

CHAPTER I

INTRODUCTION

1.1 Background of study

Pragmatics is a branch of linguistics that studies the external structure of language, namely how the language unit is used in communication (Wijana and Rohmadi, 2011: 4). According by Levinson (in Tarigan, 1986: 33) pragmatics is a study of the relationship between language and context which is the basis for a record or report on language understanding, in other words, a study of the ability of language users to connect and harmonize sentences and context appropriately. This means that pragmatics is a field of linguistics that examines the study of language speech in terms of meaning. Pragmatics examines specific utterances in specific situations and focuses on a variety of ways that are containers of various social contexts. Thus, pragmatics is very close to speech acts. The speech has a meaning, purpose or goal, so it needs to be studied with the pragmatic field.

Speech act is the meaning of the sentence form that distinguishes locution, illocution, perlocution and includes the situation in determining the meaning of language. The theory of speech acts focuses on the use of language by communicating the intent and purpose of speech Chaer (1995:65). Speech can be expressed through various forms of media, both written and oral. Speech acts in the form of writing are speech acts that are conveyed by writing such as: newspapers, magazines, and the internet. And speech acts in spoken form are

speech acts that are directly conveyed by speakers to other people. As in a hotel where there are many speech acts both in oral and written form used by hotel guests and hotel employees at Kashantee Village Hotel.

Currently the development of hotel accommodation is increasing, almost every area has hotel accommodation services. Booking a hotel room can be done directly by visiting the desired hotel and can also use the internet to book the desired hotel room. When using hotel services, customers can provide positive or negative reviews, both with hotel review services through the hotel website and also directly with hotel management through hotel employees or staff. Customers can also express their positive impressions when using hotel services so that everyone can read them. However, when potential hotel guests read reviews that are too positive, they may believe that the reviews do not reflect the actual circumstances. Negative reviews are more likely to influence potential hotel guests. More negative reviews determine the decision of potential hotel guests in choosing a hotel. Negative reviews that appear on hotel review provider websites and in-person reviews are mostly complaints. Sukyadi and Dyah (2012) suggest that people often feel irritated, dissatisfied, or unhappy with the circumstances or attitudes of others in everyday life. This uncomfortable situation often encourages people to complain. To express their dissatisfaction with other people or situations, they use certain words that vary depending on factors such as social status, gender, the relationship of the interlocutor, and the complexity of the situation.

Hotel guests are given the freedom to express their feelings when staying at the hotel, be it in the form of suggestions, input, or complaints that are felt while staying at the hotel. This paper focuses on the speech of guests who have stayed at Kashantee Village Hotel who express their dissatisfaction by writing complaints on the hotel review provider page or by expressing them directly to the hotel employees. Complaints usually occur because the guest wants something or provides information that makes the hotel guest uncomfortable. Complaints from hotel guests not only to provide information about the unpleasant things they get but also an action from hotel guests that can also make the hotel, to do something to improve it and provide comfort to guests when staying at the hotel. Thus, complaints contained on hotel review provider websites or by expressing directly with hotel employees are included in the speech act of complaining. The speech act of complaining can be a face-threatening act when speakers violate deep socio-cultural rules. This can cause communication breakdown and potentially damage the speaker's relationship with the speech partner. Speech acts according to Moon (2001), are highly dependent on the situation where the speaker must know how to perform the speech act by considering several factors such as the speech partner, the relationship with the speech partner, the topic, the purpose of the conversation, and the suitability of the linguistic form. To perform appropriate speech acts, speakers are expected to have socio-cultural competence in language and linguistic competence.

This study identifies and analyzes what are the content of complaints speech act used by guest and employees and how is the speech act strategy of complaining guests with employees are found in notes guest list complaints at Kashantee Village Hotel, this hotel was chosen as a data source because there are many hotel guest complaint utterances that are interesting to research. This research will be useful for individuals or hotels to know the various contents of guest complaints which will enable them to provide maximum service to provide comfort to hotel guests who stay.

1.2 Problems of the Study

Based on the description of the background, the problems that will be studied in this study are as follows:

1. What are the complaint speech act used in Kashantee Village Hotel?
2. How is the speech act strategy of complaining guests with employees at Kashantee village hotel?

1.3 Objectives of the Study

This research on the Kashantee Village Hotel aims to describe the contents of hotel guest complaints, the speech act strategies of complaining that arise from hotel guests. The study of complaining speech at the Kashantee Village Hotel will focus on:

1. Identifying the complaints speech act used in Kashantee Village Hotel.

2. Identify the speech act strategy of complaining guests with employees at kashantee village hotel.

1.4 Limitation of the Study

In accordance with the theme of this research, the problems in this study will only be limited to the contents of guest complaints at the Kashantee Village Hotel, the speech act strategies of complaining guests with Kashantee Village Hotel employees. The data used comes from the Kashantee village hotel.

1.5 Significance of the Study

There are some significant from the study as follows:

1.5.1 Theoretically

This research can be used by other authors who conduct research similar from their reference. In addition, this research will provide contributions To Linguistics, especially in speech acts.

1.5.2 Practical

The researcher hopes that this research will be useful for readers add new insights to knowledge about speech acts. and also, This research is expected to have meaning in studying how make speech acts of complaints, the utterances used by them involved in complaints and types of speech acts and actions taken applied in complaint speeches.

CHAPTER II

REVIEW OF RELATED LITERATURE, CONCEPTS, AND THEORIES

2.1 Review of Related Literature

This chapter presented some related literature along with concepts and theoretical frameworks. The related literature provides a comparison of the similarities and differences between the previous research and the present study.

First thesis is by Nur Yagmur Demir (2021), entitled “An Analysis Of The Speech Act Of Complaint in English As A Lingua Franca (ELF): A Discourse-Pragmatic Study Of A Corpus From Tripadvisor”. This study investigates the complaint strategies preferred by complainers from the inner, outer, and extended circles in the context of TripAdvisor review CMC, as well as the characteristics of TripAdvisor ELF complaints. Using methods of mixed data analysis. A coding scheme based on available complaints, a taxonomy of strategies in the literature, and qualitative data analysis tools were used to conduct the qualitative analysis. The frequency of complainants' strategies is determined by this analysis. Pearson's chi square test was used in the quantitative portion of the analysis to determine the frequency of these statistical similarities and differences. The findings highlight three important areas of linguistics that have received little attention in the literature (ELF, CMC, and speech).

The similarities between the previous research and this research focused on the analysis of speech acts of complaints and the differences in the previous research

analyzed the selected travel platform (Trip Advisor) as the data source whereas this research used guest complaints in Kashantee Village as a data source.

The second thesis is by Rafi (2021). Under the title *Strategy of Complaints Found In Downhill Movie: Speech Act Analysis*. In this study, researchers determined what types of complaints were reflected in the film and what strategies were communicated by the main characters (Downhill, 2020). The qualitative descriptive research method was used. The research data is in the form of excerpts from the film Downhill that depict complaint speech acts (2020). Documentation techniques are also used by researchers to collect data. In this study, the authors used Trosborg's (1995) theory as a technique for analyzing data and complaint speech acts. The authors discovered 1) accusations in 16 data, 2) expressions of annoyance in 22 data, 3) blaming 4 data, and 4) not explicitly blaming 8 data. Meanwhile, 1) complaints as acts of violence contained 13 data, 2) face threatening acts contained 5 data, 3) mitigation devices contained 17 data, and 4) impoliteness of complaints contained 15 data. And the purpose of this research is to identify the types of complaints used in the Downhill film as well as to describe the complaint strategies used in the film. Meanwhile, 1) complaints as acts of violence contained 13 data, 2) face threatening acts contained 5 data, 3) mitigation devices contained 17 data, and 4) impoliteness of complaints contained 15 data. And the purpose of this research is to identify the types of complaints used in the Downhill film as well as to describe the complaint strategies used in the film. And the purpose of this research is to identify the types of complaints used in the Downhill film as well as to describe the complaint strategies used in the film.

The similarity of previous research with this research is that it uses the same theory, namely theory from Trosbog (1995) and qualitative methods to collect data, and the difference is that the previous research chose film as a data source while this research chose Kashantee Village Hotel as a data source.

The third related literature is from journal Bushra Farhood Khudaiyer Al-Ameri (2020) entitled "A Study of Speech Act OF Complaint In Synge's One-Act Riders to The Sea". The aim of this research is to identify the use of speech acts of complaint in the one-act play "Riders to the Sea" by Irish playwright John Millington Synge. The method is analyzed qualitatively with data collection techniques through utterances that contain expressions of complaint uttered by the "lakon" character. This method of analysis focuses on describing and interpreting certain phenomena. The results of the study show that the characters in the play "Riders to the Sea" use expressive and declarative speech acts to express their complaints.

The journal has similarities and differences with this research. This similarity used the same theory of complaining speech acts from Trosborg (1995). The difference is that the source of data used in this journal is from a play written by "Ireland John Millington Synge" while this study chose Kashantee Village Hotel as a place to find data sources which were then analyzed.

The fourth review is a journal from Upit Mulyiani and Dewi Latifah (2018) entitled The Analysis Speech Acts of The Main Character in Freedom Writers Movie Script. This study aims to describe the types of speech acts and analyze the most dominant speech acts produced by the main character. This study applies

Austin's (1962) speech act theory as the main theory. This research used qualitative research methods. The subject of this research is text in the form of film scripts and document analysis is used to collect data. There are 100 utterances to be analyzed. The results of this study indicate that the five types of speech acts produced by Gruwell are representative, directive, expressive, commissive, and declarative. This study shows that the dominant speech acts used are representative and reach 58%. This suggests that Gruwell used representation because he wanted to reveal what he knew.

The related literature above also has similarities and differences with this study. The similarity is that the theory used is the theory from Austin (1962) and uses the same topic, namely Speech Act. The difference is that journal uses data sources obtained from the *Freedoms Writers Movie* manuscript, while this research uses data sources from a hotel, namely the *Kashantee Village Hotel*.

The last review is from the journal IN Suryawan, I. Yadnya, and Ida Ayu Made Puspani (2016) with the title *Complaint Speech Act of Hotel and Restaurant Guests*. This study aims to analyze how the speech acts of hotel and restaurant guest complaints are carried out and responded to base on the categories of speech acts and how these speech acts are carried out by considering the act aspects: locutionary, illocutionary, and perlocutionary. The methods and techniques of data collection in this study used the documentation method where data was collected using note-taking techniques and analyzed qualitatively. The results of the study show that hotel and restaurant service complaints submitted by guests are intended

to have a good response from the server for the complaints submitted. Based on the speech category,

This research has similarities and differences with previous studies. The similarities are the data source used is using hotel accommodation, the difference is that previous research focused on expressive and declarative to convey complaints while this research focuses on the contents of hotel guest complaints at the Kashantee Village Hotel and the speech act strategies used by Kashantee Village Hotel employees to complain to guests.

2.2 Concepts

Several concepts including the opinion of an expert are used to support this research. Key ideas clarified to help better understanding of the subject matter are listed below. Before reading the discussion further to determine the results that follow, it is important to understand this concept.

2.2.1 Complaints Speech Act

According to Moon (2001), Tanck (2002), and Tabatabaei (2015), in the speech act of complaining, the speaker reacts with displeasure or annoyance to a past or ongoing action that has affected the speaker in an unwanted way. The speech act of complaining has a face-threatening act for the speech partner, so the speech act of complaining must be done carefully by the speaker so as not to offend the face or feelings of the speech partner and good relations between the speaker and the hearer can be maintained (Moon, 2001).

2.2.2 Hotel and Restaurant

Lawson (1997) stated that Hotel is a facility used for public residence for tourists. The hotel will provide services in the form of room service, food and beverages, as well as accommodation services. However, if you want to experience these services, hotel users must pay for them.

Suarthana (2006) stated that a restaurant is a "commercial place of business whose scope of activities provides dishes and drinks at the place of business".

2.2.3 Guest

Sujatno (2006:6-7), stated that guests are people who want the services provided by the hotel. And According to Wursanto (2006:55), "Guests are guests of organizations, bodies, institutions, or companies, both as official delegates from an institution and as individuals, who visit other institutions for official purposes, as well as for business purposes personal interests."

2.2.4 Kashantee Village Hotel

Kashantee village hotel is a hotel accommodation that provides various facilities such as rooms and restaurants. Kashantee village hotel has 25 rooms which are divided into 2 types of rooms, namely 15 bungalow rooms and 10 deluxe rooms. Kashantee village hotel is also equipped with a restaurant that is open from 6 am to 10 pm. there is also 1 swimming pool complete with a pool bar inside.

2.3 Theories

Two types of theory are used in this study to achieve the research objectives. The first is Austin's speech act theory (1962) which will be used to identify the contents of hotel guest complaints, while to identify the strategies used by guests and employees at the Kashantee Village Hotel using Trosborg (1995) theory with entitled *Interlanguage Pragmatics: Requests, Complaints and Apologies (Studies in Anthropological Linguistics)*.

2.3.1 Pragmatics

Pragmatics is the study of the relationship between language and context which forms the basis for understanding language communication (Levinson, 1983 in Dewi and Farlina, 2012). To understand the language people, use speakers must not only look up the meaning of words and the grammatical relationships between words, but also have to draw conclusions that can connect what is said with what is meant or what has been said before. Pragmatics refers to the study of the use of language based on context. One of the areas studied in pragmatics is "speech act". To express speech acts, speakers do not only make utterances that contain grammatical structures and words, but also carry out actions through utterances (Farnia, Buchheit, and Salim, 2010; Dewi and Farlina, 2012).

JL Austin introduced the concept of "speech act" or speech acts in 1962 to demonstrate that speakers do not only produce utterances to convey information, but also to do something or make other people do something (Farnia, Buchheit, and Salim, 2010; Tabatabaei, 2015). Austin stated that saying a sentence means doing an action. In other words, to say something is to do something or perform an action.

With speech acts, a person expresses everything he thinks and wants, so that other people are affected or do something he wants. Someone tends to be required to produce various kinds of techniques or varieties of speech (Tafarroji and Malekzadeh, 2015). To order someone, he conveys it with a variety of requests or sarcasm. This is what then becomes the essence of the study of illocutionary acts to get the meaning of utterances and avoid misleading the meaning of utterances. The meaning of the illocutionary act can be studied by exploring the context of the speech. Context in speech acts includes participant identity, spatial and temporal parameters in speech situations, and participants' beliefs, knowledge, and intentions in speech situations (Aksoyalp and Toprak, 2015).

Austin identifies three levels of meaning in the use of different languages (in Farnia, Buchheit, and Salim, 2010; Tabatabaei, 2015), namely locutionary act, illocutionary act, and perlocutionary act. The following is an explanation of Austin's three levels of meaning:

1. Locutionary act: that part of a speech act of a language that can describe what the speaker is saying. The form of the sentence spoken by the speaker must have meaning and can be understood. Locutionary acts are the literal meaning of the words uttered by the speaker.

Here are examples of locutionary actions: "It's cold in here"

The speaker utters a sentence that has the meaning "It's cold here".

2. Illocutionary act: the speech act of the speaker intended to make an impact. The speaker has the intent and value of the speech spoken to the speech

partner. The form of speech can be in the form of statements, offers, promises, apologies, complains, and so on.

Here is an example of an illocutionary act: "It's cold in here"

The speaker has a specific intention by saying the sentence "It's cold here".

The speaker indirectly instructs the speech partner to close the window so that the speaker does not get cold or forbids opening the window so that the speaker does not get cold.

3. Perlocutionary act: relates to the impact that is directed at the speech partner.

This action is more related to non-linguistic attitudes and behavior of the speech partner after receiving the speech from the speaker.

The following are examples of perlocutionary acts: "It's cold in here"

The perlocutionary act relates to the action that the speech partner might take, namely closing the window.

According to Austin (in Łacka-Badura, 2014) all utterances are performative in the sense that all utterances are a form of action and not just saying something. Then Austin in his next thought distinguishes between locutionary act in which an utterance of a sentence contains only meaning and reference with illocutionary act that have a certain conventional power. Then Austin completes these categories by adding the category of 'perlocutionary act', namely acts that refer to what is produced or achieved by saying something. However, the idea that prompted Austin to classify illocutionary act was his assumption that performatives are explicit for all illocutionary act.

Illocutionary act are also known as essence of speech acts (Deveci, 2015). Speaking a language entail engaging in speech acts that display communication functions such as apologies, promises, requests, refusals, complaints, and so on. Speeches used to express apologies, promises, requests, refusals, complaints, and so on are referred to as ‘speech acts. Speech acts are linguistic competences that mean saying something means doing something (Deveci, 2015).

2.3.2 Complaints

Complaints are an expression of a psychological state that is dissatisfied, disadvantaged or unhappy about something (Tabatabaei, 2015). Complaint is also an expression to show that the speaker is annoyed about something or someone else as a reaction to a past or ongoing action. The consequences of these unexpected circumstances affect the speaker so that the complaint is realized.

According to Deveci (2015) there are pre-conditions present to be considered as a complaint, namely: The speech partner shows a Socially Unacceptable Act (SUA) which is contrary to the attitude norms in the social code owned by speakers and speech partners.

1. Speakers feel SUA has consequences that are not good for themselves or the general public.
2. The speaker's verbal expression connects post facto directly or indirectly with SUA, so that it has illocutionary power to criticize.
3. Speakers have the perception that SUA as:

- a. liberating the speaker (or at least partially) from the implicit understanding of social relations that sympathize with the speech partner, so that the speaker chooses to express frustration and annoyance.
- b. gives the speaker the logical right to request corrections in order to revoke or repeal the SUA that occurred previously, both for the benefit of the speaker and the general public. This perception directs complaints aimed at 'changing something' that does not meet the speaker's standards or expectations. The main purpose of a complaint is to ensure that the speech partner will take corrective action as a result of the complaint.

A complaint helps the speaker to express dissatisfaction or annoyance by holding the speech partner responsible for the action that caused it. The forms of expression that speakers might take are facing (confrontation) a problem with the aim of improving the situation, suggesting or asking for corrections, getting agreements, building bonds between speakers and speech partners to open and or maintain conversations (Ekmekci, 2015).

2.3.3 Complaints speech act

According to Moon (2001), Tanck (2002), and Tabatabaei (2015), in the speech act of complaining, the speaker expresses displeasure or annoyance about a past or ongoing action that has negatively impacted the speaker. Because the speech act of complaining is a face-threatening act for the speech partner, the speaker must be

careful not to offend the face or feelings of the speech partner so that good relations between the speaker and the hearer can be maintained (Moon, 2001).

Searle (1976, in Tabatabaei, 2015) includes complaining as part of a group of expressive speech acts related to the expression of an annoyed psychological state. The speech act of complaining is different from the speech act of criticizing. Compared to complaints, the choice of language in criticism is more forceful, harsh, condescending, and direct (Moon, 2001).

Olshtain and Weinbach (1987, in Moon, 2001) identified the conditions that must exist in the complaining speech act. These conditions exist by indicating what prompts speakers and speech partners to speak, what is being discussed, and why they are complaining. The conditions for the appearance of the speech act of complaining are:

1. The previous speaker expects an expected event to occur (appointment, return of debt, fulfillment of an appointment, etc.) or prevents an unexpected event from occurring (cancellation, damage, humiliation, etc.). The outcome of this event is then not in accordance with the speaker's expectations, either by being able to or failing to prevent offending the speaker.
2. The speaker views an action that previously had unintended consequences for the speaker and offends the speaker.
3. The speaker believes that the previous action was the fault of the speech partner.
4. The speaker chooses to speak to express his disappointment and frustration.

The complaining speech act threatens the negative face of the speech partner, who is free of the burden that often appears when a complaint is accompanied by a request for compensation. When the speaker who performs the speech act complains, the positive face of the speech partner who wants to be appreciated and valued is also threatened.

According to Tabatabaei (2015), complaints are illocutionary acts in which speakers' express disagreement or other negative feelings about certain issues, with speakers believing the speech partner is the responsible party, either directly or indirectly.

The directness of the speech act of complaining can be controlled by the speaker (Moon, 2001). Speakers can use various forms of linguistics and non-verbal signals so as not to threaten the partner's face and maintain politeness. However, perceptions of face threat and politeness are not always the same. According to Moon (2001), the boundaries of complaints that do not offend the hearer will vary greatly depending on the language and culture of the hearer.

2.3.4 Classification of speech acts of complaining

Sukyadi and Dyah (2012) and Eshraghi and Shahrokhi (2016) use a classification of complaining strategies from Trosborg (1994) which consists of four dimensions which are further divided into eight categories, namely:

a. No explicit reproaches

This category has only one sub-category, namely Hints. Generally, speakers will use the Hints strategy to avoid conflicts caused by complaints related to illocutionary acts of face threatening acts.

1. Hints

When using the Hints strategy, speakers do not use propositions in expressing complaints to avoid possible conflicts with speech partners. The speaker implies that the speaker knows about alluding to the conflict, but indirectly makes the speech partner responsible. The speaker does not state something that can be directly referred to as a complaint because the speaker avoids offending the speech partner. This strategy can be considered as the most indirect complaint and Trosborg (1995) feels this strategy is weak.

“Maam, I'm not sure why I got a C in your class. "Could you please explain why?"

b. Expression of Annoyance or Disapproval Category

This category is used to express the speaker's negative assessment of the speech partner's actions. The category consisting of Annoyances and Ill Consequences has a higher level of face threatening acts than the Hints category.

1. Annoyances

When using the annoyances strategy, the speaker expresses his annoyance by stating a situation that is considered not good for the speaker. The speaker implies that the hearer bears responsibility for the situation but avoids calling the hearer the guilty party.

"It's very bothersome to hear a lot of noise every night. So, can you improve it?"

2. Ill consequences

When the ill consequences strategy is used, the speaker expresses his annoyance by mentioning a situation that is considered not good for the speech partner. Just like the annoyances strategy, the speaker also avoids calling the speech partner the guilty party. The difference lies in the additional sentence on the ill consequences strategy. The speaker adds utterances to express the consequences of the offending that is considered to have been made by the hearer.

"Hello, why am I unable to use my camera again? What exactly did you do with my camera? Okay, I won't lend it to you right now".

c. Accusation

This category consists of two complaining strategies, namely Indirect accusation and Direct accusation. Both of these strategies aim to send certain messages about the complaint in different ways. Indirect accusations are used by sending ambiguous complaint messages, while Direct accusations are used by sending direct complaint messages.

1. Indirect accusations

Through indirect accusation, the speaker asks the speech partner questions related to the situation or emphasizes that the speaker is in one way or another connected with the offence. According to Trosborg (1994, in Sukyadi and Dyah, 2012) the use of questions or a bit of information threatens the face of the speech partner less.

"Excuse me sir, I just want to ask you about my score? "How come I got a C on the final exam but an A?"

2. Direct accusation

Through the direct accusation strategy, the speaker directly accuses the speech partner as the party responsible for the offence.

"What happened to my camera? You must explain about this to mother and ask her to buy the new one to change this".

d. Blame

The Blame category is a complaining strategy that has the highest level of face threatening compared to the other categories. Speakers complain directly and aggressively use face threats. This category consists of Modified blame, Explicit blame (behavior), Explicit blame (person).

1. Modified blame

By using the modified blame strategy, the speaker expresses a modified disapproval of an action that is accused of the speech partner. Also through this strategy, the speaker expresses a preference regarding an alternative approach that was not taken by the previous speech partner.

This strategy implies that the speech partner is accused of being guilty of offending, even though the speech delivered is not expressed explicitly.

"Wow, it's so loud... I'm exhausted and need to sleep. "Can you be at least a little bit?"

2. Explicit blame (behavior)

By using the explicit blame (behavior) strategy, the speaker clearly states the actions for which the speech partner must be held responsible. The unique characteristic of explicit blame (behavior) is an explanation stating that the speech partner's previous actions were not good. This strategy can sometimes be considered more lenient than modified blame.

"I understand that you may have a commitment that requires you to arrive home late. But, because it's late at night and everyone is already in bed, I think it's best if you don't make any distracting noises on your way home. I believe this is good for you because your recent behavior has made everyone here uncomfortable. So, could you please be more cautious next time?"

3. *Explicit blame (person)*

Through the strategy of explicit blame (person), speakers explicitly state someone's fault. The speaker tells directly to the speech partner, provided that the said partner is considered an irresponsible social member. "Hey, you ugliest son of a bitch!!! This camera will not be repaired if you simply say "sorry" and then watch TV. "Go, fix it!"

In studying the speech acts of complaining hotel guests, this research uses the classification strategy of complaining speech acts from Trosborg (1995) which is used in the research of Sukyadi and Dyah (2012) and Eshraghi and Shahrokhi (2016). Trosborg (1995) classification of complaining speech acts originally compared the discourse and sociolinguistic competence of English-learning Danes with those of native English speakers. However, this strategy classification can also be used for other research topics related to pragmatics, such as hospitality. The advantage of using Trosborg (1995) strategy classification is that there are levels of strategies that are closely related to face threatening acts, thereby making it easier to explore the extent to which face threats occur.

2.3.5 Hotel Guest Complaints

According to Avant (2013), there are two types of hotel guest complaints submitted offline and online: core business system and customer service. Hotel product issues, such as shabby decor, dirty beds, and overcrowded rooms, are linked to issues in the hotel's core business system. Customer service issues in hotels concern how hotel guests are treated by hotel staff.

Avant (2013) divides hotel service failures and mistakes into three categories: service implementation system failures, responses to hotel guests' needs and requests, and unexpected employee actions. These categories cover a variety of complaints lodged by hotel guests.

Sparks and Browning (2010, in Avant, 2013) made a classification of hotel guest complaints online. The research data was obtained from Tripadvisor and

compared the frequency of occurrence between one complaint content and another. The following is the content of online hotel guest complaints based on the order that most often appears in Sparks and Browning (2010, in Avant, 2013):

1) Room features

Usually, the content of this complaint relates to hotel room facilities and features. Complaints submitted can be in the form of beds, sheets, lighting, and toilets.

2) Consumer service

The content of this complaint relates to service to hotel guests. Complaints submitted are usually the check-in process, housekeeping, and restaurant services.

3) Public areas of the hotel

The content of this complaint relates to the public facilities provided by the hotel, namely the parking lot, swimming pool, and hotel lobby.

4) Star reference

The content of this complaint relates to the hotel's star level with actual conditions. Usually, what hotel guests complain about is that the hotel stars do not match the facilities and services.

5) Food or beverage

The content of this complaint relates to the food or beverage provided by the hotel. Usually, hotel guests complain about the taste, portion, cleanliness, and speed of food and beverage provision.

6) Value reference

The content of this complaint relates to the suitability of the price of the stay with the facilities and services provided. Hotel guests usually compare the price of the hotel visited with other hotels.

7) Location

The content of this complaint relates to the location of the hotel. Usually, guests have their own preferences regarding the location of the hotel. There are some hotel guests who are concerned with strategic locations, but there are also those who want to be far from the city center.

8) Tour company

The content of this complaint relates to services that use the services of other parties to stay at the hotel. The services used are tour and travel, hotel agents, vouchers, and hotel review websites. Hotel guests usually complain about differences in service with other guests or lack of sufficient information.

9) Ambience

The content of this complaint relates to the ambience of the hotel. Hotel guests usually complain about the decoration, lighting, or atmosphere of the hotel which can affect their mood.

According to Sparks and Browning (2013) usually hotel guests complain about two aspects of service, namely the core product and relational service. The core of the hotel product relates to the main aspects of the hotel in competing with other hotels which then creates certain competencies to be offered to consumers. The core of hotel products is always related to the facilities provided in the room, including

bathrooms, comfortable beds, deposit boxes, complimentary, refrigerators, and so on. In addition, facilities outside the room such as swimming pools, restaurants, fitness centers, and so on can be another consideration for hotel guests.

The relational component related to service is present from the interaction between hotel staff and hotel guests (Sparks and Browning, 2013). Service and interpersonal skills of hotel staff are very important to maintain hotel guest satisfaction during their stay. Hotel staff service to hotel guests can also cause problems for the hotel's core products, such as hotel staff who are rude when delivering food to the room or carrying luggage can also cause disruption to room facilities.

According to Kasper and Vela (2011) guest complaints related to the behavior of hotel staff involve rude service, lack of service to guests, and slow service to respond to hotel guest requests.