

CHAPTER I INTRODUCTION

1.1 Overview of Research Objects

Tourism activities are activities that can never be separated from people's lives. Tourism is expected to be a means of releasing stress from the daily routine. Tourism activities can also be used as advice or to find new ideas and become more creative. Tourism activities can be done at any time depending on the preferences of each individual; one of the favorite places to travel in mountainous areas, beaches, or playgrounds.

In modern times, tourist activities are done in the mountains, beaches, or playgrounds, and a new trend, namely Staycation. Staycation is a vacation activity by staying in a hotel in one city where we live. The public widely chooses Staycation because it is estimated to cost less than holiday activities or out-of-town tours. With the rise of the staycation trend in the community, hotels are expected to prepare by making improvements, maintaining, or adding facilities to feel satisfied and want to always use the hotel as a place to stay or vacation.

1.1.1 Company Profile

D'primahotel Bandung, previously named Park View Hotel Bandung, is one of the 4-star hotels located in Bandung, precisely located at Jl. Sukajadi No. 153, Bandung, West Java, Indonesia. D'primahotel Bandung stands under PT. Park View, a limited liability company with ownership, is independently owned (family business). D'primahotel Bandung's mission is to provide more than a high-quality standard service: to establish the Parisian ambiance and refresh the customers' minds in a theme hotel. D'primahotel Bandung has a building area of 6000 m² and has eight floors. D'primahotel Bandung has guest room facilities, a swimming pool, a playground, a ballroom, and a meeting room.

D'primahotel Bandung has six room types: Deluxe, Super Deluxe, Executive, Junior Suite, Suite, and Presidential Suite. The total number of rooms in D'primahotel Bandung is 80, divided into 20 Deluxe type rooms, 46 Super Deluxe type rooms, 10 Executive type rooms, 1 Junior Suite type room, 2 Suite

type rooms, and one room for Presidential Suite type. Each room type provided has a different price.

For deluxe room types with Twin bed types have a price of Rp 1,600,000 / night, then in the Super Deluxe room type with Twin bed types has a price of Rp 1,750,000 / night and for Super Deluxe with Queen type bed has a price of Rp 1,850,000 / night. Executive room type is divided into two depending on the bed type owned, for Executive rooms with Twin bed types have a price of Rp 2,100,000, while Executive room types with Queen bed type at Rp 2,200,000 / night. The last three room types, namely Junior Suite, Suite, and Presidential Suite, only have one kind of bed, namely King size, with each room type with a price of Rp 3,500,000, Rp 4,5 million, and Rp 6 million per night.

In addition to rooms for guests, D'primahotel Bandung also provides two restaurants in the lobby and rooftop. Each restaurant has facilities of 100 - 150 seats. In addition to restaurants, D'primahotel Bandung has four meeting rooms: classroom-type with 100 seats, type U Shape with 40 chairs, and Round Table with 100 seats. D'primahotel Bandung also has a Ballroom with a standing party capacity of 200 people and a round table of 100 seats.

1.2 Research Background

In the Travel and Tourism Competitiveness Index (TTCI), Indonesia's tourism sector ranking is ranked 32 out of 117 countries in the world, issued by the World Economic Forum (WEF) (Suara.com, 2022). Among the Asia Pacific region, Indonesia's tourism sector also entered the top 10 by being ranked eighth. In contrast, Indonesia's achievements in the Southeast Asian region surpassed neighboring countries such as Thailand and Malaysia (Suara.com, 2022).

According to the Minister of Tourism and Creative Economy Sandiaga Uno, the number of foreign tourist visits to Indonesia in April 2022 through the main entrance reached more than 11 thousand people. This figure has increased five times compared to April 2021, and foreign tourists are dominated by tourists from Australia, Singapore, Malaysia, India, and the United Kingdom (Tempo.co, 2022).

BPS data shows that the Java-Bali-Nusa Tenggara islands are still the leading destinations for tourists, especially Bali Island, Lombok Island, Komodo Island, Yogyakarta, Bandung, and Malang (Santoso, 2021).

The Department of Culture and Tourism stated that tourist visits to Bandung in 2020 will be as many as 3.2 million. The number consists of 3.2 million domestic tourists and 30 thousand foreign tourists. Bandung is the provincial capital of West Java, the destination for domestic and foreign tourists. There are tourist destinations such as hotels, transportation, places to eat, and shopping centers with various options. Tourists can also enjoy the beautiful scenery available in Bandung. Here is data from Bandung's Department of Culture and Tourism on the number of local and foreign tourists in 2019-2020.

Table 1. 1
Number of Foreign and Domestic Tourists in Bandung

Year	Tourists		Total
	Foreign	Domestic	
2019	252.842	8.175.221	8.428.063
2020	30.210	3.229.090	3.259.300

Source: The Department of Culture and Tourism of Bandung (2022)

Table 1.1 above shows that from 2019 to 2020, the city of Bandung gets many visits from both domestic and foreign tourists. Even though in 2020, the number of tourists who come decreases due to the Covid-19 pandemic. The large number of tourists who visit is caused by the wide selection of tourist attractions in Bandung. Tourism activities should also be supported by suitable hospitality accommodation. The existence of accommodation facilities will encourage tourists to visit and enjoy objects and tourist attractions in the area for a relatively long time (*MULTIMEDIA CENTER PROVINSI KALIMANTAN TENGAH*, 2018).

Table 1. 2
Number of Hotels based on Classification in Bandung, 2021

Hotel Classification	Number of Hotel	Number of Hotel Rooms
Five stars	9	1.778
Four stars	32	5.846
Three stars	42	6.061
Two stars	25	3.921
One star	10	317
Non-star	218	458
TOTAL	336	18.381

Source: *Portal Data Kota Bandung* (2022)

Table 1.2 shows that there are six classifications of hotels. Short-term accommodation services such as hotels, motels, inns, villas, homestays, and hostels are the main facilities for tourists to rest during their vacations. The number of guests, room rentals, and others are the benchmarks for a business/hospitality company chosen by consumers (Santoso, 2021).

Based on the phenomenon described above, D'primahotel Bandung is a 4-star hotel with several facilities supported by the quality of service of the existing staff. D'primahotel Bandung has a hotel theme that gives guests the impression of staying in Paris. In addition to the unique and different hotel theme, D'primahotel Bandung is also located in a strategic area and close to shopping centers and favorite tourist attractions in Bandung, such as Paris Van Java Mall, Rumah Mode Factory Outlet, NuArt Sculpture Park, Lactasari Dairy Farm and also KidZoo Paris Van Java.

Quoted from Agoda, D'primahotel Bandung scored 95% better than similar properties in the food sector. In addition to the food sector, D'primahotel Bandung also received good reviews about the hotel's location and got an 87%

better score than other accommodations in Bandung; also, in terms of room comfort, D'primahotel Bandung beats 93% of its competitors in Bandung (Agoda.com,2022).

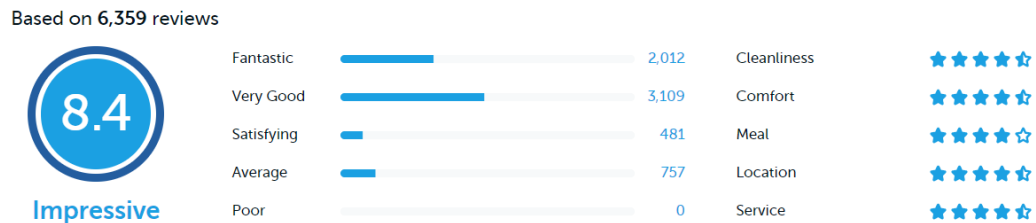


Figure 1. 1
D'primahotel Bandung Visitors Rating

Source: www.traveloka.com (2022)

Based on the assessment of visitors on the website Traveloka.com, hotel guests comment about the strategic location and suitable interior and facilities. In addition to the strategic location and good hotel facilities, there are comments stating that the staff of D'primahotel Bandung provides exemplary service to the guests and comments related to food with good taste.

Although many comments and good ratings are related to D'primahotel Bandung, D'primahotel Bandung still cannot be separated from the unfavorable reviews regarding the service quality given by guests. Some reviews regarding the service quality from D'primahotel Bandung guests are written directly on Traveloka on the review page of the D'primahotel Bandung.

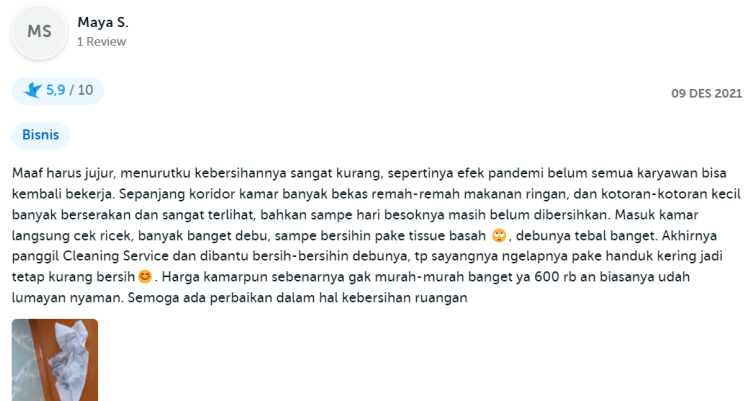


Figure 1. 2
Negative Review regarding Service Quality of D'primahotel Bandung
(Tangibility)

Source: Traveloka.com

Based on the review above, some guests give a poor assessment of the hotel equipment and facilities' cleanliness, indicating a lack of service in tangible where the tangibility is a dimension of service quality that pays attention to the facilities and equipment of a company.

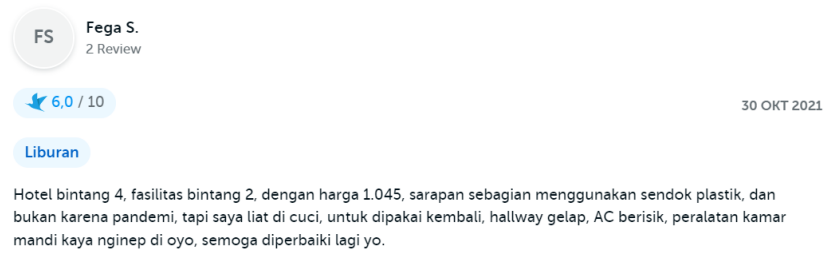


Figure 1. 3
Negative Review regarding Service Quality of D'primahotel Bandung
(Reliability)

Source: Traveloka.com

One guest also complained about the facilities of the hotel that did not fit the classification that should exist in a 4-star hotel. The misclassification of hotel facilities owned by D'primahotel Bandung indicates a lack of quality of service in the reliability dimension. Reliability is a service quality dimension, one of which is service suitability.



Figure 1. 4
Negative Review regarding Service Quality of D'primahotel Bandung
(Assurance)

Source: Traveloka.com

In addition, D'primahotel Bandung also has a disadvantage in the assurance dimension. Assurance is the dimension of service quality that pays attention to civility in conveying information related to products, characterized by guests' complaints when getting unfriendly and unprofessional treatment from the hotel receptionist.

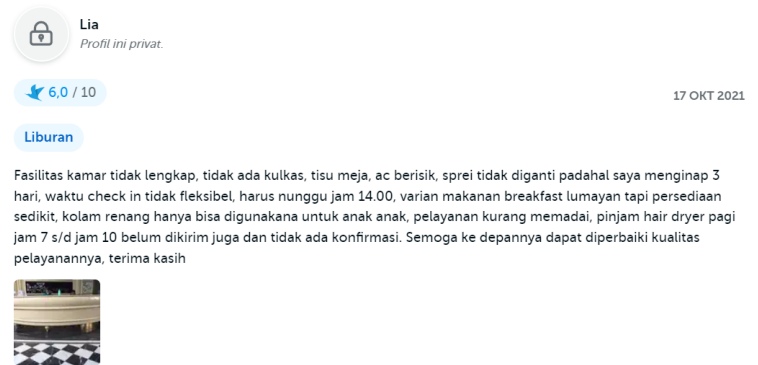


Figure 1. 5
Negative Review regarding Service Quality of D'primahotel Bandung
(Responsiveness)

Source: Traveloka.com

The subsequent complaint is in the responsiveness dimension, where a company is expected to respond to customers quickly and by their wishes. D'primahotel Bandung did not achieve the responsiveness dimension. According to a complaint from a guest of D'primahotel Bandung, who gave a review on

Traveloka when the guest requested service but was not responded to for a long time, there was no confirmation related to the delay in response from the hotel.



Figure 1. 6
Negative Review regarding Service Quality of D'primahotel Bandung (Empathy)

Source: Traveloka.com

The last dimension of service quality is empathy which means having a sense of care for the company's customers. In the case of D'primahotel Bandung itself, related to empathy from the company is considered very good, characterized by reviews from guests on Traveloka. They say that the security guard and bellboy are very swift. According to various reports, D'primahotel still has several faults in service quality. Guest complaints can be used as assessment material to improve services and facilities at D'primahotel Bandung; thus service quality study must be conducted to produce customer satisfaction. However, the hotel has never researched the quality of the service on the satisfaction of the hotel's customers.

The research reference by Khan et al. (2021) is used in this work as a source. The subject of the study is where the differences between this study and the work of Khan et al. (2021) are found. While this study concerns D'primahotel Bandung, Khan et al. (2021) research investigates Mobile Banking in Bangladesh. The researcher's residence in Bandung makes it simpler to locate research data and facilitates researchers' knowledge of the thing under investigation, which accounts for the variations in the research object. The researchers selected the hotel object for another reason, even if the Covid-19

epidemic will result in a decline in the number of visitors in 2020. The abundance of tourism attractions in Bandung is the cause of the enormous number of visitors. And a strange thing happens: despite the fact that D'primahotel Bandung receives a lot of positive feedback and remarks, it is impossible to separate it from the negative comments made by customers about the caliber of the service.

The technique utilized for data analysis is another distinction. Partial Least Squares Structural Equation Modeling (PLS-SEM) was employed in Khan et al(2021) .'s study to evaluate the data, and Statistical Product and Service Solutions were used in this study (SPSS). To facilitate data processing for researchers and improve the precision of study findings, SPSS is used. The multiple linear analysis approach is used in this study because it has the benefit of being straightforward and simple to comprehend while still producing insightful results. Regression analysis can determine the extent of the predictor variable's (independent variable's) effect on other variables (dependent variable).

Therefore, based on the phenomena and background outlined above, the researcher will conduct a study entitled **"THE EFFECT OF SERVICE QUALITY ON CUSTOMER SATISFACTION OF D'PRIMAHOTEL BANDUNG."**

1.3 Problem Statement

Based on the description mentioned in the research background can be formulated the following problems:

1. What is the guest perception of D'primahotel Bandung's Service Quality?
2. What is the guest perception of D'primahotel Bandung's Customer Satisfaction?
3. What is the effect of Service Quality on Customer Satisfaction of D'primahotel Bandung?

1.4 Research Objectives

1. To analyze the guest perceptions of D'primahotel Bandung's Service Quality;

2. To analyze the guest perception of D'primahotel Bandung's Customer Satisfaction;
3. To analyze the effect of Service Quality on Customer Satisfaction of D'primahotel Bandung.

1.5 Research Benefit

It is expected that this research can be used as a reference for further research, especially those that raise similar themes, in detail the benefits of research, among others:

1. Theoretically, this study is expected to increase researchers' and readers' understanding of consumer satisfaction and things that can affect it from a hospitality industry perspective.
2. In practice, this research is expected to help D'primahotel Bandung improve understanding related to their guests' desire to maintain their satisfaction from their guests and is also likely to be a reference material for future research.

1.6 Final Task Writing Systematics

a. CHAPTER I: INTRODUCTION

This chapter contains an Overview of Research Objects, Research Background, Problem Formulation, Research Objectives, Research Benefits, and Research Systematics.

b. CHAPTER II: LITERATURE REVIEW

This chapter explains a Literature Review of Research, Previous Research, and Thought Frameworks.

c. CHAPTER III: RESEARCH METHODOLOGY

This third chapter describes Types of Research, Variable Operationalization, Research Stages, Social Situations, Data Collection, Data Sources, Validity tests, and Data Analysis Techniques

d. CHAPTER IV: DISCUSSION

This fourth chapter will explain how service quality can affect the customer satisfaction of D'primahotel Bandung. The results of this discussion contain data collected and processed to get a solution to the problems that will be faced in the future.

e. CHAPTER V: CONCLUSION AND SUGGESTIONS

This chapter contains the conclusions and suggestions of the discussion **"The Effect of Service Quality on Consumer Satisfaction of D'primahotel Bandung."**