

CHAPTER I INTRODUCTION

1.1 Research Background

Malang, located in East Java, Indonesia, covers roughly 145.28 square kilometers and is strategically placed between hills and mountains, with well-developed transportation networks (Herlianita et al., 2021). This municipality acts as a hub for a number of economic sectors, including industry, agriculture, commerce, and services. The city's tourist industry survives on its magnificent natural beauty, which includes mountain panoramas, waterfalls, and the appeal of its steep terrain, as well as a rich cultural legacy represented by classical architecture, local traditions, and cultural arts activities (Valianti et al., 2024). With its exceptional natural sceneries, cultural richness, and quick contemporary facility development, Malang has developed as a famous tourist destination, attracting both local and foreign visitors looking for unique and unforgettable experiences in East Java (Sahrina et al., 2022).

An attractive tourist attraction is a very important asset to have in order to promote and develop tourist products and attractions. The presence of goods and tourist attractions is the most meaningful relationship in a tourism activity, because the potential and attractiveness of these attractions are the main drivers for visitors or tourists to visit tourist attractions (Ram et al., 2016; Sutikno et al., 2021). Of course, the rush of visitors has a significant impact on the hotel industry in Malang, with increased demand for rooms to accommodate the stream of tourists. The rise of this business is inextricably linked to Malang's economic prosperity, cultural

vitality, and natural attractions, making it an important component in the city's tourism environment (Prasetya, 2020).

Malang's booming tourist sector, backed by its natural beauty and cultural diversity, has sparked tremendous expansion in the hotel business. As the city continues to draw domestic and international travelers looking for unique and unforgettable experiences, the demand for accommodations has increased. This boom has spurred Malang's hotel business to rapidly develop and expand, with facilities ranging from boutique hotels to luxury resorts aiming to fulfill tourists' different wants and tastes (Andini et al., 2021).

The hotel sector is becoming more competitive, with client pleasure being a key factor of success. Guest satisfaction drives not just repeat business, but also internet reviews, which alter future consumers' impressions (Xu, 2021). In this perspective, a hotel's amenities have a significant impact on the whole visitor experience. The Onsen Hotel and Resort Songgoriti, famed for its distinctive Japanese-style rooms and natural hot springs, is an excellent case study for investigating this link.

The Onsen Hotel and Resort Songgoriti appeals to a wide range of customers since it combines cultural experiences with modern facilities. Its offerings vary from traditional Japanese hot spring baths (onsen) to modern hotel and eating choices. Given the resort's unique offering, it is critical to analyze how these amenities affect guest satisfaction.

Guest satisfaction is the determinant of the key to success in the hotel sector, since hotels cannot compete successfully unless they meet their customers' needs (Liu et al., 2017). Furthermore, lodging is a component of the tourist offering that influences passengers' overall pleasure and willingness to return or suggest the visit to others (Kozak, 2003). The approaches to the study of customer satisfaction in tourism have been various, leading in the creation of a wide range of ideas. The expectation disconfirmation paradigm (Oliver, 1980) is one of the most often used (Prayag et al., 2018). According to this paradigm, contentment is the consequence of comparing the consumer's expectations to the perceived product (Oliver, 1980). When performance meets or exceeds expectations, people are typically delighted; when performance falls short, they are dissatisfied.

Customer satisfaction may be defined as a result or a process (Vavra, 1997). According to Oliver (1997), consumer satisfaction may be defined as a customer's whole emotional response to an intangible service. Because most hospitality experiences are a combination of products and services, contentment with a hotel stay may be defined as the sum of satisfaction with the various features of all of the items and services that comprise the experience (Pizam et al., 2016).

Regarding customer satisfaction, currently customer satisfaction can be channeled online via Google reviews. The emergence of digital platforms has changed the way guests communicate their happiness and disappointment (Padma & Ahn, 2020). Online reviews on sites such as Google have become a valuable source of feedback for hotels. As previous studies said that the service and dining variables have a substantial impact on client satisfaction. Service is a significant

selection quality for clients, and the provision of increasingly specific services is required, especially following COVID-19 (Kim & Kim, 2022). Furthermore, Wei & Kim (2022) said that hotel management team should seriously consider the ‘Value’ and ‘Dining’ aspects for their hotel. Among these two factors ‘Value’, was more important than the other factor.

These reviews are available to a worldwide audience and have a substantial influence on a hotel's reputation and also in booking prices. Understanding the factors that influence visitor happiness, as represented in these evaluations, is critical for hotel management seeking to improve service quality and preserve a competitive edge. Thus, the focus of this research is to explore how the facilities provided by The Onsen Hotel and Resort Songgoriti influence guest satisfaction, which is reflected in their Google reviews.

1.2 Research Problem

The natural beauty, cultural diversity, and strategic position of Malang have all contributed to substantial growth in the hotel business, notably at The Onsen Hotel and Resort Songgoriti. However, given the competitive environment of the hotel sector, visitor happiness is still a critical driver of success. Positive visitor experiences result in recurring business and excellent internet reviews, which attract new clients. Despite the significance of visitor happiness, there is a lack of awareness about the exact aspects that have the greatest influence on satisfaction at The Onsen Hotel and Resort Songgoriti. Given the resort's distinctive offers, such as Japanese-style suites and natural hot springs, it is critical to understand how these amenities affect visitor views and pleasure. Online reviews on sites like as Google

are an excellent source of data for this study, providing information straight from the guests themselves.

Therefore, the research problem centers on identifying and analyzing the key hotel facilities that determine guest satisfaction as reflected in Google reviews for The Onsen Hotel and Resort Songgoriti. This investigation aims to uncover:

1. What makes the guests satisfied?
2. What makes the guests dissatisfied?

1.3 Research Objectives

The objectives of this research as follows.

1. To identify the factors that cause satisfaction among guests.
2. To analyze the factors that contribute to dissatisfaction in guests.

1.4 Research Significance

This section highlights the theoretical and practical significance of the research in a wider context. By looking at the theoretical and practical significance of this research as follows.

1.4.1 Theoretically

This study adds to the academic body of knowledge in the field of hospitality management by conducting a thorough investigation of how certain hotel features affect client pleasure. The study will contribute to a better understanding of the link between facility quality and visitor perceptions, particularly in culturally diverse and natural tourism sites like The Onsen Hotel and

Resort Songgoriti. It will provide actual data and insights into theoretical frameworks for customer happiness and service excellence in the hotel sector.

1.4.2 Practically

The results of this study will give actionable insights for hotel management and stakeholders at The Onsen Hotel and Resort Songgoriti, assisting them in identifying significant areas for development in their service offerings. Understanding which facilities have the most impact on passenger happiness allows management to make educated decisions to improve these areas, resulting in better overall guest experiences and increased customer loyalty. Furthermore, the study's findings may be used as a standard for other hotels in Malang and similar tourist areas, assisting them in enhancing their amenities to meet and surpass visitor expectations. This study will also aid in developing focused marketing tactics that highlight the benefits of the hotel's offerings, drawing more guests and preserving a competitive advantage in the market.

1.5 Scope and Limitation

This study examines guest satisfaction with specific hotel facilities at The Onsen Hotel and Resort Songgoriti in Malang, East Java, Indonesia, specifically the hotel room facilities, breakfast menu, and hot water immersion facilities (onsen), as reported in Google reviews over the previous two years. However, the study has a few shortcomings. It is entirely dependent on Google reviews, which may create sampling bias because these reviews do not reflect the full guest population and are subjective, differing greatly depending on individual

expectations and experiences. The research is limited to a two-year timeframe, which may overlook long-term trends or changes in visitor satisfaction.

Language barriers may prevent non-English or non-Indonesian evaluations, excluding comments from overseas guests. Uncontrolled variables, such as seasonal changes, management transitions, or external events impacting travel, are not taken into consideration and may have an independent impact on client satisfaction. Furthermore, the findings are exclusive to the Onsen Hotel and Resort Songgoriti and may not be applicable to other hotels or locations. Despite these constraints, the study tries to give useful information about client satisfaction with the hotel's services.

1.6 Definition of Key Terms

1. Guest Satisfaction

Guests' overall satisfaction and favorable thoughts about their hotel stay. It incorporates several facets of the hotel experience, such as room quality, service, facilities, and general atmosphere.

2. Service Quality

The evaluation of how effectively the hotel's services meet or surpass guests' expectations. This comprises the staff's attentiveness, professionalism, and friendliness, the quickness with which services are delivered, and the capacity to give customers with a seamless and delightful experience.

3. Google Reviews

Online reviews and ratings provided by guests using Google's review program.

These evaluations represent customers' experiences and satisfaction levels with

the hotel's services and amenities, offering useful information for both prospective guests and the management.

