

FINAL REPORT

THE CUSTOMER REVIEWS AND THEIR IMPACT ON THE SERVICE QUALITY AT SUSUKA HOTEL DURI- RIAU



**To fulfill one of the graduation requirements for the D-III English Study Program
Politeknik Negeri Sriwijaya**

Prepared By:

Siva Salsabila Lutvia
NPM 062230901782

Advisors:

Dr. Welly Ardiansyah, S.S., M.Pd.
NIP 197408172006041001

Leni Rohliah, M.Pd.
NIP 198607232022032004

**D-III ENGLISH STUDY PROGRAM
POLITEKNIK NEGERI SRIWIJAYA
2025**

FINAL REPORT

THE CUSTOMER REVIEWS AND THEIR IMPACT ON THE SERVICE QUALITY AT SUSUKA HOTEL DURI- RIAU



**To fulfill one of the graduation requirements for the D-III English Study Program
Politeknik Negeri Sriwijaya**

Prepared By:

Siva Salsabila Lutvia
NPM 062230901782

Advisors:

Dr. Welly Ardiansyah, S.S., M.Pd.
NIP 197408172006041001

Leni Rohlah, M.Pd.
NIP 198607232022032004

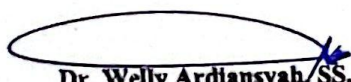
**D-III ENGLISH STUDY PROGRAM
POLITEKNIK NEGERI SRIWIJAYA
2025**

APPROVAL PAGE


The Final Report Titled :

**THE CUSTOMER REVIEWS AND THEIR IMPACT ON THE SERVICE
QUALITY AT SUSUKA HOTEL DURI-RIAU** prepared by Siva Salsabila
Lutvia (NPM 062230901782) has been approved by the advisors for defense in
the Final Report Examination.

Advisor 1


Dr. Welly Ardiansyah/SS., M.Pd
NIP 197408172006041001

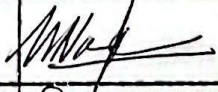
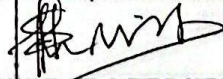
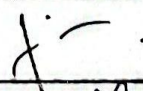

Advisor 2


Leni Rohliah, M.Pd
NIP 198607232022032004

VALIDATION PAGE

The Final Report titled:

THE CUSTOMER REVIEWS AND THEIR IMPACT ON THE SERVICE QUALITY AT SUSUKA HOTEL DURI-RIAUPREPARED BY SIVA SALSABILA LUTVIA (NPM 062230901782) HAS BEEN DEFENDED IN THE FINAL REPORT EXAMINATION BEFORE THE EXAMINATION COMMITTEE ON TUESDAY, 15th JULY 2025.

	Examination Committee	Signature
Chairperson	Drs. M. Nadjmuddin, M.A. NIP 196209071988031001	
Member 1	Dra. Sri Endah Kusmartini, M.Pd. NIP 196612191991032002	
Member 2	Nian Masna Evawati, S.Pd., M.Pd. NIP 197905072003122002	
Member 3	Mutis Nasution, M.Hum. NIP 199311182023212039	

Acknowledged By:

Head of the Department of Language and Tourism
Politeknik Negeri Sriwijaya


Dr. Welly Ardiansyah, S.S., M.Pd.
NIP 197408172006041001

PLAGIARISM-FREE DECLARATION

I the undersigned,

Name : Siva Salsabila Lutvia

NPM : 062230901782

Year of Enrollment : 2022

Study Program : DIII English Study Program

Declare that this scientific document Final Report does not contain any parts of other scientific works that have been submitted to obtain an academic degree at any Higher Education Institution. Additionally, there are no works or opinions written or published by others/institutions, except those properly cited and listed in the references.

I hereby declare that this scientific document is free from any elements of plagiarism. Should this Final Report later be proven to be plagiarism of another author's work and/or deliberately submit others' work or opinions as my own, I am willing to accept academic and/or legal sanctions in accordance with applicable regulations.

Palembang, 14th July 2025

materai



Siva Salsabila Lutvia

NPM 062230901782

PREFACE

This final report titled “The Customer Reviews and Their Impact on the Service Quality at Susuka Hotel Duri-Riau” explores the significance of customer feedback in shaping and improving service quality within the hospitality industry. The topic is highly relevant as online reviews have become a critical consideration for travelers in evaluating hotel services. This report examines guest responses and their influence on the hotel’s service quality, providing an analysis structured from Chapter I to Chapter V. The opening discussion emphasizes the importance of addressing service reliability, responsiveness, assurance, and other SERVQUAL dimensions to ensure consistent guest satisfaction at Susuka Hotel Duri -Riau.

The writer acknowledges that the study may not be without limitations and thus welcomes constructive criticism and suggestions for improvement. Such feedback will not only help refine this research but also contribute to a better understanding of how customer reviews can be used strategically to enhance hospitality service quality. It is hoped that this report will serve as a useful reference for hotel management, staff, and fellow researchers interested in the role of customer feedback in service evaluation and development.

Siva Salsabila Lutvia

ABSTRACT

This report, titled "*The Customer Reviews and Their Impact on Service Quality at Susuka Hotel Duri-Riau*," aims to analyze customer responses and the influence of their reviews on hotel service quality. The primary issues addressed are guest perceptions of hotel service and the extent to which customer reviews influence service quality improvement efforts. This study used a quantitative approach using a questionnaire based on the SERVQUAL model and sentiment analysis of online reviews on Google and TripAdvisor. Thirty-one respondents completed the questionnaire, and online reviews were analyzed for their content. The results showed that the Responsiveness and Assurance dimensions received excellent ratings, while Reliability and Tangibility experienced varying perceptions due to technical issues such as broken air conditioning or inconsistent room cleanliness. Data comparisons revealed that online reviews revealed service weaknesses, which were also reflected in questionnaire responses. The implications of this study emphasize the importance of hotel management regularly monitoring customer reviews as a basis for evaluating and improving services to increase guest satisfaction and loyalty.

Keywords: Customer review, Service quality, Hotel, SERVQUAL, Customer satisfaction

ACKNOWLEDGEMENT

On this esteemed occasion, the writer would like to express gratitude to Allah SWT, who has given us mercy, grace, and blessing so the writer can finish this report. The writer would like to thank every participant for their assistance in giving helpful suggestion and input during the preparation of the report. The writer would like to thank the following:

- 1) To the writer's beloved Parents and Family for their support and help.
- 2) M. Ramanza Awangga for supporting and helping the writer to finish this report.
- 3) Dr. Welly Ardiansyah, SS, M.Pd as The Head of the English Department and for guiding the writer to finish the Final Report as an Advisor.
- 4) Mr. Ahmad Iman Mulyadi, M.I.Kom as The Secretary of the English Department and guiding the writer to finish the Final Report.
- 5) Mrs. Leni Rohliah, M.Pd. guiding the writer to finish this job Final Report as an Advisor.
- 6) Mr. Zimmy Armay Sinambela as the General Manager at the Susuka Hotel Duri-Riau.
- 7) Mrs. Hira Thursina as the Head of the Front Office Department at the Susuka Hotel Duri-Riau.
- 8) Mr. Basyir as the Head of Housekeeping at Susuka Hotel Duri-Riau.
- 9) All of the staff in the Front Office Department and Housekeeping Department, for all the knowledge and tips for our job training at the Susuka Hotel Duri-Riau.

TABLE OF CONTENTS

COVER PAGE	i
APPROVAL PAGE.....	ii
VALIDATION PAGE.....	iii
PLAGIARISM-FREE DECLARATION	iv
PREFACE	v
ABSTRACT	vi
ACKNOWLEDGMENT.....	vii
TABLE OF CONTENTS	viii
LIST OF TABLES	xi
LIST OF APPENDICES.....	xii
 CHAPTER I INTRODUCTION.....	 1
1.1 Background	1
1.2 Problem Statements	2
1.3 Objectives.....	2
1.4 Benefits	3
 CHAPTER II LITERATURE REVIEW	 4
2.1 The Hotel as a Component of the Tourism Industry.....	4
2.2 Service Quality in Hospitality.....	4
2.3 Customer Satisfaction and its Determinants.....	6
2.4 Customer Review as a Feedback Mechanism.....	6
2.5 The Impact of Customer Reviews on Service Quality.....	7
2.6 Relevant Studies.....	8

2.6.1	The Effect of Service Quality on Customer Satisfaction and Loyalty: A Case Study of Hotel Industry in Afghanistan	8
2.6.2	The Influence of Service Quality and Location on Customer Loyalty through Customer Satisfaction Staying at the Hotel Garuda Pontianak	8
2.6.3	Effect of Service Quality on Hotel Guest Loyalty with Hotel Guest Satisfaction as an Intervening Variable in Five-Star Hotel	9
2.6.4	The Influence of Service Quality, Trust, and Facilities on the Decision to Choose SP Hotel Batam	9
2.7	Research Gap	10
2.8	Conceptual Framework	10
CHAPTER III METHODOLOGY		11
3.1	Research Design	11
3.2	Sampling Technique	11
3.3	Location and Time	12
3.4	Population and Sample	12
3.5	Data Collection Technique	12
3.6	Data Analysis Technique	15
3.7	Validity and Reliability of Research Instruments	15
3.8	Ethical Consideration	16
CHAPTER IV RESULT AND DISCUSSION		17
4.1	Overview	17
4.2	Results of Sentiment Analysis	17
4.3	Result of Questionnaire	19

4.4	Comparison between Sentiment Analysis and Questionnaire.....	21
4.5	Discussion Based on SERVQUAL Model.....	23
4.6	Implication of the Findings.....	24
CHAPTER V CONCLUSION AND RECOMMENDATIONS		27
5.1	Conclusion.....	27
5.2	Recommendations.....	28
REFERENCES.....		29
APPENDICES		

LIST OF TABLES

Table 4.1 Sentiments Classification	17
Table 4.2 Main Issues Highlights.....	18
Table 4.3 Star Rating Breakdown	18
Table 4.4 Tangibility	19
Table 4.5 Responsiveness.....	20
Table 4.6 Reliability and Reassurance.....	21
Table 4.7 Overall Satisfaction.....	21
Table 4.8 Comparison between Sentiment Analysis and Questionnaire Results.	22

LIST OF APPENDICES

Appendix 1 : Final Report Supervision Agreement (Advisor 1)

Appendix 2 : Final Report Supervision Agreement (Advisor 2)

Appendix 3 : Final Report Supervision Form

Appendix 4 : Recommendation for Final Report Examination

Appendix 5 : Final Report Exam Revision

Appendix 6 : Implementation of Final Report Revision