

**PERCEPTION OF THE CUSTOMERS UPON SERVICES PROVIDED BY  
THE DIVISION OF G.R.O IN LOR IN BUSINESS RESORT AND SPA**



**FINAL PROJECT REPORT**

**Submitted as a Partial Requirement in Obtaining the Degree in the English  
Diploma Program, Faculty of Letters and Fine Arts,  
Sebelas Maret University**

**By:**

**Maharani Dyah Megawati**

**C9306072**

**ENGLISH DIPLOMA PROGRAM  
FACULTY OF LETTERS AND FINE ARTS  
SEBELAS MARET UNIVERSITY  
SURAKARTA**

*com* **2011** *user*

**APPROVAL OF SUPERVISOR**

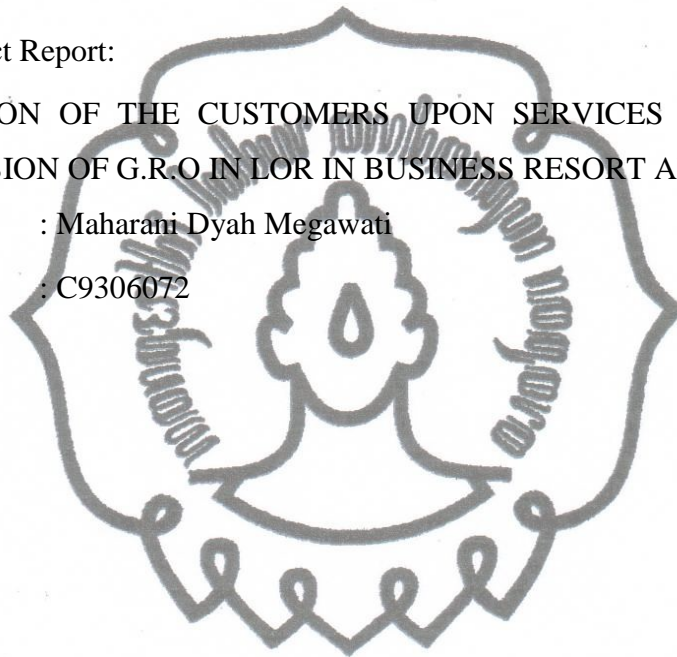
**Approved to be examined before the Board of Examiners,  
English Diploma Program, Faculty of Letters and Fine Arts  
Sebelas Maret University**

Final Project Report:

PERCEPTION OF THE CUSTOMERS UPON SERVICES PROVIDED BY  
THE DIVISION OF G.R.O IN LOR IN BUSINESS RESORT AND SPA

Name : Maharani Dyah Megawati

NIM : C9306072



Supervisor,

Dra. Diah Kristina, M.A, Ph.D

NIP. 195905051986012001

*commit to user*

**APPROVAL OF BOARD OF EXAMINERS**

Report Title : PERCEPTION OF THE CUSTOMERS UPON  
SERVICES PROVIDED BY THE DIVISION OF  
G.R.O IN LOR IN BUSINESS RESORT AND SPA

Student's Name : MAHARANI DYAH MEGAWATI

NIM : C9306072

Examination Date : January 28<sup>th</sup> 2011

**Accepted and approved by the board of examiners,  
English Diploma Program, Faculty of Letters and Fine Arts  
Sebelas Maret University**

**The Board of Examiners:**

1. Yusuf Kurniawan, S.S, M.A (\_\_\_\_\_)

Chairman NIP. 197111301999031001

2. Dr. Djatmika, M.A (\_\_\_\_\_)

Secretary NIP. 196707261993021001

3. Dra. Diah Kristina, M.A, Ph.D (\_\_\_\_\_)

Examiner NIP. 195905051986012001

Faculty of Letters and Fine Arts,

Sebelas Maret University

Dean,

Drs. Sudarno, M.A

*commit to user*

NIP. 19530314198506100

## MOTTO

*“The self is not something ready-made, but something in continuous formation through choice of action”*

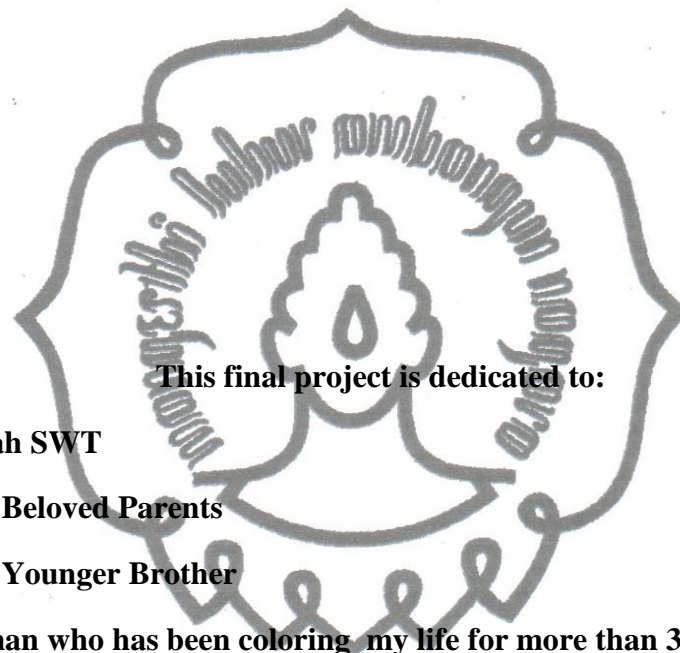
**(John Dewey)**

*“I can do if I trust myself I can!”*

**(My own quote)**

*commit to user*

## DEDICATION



**This final project is dedicated to:**

- **Allah SWT**
- **My Beloved Parents**
- **My Younger Brother**
- **A man who has been coloring my life for more than 3 years**
- **My best friends who have been struggling with me for all these years**

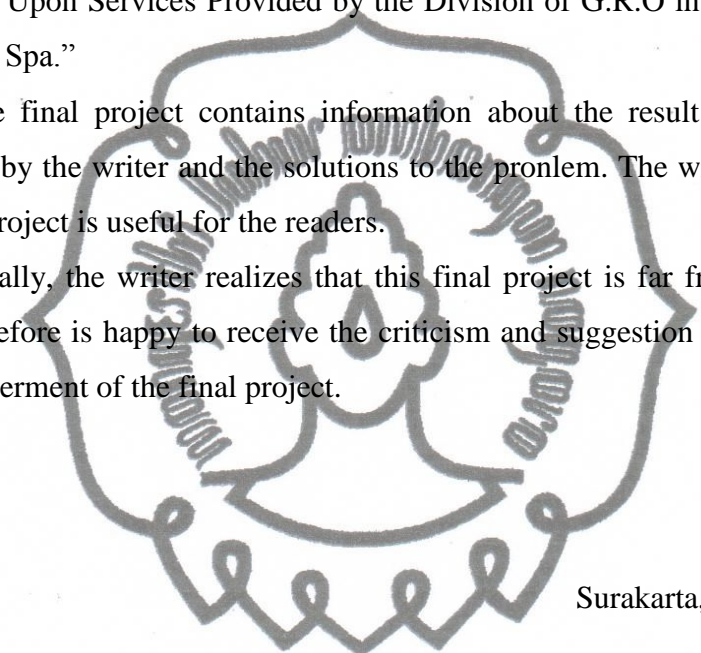
*commit to user*

## PREFACE

First of all, the writer would like to express her thank to Allah SWT for the blessings and guidance. The writer also expresses her gratitude to everybody who has supported her in completing the final project entitled “Perception of the Customers Upon Services Provided by the Division of G.R.O in Lor In Business Resort and Spa.”

The final project contains information about the result of the research conducted by the writer and the solutions to the pronlem. The writer expects that this final project is useful for the readers.

Finally, the writer realizes that this final project is far from perfect. The writer therefore is happy to receive the criticism and suggestion from the readers for the betterment of the final project.



Surakarta, January 2011

Maharani D.M

## ACKNOWLEDGMENT

*Alhamdulillahirobbil' alamin.*

The almighty Allah SWT my savior, with his blessing I can finish this final project report. I realized that this final project report is still beyond perfection. In the writing process of this final project report I faced a lot of difficulties, therefore I would like to thank those who have given me help and support:

- Drs. Sudarno, M.A., the Dean of the Faculty of Letters and Fine Arts Sebelas Maret University.
- Yusuf Kurniawan, SS., M.A, the Head of English Diploma Program.
- Dra. Diah Kristina, M.A, Ph.D, my Supervisor, thank you for the advice, suggestion, and guidance given to the writer.
- Drs. Mugijatna, M.Si, Ph.D, my Academic Consultant for his kindness and guidance.
- All the lecturers of English Diploma Program who have educated me.
- Mr. Taufiq Alma'mun as the Public Relations practitioner of Faculty of Letters and Fine Arts of Sebelas Maret Surakarta, for his kindness and guidance.
- Mr. Ery Ansyari Yahya, G.M HRD of Lor In Business Resort and Spa, thanks for giving me a chance to have my job training.
- My beloved family. My beloved Mom and Dad who keep supporting me anyhow. My younger brother, Aditia who annoyed me.

*commit to user*

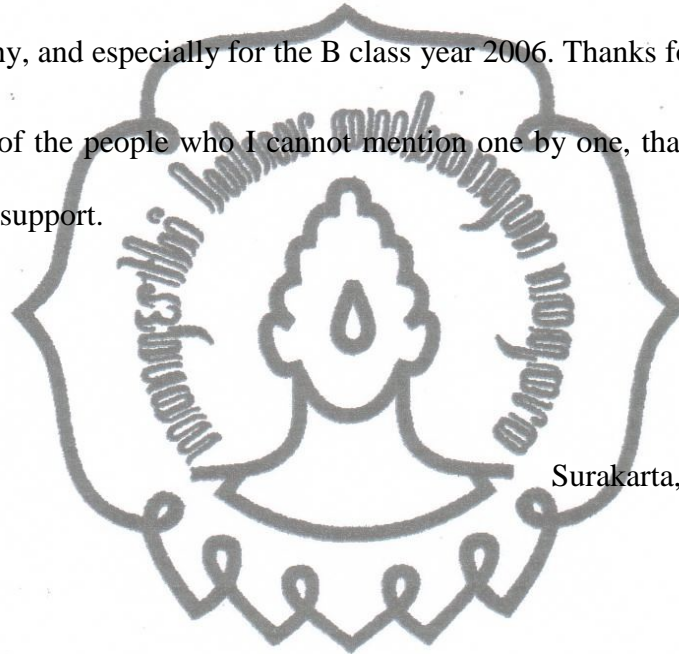


- All members of Horo O'rly Clothing.Inc: Aa' Abud, Leo, Arya biting, Reza Rejong, Ochi, Ikka, Rizma, Vanda and the other staffs, you guys are my second family and second home where I get the lessons to do the hard work, team work, happiness, and sadness.
- All members of Prambors Rasisonia Solo. I thank to you guys for having me as your announcer and giving me more lessons how to broadcast better and giving me support and time to finish my final project.
- My up and down partner in romance "Arie Bidza" thanks for your time and everything that you've given me. We have been through so many things from being nothing to something. I love you like always, Mr. Unique.
- My beloved best pals; Nesya and Ochi I thank for being my best friends for all these years. You guys support me a lot to finish this final project. I will never forget the beautiful and worst things we have shared together. I love you, girls.
- The team; Juan, Rory, David, Mutik and Ochi. I miss you and thank you so much for keeping supporting me until this final project is done.
- My team of work; Sari and Arin for giving me so many visions that helps and support for finishing this final project.
- The helpful brother Sasongko, thanks for all the helps that I can not mention here.

*commit to user*



- The “Old-Young Soul” Brothers; Boncu and Garry, thanks for giving me suggestions. I remember you guys told me “There is a better life out there, then go finish your final project as quick as you can!” and “1 day, 1 page”. It inspires me so much.
- All of my friends in English Diploma; Rifka, Tegar, Mas Kipli, Mbak Cathy, and especially for the B class year 2006. Thanks for everything.
- All of the people who I cannot mention one by one, thanks for your help and support.



Surakarta, January 2011

Maharani Dyah Megawati

## ABSTRACT

**Maharani Dyah Megawati. C9306072. Perception of the Customers Upon Services Provided by the Division of GRO in Lor In Business Resort and Spa. English Diploma Program, Faculty of Letters and Fine Arts, UNS.**

The objective of this study is to describe, evaluate, and suggest an improvement for the negative perception of the customers upon the services provided by GRO of Lor In Business Resort and Spa.

In this report, a descriptive qualitative method is utilized. The techniques of collecting data were conducted based on observation, interview, and library studies. The observation was done by observing the subjects directly. The interviews were conducted by asking some questions to the external public of Lor In Business Resort and Spa. The library studies were carried out by searching some information from books, newspapers and the internet.

The data were analyzed to identify the perception of the customers upon the services provided by GRO of Lor In Business Resort and Spa. The interviews result showed that most customers feel satisfied and comfortable with services or facilities provided by Lor In Business Resort and Spa. They found the services were complete and all the staffs gave good services to the customers. On the other hand, some of them still felt less satisfied with some of the services and facilities such as: Lor In is far from the downtown; technical problems such as room facilities, water faucet, was out of order; the concierge and the reception made the guests wait to be served because of the peak session. Lor In Business Resort and Spa gave some other solutions to serve them better such as giving them discounts for some certain facilities and more welcome drink to the guests and transportation services like taxi, to take them to the downtown quickly.

**TABLE OF CONTENTS**

TITLE.....	i
APPROVAL OF SUPERVISOR .....	ii
APPROVAL OF EXAMINERS .....	iii
MOTTO .....	iv
DEDICATION .....	v
PREFACE .....	vi
ACKNOWLEDGMENT.....	vii
ABSTRACT.....	x
TABLE OF CONTENTS.....	xi
CHAPTER I: INTRODUCTION.....	1
• Background.....	1
• Research Question .....	3
• Objective.....	4
• Significance .....	4
CHAPTER II LITERATURE REVIEW.....	5
• An overview of Guest Relation Officer.....	5
• Customer Service.....	6
• Perception.....	8

CHAPTER III METHODOLOGY ..... 9

- Type of Research ..... 9
- Techniques of collecting data ..... 9
- Types of Data..... 10
- Source of Data ..... 10
- Techniques of Data analysis ..... 13

CHAPTER IV DATA ANALYSIS ..... 15

- The customer’s perception upon services  
provided by Lor In Business  
Resort and Spa ..... 15
- The reason why Lor In’s customer  
have particular perception about services  
provided by Lor In Business Resort and Spa ..... 17

CHAPTER V CONCLUSION AND SUGGESTION ..... 20

- CONCLUSION ..... 20
- SUGGESTION ..... 21

BIBLIOGRAPHY

APPENDICES

## CHAPTER I

### INTRODUCTION

#### A. Background

Solo is one of the famous cities in Central Java. Solo has many tourism destinations, which can be visited by local or foreign tourists. Local government must always develop the tourism destinations. Beside, they also have to develop several facilities to support its development in order to bring Solo as a tourist destination.

To make tourists feel more comfortable enjoying their vacation, Hotels is one of many tourism properties that supports it much. Moreover, Solo has many Hotels that can be selected by tourists to stay in. Actually, Hotels do not only provide *tangible things* (buildings, facilities, rooms, etc) but also *intangible things* (services); that is why hotels play so many roles in supporting tourism in Solo.

Lor In Business Resort and Spa is one the most popular Stars Hotels in Solo. It belongs to 5 Stars Hotel. It brings the cultural atmosphere and Javanese view in it. Javanese philosophies expressed on the relief of sculptures spread in the park and interior of the building, especially in its warm and large hotel lobby. Lor In Business resort and Spa is a building with a natural architecture and also the one and only 5 stars hotel in Solo completed by complete facilities. It is built in 5 hectares area with the natural atmosphere and large fields around.

As a 5 stars Hotel, Lor In Business Resort and Spa has good facilities and services. There are 112 rooms that include 54 Deluxe rooms, 46 Executive rooms,

6 Deluxe Suite rooms, 1 Pangeran Suite room, 1 Raja Suite room, 1 Sultan Suite room, and 3 Bungalows and private swimming pools within. There are also Sasono Bujono Restaurant, Puri Parisuko Bar, Puri Kencono Ballroom, Sasono Kridanggo Health Club, and Spa Aromatherapy. Beside those tangible facilities, there are also intangible facilities, namely the services.

Lor In Business Resort and Spa also has several departments to play their own roles, one of them is Front Office Department. Front Office Department is a centre activity in a hotel operation. Front Office are responsible to welcome the guest, to carry their luggage, to help them register, to give their room keys, to provide information about the facilities and activities in the hotel and surrounding areas and finally to check them out.

The Front Office staff is the public's main contact with the hotel. The staff members handle reservation, greet the guest on arrival, register new guest, dispense key, handle incoming fax, outgoing mail, take message for guests, provide information, listen to the complaints, and handle check out procedures when the guests depart. (Foster, 1992:22)

Front Office is divided into many sections to do its responsibilities. In Lor In Business Resort and Spa, Front Office is divided into many sections, The Reception, The Reservation, The Guest Relation Officer, The Telephone Operator, The Business Center, and The Concierge. One of the sections in the Front Office Department is the Guest Relation Officer. Guest Relation Officer (GRO) is a part of the Front Office Department in the Hotel, which has important role to handle the guests. Guest relation Officer is the main sub-department of The



Front Office, which escorts the guests about the facilities available in the Hotel and the service that will be received by the guests during their stay in the Hotel. Guest Relation Officer has a function to serve and handle the necessary VIP guests and to explain all of the information about the hotel that needed by the guests. That is why GRO plays an important role in Lor In Business Resort and Spa. They have an important role as a public relations does to make a good relationship and communication with the guests and maintain the goodwill of the customers in order to get the satisfaction for both.

The reason of the researcher did this kind of research was to know the perception of the customers upon services provided by the division of GRO in Lor In Business Resort and Spa and efforts done by the GRO of Lor In Business Resort and Spa to solve the negative perception. For that purpose, the investigator is trying to do a study entitle **Perception of the Customers Upon Services Provided by the Division of GRO in Lor In Business Resort and Spa.**

## **B. Research Questions**

In order to recognize the perception of the customers upon Lor In Business Resort and Spa, this study is done to address the following problems.

1. How do the customers perceive upon services provided by Lor In Business Resort and Spa?
2. Why do customers have their own perception upon Lor In Business Resort and Spa?



### C. Objectives

1. To describe the perception of the customers upon the services provided by GRO of Lor In Business Resort and Spa.
2. To evaluate the perception of the customers upon the services provided by GRO of Lor In Business Resort and Spa and suggest an improvement for the negative perception.

### D. Significance

The researcher hopes that this research will be advantageous for:

1. The Readers

The Readers will get additional knowledge about the perception of the customers upon services provided by the General Relation Officer and how to solve the negative perception of the customers.

2. The Company

The company can get input that is more valuable as their references in order to improve their image and quality of service.

## CHAPTER II

### LITERATUR REVIEW

#### A. Guest Relation Officer (GRO)

The existence of GRO is strongly influential in supporting hotel operation activities. The concept of provision of Guest Relation Officer is seemingly very appropriate to apply to increase the quality of service.

1. Guest

Guest is a person staying at a house or a hotel or invited to a theatre, restaurant by somebody else who pays.

(<http://education.yahoo.com/reference/dictionary/?s:guest>)

2. Relation

Relation is contacts or dealing between people, countries, etc. (Oxford Dictionary); the mutual dealings or connections of persons, groups, or nations in social, business, or diplomatic matter, international relation.

(<http://education.yahoo.com/reference/dictionary/?s:relation>)

3. Officer

Officer is one who holds an office of authority or trust in an organization, such as a corporation or government.

(Oxford Dictionary, Crusz, 2002)

#### 4. Guest Relations Officer

The whole meaning of Guest Relations Officer refers to an authority in the hotel department that has a connection or relation with someone (the guest/customer) who come into the hotel, restaurant, theater, etc

### **B. Customer Service**

Customer Service consists of two words namely Customer and Service. According to Kasmir, S.E., M.M, Customer means someone who pays for getting something and Service means an action of a person or organization to give satisfaction to the customers. ([www.blogspot/kasmir;16.50](http://www.blogspot/kasmir;16.50))

Smith, in the 1995 of fifth edition of Oxford Advance Learner's Dictionary, defines customer service as a system or arrangement work done or duties performed for a person or organization that buys something from a shop or business. Additionally, customer's satisfaction occurs when the perception of the reward from the purchase of goods or services by the customer meets or exceeds his/her perceived sacrifice. ([www.scantron.com/cd.5.aspx](http://www.scantron.com/cd.5.aspx) retrieved on April 6, 2010:14.41)

Customer satisfaction is an abstract concept and the actual manifestation of the state of satisfaction will vary from person to person and product/service to product/service. The state of satisfaction depends on a number of both psychological and physical variables, which correlate with satisfaction behaviors

*commit to user*

such as return and recommend rate. The level of satisfaction can also vary depending on other factors of the customer, such as other products against which the customer can compare the organization's products. The customer is asked to evaluate each statement in terms of his/her perception and expectation of performance of the service being measured.

([www.wikipedia.org/customerservice](http://www.wikipedia.org/customerservice):April 7, 2010:21.01)



### C. Perception

Perception is the result of observation upon the social substances, which is dealt with a process of giving a meaning. The ability of giving a meaning is able to continue the image process. (Drs. Elvinoro Ardianto, M.Si:117)

Perception is also affected by public opinion which grows among the social community. Soleh Soemirat (2005:103) quotes the definition of public opinion from Doob (1984) as saying that public opinion deals with the public's attitude referring to a case where they are the members from the same social community.

Public Opinion is the expression of a social's case (Marian D. Irish 2005:115). While the word "public" is taken from "Public Opinion" is groups of people who have the same business who have the same opinion about a case that rise an action or controversial. Perception is a reality for someone how he/she see messages, or symbols that delivered. (H.Frazier Moore 1987:56)

## CHAPTER III

### METHODOLOGY

#### A. Type of Research

The type of research conducted is descriptive qualitative research. Sutrisno Hadi (1982:27), states that in the descriptive research the data are collected, classified, analyzed and drawn. Additionally, Singarimbuan and Effendi (1989:45) point out that qualitative research is developing the concept and gain facts (data) and it does not do the hypothesis and statistic testing.

This small project was written in the form of field study report, and done by taking data from the field either by conducting observation or having interviews including certain aspects that are relevant with the title and the problem statements of this investigation.

#### B. Techniques of Collecting Data

The techniques used for collecting data are:

a. Observation

Observation will be finished as an activity to get the data by observing directly to the object analyzed. This observation is done in Lor In Business Resort and Spa

b. Library Study

The library study is conducted by searching the written sources relevant to the subject. Researcher seeks for information related to theories of perception, public opinion, and public relations.

c. Interview

Interview is a way of collecting data by asking some questions related to the problems to the informants. Interview will be given to fifteen informants who stay in Lor In Business Resort an Spa Hotel by asking some questions regarding the perception of the customers upon services provided by the General Relation Officer of Lor In Business Resort an Spa.



### C. Types of data

There are two types of data used in this study, namely: primary data and secondary data.

- a. Primary data are the data gained directly from the respondents.
- b. Secondary data are the data gained from the library study.

### D. Source of data

The sources of data are gained from fifteen informants; there is a kind of informant, namely:

1. External informants providing the main data

The main data of this research are stated by the informants in the external public answering the questions. The external publics are guests who stay in



Lor In Business Resort and Spa hotel. They are drawn in 3 kinds of guests: repeater guests, VIP guests, and regular guests.

- The table of the external informants of Lor In Business Resort and Spa.

These are the subjects selected by the investigator based on the kinds of guests who stay in and have their own perception about Lor In Business Resort and Spa.

Table No. 3.1

The external subjects of the perception of the customers upon services provided by the division of GRO in Lor In Business Resort and Spa.

No.	Name	Gender	Age	Occupation	Data Coding	Perception
1	Kherly Syaf'i	Male	54	Head Selling Manager	INF 1	+
2	Itosan Soji	Male	45	Government Officer	INF 2	+
3	Boby Affandi	Male	26	Event Organizer	INF 3	+

4	Astrid Indrias O	Female	24	Young Entrepreneur	INF 4	+
5	Nagita	Female	29	Travel Agent	INF 5	+
6	Borlan Simanjuntak	Male	60	Hotel Owner	INF 6	=
7	John Garrett Hedlun	Male	29	Pilot of Hajj Air Craft Company	INF 7	+
8	Arini Asyahari	Female	45	Director	INF 8	=
9	Martha Nova	Female	35	Café Owner	INF 9	-
10	Citra Wijayanti	Female	45	Head Manager	INF 10	-
11	Ekayodha	Male	22	College Student	INF 11	=
12	Hilman	Male	21	Doctor Co. As.	INF 12	-

*commit to user*

13	Yona	Female	25	Bank Customer Representative	INF 13	+
14	Rahadian Utomo	Male	39	Fotographer	INF 14	+
15	Pradewa	Male	27	Young Executive	INF 15	+

➤ For : (+)      Against: (-)      Irrelevant: (= )

### 1. Data Validation

The trial of data validation is done by using the triangulation. Triangulation is the data validation technique which uses data from the outside of the research to prove the validity of the data. The triangulation technique used on this research is the triangulation of source.

According to H.B. Sutopo(2002) on his book *Metodologi Penelitian Kualitatif*, Triangulation of Source is a technique done by the researcher in collecting data, the researcher must use many sources of data available.

### 2. Technique of Analysis

Technique of data analysis is using the interactive models of analysis (Matthew et al, 1992: 17). This research is using three components of data and conclusion drawing. The three components of data are not linier, but interactive.

On the data analysis phase, this research is using the interactive data analysis, such as: data reduction, data presentation, and data verification. The three main components will be done as follows:

## 2. Data reduction

The technique of data analysis is selective processes, focus, simplification, and abstraction of the rough data shown from the written data on the field. This data reduction was executed when the research took place; it helped the researcher to focus on the main problem.

## 3. Data presentation

Data presentation is used to connect the information of the organization with the data on the field. The data presentation helps the researcher to understand the situation happens in the field and what kind of action should take.

## 4. Data verification

The researcher is starting to collect the data; this is the time when the researcher understands about the use of the research notes, such as: policies, patterns, quotes, stable configurations, and prepositions. Then the researcher will draw the conclusion. The conclusion will be verified during the research. The result of the interview will make the researcher easy to note the data and check the data; it is useful to make a conclusion during the data collecting processes.

## CHAPTER IV

### DATA ANALYSIS

Every hotel in Indonesia must have social commitments and responsibilities to the customers, especially to the satisfaction of the customer. As a 5 star hotel in Solo, Lor In Business Resort and Spa is also aware of the customer's perception and satisfaction. It is very important to the company's business and will lead to the public's support.

Based on the interview result with fifteen resource persons that represent the external party, the result of the data analysis shows how the perception of the customers upon services provided by the division of G.R.O of Lor In Business Resort and Spa. This will be discussed in this chapter.

The data analysis is done by using the triangulation in terms of data collection procedures. This research is using the unstructured depth interview where the data gained from the interview and observation were analyzed by doing an interview cross-check to the customers who stay in Lor In Business Resort and Spa and the Guest Relation Officer (G.R.O) regarding the customers perception.

#### **1. The Customer's Perception Upon Services Provided by Lor In Business Resort and Spa**

Perception is the result of observation upon the social substances, which is dealt with a process of giving a meaning. The ability of giving a meaning is able to continue the image process. (Drs. Elvinoro Ardianto, M.Si:117)

*commit to user*

In the definition above, it draws about how important the perception to a company is. The investigator would like to know how the perception upon services provided by Lor In Business Resort and Spa .

The customer's perception should be considered as opinions; it therefore can impact the company's image. There are many different customer's perceptions upon services of Lor In Business Resort and Spa which is provided by the division of Guest Relation Officer (GRO). The customers think that Lor In Hotel gives good services. This is supported by informant INF 1.

INF 1:

“It is very good. For the several times I stay in here, I always feel satisfied and comfortable with all the things in here. I guess I only have to say the advantageous ones because I feel no regrets every time I leave this hotel.”

INF 3:

“It is very nice. It is a 5 star hotel so I can feel the best service of hotel in Solo. And all the employees who I ever meet in every angles of this hotel are always smile. For me it is a very nice service. “

INF 4:

“For me the advantage of staying in Lor In Business Resort and Spa are many. The services provided while I stay in Lor In so far are very good. They are all so nice and quick”

## **2.The Reason Why Lor In's Customers Have Particular Perception about Services Provided by Lor In Business Resort and Spa**

As a 5 star hotel, Lor In Business Resort and Spa must be good on the services. All the staffs have to give their very best services and adequate facilities. It means that satisfaction of the customers is very important for the goal of Lor In Business Resort and Spa. But according to the data gained from several customers, they still feel not satisfied with the services and facilities, they expressed about this case as follows:

INF 9:

“It is very far from the downtown. And then the service for the water faucet was very long. This morning I could not take a bath because of the water faucet was out of order and the hotel's staff came too late to fix it. I lost my patience.”

INF 10:

“It is quite bad. The concierge made me waiting to bring my luggage to my room. And it was very long. Whereas, I needed my change clothes and all my stuffs there but my luggage did not come soon to my room. They said sorry because the entire concierges were on peak. Additionally, the reception also made me waiting for checking me in. I knew it was on peak. Many guests came to stay in this hotel and they were all in the same queue with me. But not so long the G.R.O brought

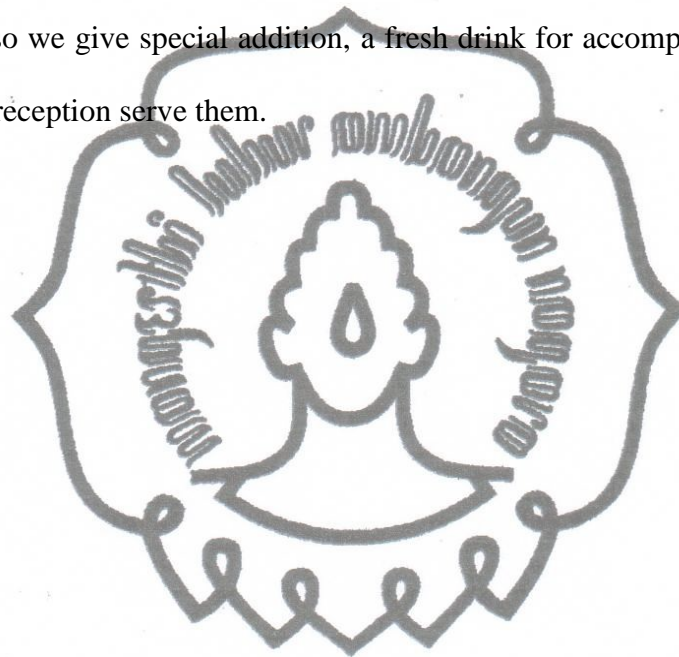


me and the others guests who were waiting to check in the orange juices. It healed me a bit.”

The customer’s perception is very important for Lor In Business Resort and Spa. Therefore it can affect the company’s reputation. To overcome the negative perception upon services provided by Lor In Business Resort and Spa, Guest Relation Officer (G.R.O) as a management presence to the guest has to serve a guest by personally welcoming guest ensuring their welfare and placing themselves guest’s hotel, G.R.O has the reason to solve the problem, as follows:

1. G.R.O considers that the location of Lor In Business Resort and Spa is far from the downtown, but there is an advantageous one that it is close to the Adi Sumarmo International Airport thus it makes easier for the guest to catch the flight earlier. And for the transportation to the downtown, Lor In provides Taxi to take the guests to downtown or Padi cab especially for the foreigners who love to enjoy the ride while they are in Solo, Padi cab is the best choice.
2. Technical problems such as the water faucet which is not ready to use or out of order, absolutely we will be as soon as possible to fix it. We are very sorry for the tangible services which are still missed from the watch list. We will give better facilities to the guests.

3. We always try to give our best service and facilities to our customers or guests. We serve as quick as we can. And worst, if it makes the guests to wait, we would like to ask the guest understands and we feel very sorry. We also always give other services to pay our sorry. We usually give the guests any compliments as discounts for the certain things, such as the laundry, the spa, or the room service. Also we give special addition, a fresh drink for accompanying the guests to wait the reception serve them.



## CHAPTER V

### CONCLUSION AND SUGGESTION

#### A. CONCLUSION

Based on the data analysis, the conclusions are drawn as follows:

1. **The Customer's Perception Upon Services Provided by Lor In Business Resort and Spa**

Based on the interview result with the customers of Lor In Business Resort and Spa, most of them felt satisfied and comfortable with the services or facilities provided by Lor In Business Resort and Spa. They felt that the facilities and the services were complete and all of the staffs gave good services to the customers.

2. **The Reason Why Lor In's Customers Have Particular Perception about Services Provided by Lor In Business Resort and Spa**

According to the data gained from several customers, they still feel less satisfied with some of the services and facilities such as: Lor In is far from the downtown; technical problems such as room facilities; water faucet is out of order; the concierge and the reception made the guests wait to be served because of the peak session. Lor In Business Resort and Spa provided some other solutions to serve them better such as giving them

*commit to user*

discounts for some certain facilities and give more welcome drinks to the guests.

#### A. SUGGESTION

Based on the observation and the interviews conducted in the research, there are some suggestions that the researcher would like to recommend as follows:

1. Lor In Business Resort and Spa should do routine checking about technical problems such as the toilet or the water faucet.
2. Lor In Business Resort and Spa should develop the quality of the services and facilities.
3. Lor In Business Resort and Spa should train and prepare more staffs to be more credible at their own tasks and develop the productivity of working.