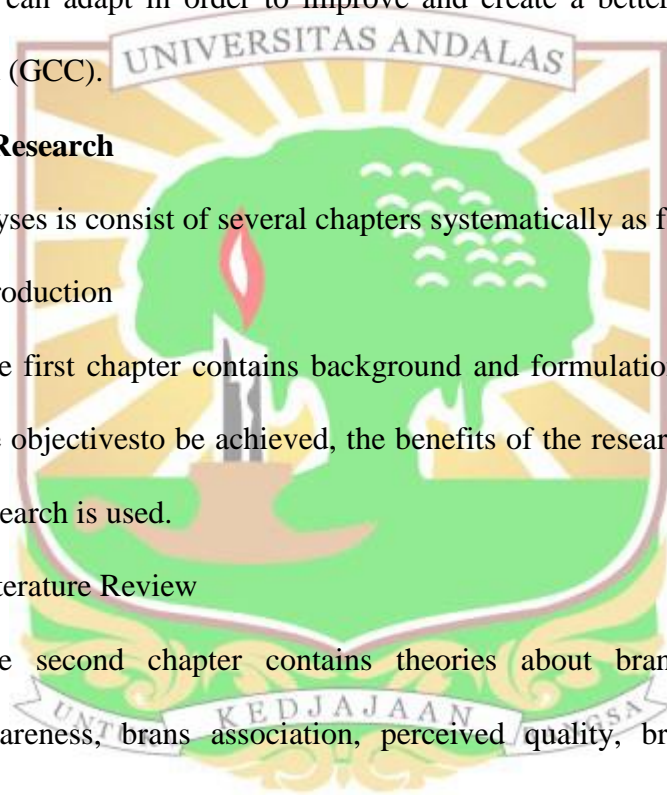
The first chapter contains background and formulation of the problem, the objectivesto be achieved, the benefits of the research, and outline of research is used.

### Chapter II : Literature Review

The second chapter contains theories about brand equity; brand awareness, brans association, perceived quality, brand loyalty, and review of previous study.

### Chapter III : Research Method

The third chapter conducts about research design, population and samples, sampling, operational definition of variables, sources of data, techniques of data collection, and data analysis techniques used.



#### Chapter IV : Result and Analysis

The fourth chapter contains the data process of the research that consists of frequency distribution of each variable, discussion, and implication.

#### Chapter V : Conclusion

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

