

# CHAPTER I

## INTRODUCTION

### 1.1. Background of the Study

The development of the tourism industry nowadays is very rapidly growing. This is characterized by the increasing number of tourists entering a country without exception Indonesia. Tourism is one of the major industries that has a significant impact on the Indonesian economy's development. Given the number of tourist sectors that have the potential to become the tourism industry's major capital. The scope of the tourism industry includes various aspects.

The aspects in the tourism industry include restaurants providing food and beverage services, and lodging as a place for guests to stay, namely hotels. When guests visit a hotel, they want to get the best service and facilities they can, even if they must pay more. Seeing the number of guest visits to the hotel, there are also many costs required. Especially in the food and beverage section. Guests also want to be served delicious food; therefore, the hotel management must maintain the quality of food and food storage so that guests are satisfied.

The continuity of the hotel business is very important for customer satisfaction. According to Sambara et al (2021), consumer satisfaction is a person's feeling of pleasure or disappointment that comes from a comparison between his impression of the performance (outcome) of a product and his expectations.

Some of the factors that can affect customer satisfaction include service quality. According to Devina and Yulianto et al (2022), service quality is one of the main

factors that must be considered by companies in increasing customer satisfaction. If the quality of service provided is in accordance with consumer perceptions, the higher the satisfaction felt by consumers.

The next crucial factor that may affect hotel performance is ambience. According to Waha et al (2023), store atmosphere can provide comfort for its customers so they can meet consumer satisfaction standards. The comfortable ambience of the hotel will make consumers comfortable in visiting and enjoying the facilities provided. Creating a unique atmosphere can be an alternative to differentiate one hotel from one another (Arifiansyah et al, 2020).

Grand Mercure Medan Angkasa is a 5-star hotel located in the center of Medan. Located right in Medan's business and shopping district, the hotel is easily accessible for both business and leisure purposes. To access customer satisfaction, the writer surveyed Google reviews with the following results.

**Table 1.1 Complaint Data from Google Reviews**

No	Time, Rating	Comments from Respondents
1	5 days ago 1 star	For sales named Jasmine, you should work properly and professionally. You have no intention of working. Rude and very unfriendly. This is a 5-star hotel, but the service is worse than 3 star. I booked for wedding purposes. Response is very slow.
2	2 weeks ago 1 star	I am a member of accor coincidentally this trip was booked by the office through agoda, from checkin to day 2 the front office service was very bad, seemed arrogant. this is the worst accor group hotel I have ever encountered.
3	10 weeks ago 1 star	Ordering coffee at a cafe story takes too long, wrong orders are made, not professional enough
4	2 years ago 1 star	Moved rooms 3x at 12pm because the ac wasn't working, the bathroom was leaking, and the tv was broken. Then the front desk officer blamed me for not checking the room first. Since when is it the customer's responsibility to check the room. Super very disappointing, very sorry to stay in a hotel that is said to be newly renovated, but the reality does not match.

Source: Google Reviews (2023)

From several reviews found by the author, it shows that there are still consumers who make complaints and do not feel satisfied with their visit to the Violet Bar Grand Mercure Hotel. Complaints that still occur show that consumers are not satisfied with the conditions experienced when visiting and do not match consumer expectations. The lack of attention from employees to the services provided tends to cause complaints from customers.

Some of the factors found include the service quality of bar employees (bartenders). Consumers still complain about the lack of responsiveness of the bartender's service quality when ordering a food menu and making consumers annoyed by waiting too long. Here are some complaints about the service at Violet Bar Grand Mercure Hotel.

**Table 1.2 Complaint Data about Service of bartender of Violet Bar from Google Reviews**

No	Time, Rating	Comments from Respondents
1	10 weeks ago 1 star	Ordering coffee at a cafe story takes too long, wrong orders are made, not professional enough
2	4 months ago 2 stars	Nice variety, but not cycled between the days.
3	3 months ago 4 stars	Superb food at this restaurant. Beer available, no other alcohol. Coffee is ok..Flat White becomes a Latte... Ask for Americano double shot extra hot milk separate, make your own, delicious.
4	6 months ago 4 stars	Great selection of breakfast choice. You can have kopi tubruk which is a Turkish kind of Coffee. To me it tastes okay. They put a kind of herb in the coffee which I have forgotten.

Source: Google Reviews (2023)

From the several complaints submitted by consumers, there are still complaints from consumers regarding the long and unprofessional bartender service in making customer orders (responsiveness). In addition, employees were also found to be less active in filling food that was empty (reliability). Despite the

complaints, there are still consumers who give a positive rating on their visit to Violet Bar.

To access the comfort of the ambience of the Bar at Grand Mercure Hotel, the author conducted a pre-survey of 20 respondents to find out their assessment of the ambience of the Bar of Grand Mercure Hotel with the following results.

**Table 1.1 Pre Liminary Test About Ambience at Grand Mercure Hotel**

No	Questions	Yes	No
1	The Grand Mercure Medan Angkasa Bar is clean and tidy.	15	5
2	The music played by the Grand Mercure Medan Angkasa Hotel really fits the atmosphere and style of the bar concept.	10	10
3	The aroma used at Grand Mercure Medan Angkasa is still within customer comfort.	6	14
4	The Grand Mercure Medan Angkasa's Bar has appropriate levels of indoor and outdoor lighting.	10	10
5	The layout of tables and chairs at the Grand Mercure Medan Angkasa's Bar is efficient.	6	14

Source: Prepared by the writer (2023)

From the preliminary submitted to 20 respondents stated that they predominantly said that the bar was clean, the music was played appropriately, and had good lighting. However, respondents still found that the aroma and arrangement of tables and chairs were still less efficient. These results show that consumers stated that the ambience in the Grand Mercure Hotel Bar was still good even though they received complaints from consumers.

Based on the background phenomenon found by the writer and the importance of service quality and ambience in influencing customer satisfaction, then the writer conducted research with the title **“The Service of Bartender and Ambience of Bar in Affecting Customer Satisfaction at Grand Mercure Medan Angkasa Hotel”**

## **1.2. Problem Limitation**

Due to the limited time and cost, this research will be conducted at Violet Bar in Grand Mercure Medan Angkasa Hotel that located at Jalan Sutomo No 1, Medan from August 2023 to October 2023 about those relevant problems including service quality of bartender and ambience of bar towards customer satisfaction. For the problem limitation already chosen by the writer where there are independent variables (Variable X) consisting of service quality of bartender and ambience of bar and dependent variable (Variable Y) consisting of customer satisfaction.

On the indicators of service of bartender from Tjiptono (2018), namely reliability, responsiveness, assurance, empathy, and tangible. While the bar ambience indicators from Suchayono (2021) namely lighting, background music, temperature, room aroma, layout, color, and cleanliness.

On the customer satisfaction indicators of Devina and Yulianto et al (2022) namely buy again, say good things about the company to others and recommend it, pay less attention to the brand and advertising of competitors' products, buy other products from the same company, offer product or service ideas to companies.

## **1.3. Problem Formulation**

According to the previously mentioned background study, the research question is:

- a. Does service quality of bartender have partial effect on Customer Satisfaction at Violet Bar?
- b. Does ambience or bar have partial effect on Customer Satisfaction at Violet

Bar?

- c. Do service quality of bartender and ambience of bar have simultaneous effect on Customer Satisfaction at Violet Bar?

#### **1.4. Objective of Research**

The objectives for this research are as follows:

- a. To describe whether service quality of bartender has partial effect on customer satisfaction at Violet Bar.
- b. To explain whether ambience of bar has partial effect on customer satisfaction at Violet Bar.
- c. To analyze whether service quality of bartender and ambience of bar have simultaneous effect customer satisfaction at Violet Bar.

#### **1.5. Benefit of Research**

Benefits of this research can be listed as follow:

##### **1.5.1 Theoretical Benefit**

The results of this research are expected to contribute to the existing theories relevant with service quality of bartender and ambience on customer satisfaction.

##### **1.5.2 Practical Benefit**

The practical benefit of this research as follow:

- For the writer

This study has the objective to deepen and broaden our understanding between the influence of service quality of bartender and ambience of bar on customer satisfaction.

- For the company (bar)

The research aims to encourage bartenders to give excellent service and a pleasant atmosphere so as to improve customer satisfaction and attract prospective customers.

- For researchers

The outcomes of this study will be utilized as a starting point for future research on the same topic by other writers. It can also be used as a recommendation for other writers' literature reviews.

