CHAPTER I

INTRODUCTION

A. Background

COVID‑19 has been proclaimed a pandemic by the World Health Organization (WHO), following the events in Wuhan and China, Italy was the first country to be affected in Europe and the effect was terrifying. Scheduled patients are called in advance by medical clinic organizations, requesting explicit indications in the past about fourteen days or direct introduction to people who are already affected by the disease. The patients were told not to go to the clinic and the visit is deferred. Checkpoints were all brought up to evaluate patients for side effects and to present every person with masks before entering emergency clinics. No guests or friends are permitted in the clinic and all shops, eateries, and offices stay shut. (Duarte et al., 2020)

The day by day increment in the quantity of COVID-19 cases in Indonesia is far from easing back down. However, Indonesia will in any case proceed with its choice to move to "New Normal" to resuscitate its sinking economy. Under this approach, individuals can re-visitation of work and school while shops and shopping centers begin to open with wellbeing precautionary measures. (Sutarsa et al., n.d.)

Contrasted with 2019, The occupancy rate of 5 star lodgings in 2020 has diminished, and a decline happens in all hotels which includes five star hotels with a total of 19.77 percent, (*BPS Provinsi DKI Jakarta*, 2020)

TABLE 1

Occupancy of 5 Star Hotel in Jakarta April to September

Month	Occupancy of 5 star hotels in Jakarta (%)	
	2019	**2020**
April	57.40	27.11
May	49.55	30.34
June	37.97	17.41
July	61.10	41.33
August	51.35	36.68
September	53.44	45.34

Source : (*BPS Provinsi DKI Jakarta*, 2020)

Repatronage Intention is defined as the intention of a person intention to revisit or an intention that is continuous which is the outcome of different factors in the business. (Garda Muchardie et al., 2017). The hotel industry currently recovering after the pandemic will need to answer a series of questions such as if their guests are ready to return or not? Are they ready to revisit the hotel? What will encourage them to return? (Gursoy & Chi, 2020)

Discoveries of a longitudinal report led by the article group of the Journal of Hospitality Marketing and Management propose that resuming the dine in way of life and facilitating travel limitations won't bring clients back right away. A huge segment of people (over half) are not ready to eat in at a café right away. The equivalent is valid for remaining at lodgings. Most clients (over half) are not ready to venture out to an objective and remain at a hotel any time soon. Just around a fourth of the clients have just feasted in an eatery and just around 33% are eager to head out to an objective and remain at an inn in the following scarcely any months. (Gursoy & Chi, 2020)

There are various researchers that explore the connection between service quality and Repatronage intention in various ventures over the globe, there isn't that quite a bit of significance given to the studies on Repatronage intention in the hotel business setting. Since there were scarcely any examinations found in testing the connection between the service quality and Repatronage intention, still there is a need to contemplate it as a result of the current circumstance (Kumar, 2017). The current examination centres to research "Whether there is a connection between service quality and Repatronage intention in 5 star hotels in Jakarta?"

The tension on the travel industry was found in the enormous decay appearance of foreign vacationers with huge cancellations and a decrease of booking. The decrease additionally happened because of decline in domestic travel, especially due to the hesitance of the Indonesian public to travel, stress over the effect of Covid-19. The decrease in the travel industry and travel business affected business, and disturbance of work openings (Sugihamretha, 2020).

Numerous governments, especially in countries affected with COVID-19 uses policy instruments in order to live side by side with the community, the government continues to promote efforts to combat COVID-19 and on the other hand trying to return the social conditions of the community to their previous conditions before the presence of COVID-19, this policy instrument is known as "new normal" or new normal order. Public policy is basically the government's answer to a problem that has become a public issue, on that basis public policy becomes an instrument for solving public problems until they are finished or no problems are found (Herdiana, 2020).

Attached to the same order, the new normal could be the tourism sector's new normal order which will be a policy instrument prepared by the government that must be able to answer the problems that exist in society, namely how the government's

commitment in its efforts to tackle COVID-19 is directly proportional with efforts to restore the tourism sector affected by COVID-19. The pandemic has a great impact on consumer opinion and behavior starting from the month of March, especially with the World Health Organization (WHO) officially stating that it would be a global pandemic on the 11th of March. The continuous effects of COVID-19 had a notable connection on the intention to travel because people are scared knowing that the virus is everywhere. (Hospitality.net, 2020)

This is why it is important for the hotel industry to know how to increase the intention of people to travel and also to stay in hotels especially in this era of "New Normal". There will be several factors that can affect Repatronage Intention towards hotels, such as Facility that are provided in the location proven in (Budi Sulistiono, 2010). It was aimed for this research to gain data if Repatronage intention has any effect from Facilities and the research resulted in a significant and positive relationship between Facilities variable towards Repatronage decision in a hotel which research.

Another research made by (Raza et al., 2012) was done to find out if there is a positive relationship between perceived value and revisit intention to hotels. The research was done to see if there are any effects of perceived value towards revisit intention and it resulted in the research having a positive and significant effect between both factors. A research was done testing the effects of service quality towards Repatronage intention done by (Islam et al., 2019) that examine a connection of how service quality affects Repatronage intention in hotels in India.

Service quality can be defined as an examination of perceived expectations for a service compared with the performance shown. Service quality is one of the significant forerunners of customer loyalty which affects Repatronage intention. It is additionally considered as an essential for fulfilling and holding the esteemed clients and furthermore

recognized as a forerunner of practical upper hand. To make sure guest return, the executives should meet the different guest requests. Service quality is decidedly identified with quality that could help upgrade customer loyalty that will introduce the goal to return. (Kumar, 2017)

In this research the selected factor would be service quality and the chosen classification is 5 star hotels knowing that people after this pandemic would be choosing more affordable selections that premium. Thus the topic for this research is "The effect of Service Quality towards Repatronage Intention towards 5 star hotels is Jakarta"

B. Problem Formulation

1. Is there an effect of Service Quality towards Repatronage intention in 5 Star Hotels in Jakarta?

C. Research Objective

1. Identifying the relationship between Service Quality with Repatronage intention at the 5 Star Hotels in Jakarta?

D. Research Benefit

1. Contributions in examining how to return guests back to 5-star hotels in Jakarta. The findings of this research will help lodging businesses especially with a 5-star status to gain back customers and also provide better revenue in order for the hotel to operate back into normal conditions.

E. Writing Systematics

The systematics of writing in this final project is organized as follows:

CHAPTER I INTRODUCTION

This chapter contains the background, problem formulation, the purpose of paper, benefits of the paper, and the writing systematics.

CHAPTER II LITERATURE REVIEW

This chapter contains theoretical exposures, previous research, and a framework conceptual.

CHAPTER III RESEARCH METHOD

This chapter contains an overview of the object of research, design research, sampling methods, data collection instruments, variable measurement, data analysis method.

CHAPTER IV RESULTS AND DISCUSSION

This chapter contains results consisting of the manufacturing process and organoleptic test results and discussion.

CHAPTER V CONCLUSION AND SUGGESTIONS

This chapter contains the conclusion and recommendation.