

CHAPTER I

INTRODUCTION

A. Background of the Study

Hilton hotel is an international hotel which is well-known and has a good reputation in hospitality industry. In Indonesia, there is only one Hilton Hotel, which is located in Bandung. Due to its reputation, I am of the opinion that Hilton Hotel is the best choice for doing my internship.

I did my internship at Hotel Hilton Bandung from 18th June until 16th September 2012 as a front office trainee. When doing this internship, I have a difficulty that is really hard for me to handle because I do not have any previous experience. My difficulty is in handling guests' complaints as a front office trainee at Hotel Hilton Bandung and I choose this difficulty as my term paper topic.

Based on the observation when I had my internship at Hotel Hilton Bandung as a front office trainee, handling complaint is the most frequent problem that comes up in the front office department. Some of the guests will complain of many things about the hotel to front officers. The guests often complain about their check-in time as they suppose to check-in in two o'clock but they arrived in the hotel at twelve o'clock or when they

want to check-in but the room is not ready so the guests have to wait for the room and the guests also often complaints about the service, such as when they order some food and they have to wait quite long for the food. Due to this situation, I conclude that handling complaints is difficult and I am interested in taking this as my term paper topic so that I can find out some ways to handle this problem.

B. Identification of the Problem

The problems I am going to analyze in this paper are formulated in these questions :

1. Why do I have difficulties in handling guest complaints as a front office trainee at Hotel Hilton Bandung?
2. How does this problem affect my working performance?
3. How should I handle guest complaints appropriately?

C. Objectives and Benefits of the Study

The objectives of the study are to know why I have difficulty in handling guest complaints as a front office trainee at Hotel Hilton Bandung and how this problem affects my working performance. Besides, the study also aims to analyze how to handle guest complaints.

The benefit of doing this research for the institution is the institution will get more knowledge about how to handle guest complaints well. This can affect

the ways they handle complaints and how good they are in handling the complaints. What is more, the guests might be loyal guests if the hotel can take their complaints as feedback and resolve the matter quickly. The team member of the hotel will get more revenue if the guest is loyal, because the guest will choose Hilton Hotel as the first choice to stay when they go to Bandung. As the writer, I will also get more knowledge about handling guest complaints which will be useful for my personal references in the future. In general, the readers will get more knowledge about handling complaints and what to do when someone is complaining to them.

D. Description of the Institution

The following information about Hotel Hilton Bandung is based on Hilton website (hilton.com), Hilton's brochure, and hotel general information for trainees. As mentioned in Hilton Hotel's official website, Hilton Hotel is an international hotel that was built by Conrad Hilton in 1919. The first Hilton Hotel was opened in 1927. From the brochure I conclude that Hilton Hotel has a lot of brands, such as Waldorf Astoria, Conrad, Hilton, Double tree, Embassy Suites, Hilton Garden Inn, Hampton, Homewood Suites, Home 2 and Hilton Grand Vacations. In Indonesia there is only one Hilton Hotel and it is Hotel Hilton Bandung. As mentioned in the hotel general information for trainees, Hotel Hilton Bandung was opened on 21st of March 2009 with more than 200 staff at the beginning. The first General Manager at Hotel Hilton

Bandung was Mr. Peer Norsel from Denmark and he was in charge for three years. After Mr. Peer Norsel was transferred to Edeline, Mr. Scott Wilson is in charge as the General Manager from now on. He comes from Australia.

There are a lot of facilities that are provided at Hotel Hilton Bandung, based on hotel general information for trainees :

1st floor : Lobby, Purnawarman restaurant (for breakfast), Magma Lounge.

2nd floor : Back Office and Magic Operator.

3rd floor : 5 meeting rooms and 1 ballroom.

4th floor : General Manager Apartment and 2 meeting rooms (Mancala and Reversi)

5th floor : Spa and Hotel rooms.

6th floor : Fresco restaurant (Italian Restaurant), Pool, Gym, and Hotel rooms.

11th floor : Executive Lounge and Hotel rooms.

While in the 7th until 10th floor, there are bedrooms, which are divided in four types of room: Deluxe room (118 rooms), Executive room (45 rooms), Executive plus (19 rooms), Junior Suites (3 rooms), and Presidential Suites (1 room). The total number of rooms at Hotel Hilton Bandung are 186 rooms.

It is also stated in the hotel general information for trainees, that the values of Hotel Hilton Bandung are :

H : Hospitality = we are passionate about delivering exceptional guest experiences.

I : Integrity = we do the right things all the time.

L : Leadership = we are leader in our industry and in our communities.

T : Teamwork = we are team players in everything we do.

O : Ownership = we are the owners of our actions and decisions.

N : Now = we operate with a sense of urgency and discipline.

As mention in the hotel general information for trainees, the vision of Hotel Hilton Bandung is created by the founder itself, which is: 'to fill the earth with the light and warm of hospitality. Furthermore, The mission of Hotel Hilton Bandung is to be preeminent in global hospitality company, to be the first choice of guest, team member, and owner alike.

E. Method of the Study

Two research methods are applied in doing this study. The first method that I apply for this term paper is by observation done when I had an internship at Hotel Hilton Bandung from 18th June until 16th September 2012. The other method is the library research. This method was done by doing an electronic research and by searching books for finding the theories to support my analysis.

F. Limitation of the Study

The limitation of the study will be about handling guest complaints as a front office trainee at Hotel Hilton Bandung when I did my internship from 18th June until 16th September 2012.

G. Organization of the Term Paper

The first chapter of the term paper consists of the introduction of the study and the problem that I get during my internship. In the second chapter, I present the problem analysis, specifically about the causes and effects of the problem. The third chapter, the potential solutions, presents the ways to solve the problem, supported by theories or personal interviews. The last chapter, which is chapter four, is the conclusion. In this chapter, the chosen solution of the problem is presented with clear and logic arguments. The term paper ends with the Bibliography and Appendix.