

# CHAPTER 1

## INTRODUCTION

This chapter presents the background of the study, scope of the study, statements of problem, objectives of study, and significance of study.

### **1.1 Background of the Study**

Tourism destination has been a good choice for some tourist to spend their time with their family. Septayuda (2010) argues that tradition, culture and beautiful view includes in tourism destination. It serves the guest some tourist destination such as: recreational tourism includes beach, mountain; culture tourism includes festival, art; sport tourism includes the physical activities. These kinds of service can attract the guest to come and spend their time. Additionally, Roger and Sliin (1993) state that the tourist or guest should be served well in order to make them stay along. The quality of service is really needed to be considered.

Al-Ababneh (2017) argues that service quality is one of the most important factors to develop competitive advantage and customers' confidence in the marketplace. Therefore, service quality can give a big chance in creating competitive differentiation for organization. As a result, service quality is a way to reach success in the hospitality industry. In addition, Zheng, Youn and Kincaid (2009) add that the service quality focuses on the guest's satisfaction. Many hotels emphasizes on service quality to maintain customer loyalty (Karatepe, 2006). If the service provider can give a well service to the guest, it will influences the reputation of the tourist destination itself.

Riel and Fombrun (2007) state that reputation becomes an important point in tourism management since it produces support for the company. It is because it covers how the guest evaluates the characteristic of hotel. It includes vision, leadership and integrity, and social responsibility of the hotel. When the tourism destination has a good reputation, the guests are interested to visit and spend their time there.

However, mistakes and failures are inevitable due to the heavy involvement of human elements in the production and consumption of services. Service providers need to consider errors in service delivery more as opportunities and find effective solutions (Karatepe, 2006). Since the guests stay at hotel, they pay for services depends on what they get during spending their time there. Therefore, if they do not feel satisfied with the service, they will complain to staff of hotel.

Nowadays, the guests are free to give comment on the tourism social media which helps the other guest to know their review of the hotel. One of the famous tourism social media is Tripadvisor. Tripadvisor was found in 2000 in the USA. It enables travelers and customers to gather information in planning their trip. It allows the travelers to post reviews and opinions of travel-related content. It also gives a trusted advice from real travelers (Nicoli and Papadopoulou, 2017). At the same time, the guest can give review and find another review related to the hotel. In giving a review of the hotel, the guest tend to use appraisal language to deliver their comment.

Appraisal language is often used to evaluate the language. Martin and White (2005) argue that appraisal language provides a framework for the description of evaluative language comprising three system, namely: 1) *Attitude* which is divided into three, namely: a) *affect* (the expression of emotions and feelings), b) judgement of persons' behavior, and c) appreciation of things; 2) *Engagement*, (incorporating other 'voices' in the discourse, for example by attributing an idea to another source or expressing it as a possibility); and 3)

*Graduation*, (amplifying or diminishing in terms of quantity or intensity or sharpening or softening focus by the use of more or less vague language).

There was no research conducted on appraisal language in Tourism Area. Thus, regarding to the explanation mentioned above, the researcher was interested in finding out the language used by the traveler in giving review in TripAdvisor. Thus, this research aims at analyzing the appraisal language used in the TripAdvisor as well as the respond of the hotel toward guest or traveler' review.

## **1.2 Scope of the Study**

This study was about an expression of appraisal language used traveler or guest in delivering review on TripAdvisor. It included the bad and good review delivered by traveler or guest. It focused on analyzing an attitude type of appraisal language.

## **1.3 The Statement of Problem**

Based on the background of the study, several questions of this study can be formulated as follows:

- 1.3.1 What are attitude resources used by guests to review hotels in Tripadvisor's forum?
- 1.3.2 How did the hotels respond toward bad reviews made by guests on Tripadvisor Forum?
- 1.3.3 What were the most common hotel's facilities and services reviewed by guests?

## **1.4 Objectives of the Study**

Based on the statements of problem above, the objectives of this study can be described as follows:

- 1.4.1 To describe attitude resources used by guests to review hotels in Tripadvisor's forum.
- 1.4.2 To explain how the hotel respond toward bad reviews made by guests on Tripadvisor Forum.

1.4.3 To report the most common hotel's facilities and services reviewed by guests.

### **1.5 Significance of the study**

The results of study were expected to be beneficial to the students and institution.

#### **1.5.1 For the students**

The result of this study could give additional information about the appraisal language that commonly used by guest in Tripadvisor's forum. The students could see the most common hotel's service and facilities reviewed by the guests. The students could learn how to identify appraisal language and how to reply guest's comment. Therefore, the students knew the services that could make the guests satisfied and had knowledge about using a polite language used by hotel's staff.

#### **1.5.2 For the institution**

The result of this study could be useful for institution as reference in using appraisal language to reply guest's comment with a real situation based on the Standard Operational Procedure (SOP) hotels.

