

CHAPTER I

INTRODUCTION

1.1 Background of Study

The term “hotel” began to be used in the 18th century. During that period many affluent individuals embarked in a long distance travel and sought a comfortable lodging. In the beginning, hotel consisted a few basic bedrooms and occasionally providing essential facilities like shared bathroom and kitchens. However, by the time, hotels were transformed into a full fledged industries and expanding their offering to include a wide range of amenities such as restaurants, lounges, bars, swimming pools, fitness centers, and more. Indonesia’s hospitality industries has been changing rapidly by the time with the economic and tourism. In recent years, hospitality sector has become the most growing sector in Indonesia. This is due to the Indonesia’s have many tourist destinations dan the beauty that attract local and international visitors.

Medan is the one of the largest cities in Indonesia. In hospitality industries in Medan, such as hotel, homestay, lodging, which is competing to get attention the local and international tourist. One of the hotel is Hotel Danau Toba International Medan which is specialize in hospitality industries especially in hotel. In a competitive market requires more than just a brand, it is necessities a comprehensive approach with customer experiences, facilities, and hotel atmosphere. Hotel Danau Toba International Medan was founded in 1970 by Tumpal Dorianus Pardede or T.D Pardede and he is a

monarch of textile in Medan. Hotel Danau Toba International Medan is located in a strategic location, in the center of Medan city, Jl Imam Bonjol, Medan. Hotel Danau Toba International Medan has 311 rooms with different room types, such as executive suite, deluxe suite, junior suite, superior, deluxe and standard. Hotel Danau Toba International Medan offers various shops, swimming pool, bar, restaurant, spa, sport center, laundry, free WiFi and garden for taking photos. Apart from that, Hotel Danau Toba International Medan also provides a large parking areas so that it makes it easier for guests to find parking space.

Several years ago, Danau Toba International Hotel Medan was widely used as a choice for accommodation. This hotel was designed with a Batak cultural theme so the design & theme is an icon of Danau Toba International Hotel. Because the hotel industry increasingly developing and many new hotel are being established that provide adequate facilities, Danau Toba International Hotel is less attractive to people. Danau Toba International Hotel was last renovated in 2009, so many of the facilities and buildings are outdated. The hotel industry requires customer experience to be used as a benchmark in hotel management. Customer experience is the perception and quality that customers feel when trying something. Customer experience can be seen from Google Review regarding products that have been used by guests. Negative experience is experience that the guests feel like poor room quality and unsatisfactory facilities. Some guests make the decision to stay by looking at the reviews first. Negative reviews make guests cancel in choosing that hotel.

Figure1. 1 Google Review



Source: Google Review

To gain an experience at Hotel Danau Toba International Medan, there are reviews above about negative surveys that collected from google reviews. There are some proof of customer surveys on Hotel Danau Toba International Medan. As can be seen from above some local and international tourist were show that their experiences while they are staying at Hotel Danau Toba International Medan. Many tourists complaining about the room condition and the staff attitude. customer experience has an important role because bad customer experience will be used as motivation to impove hotel management. In the picture above, a bad customer experience will influence the decisions of other potential customers. To get positive customer experience, hotel managers need to evaluate every feedback given by customers.

Negative feedback, hotel management needs to be improved. Bad reviews will influence others potential guests, thereby reducing the hotel's income. Currently, there are many new hotels that provide better service, facilities, and atmosphere, so Hotel Danau Toba International Medan must be able to compete with other competitors so that Hotel Danau Toba International Medan can be used by many people as the best accommodation choice in Medan.

Figure1. 2 Customer Experiences

The screenshot displays three Google reviews for Hotel Danau Toba International Medan, all with 1/5 star ratings. The reviews are from Arisman Edward Gulo, AKA AHMAD OFFICIAL, and Selvin D. The reviews describe various issues including poor service, cleanliness problems, and uncomfortable accommodations.

Review 1: Arisman Edward Gulo (1/5)
 1/5 setahun lalu di Google
 Saya tamu tanggal 25 November 2023 dan baru pertama datang ke Medan untuk business trip. Stay di Hotel Danau Toba International Medan menjadi BENAR BENAR BAD EXPERIENCE di Kota Medan.
 1. Awal masuk hotel ini, SANGAT PANAS karena AC Lobby tidak berfungsi dan sudah usang disana sini, sofa juga sudah usang : Lobby Rate 1/10
 2. Resepsionis TIDAK RAMAH, seperti bukan di Hotel Bintang 4. Oh iya, saat Check In anda harus siapkan Rp. 200.000 sebagai deposit. Layaknya anda menginap di LOSMEN seperti OYO ataupun Reddorz. Padahal ini Hotel Bintang 4
 3. Terdapat 3 Lift, namun Lift bagian tengah RUSAK
 4. Kamar saya lantai 10, lorongnya juga SANGAT PANAS, sepertinya memang AC tidak berfungsi
 5. Masuk ke Kamar, aroma sangat APEK, apalagi Bedcover dan Bantal. Karpet dikamar juga bau kaki / apek.
 6. Semua Kamar Smoking Room (Kasian kalau tamunya gak smoking). Tidak direkomendasikan untuk tamu yang tidak merokok
 7. Channel TV di Kamar hanya tersedia 3 channel saja, tidak ada TV Kabel, Youtube ataupun Netflix. (Lebih bagusn OYO/Reddorz)
 8. Masuk ke kamar mandi, tidak ada biddet toilet. Jadi kalau cebok ya pakai tissue.. wkwkwk Mungkin karena konsepnya INTERNATIONAL kali ya, tapi it's not comond in Indonesia. HAHA
 9. Oh iya, kalau anda pesan makanan via Grabfood atau Gofood, kalian harus AMBIL SENDIRI didepan gerbang yang sangat jauh itu. KARENA RESEPSIONIS TIDAK MENERIMA TITIPAN MAKANAN ONLINE dan DRIVER MAKANAN ONLINE TIDAK BISA MASUK. Berasa exclusive kali ya ? wkwkwk Padahal Hotel lain very welcome kalau ada titipan untuk tamu.
 10. Kamar tidak ada Laundry Bag
 Untuk yang ke Medan, better cari opsi hotel lain saja. daripada liburanmu jadi BAD EXPERIENCE

Review 2: AKA AHMAD OFFICIAL (1/5)
 1/5 11 bulan lalu di Google
 Pengalaman saya hari ini sangat buruk.
 1. Sudah pesan melalui Agoda, di aplikasi dapat kamar king bed menghadap kolam renang, begitu check-in berhadapan dengan receptionis katanya kalau mau king bed harus nambah biaya 50k dan di kasi kamar yang tidak menghadap kolam, otomatis komplain paksa turun lagi ke bawah, katanya oh iya saya gak liat keterangan kalau kamar yang menghadap kolam, terus di bilangnnya tunggu 30 menit ya, sontak pasang wajah marah eh rupanya available kamar menghadap kolam dan di kasi kunci.
 2. Begitu masuk kamar malah lg di beresin sm room girl, paksa nunggu lagi smpe selesai dan room girl bilang handuk blm ada. Ancoorr kali
 3. Masuk kamar AC gak ada dingin nya sama sekali, ini saya menulis lg kepanasan di kamar padahal udh jam 00.20 dan mata udh ngantok, karena kepanasan gak bisa tidurrr
 4. Masuk kamar mandi exhaustvan gak berfungsi, udh pasti lah jadinya bau pesing dan kondisi lantai basah terus.
 Ahh udh lah masih banyak lagi sbnarnya yang mau di komplain, gak recomended lah ini hotel, menang nama dan bintang aja, tapi gak menjaga kualitas dari segi pelayanan dan fasilitas.

Review 3: Selvin D (2/5)
 2/5 2 tahun lalu di Google
 Mungkin ini pengalaman buruk selama nginap beberapa kali di hotel, pertama check in kami datang lebih awal sekitar jam 12.30 disuruh balik lagi jam 14.00, jam 15.00 kami datang lagi untuk check in, receptionist jg judes banget menjelaskan, wktu itu saya tanya mengenai parkir dan akhirnya ttp bayar setiap kali keluar 5 rb flat. Sampai kamar kaget dah barang tua smua, diabab toilet ga ada shower untuk toilet, saya call katanya hotel international bu, saya bisa terima, tp hal lain ac kamar ga dingin sama sekali bahkan listrik kamar sempat mati, telpon n datang untuk perbaiki listrik tp AC sampai paginya ga diperbaiki sama sekali..
 Sampai siang keluar bunyi aneh dr AC saya call lg ga ada yg datang 1 pun..
 Karna dah keburu booking beberapa hari akhirnya kami memutuskan minta pindah kamar, di kamar berikutnya lumayan setidaknya bisa tdr karna AC dingin, cmn karna saya ambil beberapa kamar untuk keluarga saya yg 1 nya lg tdk dingin sama sekali hingga check out..

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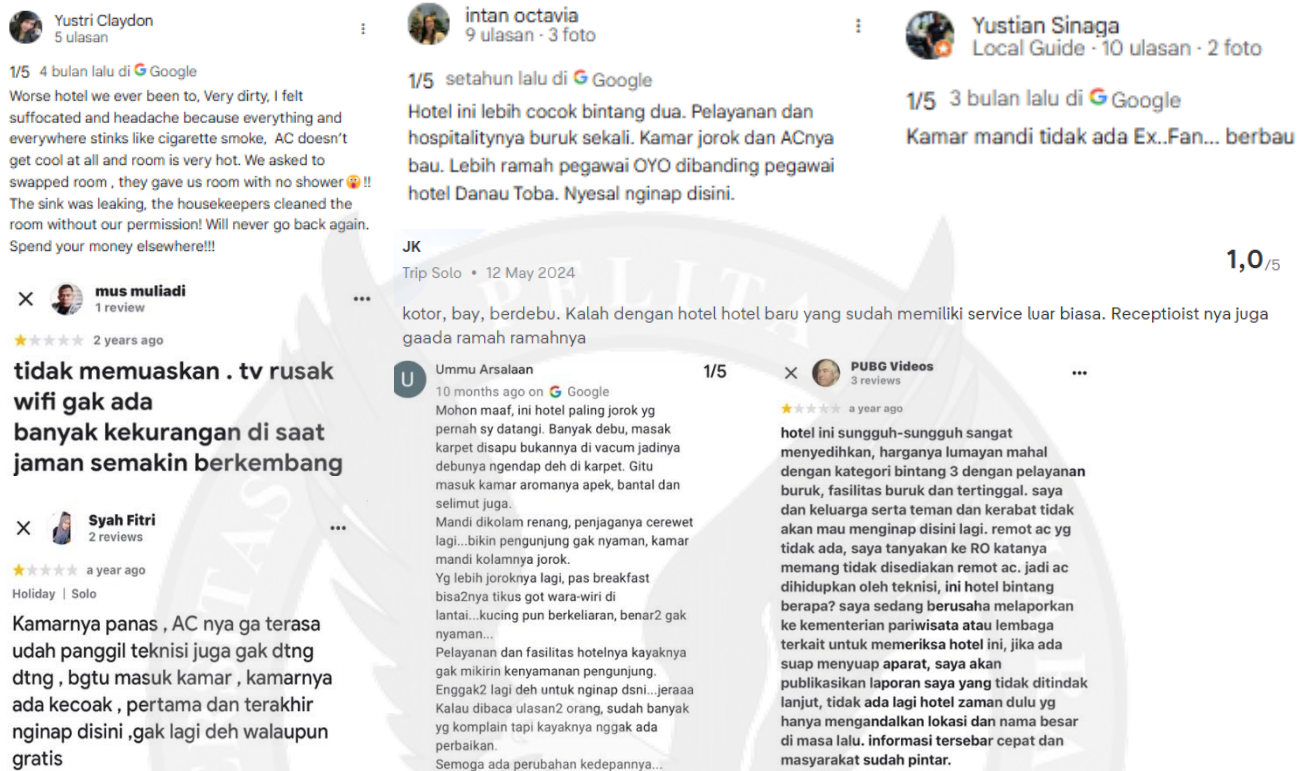
Stay was a Nightmare experience. Room Is filled bad odor. Beds were not clean. Anyone can access your floor from reception. Staffs not friendly. Many more negative stuff about the hotel. I strongly recommend not to use them.

Source: Google Review

There are several review about their experiences while staying at Hotel Danau Toba International Medan. It is shaped by various interactions customers have with your business across different teams and touchpoints. Offering a consistent and cohesive experience at every stage of their interaction with your brand is the most powerful way to enhance customer experience, differentiate your business from competitors, and drive repeat purchases. Customers seek the highest quality available. They anticipate that each brand will create a meaningful experience during every interaction and improve their overall journey along the way. In Addition, another factor that is often used as a references in making decision to stay overnight is the hotel's facilities. Adequate facilities help the hotel feel more comfortable, and with the provision of comprehensive facilities, personal needs may also be met.

The precense of comprehensive amenities ensures that guests have access to all necessary services and convenience, enhancing their overall experiences. Whether it is the availability of high speed internet, a well- equipped fitness center, a variety of dining options, or other essential services, these element contribute significantly to the satisfaction and comfort of the guests. Consequently, when deciding whether to stay at a hotel, a quality and variety of facilities it offers play a vital role in shaping that decision.

Figure1. 3 Facilities

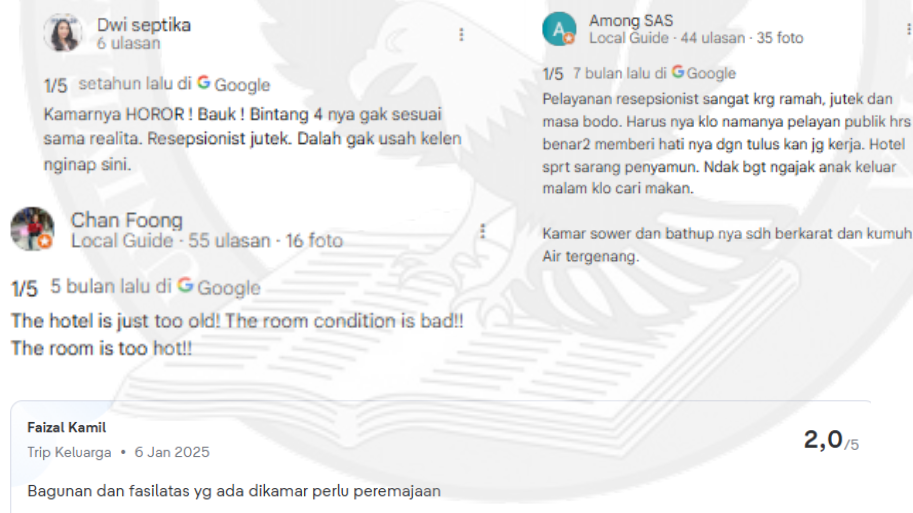


Source: Google Review

Based on the review above, guests expressed their disappointment with the facilities provided by Hotel Danau Toba International Medan, the cause of this disappointment was that the cleanliness of the rooms was not maintained, the air conditioning provided by the hotel felt hot, and there was no shower in the hotel bathroom. In a hotel, the thing that needs to be considered is the cleanliness of the hotel room. A clean room will make guests more comfortable while staying in a hotel. hotel rooms and the surrounding environment need to be cleaned regularly to avoid odors and keep the hotel environment clean. Therefore, the important role of housekeeping

in the hotel industry is to maintain cleanliness and ensure that every corner of the room remains clean and tidy. Apart from that, guest comments regarding Hotel Danau Toba International Medan facilities are the air conditioner, the air conditioning provided in the hotel rooms makes guests feel uncomfortable when staying at the Hotel Danau Toba International Medan. In the comments above, many reviews were found regarding the lack of facilities provided, such as the television being broken, the water kettle not being able to be used, WiFi not being available, the shower not being able to be used and many more. Insufficient facilities may deter guests from choosing to return to Hotel Danau Toba International Medan.

Figure1. 4 Atmosphere



Source: Google Review

Based on the reviews shown in the figure above, it is show that visitors to Hotel Danau Toba International Medan were dissatisfied with their experience. Specifically,

people have stated that the rooms are too creepy and disturbing to stay in. The hotel is believed to be extremely old, with rooms in bad condition and an overall structure that appears obsolete, requiring considerable rejuvenation or repair.

From these observations, it can be concluded that guests who have stayed at the hotel were disappointed with the uncomfortable and unwelcoming atmosphere during their stay. A pleasant and attractive ambiance in a hotel is essential for assuring the comfort and contentment of its visitors. When guests feel at ease and satisfied in their surroundings, they are more likely to enjoy their stay and form a favorable opinion of the establishment. Maintenance of the building's infrastructure and facilities can significantly increase the hotel's appeal. Regular maintenance, modernization, and upgrades can make the hotel a more appealing and desirable site for prospective customers to choose to stay.

By investing in improvements, the hotel can address the concerns raised by previous visitors and create a more welcoming environment. This, in turn, can spark greater interest and demand, motivating more individuals to select the hotel for their accommodation needs. In essence, the quality of the hotel's atmosphere and the condition of its facilities are pivotal factors that influence guest satisfaction and the overall reputation of the establishment.

In addition, as seen on the background of the study and the evidence presented above, the writer can draw meaningful conclusions. The writer want to do an analyze research whether customer experiences, facilities, and atmosphere affect to decision to

stay. The writer aims to conduct an analysis under a specific title **“The Effect of Customer Experience, Facilities, and Atmosphere toward Decision to Stay at Hotel Danau Toba International Medan”**

1.2 Problem Limitaton

In this research was conducted to aim finding out more specific with customer experiences, facilities, and atmosphere can effect decision to stay at Hotel Danau Toba International Medan that located at Jalan Iman Bonjol No.17, Madras Hulu, Kec. Medan Polonia, Kota Medan, Sumatera Utara 20112. There are three independent variable which is, customer experiences, facilities, and atmosphere. This research focuses on one dependent variable which is decision to stay. The indicator of each independent variable was limited The reason is that the issues faced by Hotel Danau Toba International do not entirely fall within the indicators of each independent variable, which means that not all of the problems encountered can be directly measured or assessed based on the predefined criteria or factors established in the independent variables.

According to Latif & Hasbi (2021)as cited by Huang (2023), there are four key indicators of customer experience which are, accessibility, helpfulness, personalization, problem solving. In customer experiences indicator, there are three of four indicator are faced with the issued at Hotel Danau Toba International Medan which are, helpfulness, personalization, and problem solving. That's mean accessibility does not appear to present a significant problem at Hotel Danau Toba International Medan.

According to Ernvestivita and Subagyo (2020) there are four indicator of facilities, which are, comfort, space, equipment, cleanliness. In facilities indicator, there are three of four indicator are faced with the issued at Hotel Danau Toba International Medan which are, comfort, equipment and cleanliness. That's mean space does not appear to present a significant problem at Hotel Danau Toba International Medan.

According to Susilowati and Wangi (2019), there are four indicator of atmosphere, which are, exterior, interior, layout and Employees. In atmosphere indicators, there are three of four indicators are faced with the issued at Hotel Danau Toba International Medan, which are, exterior, interior, and layout. That's mean employee does not appear to present a significant problem at Hotel Danau Toba International Medan.

1.3 Problem Formulation

Building on the previously outlined background, the problem formulation for this research is as follows:

1. Does customers experiences has a significant effect toward decision to stay at Hotel Danau Toba International Medan ?
2. Does facilities has a significant effect toward decision to stay at Hotel Danau Toba International Medan?

3. Does atmosphere has a significant effect toward decision to stay at Hotel Danau Toba International Medan ?
4. Do customer experiences, facilities, and atmosphere have a significant effect toward decision to stay at Hotel Danau Toba International Medan ?

1.4 Objective of Research

In accordance with the problem formulation outlined above, the objective of this research is to address the identified issues as follows:

1. To find out that customer experiences has a significant effect toward decision to stay at Hotel Danau International Medan.
2. To find out that facilities has a significant effect toward decision to stay at Hotel Danau Toba International Medan
3. To find out that atmosphere has a significant effect toward decision to stay at Hotel Danau toba International Medan
4. To find out that customer experiences, facilities, and atmosphere have a significant effect toward decision to stay at Hotel Danau Toba International Medan

1.5 Benefit of Research

This research is designed to provide benefits for all parties involved, which can be categorized into two key areas.

1.5.1 Theoretical Benefit

The objective of performing this research is to have an improved comprehension of Hotel Danau Toba International Medan, particularly in terms of customer experiences, facilities, atmosphere, and decision to stay. This study can serve as a valuable reference for future researchers. The research expected to add to existing knowledge in hospitality management by assessing the impact of the factor on the decision to stay.

1.5.2 Practical Benefit

The practical benefit derived from this research are outlined below :

1. For Hotel Danau Toba International Medan

In this research may be used by the company as a benchmark to establish how decision to stay effected by customer experiences, facilities and atmosphere at Hotel Danau Toba International Medan.

2. For other researcher

In this research can provide more knowledge and insight how customer experiences, facilities, and atmosphere effect decision to stay

3. For Writer

In this research can provide for writer a great understanding how to perform a hospitality study and how customer experience, facilities, and atmosphere effect decision to stay in Hotel Danau Toba International Medan.