

# **CHAPTER 1**

## **INTRODUCTION**

### **1.1 Background**

In hospitality industry, especially hotel, the management and employees of the hotel will always strive to meet and serve the guests with good wishes and the standard that has been created by the hotel.

The quality is very close with guest satisfaction. The quality gives a reason for customers to use the service of hotel. In the long term, this connection allows the hotel to thoroughly understand customer expectations and needs of customers. Thus the hotel can improve the guest's satisfaction, maximize the experience and minimize unpleasant experience for guests.

Definition of quality may be has different meaning in each person's thought, because the quality has many criteria and depends on the context. Many experts in the field of quality try to define it based on their own thoughts. Some of definition were developed by experts in the field of quality. Deming (cited in Yamit,2013:7) has stated that quality is whatever the needs and desires of costumer. And Crosby also has defined quality is as a zero defect quality, completeness and conformance to requirement. From definitions above it can be concluded that the quality is anything that meets the needs of guests or costumer. Due to the demands of customers who want quality service, then anything that should be given by management is the best or superior services that match customer expectations. As mentioned by Zeithaml et all. (1996: 117) The Service quality which is delivery of excellent or superior service is relative to customer expectations. In other words, the key to improving competitiveness is quality.

Aryaduta Hotel is a company involves in the field of tourism covering the hospitality field. Thus, in order to increase customer satisfaction, Aryaduta Hotel needs to pay attention to customer satisfaction because the customer is the most

important element in the activities of hospitality industry. Customer satisfaction is heavily influenced by various factors, including the quality of service.

Based on the explanation above, the writer is interested to investigate” The Impact of Service Quality on Customer Satisfaction at Aryaduta Hotel”.

## **1.2 Problem Formulation**

What are the impacts of service quality on customer satisfaction in front office section at Aryaduta Hotel

## **1.3 Problem Limitation**

This report only focuses on the level of guest satisfaction and performance employee in front office section at Aryaduta Hotel.

## **1.3 Purpose**

The aim of this study is to know the impact of service quality on customer satisfaction at Aryaduta Hotel specially in front office section.

## **1.4 Benefits**

Expected utility in this study are as follows:

### **a. For institution**

To give the information and knowledge for the student of State Polytechnic of Sriwijaya about the impact of service quality on customer satisfaction at Aryaduta Hotel

### **b. For company**

To give some suggestions for the Hotel Aryaduta Palembang, especially for staff at Aryaduta Hotel.