

**ANALYSIS OF CUSTOMER SATISFACTION LEVELS ON
SERVICE QUALITY IN “THE ONSEN HOT SPRING RESORT
SONGGORITI BATU”**

THESIS



By:

ARROW MADHA HERARTA

202010100311130

**ENGLISH LANGUAGE EDUCATION DEPARTMENT
FACULTY OF TEACHER TRAINING AND EDUCATION
UNIVERSITY OF MUHAMMADIYAH MALANG**

2024

**ANALYSIS OF CUSTOMER SATISFACTION LEVELS ON
SERVICE QUALITY IN “THE ONSEN HOT SPRING RESORT
SONGGORITI BATU”**

THESIS

**This thesis is submitted to meet one of the requirements to achieve
Sarjana Degree in English Language Education**



By:

ARROW MADHA HERARTA

202010100311130

**ENGLISH LANGUAGE EDUCATION DEPARTMENT
FACULTY OF TEACHER TRAINING AND EDUCATION
UNIVERSITY OF MUHAMMADIYAH MALANG**

2024

This thesis was written by Arrow Madha Herarta

and was approved on

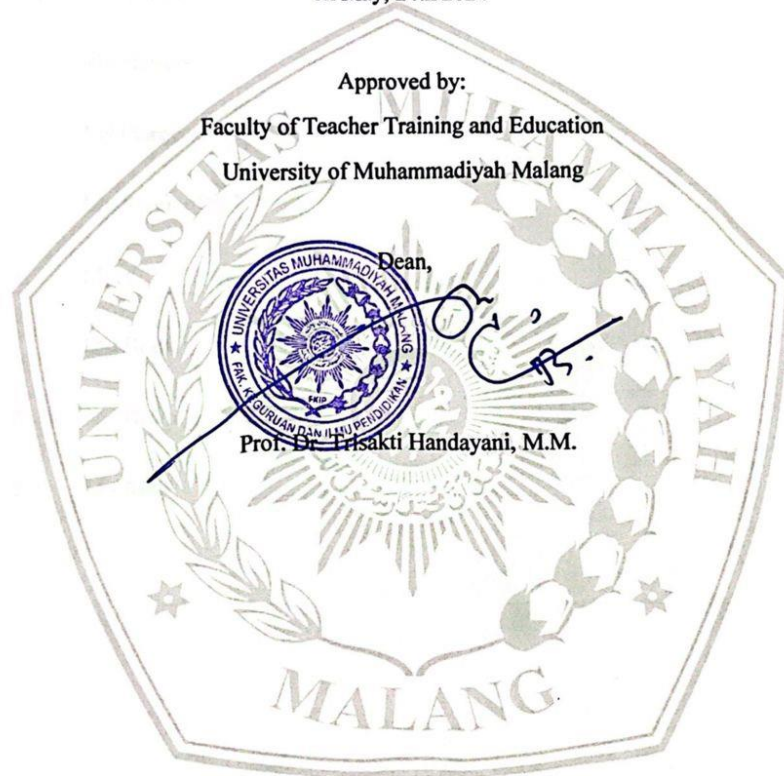
April, 6th 2024



APPROVAL

This thesis was defended in front of the examiners of the Faculty of Teacher Training and Education of University of Muhammadiyah Malang and accepted as one of the requirements to achieve Sarjana Degree in English Language Education on May, 24th 2024

Approved by:
Faculty of Teacher Training and Education
University of Muhammadiyah Malang



Dean,

Prof. Dr. Trisakti Handayani, M.M.

Examiners:

1. Laela Hikmah N, S.Pd., M.A
2. Rafika Rabba Farah, M.Ed
3. Drs. Jarum, M.Ed

Signature:

1.
2.
3.

MOTTO AND DEDICATION

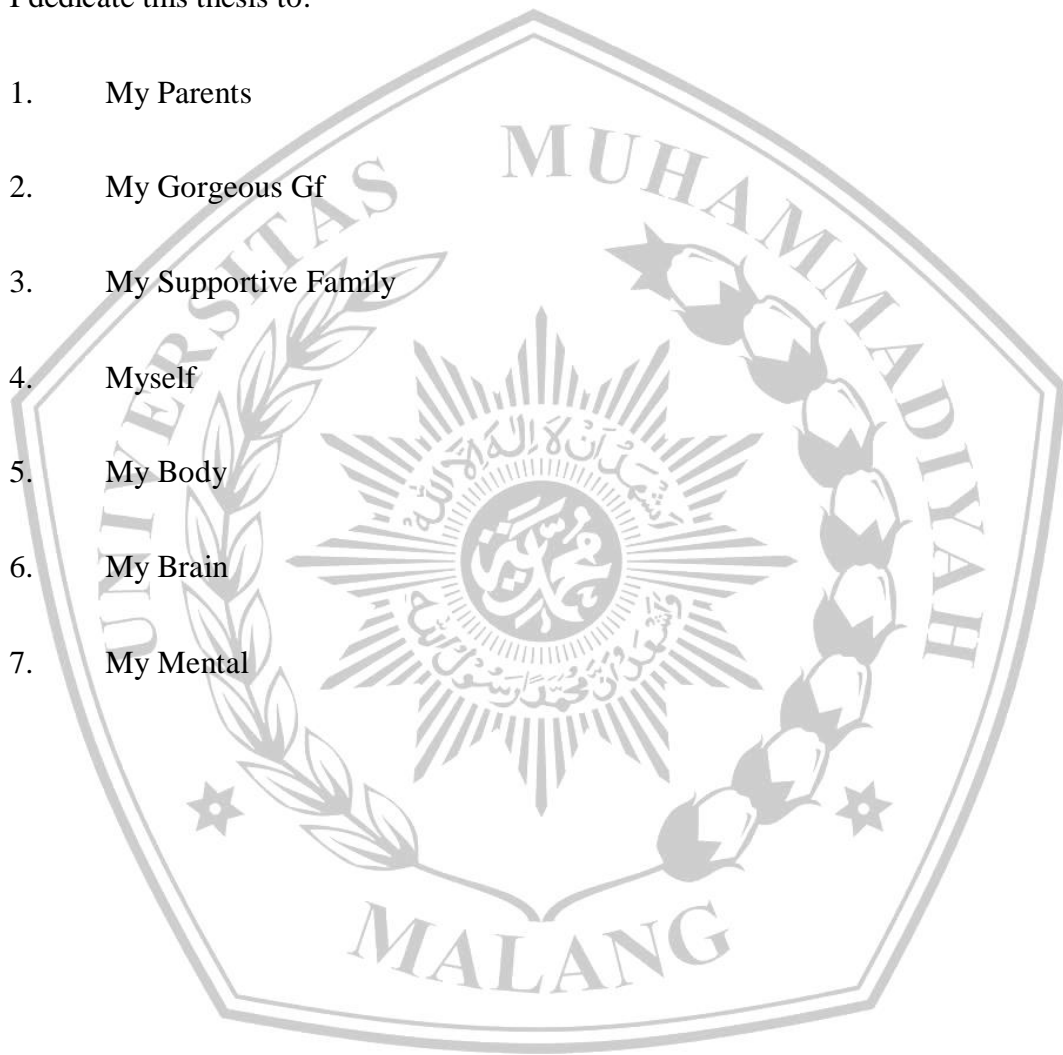
MOTTOS

"Success doesn't rush the greatest reward in the journey"

DEDICATIONS

I dedicate this thesis to:

1. My Parents
2. My Gorgeous Gf
3. My Supportive Family
4. Myself
5. My Body
6. My Brain
7. My Mental



AUTHOR'S DECLARATION OF ORIGINALITY

I hereby declare that the intellectual content of this thesis is the product of my own work and has not been submitted to any other University or Institution.

I certify that, to the best of my knowledge, my thesis does not infringe upon anyone's copyright nor violate any proprietary rights and that any ideas, techniques, quotations, or any other material from the work of other people included in my thesis, published or otherwise, are fully acknowledged in accordance with the standard referencing practices.

I also declare that this is a true copy of my thesis, as approved by my thesis committee and the English Language Education Department office




ANALYSIS OF CUSTOMER SATISFACTION LEVELS ON SERVICE QUALITY IN “THE ONSEN HOT SPRING RESORT SONGGORITI BATU”

ABSTRACT

The study conducted an analysis of online reviews to evaluate customer satisfaction with the service quality at The Onsen Hot Spring Resort Songgoriti. By examining these reviews, valuable insights were gathered to assess service standards and pinpoint areas for improvement within hotels. Specifically, the evaluation of The Onsen Hot Spring Resort Songgoriti aimed to measure overall customer contentment, identify key aspects of service quality highlighted in reviews, and use a qualitative method to assess both strengths and weaknesses. Approximately 70% of the reviews expressed satisfaction, emphasizing the overall positive atmosphere and enjoyable stay. Conversely, around 20% of the reviews conveyed negative sentiments, with common themes including concerns about food, room conditions, occasional delays in services, and isolated incidents of dissatisfaction. The study focused on identifying recurring keywords, phrases, and topics within the reviews to gain a deeper understanding of the aspects of the resort's services that contributed to positive or negative sentiments. Guests highly appreciated the resort's emphasis on offering a traditional Japanese onsen experience, such as providing yukata robes and a tranquil environment, which significantly contributed to their positive feedback. However, the study also identified service quality, particularly in terms of customer service and communication, as an area requiring improvement.


Keyword: Online review, Customer Satisfaction, The Onsen Hot Spring Resort Songgoriti, Hotel service.

Advisor



Drs. Jarum, M.Ed

The Researcher



Arrow Madha Herarta

ACKNOWLEDGEMENT

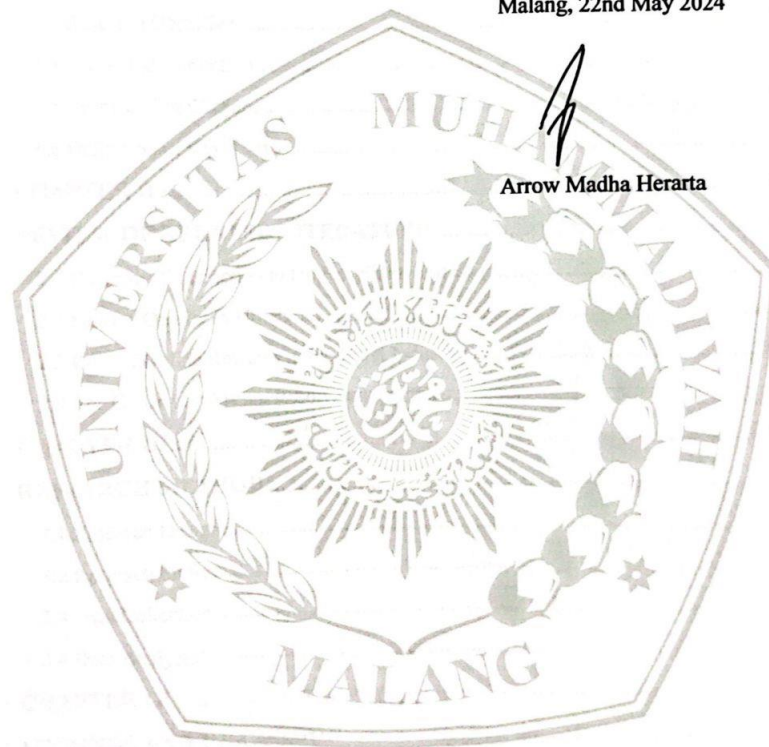
To Allah STW, the Almighty, for all the ease, the outpouring of grace, guidance, and help so that the author was able to complete the thesis entitled " ANALYSIS OF CUSTOMER SATISFACTION LEVELS ON SERVICE QUALITY IN 'THE ONSEN HOT SPRING RESORT SONGGORITI BATU'" on time. Sholawat and Salam may continuously be poured out to the Prophet Muhammad SAW, his family and friends. This thesis aims to be written to fulfill the requirements to achieve a Bachelor of Education degree in the Department of English Education, Faculty of Teacher Training and Education, University of Muhammadiyah Malang.

In completing this thesis, the author received much help, guidance, and direction from many parties. For this reason, the author expresses his most profound appreciation and gratitude to:

1. My parents who are always proud of my small daily achievements, thank you for trusting me. Hopefully, your life allowance can be longer, and please always be healthy and happy.
2. My incredible advisor, Drs. Jarum, M.Ed, who has helped, guided, and directed me during the thesis writing process. Thank you for your kindness. May Allah reward you by facilitating all your affairs.
3. My Precious self, thank you, Arrow, for wanting to learn and complete one of the mandates from parents.

4. All lecturers and staff of the English Education Department UMM who cannot be mentioned one by one, especially Ma'am KHOIRIYAH, S.Pd., MA., as academic advisor. Thank you for the much knowledge that has been taught; hopefully, worth the reward.

Malang, 22nd May 2024



Arrow Madha Herarta

TABLE OF CONTEXT

CHAPTER I	1
INTRODUCTION	1
1.1 Research Background.....	1
1.2 Research Problem.....	2
1.3 Research Objective.....	2
1.4 Scope and Limitation.....	3
1.5 Research Significance.....	3
1.6 Definition of Key Terms.....	4
CHAPTER II	6
REVIEW OF RELATED LITERATURE	6
2.1 Customer Satisfaction in the Hospitality Industry.....	6
2.2 Service Quality in Hotels	6
2.3 Role of Online Reviews in the Hotel Industry	8
2.4 The Onsen Hot Spring Resort Songgoriti	9
CHAPTER III	10
RESEARCH METHOD	10
3.1 Research Design.....	10
3.2 Research Subject	10
3.3 Data Collection.....	11
3.4 Data Analysis	11
CHAPTER IV	13
FINDINGS AND DISCUSSION	13
4.1 Findings	13
4.4 Discussion.....	18
CHAPTER V	20
CONCLUSION AND SUGGESTION	20
5.1 Conlusion	20

5.2 Suggestion.....	20
BIBLIOGRAPHY.....	22
APPENDICES.....	24



BIBLIOGRAPHY

- Abdel, M., & Abed, A. (2020). Assessing the Performance of Managing and Following-up Online Hotels' Guests Reviews. In *JAAUTH* (Vol. 18, Issue 3). <https://jaauth.journals.ekb.eg/>
- Alifah, U. N., Rusgiyono, A., & Prahutama, A. (2020). *METODE SERVQUAL, KUADRAN IPA, DAN INDEKS PGCV UNTUK MENGANALISIS KUALITAS PELAYANAN RUMAH SAKIT X* (Vol. 8, Issue 2).
- Baiomy, A. E. (2021). The Relationship between Service Quality Dimensions and Behavioral Intentions in the Egyptian Hotel Industry. *International Tourism and Hospitality Journal*. <https://doi.org/10.37227/ithj-2020-04-179>
- Da Costa Ferreira, C. F., Kana Djo, M., Freitas, J. R., & Abi, M. T. (2021). The Impact of Service Quality on Customer Satisfaction: A Study on Higher Education Students in Timor-Leste. In *Journal of Business and Management* (Vol. 3, Issue 2). <https://tljbm.org/jurnal/index.php/tljbm>
- Gourmetmarketing, (2024), The Impact of Online Reviews on the Hospitality Industry. Diakses pada 20 Maret 2024, dari <https://www.gourmetmarketing.net/blog/the-impact-of-online-reviews-on-the-hospitality-industry>.
- Huseynov, F., & Güler, Y. C. (2021). The Impact of Online Consumer Reviews on Online Hotel Booking Intention. *Journal of Business Research - Turk*, 13(3), 2634–2652. <https://doi.org/10.20491/isarder.2021.1282>
- Jagodič, G., & Milfelner, B. (2022). The role of B2B marketing strategy, ICT B2B marketing support, and service quality in market orientation–Performance relationship: evidence from three European countries. *Cogent Business and Management*, 9(1). <https://doi.org/10.1080/23311975.2022.2128252>
- Kim, Y. J., & Kim, H. S. (2022). The Impact of Hotel Customer Experience on Customer Satisfaction through Online Reviews. *Sustainability (Switzerland)*, 14(2). <https://doi.org/10.3390/su14020848>
- Mangiring, H., Simarmata, P., Pardamean, P., Sekolah, S., Akuntansi, T., & Indonesia, M. (n.d.). *Peningkatan Kepuasan Konsumen dengan Model SERVQUAL*. 2(3).
- Qasem Saeed, M. M., Xizheng, Z., & Abdulwase, R. (2021). Measuring the Relationship Between Service Quality and Customer Satisfaction in the Hotel Industry. *International Journal of Scientific and Research Publications (IJSRP)*, 11(8), 336–347. <https://doi.org/10.29322/ijsrp.11.08.2021.p11644>

- Ranjan Jena, S., & Manoharan, S. (2021). An Empirical Analysis on Various Techniques Used to Detect the Polarity of Customer Satisfaction in Sentiment Analysis. In *Turkish Journal of Computer and Mathematics Education* (Vol. 12, Issue 3).
- Salem, O., & Kiss, M. (2023). USING THE SERVQUAL MODEL TO ASSESS SERVICE QUALITY OF INTERNET SERVICE PROVIDERS: EVIDENCE FROM JORDAN. *Oradea Journal of Business and Economics*, 61–71. <https://doi.org/10.47535/1991ojbe165>
- Sinaga, J. P., Rambey, H., Bangun, S. M., & Saputri, I. N. (2021). IMPLEMENTASI STRATEGI PENINGKATAN KEPUASAN PASIEN DI RUMAH SAKIT GRANDMED LUBUK PAKAM. *JURNAL PENGMAS KESTRA (JPK)*, 1(1), 222–226. <https://doi.org/10.35451/jpk.v1i1.713>
- Supriadi Siagian, & Mita, M. M. (2022). Pengaruh Daya Tarik Wisata dan Fasilitas layanan Terhadap Kepuasan Wisatawan Di Wisata Pamah View, Kabupaten Langkat. *TOBA: Journal of Tourism, Hospitality and Destination*, 1(2), 82–88. <https://doi.org/10.55123/toba.v1i2.564>
- The onsen hot spring resort, home. Diakses pada 25 Maret 2024, dari <https://theonsenresort.com/>.
- Villones, R., Laurel, L., Nueva, M., Meregildo, I. A., Moreno, A., Macorol, R., Serbosquez, A. J., Tarrayo, H., Tobes, N. E., Turla, N., & Amor, G. (2023). Level of Tourist Satisfaction in the Local Beaches of Calbayog City. *INTERNATIONAL JOURNAL OF MULTIDISCIPLINARY RESEARCH AND ANALYSIS*, 06(03). <https://doi.org/10.47191/ijmra/v6-i3-43>
- Višković, K., Rašan, D., & Prevolšek, D. (2023). CONTENT ANALYSIS OF TRIPADVISOR ONLINE REVIEWS: THE CASE OF VALAMAR RIVIERA HOTELS IN DUBROVNIK. 307–319. <https://doi.org/10.20867/thi.26.20>



UNIVERSITAS
MUHAMMADIYAH
MALANG



FAKULTAS KEGURUAN DAN ILMU PENDIDIKAN

PENDIDIKAN BAHASA INGGRIS

english.umm.ac.id | b.inggris@umm.ac.id

LEMBAR HASIL CEK PLAGIASI

Koordinator Plagiasi Program Studi Pendidikan Bahasa Inggris FKIP UMM menyatakan bahwa:

*Nama : Arrow Madha Herarta

*NIM : 202010100311130

Bagian Skripsi (CHAPTER)	Prosentase Hasil Kesamaan
CHAPTER I Introduction	10%
CHAPTER II Review of Related Literature	23%
CHAPTER III Research Method	2%
CHAPTER IV Findings and Discussion	0%
CHAPTER V Conclusion and Suggestions	4%

Berdasarkan prosentase hasil uji kesamaan, dapat disimpulkan bahwa hasil deteksi plagiasi telah memenuhi syarat dan ketentuan yang telah diatur pada Peraturan Rektor No. 2 Tahun 2017.

Malang, 17 April 2024

Koordinator Plagiasi Prodi,



Prihadi Dwi Nurcahyanto, M.Pd

Visi Keilmuan: Menyelenggarakan pendidikan dan pengajaran Bahasa Inggris yang berbasis pada teori pembelajaran constructivism dan intercultural communication



Kampus I

Jl. Bandung 1 Malang, Jawa Timur
P: +62 341 551 253 (Hunting)
F: +62 341 460 435

Kampus II

Jl. Bendungan Sutami No. 188 Malang, Jawa Timur
P: +62 341 551 149 (Hunting)
F: +62 341 562 060

Kampus III

Jl. Raya Tlogomas No. 246 Malang, Jawa Timur
P: +62 341 464 318 (Hunting)
F: +62 341 460 435
E: webmaster@umm.ac.id