

CHAPTER I

INTRODUCTION

1.1 Research Background

Hotel service quality is essential in creating a positive and memorable experience for guests. From the moment they step foot into the hotel until the time they check out, the quality of service provided by the hotel staff can greatly influence a guest's overall satisfaction and loyalty. Service quality is a crucial factor in determining customer satisfaction levels in the hotel industry. It refers to the degree to which a hotel meets or exceeds customer expectations in terms of the services it provides. Service quality can be measured through various dimensions, including reliability, responsiveness, assurance, empathy, and tangibles (Sinaga, 2021). These dimensions are essential for hotels to consider when designing their service delivery systems to ensure that they meet customer expectations.

Online reviews have gained significant traction as a prominent method to evaluate customer satisfaction in terms of hotel service quality. They offer customers a medium to express their experiences and simultaneously furnish hotels with valuable input on their service standards. By employing diverse techniques such as sentiment analysis, topic modeling, and text mining, online reviews can be scrutinized effectively. This analysis aids hotels in identifying

areas requiring improvement in service quality and implementing necessary adjustments to meet customer expectations.

Online reviews have a crucial impact on the success of the hospitality and tourism industry, a sector primarily focused on delivering services and ensuring customer satisfaction. Consequently, potential customers invest significant time in perusing online reviews to aid their decision-making process. Seeking unbiased viewpoints, customers gravitate towards reviews shared on prominent feedback platforms and consumer-centric websites due to their autonomy from official or corporate content. Negative reviews wield considerable influence over a business's reputation, particularly within the hotel industry, and subsequently affect performance metrics such as room sales and online bookings.

1.2 Research Problem

- a) What is the overall customer satisfaction level of The Onsen Hot Spring Resort Songgoriti based on online reviews?
- b) What are the key dimensions of hotel service quality mentioned in customer reviews?
- c) What are the strengths and weaknesses of The Onsen Hot Spring Resort Songgoriti based on customer feedback?

1.3 Research Objective

The primary objective of this research is to analyze customer satisfaction levels with hotel service quality using online reviews. The specific research objectives include:

- a) To investigate the influence of service quality on customer satisfaction within the hotel industry.
- b) To examine the significance of online reviews in the assessment of customer satisfaction levels.
- c) To identify crucial evaluation factors and themes derived from customer reviews.

1.4 Scope and Limitation

This research will focus on analyzing customer satisfaction levels in the hotel industry using online reviews as the primary source of data. However, the study will have certain limitations, including the reliance on publicly available online reviews, potential bias in the review data, and the inability to capture the perspectives of customers who do not leave reviews. The findings will primarily serve as a basis for improving service quality within the hotel industry and may not be directly applicable to other service sectors.

1.5 Research Significance

The quality of service provided by hotels directly impacts customer satisfaction levels, which, in turn, influences guests' loyalty, repeat business, and positive word-of-mouth. With the rise of online platforms and review websites, customers now have the ability to share their experiences and opinions about hotel services, making online reviews an essential source of information for potential guests. Analyzing customer reviews can offer valuable insights into service quality and help hotels identify areas for improvement. with the advent of the

internet and social media platforms, customers have a powerful tool to share their experiences and opinions about hotel services through online reviews.

1.6 Definition of Key Terms

1.6.1 Customer Satisfaction

Customer satisfaction refers to the overall evaluation or perception of customers regarding their experience with a product, service, or organization. It encompasses various aspects, including the fulfillment of customer expectations, meeting specific needs, and the overall quality of the service received. In the context of this study, customer satisfaction relates to the evaluation of hotel service quality provided by the Onsen Hot Spring Resort Songgoriti.

1.6.2 Hotel Service Quality

Hotel service quality refers to the level of excellence and performance demonstrated by a hotel in meeting and exceeding customer expectations. It encompasses all aspects of the hotel experience, including but not limited to accommodation, staff interactions, cleanliness, amenities, food and beverage services, and overall guest satisfaction. In this study, hotel service quality specifically pertains to the services offered by the Onsen Hot Spring Resort Songgoriti.

1.6.3 Reviews

Reviews, in the context of this study, refer to the written feedback, opinions, and evaluations shared by customers on various online platforms, such as travel websites, social media, and review websites. These reviews provide

valuable insights into customer perceptions, experiences, and satisfaction levels with hotel service quality.

