

CHAPTER III

POTENTIAL SOLUTIONS

In this chapter, I would like to discuss the potential solutions to solve the problem that Kedaton Hotel had. There are some potential positive and negative effects of each potential solution. The potential solutions will be presented in the following paragraphs.

The first potential solution is the hotel should improve the facilities and the maintenance service of the hotel. The conference room, WiFi, air conditioner, water, and the food are the things that Kedaton Hotel should improve. When I did the internship in Kedaton Hotel, many customers complained about the WiFi was not good, the air conditioner which did not work well, the water which was dirty, and the breakfast which did not have many options. Kedaton Hotel has to contact some people such as the technician to handle the WiFi and air conditioner, the maintenance department to check the water condition, and the hotel's food and beverage department to discuss the menu options. Actually, the hotel needs to add more meeting rooms because there are only 2 meeting rooms, and sometimes the customers need more than 2 meeting rooms.

Wulanto and Hadi said having complete facilities, and will bring benefit to the hotel. Moreover, it will make the guests' interest improve optimally (1).

There is one potential positive effect of this solution. The first potential positive effect is the customer's satisfaction will be improved. As Adi Anti Teror said if a hotel provides more complete facilities, customers will be more satisfied and finally choose the hotel as their top priority (7). By having better facilities, the customers will feel more comfortable and relaxed, so they will enjoy their time at the hotel. If the quality of the hotel is improved, the customer's satisfaction will be improved as well.

The second potential positive effect is the hotel will be able to compete with other hotels. By improving the facilities, such as by doing renovation, the hotel will be able to attract more customers and compete with other hotels. Renovation is needed to maintain the physical condition of the hotel. If the physical condition is satisfying, it will give a good impression to the customers. As Te Fu Chen said "where competition is intense, renovation seems to be an important strategy for hotels to stay competitive" (par. 1).

The potential negative effect of my first potential solution is the customers will feel disturbed by the renovation. As I said before the Kedaton Hotel just have two meeting rooms. The capacity of the first one is only twenty people and the second is around fifty people. It will be better if the hotel can provide some meeting rooms for a larger group of peoples. Therefore, it can fulfil the need of customers who would like to have a meeting in a hundred people or more. But, when a hotel does a

renovation, it can have a negative effect as stated in “5 tips for A Successful Hotel Renovation” that one of the biggest causes for complaints during a renovation project is the noises it creates (par. 5). By doing renovation, customers who stay in the hotel may give some complains or feel dissatisfied because they are disturbed by the noise of the renovation. As Dedy A., one of the hotel’s customer, said that their visit was not at the right time, because the hotel was being renovated, so they feel disturbed by the noise from the ongoing renovation activities (1).

The second potential negative effect of the first potential solution is the renovation will needs budget. As stated in “Merenovasi Hotel Tua Dengan Konsep Desain Terkini” that hotels need necessary actions such as renewing and adding new elements to certain parts. This option need large cost. (par. 5). Some renovation needs money because the hotel must build more meeting rooms.

The second potential solution is the hotel should make promotions such as giving discounts, making brochures, and putting advertisement in social media like Twitter, Facebook, Instagram, Blog, etc. As “Marketing - Promotion Strategy” said that there are many ways hotels can go about bringing in more guest at anytime of the year such as make a cooperation with travel agents, give membership card, etc. (par. 1). Actually, as “Marketing – Promotion Strategy” said promotion is the method you use to spread the word about your product or service to customers, stakeholders and the broader public. (par 1). The right time to do a promotion is when the hotel is ready to satisfy the customers and the facilities are in good

condition and ready to be used maximally. Kedaton Hotel could make a website, or use Instagram, Facebook and Twitter to promote it. The hotel can have a special program, such as giving the discount during the holiday or making event such as break fasting in Kedaton Hotel to attract more customers. As Ivana Taylor said “treat this promotion program like an event. Promote it, tell your newspaper about it and get the word put anyway you can. Give new customer a reason to come and try something new” (par. 13).

This potential solution has two potential positive effects. The first potential positive effect is the hotel can get more profits. When the hotel makes a promotion and gives special offers, the customers will be interested to stay in the hotel. As Stefani and Mukti said for hotel management, marketing purpose is to sales rooms, food and drinks. With the increase in sales, the revenues will increase and at the same time will increase the profit also (par. 1). Therefore, doing a promotion will result in sales and the profit of the hotel will increase as well.

The second potential positive effect of the second potential solution is the hotel can get new loyal customers. When the hotel does a promotion or gives special offers by giving discounts for a few times in a month, it will attract the customers as Stefani and Mukti said if you want to have loyal customers, you need to give some appreciations such as a special discount, to make them loyal to your hotel (par. 7). The hotel needs to prepare the special offers such as discount or membership card to the customers because by giving membership card it can attract more

customers to Kedaton Hotel. A successful promotion will attract the customer and it will bring benefit to the hotel.

After discussing the positive effect, I will discuss potential negative one. The potential negative effect of this potential solution, namely the hotel will need more budget. As Stefani and Mukti said that in order to do a promotion, it will needs a lot of budget, because promotion is not only done once or twice but regularly, so that people will remember and be loyal to your hotel (1). Doing a promotion will require more budget. When Kedaton Hotel does a promotion such as making brochures, Kedaton Hotel has to spend more budget for the promotion.

I will discuss the last potential solution for my problem. The third potential solutions is, the hotel should provide a good customer service. As K.A. Francis said “good customer service keeps customer coming back” (par. 1). It means that the Front Office staff must attend training to give a better customer service. The good customer service is not just for receptionists but for all the Front Office staff such as receptionist, bell boy, and housekeeping staff.

The potential positive effect of the third potential solution is the hotel will grow and be better than the others. Susanti Wahyuningsih said that hotels that want to grow must be able to provide qualified and excellent service (par. 2). When Kedaton Hotel has a good Customer Service the customer will be satisfied with the service, they will recommend Kedaton Hotel to their friends then the new customers will come to Kedaton Hotel and it will make Kedaton Hotel grow fast.

The potential negative effect of the third potential solution is the hotel will need some budget for training the staff. Training the staff is needed to improve the hotel's Customer Service, by hiring a profesional trainer. The Front Office staff, including housekeeping, and food and beverage staff need to be trained for a better performance. The hotel needs to spend more budget for doing the training for the staff. As I. Sirdavanto said that although workforce training requires a lot of money, but the training must still be carried out because the training has great benefits for both the vendor and the employees of the company (par. 1).