

Chapter 1

Introduction

1.1 Background of the study

Since early 2020, the coronavirus pandemic 19, or COVID19, has had a significant impact on the economies of every nation, including Indonesia. Tourism and its derivatives, including the hotel sub-sector, are among the most severely damaged economic sectors. The hotel sector is seeing an increase in the diversity of technology development to meet issues. Although pandemic-era regulations are currently being developed in hotels worldwide, including those in Indonesia. It is realistic to assume that guests will notice significant changes when they check in anywhere. For years to come until a vaccine, broadly effective treatment, or immediate testing for the coronavirus is available

Tourism is one of the industries that is related to other sectors since it is described as a collection of occurrences and mutually beneficial connections, namely interactions between tourists, business suppliers, governments, tourist locations, and local communities. (Anggraini, 2021). Obviously, the expansion of hotels in Medan is determined by hotel staff's plans for increasing occupancy rates. Furthermore, the decrease in the number of Covid-19 cases in Indonesia has a favorable impact on economic growth, particularly in the tourism sector, which can now travel nationally and internationally by land, sea, and air (Anggarini, 2021).

Hotels were able to continuously improve occupancy rates and hire extra personnel

in early 2022 as a result of the hotel's increased profitability. Because we know that hotel sales differed before to, during, and after the pandemic. In addition to the occupancy rate, this hotel frequently hosts events, which, of course, drives growth. Weddings, social events, internal meetings (meetings), and government activities are all commonly conducted at this hotel due to its strategic position.

The hospitality industry's operations can impact client satisfaction, either directly or indirectly. Quality service is crucial for an organization's success as it directly impacts customer happiness. Customer service is often viewed as the primary factor in evaluating an organization's business growth. Furthermore, the ambiance of the place has an impact on customer satisfaction because it determines whether or not the client is comfortable in that location.

Customer satisfaction plays a crucial role in both the food and beverage industry and consumer behavior. To preserve client loyalty in a competitive climate, it's crucial to provide high-quality service. Otherwise, they may shift their preferences to another provider. Sihombing (2021) suggests that consumers may experience contentment or discontent after using a product or service. Satisfaction will drive customers to buy and repurchase the product.

Hotel Aryaduta has a long history as one of the oldest hotels in Jakarta and still survives today. Located in the center of the capital city of Jakarta, the construction of the Aryaduta hotel began in 1971 with a construction period of 3 years and began operating in June 1974. At that time, this hotel was known as The Ambassador. Then on January 1 1976, The Ambassador changed its name to Hyatt Aryaduta Hotel Jakarta, managed by Hyatt International. This name change was

due to the signing of a 10 year cooperation contract between PT Aryaduta Hotel Tbk and Hyatt International, which stated that the management of the Ambassador Hotel would be managed by Hyatt International. Since then, the contract with Hyatt International has continued to be extended by the hotel owner until 2017.

Initially, the Hyatt Aryaduta Hotel Jakarta only had a main wing with 216 rooms, but in 1985 a new wing was built called The Ambassador Wing with new types of rooms. On December 7 1986, the inauguration and opening of this new building was attended by the wife of the President at that time, the late. Mrs. Tien Soeharto. The addition of this building adds 115 rooms, bringing the total number of rooms to 331 rooms. In 1990, Hyatt Aryaduta Jakarta received a certificate as a five-star hotel with Diamond level. With this consideration, in 1991 Hyatt Aryaduta Jakarta agreed to change its name to The Aryaduta Jakarta

After years of providing service to its customers, in January 1995 The Aryaduta Jakarta managed to get the "Adikarya Wisata Award 1994" for satisfactory service and excellent facilities. Then in August of the same year, The Aryaduta Jakarta again changed its name to Hotel Aryaduta Jakarta. In March 1997, Lippo Group bought shares in Hotel Aryaduta Jakarta. At that time, Lippo Group bought shares from Nurman Diah, owner of shares in PT. Prapatan Hotel, Tbk. Then in 2000, Lippo Group again bought all the shares owned by PT. Prapatan Hotel thus has full control over Hotel Aryaduta Jakarta. In 2000, the new owner of PT. Hotel Prapatan, Tbk changed its name to PT. Aryaduta Hotel, Tbk. This change of ownership caused PT. Aryaduta Hotel Tbk. changed its name again to PT. Lippo

Karawaci, Tbk in July 2004. After eight years of being officially fully owned by the Lippo Group, until now this hotel calls itself The Aryaduta Hotel Jakarta.

Aryaduta Hotel Group is a warm Indonesian hospitality group offering heartfelt service at our distinctive hotels and resorts across the archipelago. We currently have 10 hotels in 8 of Indonesia's most exciting cities. Our Hotels:

- Aryaduta Jakarta
- Aryaduta Semarang
- Aryaduta Lippo Village
- Aryaduta Bandung
- Aryaduta Medan
- Aryaduta Pekanbaru
- Aryaduta Palembang
- Aryaduta Makassar
- Aryaduta Manado
- Aryaduta Bali

About Aryaduta: Since 1976, Aryaduta Hotels, one of Lippo Group's subsidiary that specializes in Hospitality industry based in Indonesia, has been known as the brand that provides the Indonesia genuine warmth and service in 10 Aryaduta hotels that are located at 9 different cities across the archipelago. As an established hotel group, Aryaduta is managed by a widely recognized group of local and overseas professionals, who commit to enliven the Aryaduta brand and bring the essence of warmth and friendliness of Indonesia by expanding to various potential locations.

Customers bad Comments on Google Review

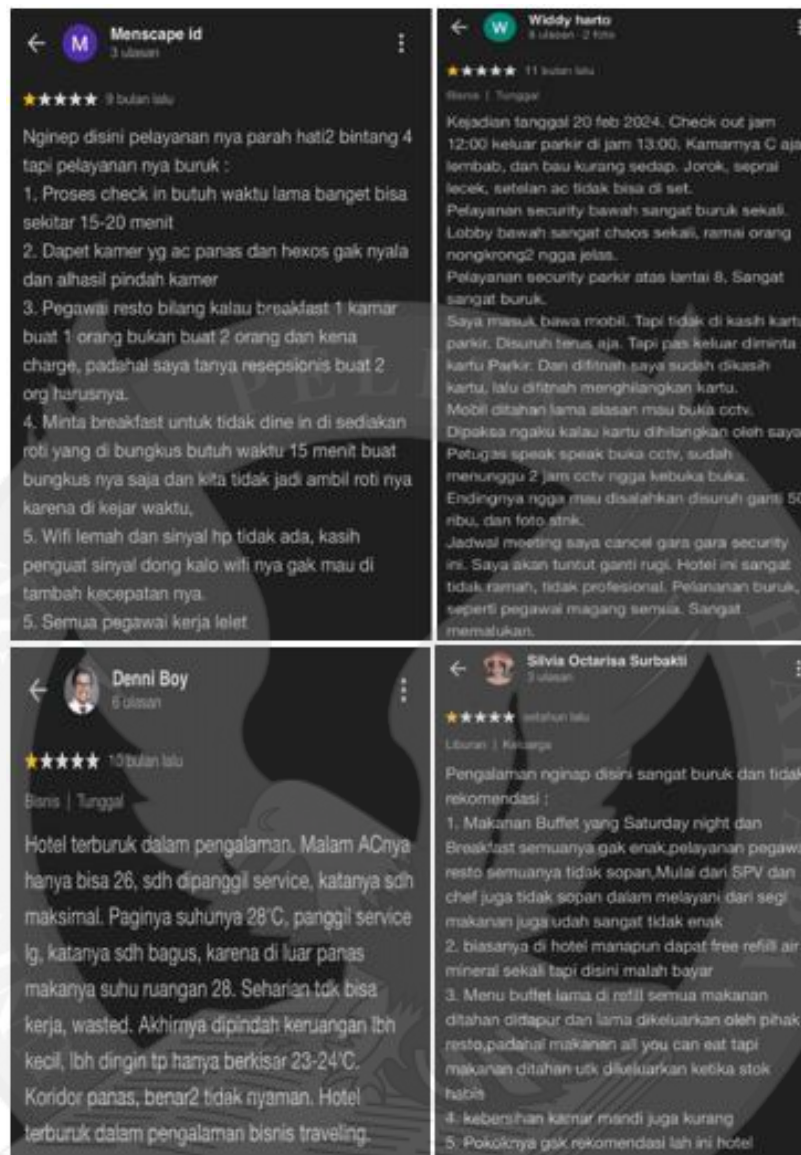


Figure 1.1 Bad review from google review

Source: Prepared by the writer (2025)

Based on previous consumer on google review, it is certain that Hotel Aryaduta Medan has received negative feedback on its guest satisfaction. The comments frequently highlight the influence of the hotel atmosphere and the comfort customers on guest satisfaction. Kotler et al. (2021): Atmosphere as a Promotional Tool. According to Kotler et al., hotel environment is an important

aspect of marketing because it can provide guests with a memorable experience. A welcoming hotel atmosphere that matches guests' expectations will boost customer loyalty and impact booking decisions.

According to John Walker (2022), food & beverage service management is concerned with more than just presentation. Good service prioritizes efficiency in operation and the overall client experience.

According to Baker, Parasuraman, Grewal, and Voss (2023), customers who feel at ease at a location or services are more likely to return, leave favorable feedback, and suggest the business to others.

Aryaduta Hotel Medan must also provide solutions in dealing with reputation crises or negative reviews that can damage their image. To improve performance in this case, coordination between teams is needed to avoid inconsistencies in the messages conveyed. The brand image that is built must be able to differentiate itself from competitors by displaying unique values and product advantages that differentiate the brand from competitors.

A pre-survey was done with up to 30 respondents from Aryaduta Hotel Medan customers

Staff di food and beverages Aryaduta Hotel Medan memberikan pelayanan yang memuaskan

30 responses

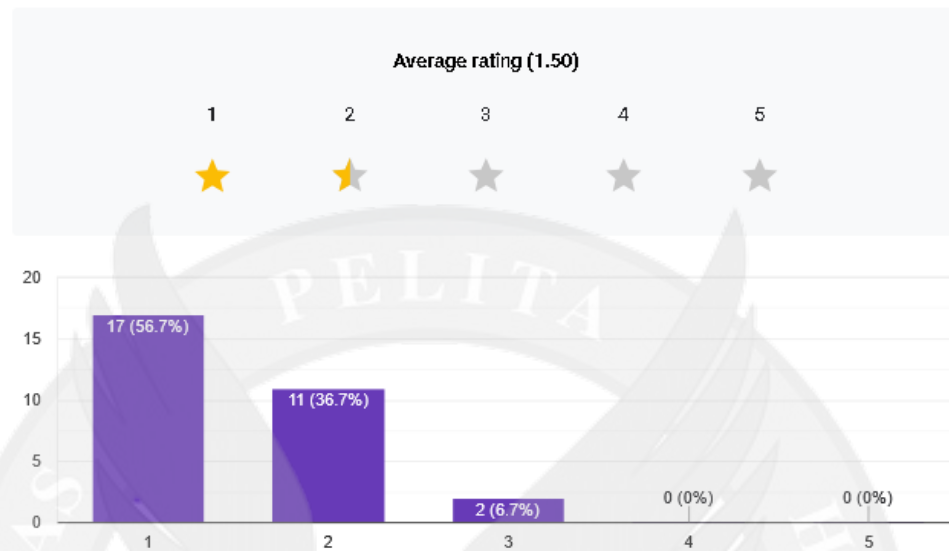


Table 1. 1 Pre-survey food and beverage service at Aryaduta Hotel Medan

Eksterior Aryaduta Hotel Medan secara visual menarik customers

30 responses

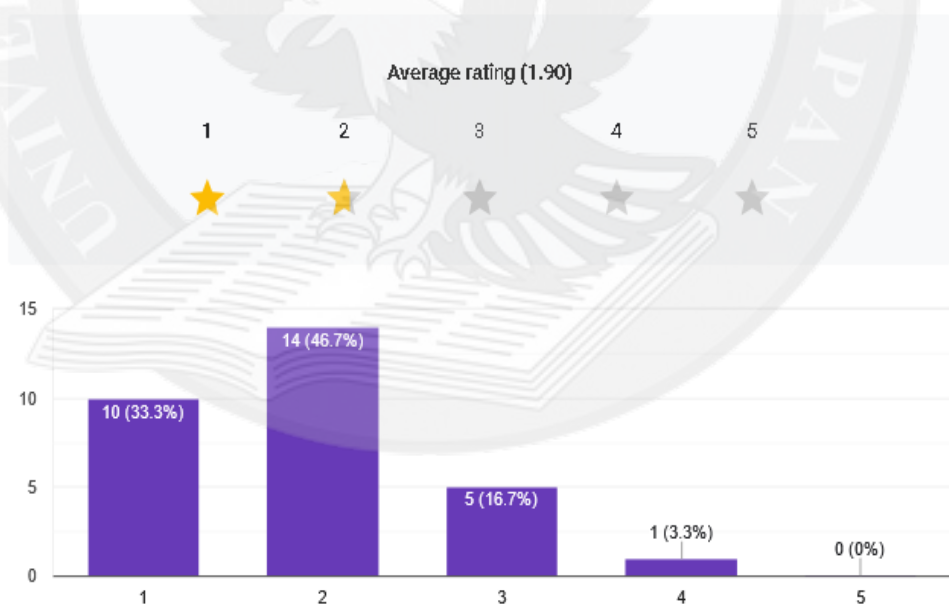


Table 1. 2 Pre-survey hotel atmosphere at Aryaduta Hotel Medan

Aktivitas Aryaduta Hotel Medan membuat pelanggan merasakan kenyamanan saat berada di hotel

30 responses

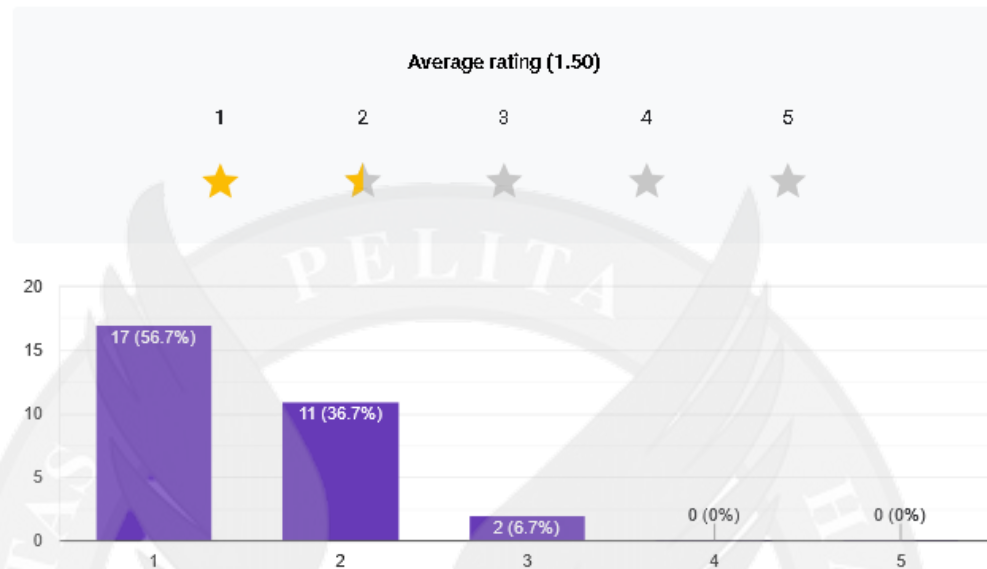


Table 1. 3 Pre-survey comfort customers at Aryaduta Hotel Medan

Source: Prepared by the writer (Google Form, 2025)

Based on the data presented on google form table above, According to the results of the pre-survey, Aryaduta Hotel Medan struggle with creating great customer satisfaction. According to the results of the pre-survey, the majority of respondents did not receive satisfactory food and beverage service or a hotel setting that made them feel at home. The majority of responders rated one or two stars, indicating this. Furthermore, the majority of respondents stated that they did not feel comfortable at the hotel, indicating that customer satisfaction remains poor.

More complete understanding of the lacking and inconsistency of the hotel atmosphere and the comfort of guests staying at the Aryaduta Medan Hotel can be obtained, as well as the lack of ventilation in the hotel room, which results in extremely hot air. Similarly, guests complain about a lack of security services when

parking their vehicles at the Aryaduta Medan Hotel and also complaining about the gym and the service of food and beverage. The flaws highlighted in the Google review correspond to the author's worries.

Food and Beverage Service will always draw customers who read reviews from previous visitors, regardless of whether they intend to stay at the hotel or not. similar to what has happened to hotel customers who book there for the ambience or comfort of the accommodations, only to be overcharged and not get the full value of the bargain.

Furthermore, based on the previous theoretical framework regarding the variables of Food and Beverage Service, Hotel Atmosphere, Comfort Customer, and Guest Satisfaction, the researcher will conduct a study entitled "The Influence of Food and Beverage Service, Hotel Atmosphere, and Comfort Customer on Guest Satisfaction at the Aryaduta Medan Hotel."

1.2 Problem Limitation

This research will be limited so that the author can focus on what will be studied from the Aryaduta Hotel located at Jalan. Kapten Maulana Lubis, No. 8, Petisah Tengah, Kec. Medan Petisah, Medan City, North Sumatra with a research period from June to November 2024. The independent variables (variable X) of this study are Food and Beverage Service (X1) with indicators of positive review, recommendation of the product, e-review of other guests, and confidence when choose the brand. Hotel atmosphere (X2) with indicators of hotel layout, general interior, exterior, and interior display. Comfort Customer (X3) with indicators of facilities, activity, and climate while the dependent variable (variable Y) is Guest

satisfaction (Y) with indicators of conformity with expectations, the intention to return willingness to recommend.

1.3 Problem Formulation

Based on the previously mentioned research background, the author develops the following problems for use in this study.

1. Does food and beverage service have a significant influence on guest satisfaction at the Aryaduta Medan hotel?
2. Does the hotel atmosphere have a significant influence on guest satisfaction at the Aryaduta Medan hotel?
3. Does the comfort customer have a significant influence on guest satisfaction at the Aryaduta Medan hotel?
4. Do food and beverage service, hotel atmosphere, and comfort customers have a simultaneous influence on guest satisfaction at the Aryaduta Medan hotel?

1.4 Object of the Research

Based on the formulation of the problem above, the author has several objectives in this study, namely:

1. To analyze whether food and beverage service has a significant influence on guest satisfaction at Hotel Aryaduta Medan.
2. To analyze whether the hotel atmosphere has a significant influence on guest satisfaction at Hotel Aryaduta Medan.
3. To analyze whether customer comfort has a significant influence on guest satisfaction at Hotel Aryaduta Medan.

4. To analyze whether food and beverage service, hotel atmosphere, and customer comfort have a simultaneous influence on guest satisfaction at Hotel Aryaduta Medan.

1.5 Benefit of the Research

This study gives two sorts of benefits for The Influence of Food and Beverage Service, hotel atmosphere, and customer comfort on guest satisfaction at Aryaduta Hotel, Medan.

1.5.1 Theoretical Benefit

The purpose of this research is to investigate the influence of food and beverage service, hotel atmosphere, and customer comfort. Furthermore, this research has an opportunity to contribute to an improved awareness of all of these elements and provide useful insights for a wide range of people.

1.5.2 Practical Benefit

There are various practical advantages of this research.

- a. According to the author, the current study intends to add to the existing body of knowledge by evaluating the impact of food and beverage service, hotel atmosphere, and customer comfort on guest satisfaction. This study's conclusions are applicable to real-world circumstances.
- b. This study can help Aryaduta Hotel identify aspects influencing guest satisfaction, such as food and beverage service, hotel atmosphere, and customer comfort. Moreover, this has an opportunity to improve the operation of the business in the future.

- c. This study will be used as an investigation source for future academics to obtain greater knowledge of food and beverage service, hotel atmosphere, customer comfort, and their influence on guest satisfaction, as well as by researchers exploring related variables.

