

# CHAPTER I

## INTRODUCTION

### 1.1 Background of the Study

PT Kawasan Wisata Pantai Cermin (PT KWPC) is a company that manages Theme Park and Resort Hotel Pantai Cermin tourist attraction in Pantai Cermin Kanan Village, Sub-district. Pantai Cermin, Serdang Bedagai (Sergai) Regency full of natural beauty and mixed with beauty created by humans. Pantai Cermin was previously called *Pantai Kayu Besar* because along the beach there are many trees with large wood. There are also those who call *Pantai Kayu Besar Indah* and *Pantai Rumah Makan*. Due to the increase in beach names since 2003, Pantai Cermin is still called *Pantai Indah* to differentiate Pantai Cermin or *Pantai Indah* from other beaches.

According to the opinion of Mr Basaruddin, the Village Head regarding the origin of the name Pantai Cermin, it is said that the legend of the origin of the name Pantai Cermin comes from a river. The river in question is the mouth of the Snake River. At the mouth of this river, when the sea water recedes, the river becomes small. On the left and right of the river there will be white sand like glass or a mirror. And vice versa, when the water is high tide, the sandy beach that stretches out is flooded with clear water so that if we are on it in a canoe, we can also look in a mirror. This tourist attraction is one of the destinations for tourists to have fun and is one of the tourist areas in Sergai apart from Berhala Island. The stretch of white sand on this beach offers a special pleasure and attraction for tourists to visit because there is a

beach. There are various facilities provided by Theme Park and Resort Hotel Pantai Cermin, namely a beach, resort, swimming pool, seafood restaurant, public toilets, changing rooms, prayer rooms, and souvenir stores, which is also one of the tourist destinations for tourists who want to come for vacation. Many people visited from various regions including outside the island of Sumatra. The business starts the operational hours from 08.00-18.00. The service quality and facilities at the Pantai Cermin Hotel will be discussed in this research.

Indonesia is a country that has a lot of interesting natural beauty to be used as a tourist attraction. Many customers from foreign tours visit Indonesia to travel and enjoy the beauty of nature. Tourism is an activity that involves someone going on a temporary journey from one place of residence to another place to fulfill the pleasure and peace of mind of the person (Usmonov & Jurayeva, 2022). These activities are carried out so that a person can release stress without thinking about the workload or problems experienced at that time. However, Tourism is not only related to the people who want to take a vacation but also to holiday service providers. A provider is expected to be able to satisfy guests by providing the best service quality and facilities to every visitor.

According to Albari (2019), Service quality is an assessment or general attitude toward the superiority of service. Service quality can be determined by examining the agreement between customers' perceptions and expectations of the services they receive in the business. Customers can determine whether the service is satisfied or dissatisfied. customers can judge the service quality by comparing the experience according to their expectations with the services they receive. A

significant influence on customer satisfaction can be achieved when services meet the wants and needs of customers, which is reflected in customer behavior towards the services provided. Good service quality in hotels can create customer satisfaction. When customers are very satisfied with the services provided, it is likely that customers will return to stay at our hotel and recommend it to others to use our services.

Facilities are anything that will be enjoyed or used by customers in the form of money or objects that are used to expedite and facilitate a business. The use of facilities is not always paid. There are several factors that include facilities such as the cleanliness of the place, the atmosphere of the place, additional rooms that can be used by customers, and other supporting services. Ilyas et al (2022). The facilities provided will have an impact on customer satisfaction. A hotel needs to pay attention to how its facilities is arranged and designed, as every provided amenity becomes a focal point for customers. These facilities can provide convenience for various activities, ensuring guests feel satisfied during their stay. Facilities are not just about what can be seen or the alignment with the hotel's image, but also the cleanliness of the hotel needs to be emphasized. Facilities play a crucial role that requires careful consideration, as comprehensive and well-maintained facilities can cultivate customer satisfaction. Therefore, in this research, the facilities at Pantai Cermin Hotel will be discussed due to several issues that exist within the hotel facilities. These issues can potentially impact customer satisfaction.

Based on the research by Supriyanto, Wiyono, & Burhanuddin (2021), Customer satisfaction reveals a lot about the quality of organizations. On the other

side, dissatisfaction with customer service reminds the firm to have low performance. Customer satisfaction is one of the things that need to be prioritized by the company in order to achieve long-term success. Satisfied customers tend to be loyal customers, which allows these customers to recommend products or services to others, and allows them to repurchase products or services in the future. Instead, customers will switch to competitors if they are dissatisfied with the products, services, and facilities provided. It will lead to a bad reputation where high potential can hurt the business.

However, the Pantai Cermin Hotel received numerous complaints regarding the service provided.

**Table 1. 1 Customer Review of Service Quality and Facility of Theme Park & Resort Hotel Pantai Cermin**

<b>Customer Name</b>	<b>Review</b>	<b>Rate</b>
Idwar Rakanaya	Not recommended, in the room the refrigerator is rusty, the TV is old, there are no towels, the air conditioner is not cold enough, and the room looks like it hasn't been used for a long time because the bathroom has sand that hasn't been cleaned.	1.0/5.0
Husin Sembiring	Food servers on the beach are not friendly	2.0/5.0
Keith Marke	Prices are cheap, but maintenance and cleanliness are poor, especially in the toilet.	1.0/5.0
Imel Simbolon	The place is really bad, it's dirty like it's not maintained	1.0/5.0
Tiffany Siregar	Input for the cleaning staff so that they are strengthened again to clean garbage and bathrooms.	3.0/5.0
Kok Siong Ong	The service is okay. Cleanliness is sufficient. Stuffy room. Food is there. Ac is not cold. Needs renovation of the furniture.	3.0/5.0
Qianos Official	It's a shame the place isn't well maintained. For management, let's improve the location and service.	2.0/5.0
Syarifah F	The room smelling damp	3.0/5.0

Hilman Saidun Siregar	Very good for playing with water with family. The bathrooms need to be cleaned. The mosque is not very good.	3.0/5.0
Riyan Pratama	For the hotel, it is quite clean in several parts, it's just that you have to pay attention to some bathroom equipment, in the room I've been in, the toilet flush doesn't work, at the breakfast place, lots of cats vomit. I beg the manager to further improve the cleanliness and repair of the damaged parts of the hotel.	4.0/5.0
Joysdorkas Lombu	Regret if you go far away, The results here are zonked, the service is very bad, I won't want to visit here again, even if it's free, I won't want to. The most regrettable place we've ever visited.	1.0/5.0
Ahmadi Darma	The waiter is not friendly, bathroom has lots of cobwebs, the water tap is broken, the door lock is broken, and the breakfast is not delicious.	1.0/5.0

Sources: Prepared by Writer (2023)

In Google reviews, it can be seen there are visitors who are not satisfied with the facilities and service quality. The problems that occur in this review are due to the poor services and facilities provided. The available facilities have deficiencies that must be corrected by the management of Theme Park & Resort Hotel Pantai Cermin. This happened because the management of Pantai Cermin staff lacked attention to service quality and was slow in dealing with customer requests.

PT Kawasan Wisata Pantai Cermin should improve the facilities and service quality provided. One thing that should be improved is cleanliness. Clean facilities can create a comfortable, healthy, and safe environment for customers. Quality of service of cleanliness includes efforts to maintain cleanliness such as equipment, furniture, and beauty of rooms and public areas. Based on the review above, many customers felt a lack of cleanliness such as dirty bathrooms, bad room smell, and other things according to each customer's experience.

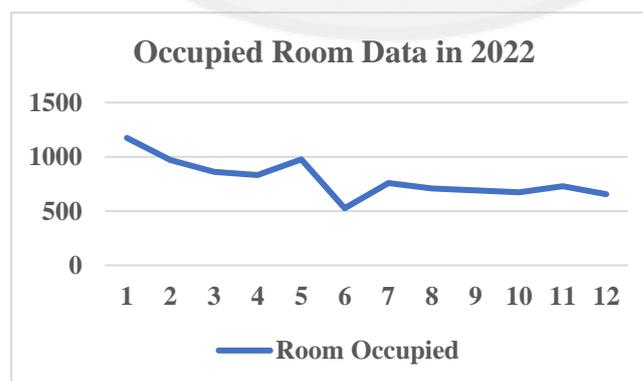
Bad service quality and facilities have a big influence on customer satisfaction. So, the hotel management of Pantai Cermin needs to intensify the

facilities to get the satisfaction of the customer to win over the other competitors. This will negatively affect the satisfaction of the customers who use these facilities and have an impact on reducing customer visits again if the service and facility problems continuously arise. Customers will continuously use these services and facilities, if customers are satisfied using the facilities provided by the service provider, they will always visit again the best facilities and service quality they get and become loyal customers. They also might spread or give positive reviews and feedback on these hotels. Therefore, the quality of the services must be improved so the facilities can also be well received by the customer, which can increase the satisfaction of the customer.

**Table 1. 2 Occupied Room Data in PT Kawasan Wisata Pantai Cermin in 2022**

Month	Occupied Room Data
January	1174
February	969
March	860
April	833
May	975
June	526
July	758
August	707
September	690
October	674
November	730
December	656

Source: Prepared by Writer (Company,2022)



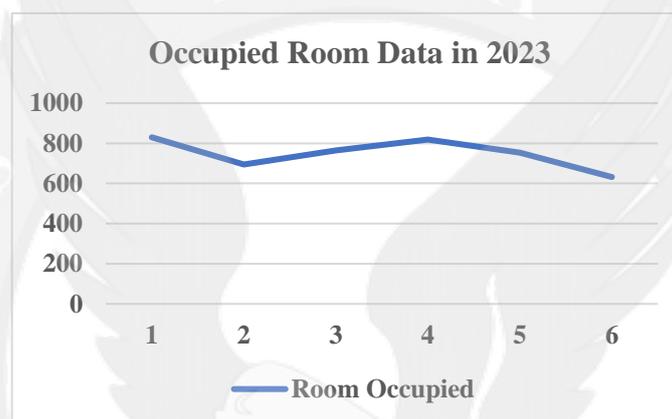
**Figure 1. 1 Increase and decrease occupied room data in 2022**

Source: Prepared by Writer (Company,2022)

**Table 1. 3 Occupied Room Data in PT Kawasan Wisata Pantai Cermin in 2023**

Month	Occupied Room Data
January	830
February	694
March	765
April	819
May	753
June	632

Source: Prepared by Writer (Company,2023)



**Figure 1. 2 Increase and decrease occupied room data in 2023**

Source: Prepared by Writer (Company,2023)

From Table 1.2, The occupied rooms in the year 2022 decreased starting in February, then increased in May but in June the number of occupied rooms drastically decreased. Afterward increased again in July. Starting from August until October, the number of occupied rooms is continuously decreasing. Subsequently, in the month of November, it has slightly increased. However, decreased again in December. In Table 1.3, in January 2023, there was an increase of 830 occupied rooms. However, in the second month's data, room occupancy experienced a significant decline of 136 rooms. March and April saw subsequent increases, but from May to June, a continuous decrease occurred, resulting in only 632 rooms being occupied.

As can be observed from the following table, in 2022, from January to June, the total amounted to 5337, and in 2023, from January to June, the total was 4493. It is evident that both years experienced a decrease of 844 during the first six months. A decrease in the occupied room data can occur due to the influence of the problem on the service quality and facilities every month.

Based on this situation, The writer decided to describe and analyze more about the relationship between whether the service quality and facilities of PT Kawasan Wisata Pantai Cermin have an influence on customer satisfaction. So, the writer will write a research study entitled **“THE INFLUENCE OF SERVICE QUALITY AND FACILITIES TOWARD CUSTOMER SATISFACTION AT PT KAWASAN WISATA PANTAI CERMIN”**

### **1.2 Problem Limitation**

To be more on this research, the writer decided the limitations of this study are the independent variable is the service quality and facility, and the dependent variable of this research is customer satisfaction. The population in this research are individuals who have stayed at Theme Park and Resort Hotel Pantai Cermin on at least one time. The writer will limit the research object that only takes place in the Hotel of Pantai Cermin Serdang Berdagai. This research has three variables for more specific information:

1. Service Quality as Independent Variable (X1)

According to (Sudirman, Salfadri, & Firdaus, 2022, p. 204), The indicators of service quality include reliability, responsiveness, assurance, empathy, and tangibles.

## 2. Facilities as Independent Variable (X2)

According to (Amelia & Safitri, 2021, p. 97), The indicators of facilities include spatial planning, room planning, equipment or tools, lighting, colors, and supporting elements.

## 3. Customer Satisfaction as Dependent Variable (Y)

According to (Sudirman, Salfadri, & Firdaus, 2022, p. 202), The indicators of customer satisfaction include recommended products to others, constant loyalty, customer feedback.

### **1.3 Problem Formulation**

Based on the research background, the primary goal of this study is to determine whether both independent factors have an impact on customer satisfaction. As a result, the writer could formulate the problem into the following questions:

1. Does the service quality partially influence customer satisfaction at PT Kawasan Wisata Pantai Cermin?
2. Do the facilities partially influence customer satisfaction at PT Kawasan Wisata Pantai Cermin?
3. Do the service quality and facilities simultaneously influence customer satisfaction at PT Kawasan Wisata Pantai Cermin?

## **1.4 Objective of the Research**

The objectives of this research study are, as follows:

1. To know whether the service quality has partially influenced customer satisfaction at PT Kawasan Wisata Pantai Cermin.
2. To know whether the facilities has partially influenced customer satisfaction at PT Kawasan Wisata Pantai Cermin.
3. To identify whether the service quality and facilities have simultaneously influenced customer satisfaction at PT Kawasan Wisata Pantai Cermin.

## **1.5 Benefit of the Research**

This research can differ into two categories of benefits, which are:

### **1.5.1 Theoretical Benefit**

The writer hopes this study research will be completed to provide better knowledge about how service quality and facilities might affect customer satisfaction. Additionally, it is expected that this study will provide additional information to readers or researchers in the future who are interested and conduct a similar or related topic.

### **1.5.2 Practical Benefit**

#### **1. For the Writer**

This research is expected to be a study that brings additional knowledge, references, and guidelines about service quality and facilities, and how both influence customer satisfaction.

## **2. For Company**

This research is expected to be an inspiration for PT Kawasan Wisata Pantai Cermin on how information on service quality and facilities influences customer satisfaction. Where the management of the company can more attention and focused on the problems in this study by making new policies and regulations for the future.

## **3. For other Writer**

The writer hopes that this research will be useful for readers and those who will be conducting research in the future, which this paper can be a guide and reference for readers, especially related to the service quality, facilities, and customer satisfaction.

