Efforts to Create a Hotel Image Through Guest Comments at Padma Hotel Semarang

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KEYWORDS	ABSTRACT
Efforts, guest comments, hotel image	This research aims to find out that guest comments written by guests on various social platforms such as Tripadvisor, Traveloka and others can improve the hotel's image. A good hotel image can be seen from the comments of guests who share their experiences. By having a good hotel image, it can increase guests' trust in the hotel. The research method used in this research is descriptive qualitative with the data source coming from secondary data. The research results showed that Padma Hotel Semarang, as a five-star hotel in Semarang, has a good image as evidenced by guest comments spread on social platforms. Guest satisfaction with Padma Hotel Semarang's facilities and services is a reference for other people in determining their choice of stay. Padma Hotel Semarang is known as a hotel that provides extra service to guests in accordance with the hotel's mission which wants guests to get the best experience at Padma Hotel Semarang. This is proven directly and concretely by thousands of comments written by guests on Tripadvisor, Traveloka, Booking.com and Agoda regarding their satisfaction with the cleanliness, service and quality of Padma Hotel Semarang.

INTRODUCTION

The word tourism comes from the Sansekerta language. *Pari* which means "going around in circles" and *wisata* which means "journey or trip". Therefore, tourism can be defined as a journey carried out repeatedly or cyclically from one place to another with a specific purpose. According to the Tourism Law of the Republic of Indonesia Number 9 of 1990, tourism is defined as travel activities carried out by individuals or groups of people who visit a certain place for recreation, self-development, or to explore the tourist attraction visited. Tourism is one of the largest industries in the world and creates jobs in many countries (Utama, 2015). The tourism sector itself includes accommodation services, transportation services, food and beverage services, tourist attractions, financial services, tour guide services, travel agencies, and tourist area development. In Indonesia itself, tourism has brought in quite a large amount of foreign exchange. Indonesia, an archipelagic country with 17,508 islands, or also known as Sealand, recognizes the importance of the tourism sector to the Indonesian economy, with the growth of the Indonesian tourism industry consistently outstripping economic growth. With the development of the Indonesian tourism industry, the hotel industry is also starting to develop rapidly.

According to KBBI, the word hotel is defined as "a building with many rooms that is rented out for lodging and meals to travelers. 4,444 forms of trade that provide services, lodging, food and drink to anyone who needs them are managed by Currently, hotels have developed not only to function as accommodation facilities, but also as a vehicle for communicating the lifestyle of an increasingly modern society. Hotel competition in Indonesia is currently very tight, especially in the city of Semarang, Central Java. Based on BPS data (2018), the most number of star hotels are three-star hotels, namely 91 hotels (31.27%), followed by two-star hotels with 81 hotels (27.84%). The third rank is occupied by 1-star hotels with 60 hotels (20.62%).

Fourth place is occupied by 4-star hotels with 48 hotels (16.49%), and fifth place is occupied with 5-star hotels with 11 hotels (3.78%). With so many hotels popping up in Semarang, of course competition arises. All hotels are competing to improve their hotel image.

The image of a company is built by what customers and the public feel and know about the company. Corporate advertising has a big influence on the formation of a company's image. In the world of hospitality, a hotel image that meets guest needs will influence guest satisfaction, and a hotel image that does not meet guest needs will influence guest dissatisfaction. A hotel's image plays an important role in motivating guests to reconsider and recommend their purchase. Service quality, image, satisfaction and loyalty are important factors that must be considered by hotels. A good hotel image influences people's expectations of service. A good hotel image will increase guests' expectations of hotel services. If guest expectations are met or exceeded, the hotel's image will improve or even improve. However, if a hotel's service does not meet guests' expectations, its image will be seriously tarnished. Therefore, creating a good hotel image is not an easy thing. This is because the image of a hotel is formed from the accumulation of company activities which are spread through guests' personal experiences, information from other people, word of mouth, and hotel advertising. In this case, information can be obtained through various existing social platforms such as Tripadvisor, Agoda, Traveloka and other social platforms. Guests who are satisfied with hotel services write good comments. The more positive comments guests write, the better the hotel's image will be. People look at comments on social platforms before choosing a hotel.

The very rapid growth of hotels in the city of Semarang certainly influences tourist visits to the city (September, 2017). Padma Hotel Semarang is one of the best 5 star hotels in Semarang. Padma Hotel Semarang is committed to providing the best service to all guests who visit our hotel, with the mission of "providing an unforgettable hotel experience for guests." Provide the best service to all your guests and leave a good impression in their minds. Padma Hotel Semarang has received thousands of comments on various social platforms, showing guest satisfaction with the services provided by the hotel. Padma Hotel Semarang was ranked #1 most commented on TripAdvisor out of 118 hotels in Semarang. Traveloka also awarded Padma Hotel Semarang the "Traveloka Hotel Appreciation 2023: Excellent Performance" award.

METHOD

Data Source This research uses a qualitative descriptive method using secondary data. The approach used is qualitative and descriptive. First, the data collected comes directly from the source so that it becomes the researcher's main analytical tool, and second, the data is in the form of meaningful sentences or words in images (Sutopo 2006:40). Secondary data is a source of research data obtained indirectly through intermediary media (obtained and recorded by other parties). The secondary data referred to in this research is guest comment data from various online platforms. Qualitative research involves verbalizing guest comment data, analyzing how guests react to hotel facilities and the hotel's image of the facility based on the subject's experience, and taking action. This research aims to analyze perceptions, motivations, behavior, etc. , service and overall stay experience

RESULTS AND DISCUSSION

Guest comments have a big impact on the hotel's image. Image is a picture created in people's minds about a hotel. This can come from a variety of sources, including guest experiences shared in the form of guest comments. The increasing use of online review platforms such as Google Reviews, TripAdvisor and social media means there are more channels for guests to share their experiences after staying at a hotel. Positive comments often include praise for the quality of service, the comfort and cleanliness of the rooms,

and how well-equipped and accessible they are. These positive reviews indirectly become recommendations from satisfied guests and have a big influence on potential guests looking for your hotel. In this case, a hotel that receives many positive reviews will be able to build a better image and strengthen its position in the competitive market. On the other hand, negative comments about poor cleanliness, slow service, inadequate facilities, etc. can seriously damage a hotel's image. Every hotel will definitely receive negative comments from time to time, but how a hotel responds to this criticism will have a big impact on the public's perception of the hotel. Hotels that fail to respond and respond to complaints well risk losing potential customers. Negative reviews that are not handled properly can multiply and spread widely, damaging a hotel's reputation. However, damage to a hotel's image can be reduced if negative comments are responded to quickly and professionally, and serious efforts are made to correct identified deficiencies. This also shows that the hotel really cares about guest satisfaction and is willing to make improvements, turning bad impressions into opportunities for improvement and can improve the hotel's image in the eyes of the public.

Guest comments which become a reference for guest satisfaction will then become a tool for identifying the hotel's shortcomings and weaknesses. Knowing guest comments will certainly improve the quality of hotel services, and the hotel will try to build relationships with guests. This can improve your hotel's reputation in the future. Of course, if a hotel manages guest comments well, the hotel's reputation will improve. Hotels can manage guest comments well by reading and responding to them and organizing them by topic. Cleanliness, service, facilities etc. The ratings are then analyzed for action through improvements, rewards, or further communication with guests. This allows hotels to make maximum use of guest input to benefit both the hotel and the guests. Positive guest comments contribute greatly to improving the hotel's image. Positive comments regarding the quality of service, cleanliness, comfort and hotel facilities play an important role in building a positive image. For example, when guests mention positive experiences such as "the service was very friendly and professional" or "the hotel rooms were very clean and comfortable", it is a tendency to strengthen the image of the hotel as a comfortable place to stay. These comments not only increase the perception of quality but also encourage potential guests to choose the hotel. One of the 5 star hotels in Semarang is Padma Hotel Semarang. Padma Hotel Semarang is famous among business people, travelers and tourists. Even though this hotel only opened in 2022, the image it creates is enough to attract guests. The service and quality of Padma Hotel Semarang can be seen from the comments given by various guests via social media such as TripAdvisor, Traveloka and Agoda.

Padma Hotel Semarang has received excellent ratings in the reviews section of the TripAdvisor social platform. A total of 2,325 comments were posted by guests who experienced the service at Padma Hotel

Semarang. Padma Hotel Semarang has become the first choice of many guests and is renowned for its superior facilities that cater to the diverse tastes of its guests. The friendly atmosphere and strategic central location add to the charm of this hotel. In fact, this service is highly praised for its courteous staff. In many comments, guests mentioned the names of Padma Hotel Semarang staff and expressed their gratitude for the services provided. Traveloka, another social platform, received a total of 468 comments and received a rating of 9.3 in the "excellent" category. Cleanliness, comfort, service, location and food are always highly rated by guests. Many guests expressed their satisfaction and said that Padma Hotel Semarang was a hotel they would want to stay at again if they came to Semarang. Furthermore, on Agoda itself, Padma Hotel Semarang has 676 guest comments and received a very good score with a rating of 9.4. Agoda guest reviews frequently state that Padma Hotel Semarang's cleanliness is acceptable. Guests like clean and fragrant rooms, and all the facilities at the hotel are kept very clean, so they can have a comfortable stay. Ticket.com had 735 guest comments and an "Excellent" category, with guests saying their satisfaction with the service they received was well worth the price they paid. The guests were also very satisfied with the way the hotel staff welcomed them.

These four social platforms prove the quality of Padma Hotel Semarang. With a total of thousands of comments on various social platforms, we can say that both the hotel quality and service quality at Padma Hotel Semarang are very good. All comments written by guests are based solely on the guest's personal experience. Whether in low season or high season, our guests always report how comfortable their stay was. This proves that the service and service quality of Paadma Hotel Semarang is very stable. Of course, these comments increase the trust of the public and tourists who choose Hotel Padma Semarang. Thousands of satisfied comments from guests prove that the image of Padma Hotel Semarang is truly authentic and excellent.

CONCLUSION

Guest comments have a very important role in building and maintaining a hotel's image. Hotels that can respond and utilize guest comments effectively, both positive and negative, will gain a competitive advantage and increase customer loyalty. Therefore, hotel management needs to have a mature strategy in managing guest comments, whether through social media, online review platforms, or direct communication with guests. Success in managing guest comments will have a positive impact on the hotel's image and reputation, which in turn will increase occupancy rates and guest satisfaction. A hotel can strengthen its positive image and win the trust of potential guests by actively monitoring guest reviews and comments. Negative comments can be turned from a potential loss into an opportunity to increase customer satisfaction with a quick, professional response and solution to the problem. Therefore, hotels must have a strong communication approach to utilize social media to build a good reputation. Padma Hotel Semarang proves that guest comments have an effect on the hotel's image. Padma Hotel Semarang, which was only founded in 2022, can be said to have created a hotel image in just 2 years that can give guests confidence in its service, as evidenced by the large number of guests who write guest comments regarding their satisfaction when staying at this hotel.

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