

CHAPTER I

INTRODUCTION

1.1 BACKGROUND OF THE STUDY

Nowadays Hospitality Industry business grows rapidly and it can be seen from many hotels, restaurants, spa, etc that are built around especially hotels. Hotel comes from French word which has a meaning “to host”.

Hotel is a business that emphasizes sales services. Hotels can be interpreted as a building, company or business that provides lodging, food and beverage services and other facilities.

According to Cummings, Kwansa & Sussman (2013:7), hospitality today is more easily translated into very private acts of generosity that are viewed as the natural terrain of the nuclear family circle. When individuals think about the sorts of social exchanges that occur along these lines between strangers in larger public places, many of them might be more well-suited to think in terms of the service economy where one’s host, more often than not, is the local restaurateur, and one’s role of guest is viewed as that of any paying customer whose primary concern is with receiving a certain quality of service that will be judged by the modern language of efficiency in a competitive market arena.

The high competition in the retail sector is forcing retailers to continue to innovate in order to win the competition. To that end, in developing its marketing, the company must be consumer-oriented, so the company can identify and know what the consumer’s needs. However, it is not easy to build a good brand image of the hotel, it needs the attention and trust from the customer to gain a positive feedback from customer.

When the customer satisfaction is achieved by the products or service, the customers will also become a repeated customer and spread the good word of the product or service. With a good service quality, customers are expected to remain as customers who have high loyalty and attract another potential customers. This is all done in order to win the competition, build hand maintain customer loyalty.

Great service make customers feel that staffs care about developing a long-term relationship than just making a sale.

In a hotel, the first thing that the guest encounters is when the front office staff greet and gives service to them, from the way the service is delivered, the guest will feel either satisfied or not with the service given. Therefore, front desk employees are the face of the hotel, and they have to offer customers professional and positive service in order to ensure customer satisfaction (Agarwal, 2016). Customer satisfaction is really related to the hotel's brand image and if the service is bad, the reputation of the hotel will also become bad.

Facial expression is the first thing that two individuals will encounter and this interaction also can affect customer satisfaction or dissatisfaction. For instance, a smile will bring warmth and a good ambiance, especially for a front desk employees, they are the initial strategic marketing point for hotels because they affect customers' first impression.

There are four specific customer service characteristics that can impact on repeat business and customer satisfaction in the hospitality industry: competence, friendliness, knowledge, and service attitude. Here, competence refers to the hotel front desk employees' problem solving and working performance (Meijerink, Bondarouk, & Lepak, 2016). Friendliness refers to their professionalism and dedication.

According to Heryanto et al (2016), Customers will evaluate the services received, and will form their perceptions of service quality. This perception underlies the perceived quality of overall services. According to Sidharta et al (2016), customers form perceptions of service quality based on performance evaluation at various levels and combine these evaluations in order to determine the overall quality of services. Perception is then expected to form the image. (Juhana et al. 2015)

A customers' good brand image can decrease the level of disappointment over a poor service experience in case of a bad experience while using a service or product and it needs more good experience in order to change the bad image

completely. Learning the effect of receptionist service quality on brand image is very important to understand better about the problem.

Brand image can also effect the hotel's sales, because bad image will bring no guest and the guest will also spread the news on their disappointment while staying at the hotel to their friends or online in travel websites. In order to achieve a good brand image, how the hotel delivers the service to guests is very important and it is the key success in today's competitive environment. relationship than just making a sale.

The impact of receptionist's service quality is very important in the hotel industry, because the receptionist is very important to determine the hotel's brand image. Good or not the receptionist service quality can be seen from the service that the receptionist provides to the guest, from handling complains, solving problems, being helpful to guests when they need something, the politeness and also the standard grooming. A good service quality will be remembered in the guest's mind and they will tell other people about the satisfaction and also will attract other potential customer.

This research will analyze the impact of receptionist service quality towards the hotel's brand image at one of hotel in North Sumatra, Prime Plaza Hotel Kualanamu Medan.

Prime Plaza Hotel Kualanamu is located only 7 minutes away from Kualanamu International Airport, Prime Plaza Hotel Kualanamu is a four star International hotel that combines classic and artistic interior and design. The hotel features 139 beautifully appointed guestrooms comprised of Standard, Superior, Deluxe, Family room, Suite and special designed room for the disability including non-smoking floors, convenient amenities and complimentary wireless internet access.

1.2 PROBLEM LIMITATION

This research focuses on how Prime Hotel receptionist service quality in delivering their service to guests and its impact towards the hotel's brand image.

1.3 PROBLEM FORMULATION

The writer has made a problem formulation based on the problem which is: Does the receptionist service quality have an impact towards brand image at Prime Plaza Hotel Kualanamu Medan?

1.4 OBJECTIVE OF THE RESEARCH

The objectives of this research is to find out the impact of receptionist's service quality towards brand image at Prime Plaza Hotel Kualanamu Medan.

1.5 BENEFIT OF THE RESEARCH

1.5.1 THEORETICAL BENEFIT

To give an information about how a receptionist's service quality can impact the hotel's brand image.

1.5.2 PRACTICAL BENEFIT

To provide a clear explanation about how a good receptionist should greet and deliver a good quality service to guest to achieve a good brand image.

1.6 SYSTEMS OF WRITING

The system of writing of "The impact of receptionist's service quality towards brand image at Prime Plaza Hotel Kualanamu Medan" contains:

Chapter I : INTRODUCTION

In this chapter, the writer will describe the background of the study, problem formulation, research focus, research objectives, benefit of the research, and systems of writing.

Chapter II : LITERATURE REVIEW

This chapter gives information about theoretical background, previous research, framework of thinking that are related to the selected title. Any explanation that the writer can give related to the research and try to make the readers understand what they are going to read about.

Chapter III : RESEARCH METHODOLOGY

This chapter will describe the research design that is used in this research, the object of research, the method of data collection performed and the explanation about the method of data analysis.

Chapter IV : DATA ANALYSIS AND DISCUSSION

This chapter explains the general view of research object, data analysis, and discussion that are basically the the analysis of data using SPSS and the discussion that discussed the results.

Chapter V : CONCLUSION

This chapter contains the conclusions of what has been described in the previous chapters, and also contains suggestions for improvement for implication research development related to this research topic.

