

CHAPTER 1

INTRODUCTION

1.1. Background

Tourism has long been one of the media for stress relief and a hobby that the public like to do these days. It is even become a moment that most people in Indonesia look forward to every year. From nature tours, trips to tourist attractions, to just a short vacation at a hotel, the ways everyone enjoys tourism is increasingly diverse from year to year.

The increasing diversity of how people enjoy tourism increases the demand for the diversity of tourism places; this is what makes tourism one of the sectors that plays an important role in Indonesia's economic development. Developer companies are competing to meet the demands for tourist destinations in various places in Indonesia. One of those essential places is a hotel.

According to Rosdianti et al. (2018), a hotel is one type of accommodation that provides lodging services, food and beverages, and other facilities that are managed commercially. Not only a hotel provides lodging services, but hotels nowadays also provide other additional services such as karaoke parlor and shopping arcades, commonly found in big hotels. The rapid development of hotel services illustrates that hotels offer a variety of accessible facilities that make it easy for their prospective guests to stay at the hotel, while also profitable for the hotel.

When viewed from the field of business, hotel is a service business whose measurement quality depends on customer service since the essence of service quality lies in the customer's perspective. If the perceived service is in accordance with what the consumers expect, then the perceived service quality is considered as excellent and satisfying (Suryaningtiyas et al., 2013). In short, the quality of service in a hotel is determined from the point of view of the customers themselves.

Dedy Jaya Hotel Ciledug is a 1-star hotel located in Jl. Merdeka Barat, Ciledug District, Cirebon Regency, West Java Province. Having been operating for two years since 2020, Dedy Jaya Hotel is still in the stage of expanding its target market around Cirebon Regency. The facilities at the Dedy Jaya Hotel include 30 hotel rooms, 1 restaurants area, 2 karaoke rooms, 1 meeting rooms, 1 convention halls, and parking lots that can accommodate dozens of vehicles. In addition to all the

facilities, there are fifteen employees to carry out the day-to-day operations, and most of the employees are high school graduates.

For two years of running its business, the Dedy Jaya hotel has provided the best service according to the capabilities and conditions of the hotel and its employees. However, complaints are inevitable for all business owners everywhere. Guests variously mention complaints about the benefits and facilities provided by the hotel. According to guest testimonials, the complaints submitted by guests ranged from matters relating to the attitude of hotel employees, such as not being friendly or not being fast enough in serving the guests' needs, to facilities that are not clean enough. These problems will affect customer satisfaction, which bring impacts to the lack of customer trust in the hospitality services offered by the hotel.

Direct observations were carried out at the hotel to see and feel the atmosphere of the hotel environment. During the first observation, while entering the front office, the impression conveyed by the hotel was quiet. From the quiet impression, it can be said that the hospitality aspect is not appropriately represented because guests always expect to be welcomed in any way by the hotel. However, guests are left alone, wondering where all the staff go. However, this was probably because the employees were on a lunch break since the observations were made at 1 p.m.

After meeting and interviewing the General Manager, it was learned that there are several reasons for the receptionist's nonchalant attitude towards guests when entering the hotel lobby. First, the manager explained that most employees at Hotel Dedy Jaya have no experience in the hospitality industry because most of the workers are not graduated from the hotel school or any other hospitality-related school such as cooking school. Second, the hotel never operates optimally because the hotel started running during the pandemic era. Therefore, there is no comparison to how the hotel would run if there was no pandemic.

The manager expects that with the number of existing employees, they can still prioritize customers' needs without making them wait. However, from the results of the interviews with the workers, it was found that there were complaints about the services provided. The worker explained that there were hotel complaints regarding hotel facilities and services, such as the lack of hotel amenities such as musty-smelling blankets or towels or fuss about the limited variety of food provided by the hotel restaurant. If viewed from the side of workers, they sometimes feel

overwhelmed to keep up with customer needs while at the same time having to do other tasks, for example, doing laundry.

In one month, the average percentage of hotel room occupancy reaches 40% of the total thirty rooms, meaning that the daily average of rooms occupied by guests is equal to twelve. Considering the number of staff working in the hotel is only fifteen for day and night shifts for all thirty rooms, it can be said that sometimes the facilities cannot be appropriately maintained even though workers are doing two tasks at once. However, from the customer's point of view, the conditions are certainly not good because they pay with the hope of getting the best service.

Based on the observations, it was also found that some materials or amenities for the room facilities are often placed in the open in the hotel environment. In the workers' opinion, they are sometimes confused and cannot store hotel facilities in the right place and sometimes randomly store the facilities in the open area, such as in the hotel hallways or near the stairs to the second floor. The workers also know that customers can see the misplaced facilities or materials.

Still, the manager demands that the employees need to take advantage of existing storage facilities and maintain the hotel's tidiness and cleanliness. From these two views, there are other problems in addition to issues related to existing services in the hotel environment. The problems are associated with the lack of hotel layout management or, to be specific, the misplaced and messy storage and inventory. With the existing problems, the hotel manager hopes that the hotel will then be able to find out how to improve the hotel services.

1.2. Problem Formulation

Based on the complaints from guest testimonials, interviews with general managers and hotel workers, and physical observations, results in two problems namely the problem of slow service and poorly maintained facilities and the problem of storage and inventory are not clear (not in one place) and messy. This problem may arise due to factors such as inefficient information flows through departments, lack of knowledge from the hotel workers, and no ongoing budget-based for constant maintenance.

1.3. Research Objective

Based on the problem formulated, the objective of the research is to provide solution suggestions and implementation plans for quality-related improvements at Dedy Jaya Hotel Ciledug. Some conditions need to be considered in the improvement process that comes from the concerns of both customers and the hotel, namely:

- a. focus on determines the service quality problems in the hotel;
- b. the possibility of improvement on the problem of hotel cleanliness if the proposed solution is implemented;
- c. the possibility that workers could increase focus on the job.

During the research period, the goal set is so that 50% of the total alternative solutions provided can be considered to in the hotel.

1.4. Research Limitation

The scope of the problem needs to be conveyed so that later there will be no misunderstanding for the readers of the research results. The limitations applied in the research conducted include:

- a. from the findings of the problem, the research conducted only focused on the problem of slow service and poorly maintained facilities;
- b. the quality improvement carried out is specialized for Dedy Jaya Hotel and the condition of the surrounding area, so it may not necessarily be helpful for similar businesses in other places;
- c. the primary data used in this research is based on the results of online research questionnaire;
- d. research respondents are customers who have stayed overnight, ordered food and drinks, and received housekeeping services at hotels;
- e. the data regarding room occupancy in this study was provided directly by the management of Dedy Jaya Hotel from May 2021 to August 2021 and it is not allowed to be published;
- f. the services studied in this research include housekeeping service and restaurant service.