

CHAPTER I

INTRODUCTION

1.1 BACKGROUND OF THE STUDY

Nowadays all companies are realizing the significance of delivering and managing service quality. World tourism today is getting more attention and has increased in various countries. This is evidenced by many services bureaus built, hotels, tourism objects, so many visitors who want to use the facility. So no wonder, many countries are trying to develop the tourism world.

All of the service businesses are trying their best to improve their service quality in order to make customers satisfied with their services, especially the hotel industry. In their activities as employees, especially hotel employees should be able to provide the best possible services so that guests who visit will get certain satisfaction and have a good impression when return home.

Quality of service is important to a growing business, customers want quality that is appropriate to the price that they are prepared to pay and the level of competition in the market. Quality is important to businesses but can be quite hard to define. Quality is the perception the customer has for you, your products, and your services.

According to Wiley (2014) “The quality of service plays a very large part in determining the long term survival of the available business.” Service quality is one of the serious components in any service sector because service quality helps to maintain competitive advantages in the market place. According to Spacey (2017), “Service quality is the value of a service to customers. This is inherently subjective as it is driven by the needs, expectations and perceptions of customers. ”Service quality measures how well a service is delivered, compared to customer

expectations. Businesses that meet or exceed expectations are considered to have high service quality.

As the writing above, providing a good quality of service is not an easy thing while it has to be achieved for a company to survive. In this study, the writer chooses The Sanchaya Hotel, Bintan. The Sanchaya Hotel is a company that provides hospitality in Bintan, Riau province which is categorized as one of the small luxury hotels in Indonesia. It was established by Mrs. Natalya Pavchinskaya as the Founder. The Sanchaya Hotel is located at Jalan Gurindam Duabelas, Plot 5, Sebong Lagoi, Tlk. Sebong, Kabupaten Bintan, Kepulauan Riau 2915, and only 45 minutes away from Singapore. The Sanchaya hotel is the only property in Bintan with its own VIP lounge in the ferry terminal, specially created to ensure guests called residents, enjoy a seamless arrival and departure experience. Thanks to express immigration and customs clearance handled by the estate's staffs, referred to as artisans.

So far, the writer believes that the service quality at The Sanchaya Lounge has not maximized yet. Therefore, the writer is doing her preliminary research by interviewing two of the staffs who usually provide the services at the lounge. Due to the different location between the writer and the staffs who are working at The Sanchaya in Bintan, the writer did this preliminary interview by sending them email. The writer asked about what they thought about the service provided at the lounge and if there was any service that had not been maximized yet.

The first artisan named Sita from Front Office department mentioned that the inconvenience for the service mostly comes during the peak season when they have lots of guests coming and sometimes the guests are mistakenly escorted to the normal lounge while they are supposed to come to The Sanchaya Lounge which is a big mistake. Another thing is, during the peak season, they hardly accommodate many guests in one lounge due to the space is too small to fit in the guests who come at the same ferry timing. Therefore, they usually speed up the service which make the guests feel uncomfortable sometimes.

Meanwhile, the other staff from front office named Dyah, also mentioned the same thing about a small space of the lounge, which can only accommodate up to 15 guests at once. Moreover, when some guests come along with a child or a baby, the other guests will feel a bit annoyed due to the sound of crying and when the child is running and playing around.

In addition, the writer also did her internship in The Sanchaya Hotel for 6 months in order to complete her study. The writer is doing her training program as a front office agent, which includes going to The Sanchaya Lounge in ferry terminal. The writer has experienced delivering service and welcoming residents in The Sanchaya lounge.

Based on Kaufman (2005) "Quality service provides customers with an enjoyable and emotionally rewarding experience. It makes people feel good about themselves and their decision."

The writer believes that guests who receive a good service will feel positive and secure for their choices. The environment itself also plays a significant role in the service quality. This environment will create the mood after the guests begin to experience the services which could possibly lead to how good or bad the service of a lounge is. Based on Wiley (2014) "Service is at the heart of all businesses. The more personal the service, the more comfortable and confident the guests will feel that they are being treated with respect and care."

According to the detail described above, the writer is interested to put into a writing a skripsi entitled:

"The Service Quality at The Sanchaya Lounge in The Sanchaya Hotel, Bintan."

1.2 PROBLEM FORMULATION

Problem formulation is the process of determining the detail of the problem faced. According to Sanusi (2016) *“Masalah penelitian harus dirumuskan dengan menggunakan kalimat tanya dan sama sekali tidak menggunakan kalimat pernyataan.”*

Based on preliminary research by the writer, can be formulated that a problem on The Sanchaya Lounge that needs to be solved in this skripsi can be described below:

“How is the Quality of Service at The Sanchaya Lounge in The Sanchaya Hotel, Bintan?”

1.3 RESEARCH FOCUS

The research and the survey need to be focused according to the topic of discussion, The Service Quality at The Sanchaya Lounge in The Sanchaya Hotel, Bintan.

1.4 RESEARCH OBJECTIVE

The objective of the research is to know the quality of service at The Sanchaya Lounge in The Sanchaya Hotel, Bintan.

1.5 BENEFIT OF THE RESEARCH

The results of this study can help provide input and consideration for improving the service quality in The Sanchaya Lounge. Another benefit is to provide an overview for the company in creating a plan and a good strategy and direction to manage the company in the future which will come effectively and efficiently.

1.5.1 Theoretical Benefit

The theoretical benefit of this study are :

- a) This study is expected to be useful to the author herself for additional experience in doing research and applying theories obtained from the lectures.

- b) As reference materials and information for other researchers who wish to do further research especially related to service quality.
- c) To provide descriptions and useful information for the company in conducting policies related to service quality.

1.5.2 Practical Benefit

1. For the writer : To obtain knowledge regarding service quality and the knowledge regarding the company.
2. For the company : To obtain suggestions and feedbacks on how to improve the quality of service in the company.
3. For readers : Readers in the future who wish to conduct a research and write a *skripsi* in their own may find this writing as a reference and guideline of them.

1.6 SYSTEMS OF WRITING

In the systematic of writing, the study consists of 5 chapters. The purpose is to provide a comprehensive experience for the audiences. The author will describe chapter by chapter in sequence. Each chapter will help readers to have a deeper understanding of the topic discussed in the chapter. The order of writing the chapter to be presented is as follows:

Chapter I : Introduction

It is the outline, the direction of purpose, and the encouraging research grounds the authors do and include: Background of the study, Problem formulation, Research Focus, Research objective, Benefits of the research (Theoretical and Practical benefits) and Systems of writing. Furthermore, explanations about the scope and aims of this study are also discussed in this chapter.

Chapter II : Literature Review

Explaining further about the theory on which the author is

based. It is more focused on outlining, identifying and defining the essence of theories used in previous studies, groundwork and the theoretical framework related to the topic. This chapter cover: Theoretical background, Previous research and Framework of thinking.

Chapter III : Research Methodology

This chapter contains the proposed data collection method and analysis technique that will be used in this study. This chapter describes about: Research design, Research object, Data collection method and Data analysis method.

Chapter IV : Data Analysis and Discussion

This chapter describes about the general view of “The Sanchaya Hotel”, data analysis and discussion. It provides a brief story about the hotel or field of research, finding results and discussions of the analysis obtained from the interview. Each finding should be elaborated with suitable analytical method.

Chapter V : Conclusion

This is the last chapter of the study. It comprises of the conclusions of the findings covered in chapter 4. This chapter also shows the direction for further studies and recommendations for the organizations. The chapter contains: Conclusions, Implications and Recommendations.