CHAPTER V
CLOSING

This chapter provides conclusion drawn from findings 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 identification 8 guidelines, The guidelines are (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 one additional assessment that relatable for this current research.The analysis of result as follows :

5.1 Conclusion of the research

This research is a qualitative research that conduct to 2 practinioners and 3 academicians as informants to get information about their perception towards the ideal standard of GCC's quality, in order to obtain this objectives, 8 guidelines has been adapted. The data used in this research are primary data. Primary data is gathered by information from direct interview to the informants. The conclusion that could be described from the research are :

The first guidelines in the journal is return method, from the data that had been gathered most of 4 star hotels in Padang used front desk as their guest comment card return method. Which is acceptable and already meet with the recommendation

of the guidelines. The second guidelines is about introductory statement, From the data that had been gathered, most of the 4 star hotels in Padang used less than four sentences for their GCC, its already meet with the guidelines and exemplification and ingration statement had been founded in one particular hotel. However, the impression statement is clearly forbidden in research journal. The third guidelines is about contact information, From the data that had been gathered of 4 star hotels in Padang, all of the hotel asked name, room number, date of stay and address in customer identity information in their GCC. Based on the journal, there is no known guideline for what is appropriate, it is reasonable to expect that a comment card should include space for the guest's name and room number.

The fourth guidelines is about number of question, Based on the data that had been gathered, the majority of the 4 star hotels in Padang provide 11-20 question for closed-ended section and more than 2 question for open-ended section. Which both of the data that had been founded and evaluate, it didn't meet with the recommendation of the guidelines, the appropriate number for closed-ended question that mention in the guideline is around 5-10 and 1 question for open-ended type of question. The fifth guidelines is about space for open-ended question, from the data that had been gathered, the majority of 4 star hotels in Padang provide less than 28cm of writing space for their open-ended question. Which didn't meet the guideline. Based on the guideline it stated that the appropriate and ideal length of space for open-ended question is around 53cm. The sixth guidelines is about response categories for closed-ended question. from the data that had been gathered, A varied result had been

founded. The majority of 4 star hotels in Padang used unbalanced 4 point response, and balanced semantic differential response.

The seventh guidelines is about the number of response for closed-ended question. From the data that had been gathered the majority of 4 star hotels in Padang used 2 and 3 point of response, which didn't meet with the recommendation of the guideline. The eighth guidelines is about question wording, from the data that had been gathered, it can be conclude that the majority of 4 star hotels in Padang used double question in their guest comment card and neutral cues for open-ended section.

From the practitioner's perception, varied result had been found, most of the practitioner's agree with using front desk as a secure return method, while the academician agree with using drop box and e-mail. Both of the informants agree on using statement of confidentiality in guest comment card, and for introductory statement, both of the informants agree the ideal sentences for introductory statement based on their perception is less until four sentences. Both of informants agree on using exemplification, ingration and self-promotion. Both of the informants agree on providing name and e-mail address of identity information form in GCC. Both of the informants having different perception, practitioner's agree the location of contact informantion to be put in the front and middle, while academician agree contact information to be put at the back of comment card. Both of the informants agree on using respond offer in comment card. Both of the informants agree the ideal number for open-ended question is 5-10 questions. Both of the informants agree the ideal number for open-ended is 1 question. Both of the informants agree the ideal length

for open-ended question space is 53cm. Both of informants agree on using 3 point of response category for closed-ended question in comment card. Both of the informants agree on using 3 number of response for closed-ended question. Both of the respondent disagree on using ambiguous and inappropriate terms. Both of the respondent agree on using neutral cues in GCC. Both informants are disagree with using attachment of gift in GCC

From the data that had been gathered, both of informants and hotels has a similar result. Most of them prefer front desk as GCC's return method. Both of the informants agree on using statement of confidentiality in guest comment card. However, from the data that had been gathered, the statement of confidentiality is not available in all of 4 star hotel's in Padang. Both of the informants and hotels agree the ideal sentences for introductory statement is less than four sentences. Both of the informants and hotels agree on using exemplification and ingration statement in guest comment card. Both of the informants and hotels only agree on providing name in identity information form of GCC. Informants also agree on providing e-mail address, however, from the data that had been gathered, e-mail address is not founded in identity information form of several of 4 star hotels in Padang. Both of the informants and hotels agree to place the contact information in front of the comment card. The informants agree on using respond offer in comment card. However, from the data that had been gathered before, there is no 4 star hotel's in Padang that provide respond offer in their comment card. The informants agree the ideal number for open-ended question is 5-10 questions. However, from the data that had been

gathered, the majority of 4 star hotels in Padang provide 11-20 question for closed-ended questions. The informants agree the ideal number for open-ended is 1 question. However, from the data that had been gathered, the majority of 4 star hotels in Padang provide >2 question in open-ended section. The informants agree the ideal length for open-ended question space is 53cm. however, from the data that had been gathered, The majority of 4 star hotels in Padang provide less than 28cm of writing space for open-ended question. The informants agree on using 3 point of response category for closed-ended question in comment card. However, from the data that had been gathered, The majority of 4 star hotel's in Padang used 4 points and semantic differential response categories in their comment card. The informants agree on using 3 number of response for closed-ended question. However, from the data that had been gathered, Most of the 4 star hotels in Padang used 2 and 4 point number of response. Both of the informants and hotels disagree on using inappropriate terms and loaded or leading question in guest comment card. Both of the informants and hotels agree on using neutral cues for open-question wording in GCC. Both of informants and hotels disagree with using attachment of gift in GCC
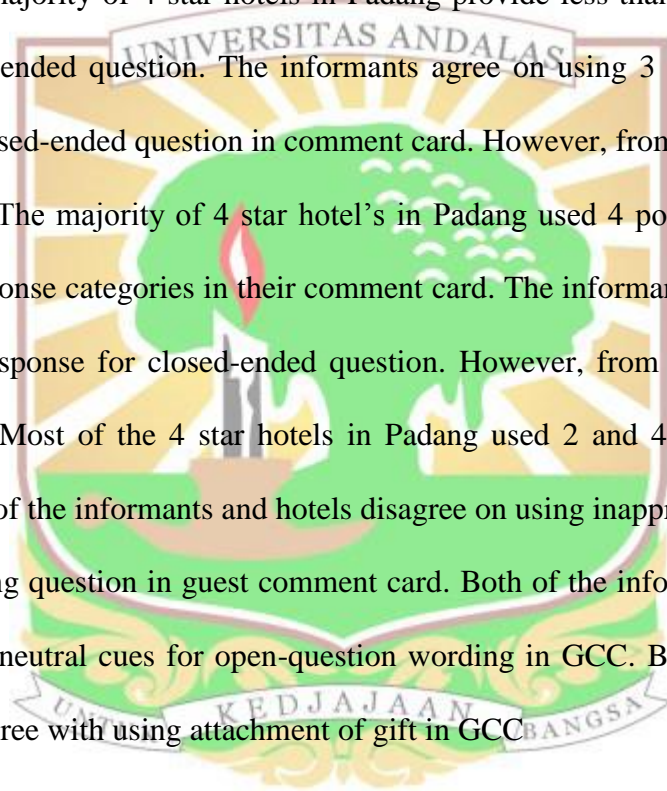
5.2 Implications of the research

The research provide several implication for identification of guest comment card return method, introductory statement, contact information, number of question, space for open comments, number of response category for closed-ended question, balanced versus unbalanced response category for closed-ended question and question wording. Given the popularity of comment cards, the previous study that conduct by (Bartkus, Howell, Hills and Blackham, 2009) claimed that they could not found and identify a single study that outlined a set of guidelines designed specifically for comment cards, this problem will represent an important gap in the literature, because of that they propose to address this issue by developing comment card guidelines adapted from a review of the established literature on questionnaire design and administration. And for this research, The identification of the guideline will shows about practitioner's and academician's perception towards guest comment card quality in four star hotels in Padang.

From the data that we've got and collect from GCC of 4 star hotels in Padang, we found that there is still flaws and common deviations in their guest comment card mechanism. What does it mean if a finding is significant, or that the ultimate statistical analytical techniques have been applied, if the data collection instrument generated invalid data at the outset?

In order to improve the quality of comment card feedback, A several other limitations should be corrected. This research will have a final result that can be

useful for hospitality industry practitioners especially for hotel's. All of the analysis and discussion in this research can be utilized by the practitioner in developing and providing a direction on how to conduct and modify the existing practice of measuring customer satisfaction in hotels. And also the hotels may have the reference to determine which component that they can adapt in order to improve and create a better Guest Comment Card (GCC).

5.3 Limitation of the Research

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

1. This research only took four hotels as the object

2. The sample of this research is proportional because they know and understand about Guest Comment Card

3. Research Location

   The location of the research is in Padang. Hopefully, the next research can be done not only in Padang but also in another city all over Indonesia
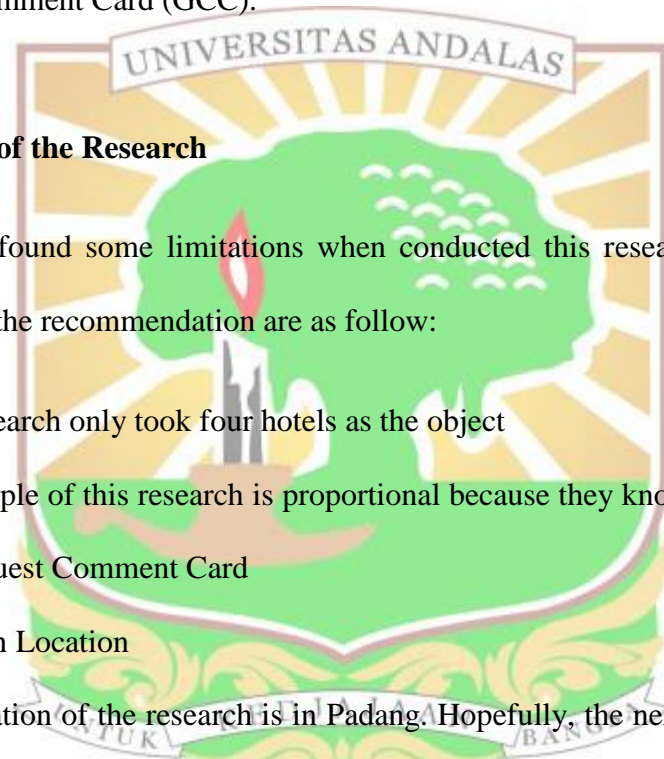
5.4 Recommendation of the Research

Limitation that exist in this research should be a reference subsequent research to get perfection in giving a picture and a wider contribution started from the same study. Several suggestions and recommendations can be given to further researcher, such as :

1. Future researcher are expected to take more samples in order to develop more comprehensive and deeper study

2. Future researcher suggested adding more theories that related to guest comment card quality assessment from other research journal to produce an accurate and comprehensive description and explanation.