

CUSTOMER SATISFACTION SURVEY

AT HARISS HOTEL BATAM CENTER

1

BACKGROUND

Harris Hotel was first established in Tuban, Bali. Harris Hotel Batam Center is a four's star hotel in Batam City, located on Teluk Tering, Batam City. Harris officially became operational on November 10, 2012

2

THEORITICAL REVIEW

To measure customer satisfaction during events, hotels provide a specially designed questionnaire form called a banquet comment. This banquet comment covers aspects related to the customer experience during the event. By using banquet comments, hotels can collect feedback from customers, identify things that need to be improved, and can find out customer needs and expectations to improve the services the hotel can provide in the future.

3

PROBLEMS

1. The lighting in the meeting room is not bright.
2. The process of refrigerating the food is not fast so there is a time lag where the rice is empty, and there are several side dishes that are empty.
3. Slow Wi-Fi network and lack of extension cables
4. The position of the projector screen is too high so that it is difficult for meeting participants to see it
5. Food tastes too spicy
6. The outdoor event venue has no wind
7. Insufficient parking space

4

SOLUTIONS

1. The lighting in the meeting room is not bright enough, therefore the hotel should be able to add lights or lighting in the meeting room.
2. The process of refiling food is not fast so there is a time lag where the rice is empty, and there are some side dishes that are empty, therefore the hotel should be able to arrange the flow of refrigerating food and there are employees who can regulate the flow of time for refiling food.
3. The Wi-Fi network is slow and there is a lack of extension cables, to overcome this problem the hotel should be able to provide a We-Fi network which has large capacity and for the Wi-Fi position it would be better to be close to the meeting room. Extension cables are recommended. Each table can be given its own size. one extension cable.
4. The position of the projector screen is too high so that it is difficult for meeting participants to see it. Suggestions for the hotel could be to provide an additional projector screen next to the stage so that meeting participants don't have difficulty or the hotel can change the position of the projector screen lower so that meeting participants don't have difficulty.
5. The taste of the food is too spicy. Suggestions for the taste of the food a little more, add more spices to taste so that the taste is not too thick.
6. There is no wind in outdoor event venues. Suggestions for outdoor events include providing fans so that guests don't get too hot.
7. Insufficient parking space. Suggestions for seniors might be to provide alternative parking spaces.

5

LITERATURE

Satisfaction is a feeling of joy that radiates from a person because his needs and desires can be fulfilled or his hopes are fulfilled. Satisfaction obtained is an evaluation of the service or service provided, whether the service provided meets or even exceeds expectations. (Sasongko - 2021)

Excellent service or excellent service is a form of effort by a company to gain consumer trust, so that perfect service is one of the very important selling points for a company.

A service is considered perfect if it has very high impact and consumer loyalty (Feti Fatimah - 2022)

An event is a type of event, which is deliberately carried out or organized for a specific purpose. Events are closely related to human activities as social creatures in transactional communication. The type of event really depends on the idea underlying its implementation (Syaiful - 2019)

A hotel is an owner-run business that provides food, drinks and rooms for travelers who are able to pay a reasonable amount for the services they receive, without special approval. (Sefrona Syaiful - 2019)