

CHAPTER I

INTRODUCTION

In the first chapter, the writer explains several critical initial steps in this research, including background, problem formulation, research purpose, and research benefit.

1.1 Background

CitraLand Palembang is one of the residential areas in Palembang, located on Jalan Mayor Jendral Yusuf Singadekane. CitraLand Palembang is offering luxurious housing with a serene environment concept. In 2023, Citraland Palembang developed one of its area development projects to increase the attraction for more tourists and visitors, thus stimulating economic growth in the residential area, called G-Walk CitraLand Palembang. A centrepiece of this development is the introduction of the largest and tallest Ferris Wheel in the entirety of Palembang. This innovative addition transformed the landscape of the area and introduced an array of recreational and entertainment offerings for residents and visitors alike.

Since its opening, G-Walk CitraLand Palembang has attracted a lot of attention with customer-uploaded videos on the social media reaching over one million viewers. These videos vividly showcase the vibrant atmosphere and bustling crowds of visitors flocking to the area every day. However, amidst the excitement and popularity, questions arise regarding whether the visitors are genuinely satisfied with the facilities and services provided at the location.

When a product or service's actual performance or outcome differs from its expected performance or result, the emotion that results—either pleasure or disappointment—is referred to as customer satisfaction (Kotlerat al, 2014). This involves customer evaluations of product or service quality, company performance in meeting customer needs and desires, and overall experience in interacting with the company. Therefore, Famiyeh et al. (2018) said a key indicator of a product or service's success in the market is customer satisfaction.

Although the new attraction spot known as G-Walk CitraLand Palembang was frequented by many visitors, it was still worth questioning whether they are satisfied with the facilities and services provided by G-Walk CitraLand Palembang. It was very important to know the level of customer satisfaction at G-Walk CitraLand Palembang in order to serve as an evaluation and development opportunity for a sustainable destination. Therefore, this research was conducted to identify the customer satisfaction at the destination of G-Walk CitraLand Palembang.

1.2 Problem Formulation

Based on the background above, the problem of final report was “what is the Level of Customer Satisfaction in G-Walk CitraLand Palembang?”

1.3 Research Purpose

The research purpose of this final report was to know the Level of Customer Satisfaction in G-Walk CitraLand Palembang.

1.4 Research Benefits

The research is beneficials for the writer, the readers, and the G-Walk CitraLand Palembang itself. For the writer, this report gives insight, knowledge, and experience about the level of customer satisfaction in G-Walk CitraLand Palembang to understand market dynamics and customer needs and design strategies to improve customer satisfaction. However, could improve writing skills and novice research knowledge so that these skills can be more effective in presenting research findings in academic works, presentations, or scientific publications.

For the readers, it could be useful as a reference in doing a Final Report on the same topic to assist readers in developing strong arguments and presenting findings appropriately in their final report and adding knowledge and information to the readers about the Level of Customer Satisfaction in G-Walk CitraLand Palembang to understand what factors influence customer satisfaction and how it can affect their perception of the place.

For G-Walk CitraLand Palembang, the results will be useful as valuable feedback to their performance in serving their customers in G-Walk CitraLand Palembang.