

CHAPTER I

INTRODUCTION

1.1. Background of the Study

Recently, the hospitality industry is growing rapidly in Indonesia. Indonesia government realize that hospitality and tourism is helping Indonesia to increase the gross domestic product (GDP). GDP is one of the primary indicators used to gauge the health of a country's economy (Investopedia, 2017). That why the governments try to redevelop the hospitality and tourism industry. By preserving existing tourist attractions and developing the surrounding environment.

Sumatera is the sixth largest island in the world. By population, Medan is the most populated city in Sumatra according to Wikipedia (2018). Medan is also the most visited and developed cities in Sumatra. As for Berastagi, it is one of the popular tourist cities in North Sumatra. It is located 66 kilometres from Medan City. Most of the tourist that visited Medan will also visit Berastagi to refresh by the nature around.

Aside from the tourist attraction, accommodation is also one of their consideration for choosing a place to travel. Base on tourism industry, accommodation is a vital and fundamental part of tourism supply. Tourists in their travel require location where they can rest and revive during their travel. Vipit Dutt (2018) said tourist accommodation performs an important function within both the context of rural and urban tourism. It provides the opportunity for visitors to stay for a length of time to enjoy the locality and its attractions, while their spending contributes to the local economy.

Kalang Ulu is one of the hotel at berastagi. At here guest can enjoy a garden, a terrace, a shared lounge and the on-site restaurant, which serves Indonesian cuisine. This hotel has one of the best-rated locations in Berastagi (Booking.com, 2017). At here services is not a big problem, because the worker has been train. As we know the quality of the services is more important than

the quantity of the server. There is someone says that 'hotel not really selling a room, but more to the services'. The main product of hotel is services.

An assessment of how well a delivered service conforms to the client's expectations is called service quality. Service business operators often assess the service quality provided to their customers in order to improve their service, to quickly identify problems, and to better assess client satisfaction (Inc., 2019).

Based on my experience the problems are the customers wait to long to received their service, the staff of the company does not in their station when we need help such as, when we want to order food we hard to find the employee that taking order, and also when we check in its hard to find the employee

Those problems are service quality factors influence the customers satisfaction because customers are not satisfied with the company, they keep seeking for the company that can give better service quality that meets their expectations and needs. Therefore, The writer needs to determine whether service quality has influence toward customer satisfaction at Kalang Ulu hotel Berastagi, Medan, Sumatera Utara.

Based on the reasons above, the author is interested in doing a skripsi entitled **“the influence of services quality toward customer satisfactions at kalang ulu hotel berastagi, medan, sumatera utara”**.

1.2. Problem Limitation

Because of the limitation of time and capability of the writer, this study limit at service quality as the individual variable with five indicator what called SERVQUAL which consist of reliability, responsiveness, assurance, empathy and also tangible toward customer satisfaction as the dependent variable with customer loyalty as the indicator.

1.3. Problem Formulation

1. Does service quality have influence toward customer satisfaction at Kalang Ulu hotel Berastagi, Medan, Sumatera Utara.

1.4. Objective of The Research

The purpose of this study is to understand more about the services quality influence the customer satisfaction at Kalang Ulu hotel. Understand how the service works and improve to get better and better in order to keep their customer satisfied at Kalang Ulu hotel Berastagi, Medan, Sumatera Utara.

1.5. Benefit of The Research

This research will be gaining some benefits such as:

- a) To prove that five dimension of service quality affecting customer satisfaction,
- b) The results could be a consideration in determining the improvement of the hospitality industry in the future,
- c) To become a reference for another researcher ,
- d) This study will update the existing knowledge changes regarding the quality of service to customer satisfaction.

1.5.1. Theoretical Benefit

Contribute to develop the hospitality industry because knowledge continues to evolve with the times. This study will update the existing knowledge changes regarding the quality of service to customer satisfaction. Can become a reference for another researcher.

1.5.2. Practical Benefit

A knowledge changes have a bigger affect to the practical sector. Change only affects knowledge in the theoretical sector. While in the practical sector, change affects knowledge, customer and performance. This study can be used as input to compare with what you have done, so it can be taken into consideration in determining future improvement. This will help the knowledge to refine and adjust to the changing.

1.6. Systems of Writing

In order to facilitate the reader to understand this proposal, this following will describe each of the chapters in this study.

CHAPTER I : INTRODUCTION

The first chapter is about the background of the study, the problem that researcher trying to solve, also limitation of the problem, the purpose of study, the benefit for doing this research and some information about the object of the research.

CHAPTER II : LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

The second chapter is explaining about theoretical background, the previous research, hypothesis development, the research model that the searcher use, and also the framework of thinking.

CHAPTER III : RESEARCH METHODOLOGY

The third chapter is about research design, the population and sample of the research, data collection method, the operational variable and the variable measurement and the data analysis method to be applied.

CHAPTER IV : DATA ANALYSIS AND DISCUSSION

The fourth chapter is about general view of the research object, the data analysis, descriptive statistic of the research, result of data quality testing and hypothesis testing, also some discussion.

CHAPTER V : CONCLUSION

The fifth chapter is about the conclusion of the research, implication from the research and recommendation for the hotel.