

CHAPTER I

INTRODUCTION

1.1 Background of the Study

The hospitality industry is striving to evolve itself and enhance the guest experience. The hotel front desk is an important part of front office operations because it creates the guest's first impression. In this competition era, hotels have a new practices to increase the level of performance and at the same time to make guests feel happy and satisfy. Each guest is treated with the utmost consideration for make them feel special. Because there is a lot of competition in the market for every hotel distinguishes itself by adopting innovative practices to help attract more guests. Implementing good service and efficiency is one of the hotel activities, the purpose of implementing these services is to increase the sales volume that has been determined by the hotel.

Hospitality industry is depending on their guests. Hospitality companies must be aware of the fact that guests will not know about the problem within the hospitality company. What they think is that their needs must be fulfilled. To make guests feel satisfied with the services, we must know how to serve guests well with considering what the guest's opinion and responding to each guest complaint. So the guest will feel satisfying with the service that we provide.

The employees are also optimally trained to be able to reflect the company's vision and mission, the services, all the employees must be prepared to be able to give a good first impression for all guest. In the daily association, the first impression is often referred to the longlasting impression. In the business world, it is certainly realized by the leadership of the company, not least in the hospitality and tourism industry. To improve

the quality of services, education is very important for the employees. So the service quality can follow established of standard operating procedure (SOP).

In the hospitality business, the first impression creator is the employees who work in one part of the front office department. The front office department is a part of the hotel's organizational structure that is at the forefront. So it's appropriate if their office is in the lobby area. Front office is a department that handles guest who will buy the room, starting from receptionist, check-in, until check-out.

Front office is known as the first and the last impression for the guests. Front office always need to create the images of hotel which can be relied on. In carrying out its duty, front office has some parts that each parts is related to customer services. Front office is the center part of every hotels. That means it is also applied for Emerald Garden International Hotel, Medan.

Front office at Emerald Garden International Hotel, Medan usually becomes the first place to be addressed by the guests who will convey their hearts. Most of them are complaints. Some guests who feel their desire are not fulfilled or even if not immediately fulfilled and wait for check-in process more than 20min, guests will complain. If the reservation has been booked by the guest is not in accordance with the desired guests will also complaint to the Front Office. Many things can be a source of complaints for guests. If the hotel is not able to manage its services properly, the Front Office will undoubtedly become a place full of insult and complaint guests.

Emerald Garden International Hotel Medan is four stars hotel is located in the heart of Medan city that was established on 15th November 1995 and located at Jalan Kolonel Yos Sudarso Number 1, Medan. Its accessibility from the business and commercial centers makes it the logical choice for business and leisure travelers.

Based on the number of rooms owned by Emerald Garden International Hotel, Medan is 158 rooms. The rooms are divided according

to their room type, such as superior, executive deluxe, executive junior suite, executive suite, and pent house. Emerald Garden International Hotel, Medan also provides a grand ballroom, ballroom and meeting room. The facilities that hotel provides are reservation service, drug store, swimming pool for guest stay, SPA, fitness center. They also provides food and beverages which are Meranti Coffee House, The Palace Chinese Restaurant, Ebony, Lobby Lounge, and Executive Club.

Emerald Garden International Hotel, Medan has been around 23 years. The company was standing for a long time and still had an elegance atmosphere. The equipment that the company use is always up to date and sophisticated. Emerald Garden International Hotel, Medan serve with high quality services to make guest feel comfortable. They also provide a good service, try to fulfill guest needs, provide comfort and convenience while at the hotel. Trying to provide various facilities that exist, so that guests' needs will be fulfilled and feel satisfied.

From the writer's own experience five years ago, the writer has ever stayed at Emerald Garden International Hotel Medan. The front office service is not meeting guest expectation. Because, when I was checked in, there are other guests who cut me and complained to the employee that their needs are not fulfilled. It's make me feel annoyed, without my permission the employee directly served the other guests. So, they need to make more attention to their service quality that can meet the customer expectations so it can effect customer satisfaction too.

The writer also do interview for guest who stay at Emerald Garden International Hotel Medan. The writer ask about their service quality. So according to Meriaty (2019), guest of Emerald Garden International Hotel Medan, "the service at Emerald Garden International Hotel Medan is actually already good. But they need to improve the service quality again. Because a lot of hotel that have a good quality service. So they must pay attention and need to improve their service that can make the customer more satisfy with the service quality that provided and can attract more guest."

Service quality in the hospitality industry becomes one of the most important factors for gaining a sustainable competitive advantage and customers' confidence in the highly competitive marketplace, and therefore service quality can give the hospitality industry a great chance to create competitive differentiation for organizations. It is thus considered as a significant core concept and a critical success factor in the hospitality industry. A successful hotel delivers excellent quality service to customers, and service quality is considered the life of hotel.

Many benefits can be achieved by service quality such as establishing customer satisfaction, contributing to business image, establishing customer loyalty, and providing a competitive advantage to a business. Therefore, in this final paper will be discussed about **The Influences of Service Quality toward Customer Satisfaction in Front Office at Emerald Garden International Hotel Medan.**

1.2 Problem Limitation

From this research of this final paper the writer is more limited on front office service quality and to find out the level of guest satisfaction with the quality of services provided by employees of Emerald Garden International Hotel Medan. The writer also distributes a questionnaire to support the research.

1.3 Problem Formulation

Formulation of the problem in this study is: Does the service quality influence with guest satisfaction?

1.4 Objective of the Research

The objective of this research is: To investigate and analyze the influence between service quality and customer satisfaction.

1.5 Benefit of the Research

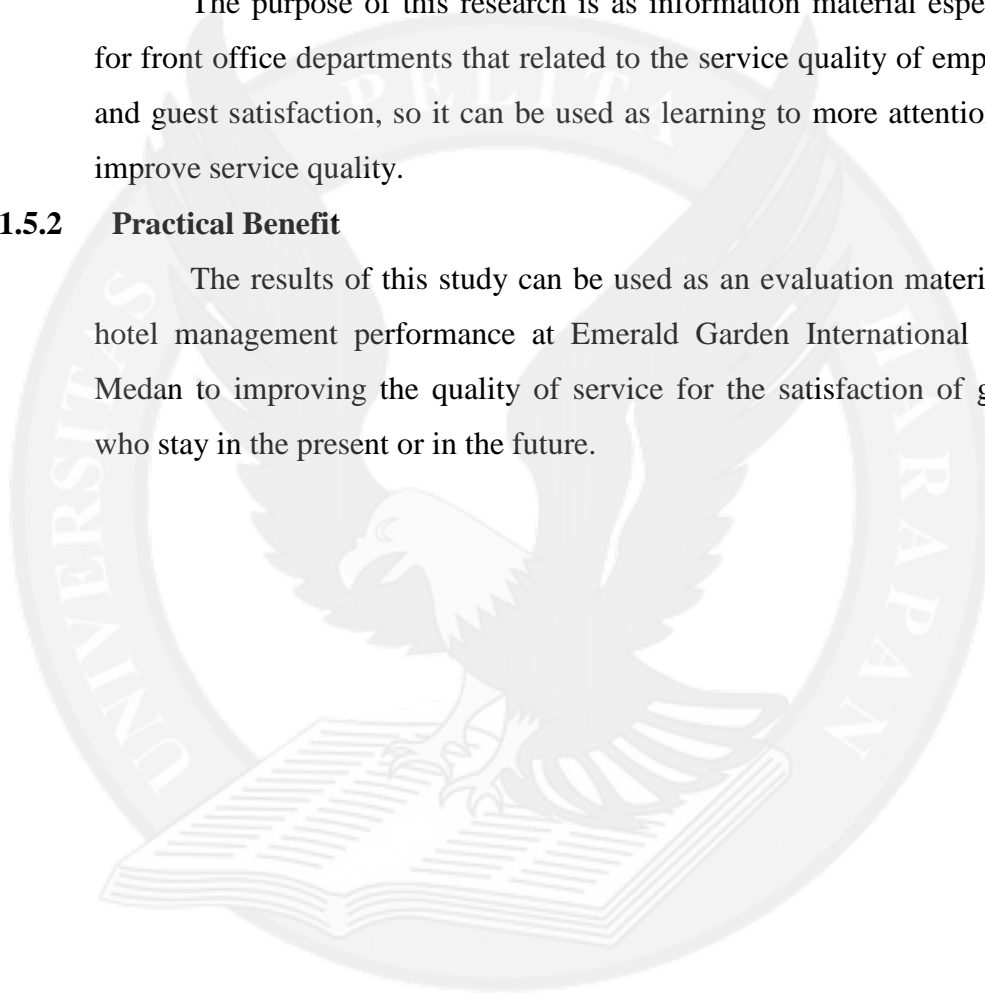
1.5.1 Theoretical Benefit

The writer believes that the research by the writer will be able to apply the knowledge gained during the learning period and conduct research. The writer also hopes that this research can help to improve the quality of services in hotels.

The purpose of this research is as information material especially for front office departments that related to the service quality of employee and guest satisfaction, so it can be used as learning to more attention and improve service quality.

1.5.2 Practical Benefit

The results of this study can be used as an evaluation material for hotel management performance at Emerald Garden International Hotel Medan to improving the quality of service for the satisfaction of guests who stay in the present or in the future.



1.6 System of Writing

This paper is consisting of five chapters, the following is a description of each chapter:

Chapter I : Introduction

This chapter explains background of the study, problem limitation, problem formulation, objective of the research, benefit of the research (theoretical benefit & practical benefit), and systems of writing.

Chapter II : Literature Riview and Hypothesis Development

This chapter explains theoretical background, previous research, hypothesis development, research model, and framework of thinking

Chapter III : Research Methodology

This chapter describes research design, population and sample, data collection method, operational variable definition and variable measurement, and data analysis method.

Chapter IV : Data Analysis and Discussion

This chapter describes general view of “research object”, data analysis, descriptive statistic, result of data quality testing, result of hypothesis testing, and discussion.

Chapter V : Conclusion

This chapter consists conclusion, implication, and recommendation.