

CHAPTER I

INTRODUCTION

A. Background of the Study

The receptionist is the important part of a hotel, because customers will come to the receptionist at beginning of their stay in the hotel. Mellinger states. "The receptionist represents the public face of a business" (par. 1). Becoming the important part of a hotel, receptionist have to know and understand all of the information about the hotel, so when there is a customer who comes to the receptionist, they can handle it. Fredman states, It is very important for the receptionist of a company to have good information (par. 4). Thus, to be a receptionist one must have good information to customers.

I did my internship at Hotel Kedaton Bandung from July 14, 2014 to August 13, 2014 as a receptionist. I always tried to serve the customers well, but I still cannot handle the customers' complaints. As a receptionist, my tasks were making guest cards, greeting the customers, giving information and calling housekeeping to check the hotel room.

When I did my internship, I had a difficulty in handling customers' complaints. As a receptionist, I should have the skills to handle customers, because the complaints usually come to the receptionist. "How to Handle Guest with Complaints in Hotel" discusses that, "Most of the time, the complaint comes to the hotel receptionist, who should have the skill and knowledge to handle it effectively" (par. 2). Based on my experience when I worked at Hotel Kedaton, I was confused about how to handle customers' complaints. An example is when there was a foreign customer who came to me angrily, because the Wi-Fi did not work. At that time, I really did not know what I should do. I did not have the skill and knowledge to handle the customers' complaints. This problem is important to discuss because it influenced my performance as a receptionist at Hotel Kedaton.

Based on the above explanation, I would like to discuss my difficulty in handling customers' complaints when becoming a receptionist at Hotel Kedaton. This term paper contains some potential solutions to solve the problem, and I believe that the solutions can be useful for people who have the same problem as me when working as a receptionist at a hotel.

B. Identification of the Problem

My problem will be analyzed based on the following questions:

1. Why did I have a difficulty in handling customers' complaints?

2. How did my problem influence my working performance?
3. How should I handle the problem?

C. Objective and Benefits of the Study

The objectives of the study are to find out the causes and effects of the problem and to present the best solutions to solve the problem. The benefits of the study for me as a writer is I can learn how to handle the customers' complaints. For the readers, they will learn some information about how to handle the customers' complaints if they work as a receptionist at a hotel.

D. Description of the Institution

Hotel Kedaton is conveniently located in the heart of Bandung's business district. The location of Hotel Kedaton is very strategic. It is near the train station, and it only takes a few minutes to get to Husein Sastranegara International Airport. "Hotel Kedaton (3***) - Bandung" discusses, "From the hotel it takes 5 minutes to get to the train station and 10 minutes to get to the shopping centre and government offices. Husein Sastranegara International Airport is 15 minutes away" (par. 2).

Hotel Kedaton has 120 rooms, are the rooms some of the most luxurious in Bandung. Most rooms have 2 twin beds with air-conditioning, Wi-Fi, a

bathtub and a cable television. There is also small a swimming pool in the hotel, which is clean and set in a pretty garden.

Furthermore, Hotel Kedaton has an own pub and karaoke rooms, spa rooms with excellent service by their therapists. The restaurant serves local and western foods.

E. Method of the Study

In order to solve the problem, I collected data to support the analysis. The data were from the library research and field research. Library research was done to find theories from books and the Internet. The field research is based on my internship experience as a receptionist at Hotel Kedaton.

F. Limitation of the Study

The focus of this study is solving the problem in handling customers' complaints when becoming a receptionist at Hotel Kedaton. The period of my internship is one month, starting from July 14, 2014 to August 13, 2014. The subject of research is me as a receptionist at Hotel Kedaton.

G. Organization of the Term Paper

The term paper starts with the Abstract, which is a summary of the term paper in Indonesian. The second is Acknowledgements and Table of Content,

followed by the four chapters. The first chapter is Introduction, which contains Background of the Study, Description of the Institution, Method of the Study, Limitation of the Study, and Organization of the term paper. The second chapter is Problem Analysis, which contains the analysis of the causes and effects of the problem. The third chapter is Potential Solutions, which contains the potential solutions together with the positive and negative effects of the potential solutions. Lastly, the fourth chapter is Conclusion, which contains the summary from chapter two and chapter three. After that, there is Bibliography, which contains the sources of the references to support the research. The last part is Appendic, which contains a flowchart.