

CHAPTER I

INTRODUCTION

A. Background of the Study

Hotel business is one of the promising businesses, because there are many people who choose to stay at hotels when they are traveling for some days. On the other hand, it is also a challenging business, because in Bandung there are many new hotels nowadays, which create a competition among them.

Customers are the most important part in a hotel business. It is stated in "Why Customers are Important" that "Customers are the most important people for any organisation. They are the resource upon which the success of the business depends" (par. 1). Therefore, it can be said that the number of the customers will determine the growth and success of the hotel. A lack of customers can become a serious problem for a hotel. One of the hotel which has such problem is Kedaton Hotel.

I did my internship at Kedaton Hotel from July 2014 until August 2014. In my internship, I worked as one of the Front Office staff. As a Front Office staff, I need to greet the customers, help them in making reservation, and handle the payment from customers. It is stated in

“Smart? Approachable? Flexible? Then making the right impression could be the right career for you” that “Front office (or front of house) staff are often the first people guests meet. You might be checking people in, dealing with questions or complaints, so you’ll need to be friendly, flexible and happy to help. People like you make a hotel service memorable for all the right reason” (par. 1).

During the internship, I found one problem that Kedaton Hotel had. The problem is Kedaton Hotel was lacking in customers. Based on my interview with Ibu Restu, the Front Office staff who has been working already there since Kedaton Hotel was built, she said that the number of customers had been decreasing since 2012 and the worst situation was in 2014. (21 June 2015). She mentioned the number of customers per month in June until August 2014. In June 2014, there were 1313 customers staying in Kedaton Hotel, in July the customers were decreasing into 969 customers, and in August 2014 the number of customers kept decreasing down to 823 (21 June 2015). Kedaton Hotel has around 108 rooms, but unfortunately there were just few customers who staying in that hotel. Finally, Kedaton Hotel had to reduce the staff because Kedaton Hotel had to reduce the cost of expenditure. That is why this problem should be handled as soon as possible.

During my internship in Kedaton Hotel, I found that Kedaton Hotel only had a few customers even in high season periods such as Eid holiday and New Year holiday. There were only 22 rooms sold out of the 108 rooms available in one day. I think it can be a serious problem for the hotel.

Based on this problem, I would like to find the solution to solve the problem.

B. Identification of the problem

The problem that I am going to discuss in this paper is formulated in these questions:

1. Why did the hotel lack of customers?
2. How did this problem affect the hotel?
3. How could the hotel get more customers in the future?

C.Objectives and Benefits of the Study

The objectives of this term paper is to analyse the causes and the effects of Kedaton Hotel lacking in customers and to give the best solutions to solve this problem. There are also some benefits for the hotel and the readers. The benefit for the hotel is the staff of Kedaton Hotel can know how to attract more customers in the future. While the benefit for the readers is they can learn the difficulties that they may face if they want to run a bussines hotel, and also know how to overcome the problem. The benefit for me as a writer, I can know how to be a good receptionist so that I can make the customers comfortable and choose Kedaton Hotel as their first choice.

D. Description of the Institution

Based on the information that I get from the website of Kedaton Hotel, Kedaton Hotel was built by PT Ajea Catur Eka Pratama in 1997. It is located on Jl. Suniaraja no 14 Bandung. The hotel has a strategic location from the centre of the city. It is near from Jalan Braga and it just takes 15 minutes to Husen Sastranegara Airport. If people want to depart by train it just takes 5 minutes by car. Kedaton Hotel has 116 rooms and it is divided into 4 categories. They are standard, deluxe, executive and junior suite as the most expensive of all. Kedaton Hotel has many facilities such as fitness centre, swimming pool, karaoke, meeting room, sauna, and conference room.

E. Method of the Study

The data of this term paper is based on my internship in Kedaton Hotel from 14 July until 13 August 2014, the interview with the front office supervisor and front office manager, my internship journal and library research. The data of library research are from printed and electronic sources. The data that I found are used to analyze the causes, the effects, and the potential solutions.

F. Limitation of the study

The subject of this research is Kedaton Hotel, which has had a lacking in customers since July until August 2015. I will focus on finding the best solution to overcome the problem.

G. Organization of the Term Paper

The term paper is divided into some parts. The first part of this term paper is the Abstract, the overall summary of the term paper in Bahasa. Second, is the Declaration of Originality, and then the next parts are Acknowledgements and Table of Contents. Chapter One is the Introduction, containing Background of the Study, Identification of the problem, Objectives and Benefits of the study, Description of the Institution, Method of the Study, Limitation of the Study, and the last one is Organization of the Term Paper. Chapter Two is Problem Analysis. In this chapter, I will discuss the causes and the effects of my problem. Chapter Three is about the Potential Solution to solve the problem. This potential solution has positive and negative effects to be discussed. In Chapter Four I will explain the conclusion of all analysis. The last part is the Bibliography and the Appendices which contain the flowchart, hotel brochure, the transcription of the interview with Richardo, Urip Saefudin, and Restu as the Supervisor and Front Office Manager in Hotel Kedaton as well as a Front Office staff who already worked there since Kedaton Hotel was built, review from a guest hotel, and hotel profile.