

# CHAPTER I

## INTRODUCTION

### A. Background of the Study

Hotel is one important part of the hospitality industry. Baker, Huyton, and Bradley believe, “To most people, the hospitality industry consists only of hotels and restaurants. However, the *Oxford English Dictionary* defines hospitality as the ‘reception and entertainment of guests, visitors or strangers with liberality and goodwill’ (2). Jaszay and Dunk describe, “The hospitality industry is a service industry. We may prepare the food and clean rooms, but service is a real product” (2). Therefore, the hospitality industry, particularly hotels, covers all areas related to giving services and everything that guests need to make them feel satisfied.

Thereby, it is crucial for staff working in a hotel to give their best services to their guests, including proper communication with hotel guests. Dwyer states, “Firms, business or agencies that provide a product or service to others must interact and operate with other people.

This interaction with clients, customers, staff and members of other organizations requires communication and will succeed if the communication is effective” (4). It is advisable for the staff to have good social skills to be able to socialize well in order to serve the guests well and make them feel welcomed. Anderson, Charles, and Blakemore state, “Social skills, or the manner in which we speak to and deal with people will make all the difference even in difficult situation” (54). Therefore, it is important for the hotel staff to meet the guest satisfaction through one of the hospitality services, particularly communicating properly with the guests. Dwyer states, “Establish and maintain a good relationship with your customer, to persuade them to keep using your product or service” (195). As each guest has different characteristics and backgrounds, treating the guests is not the same. The service should be centered on the guests. This is supported by Dwyer who states, “Putting customer’s needs and expectations first is the best way to establish a relationship with them” (200).

I had a lot of experiences during my apprenticeship at Executive Lounge, Hilton Hotel Bandung. I realized that I had a difficulty in having communicative interaction with the guests because I did not have any experience working at a hotel. It was difficult to start a conversation with them and I was also hesitant to engage them in a conversation. My lack of social skills influenced my working performance. I should have had a good communication with the guests to build a good relationship with them. Dwyer states, “Good communication establishes a connection and

understanding between two or more people. It enhances individuals, work performance and relationship with other” (17). Because of my weaknesses, I could not give my best services to the guests, particularly in order to meet guests satisfaction. Thereby, I chose this problem as my topic for my term paper. I would like to discuss this topic further to find out the causes and effects of my problem and the best solutions for the problem.

## B. Identification of the Problem

During my apprenticeship at Hilton Hotel Bandung, I had a difficulty in having communicative interaction with the guests at Executive Lounge. Therefore, I am interested in discussing this topic. I would like to analyze these research questions in my research:

1. Why did I have difficulty in having communicative interaction with the guests at Executive Lounge, Hilton Hotel Bandung?
2. How did the problem influence the service to the guests?
3. How should I overcome the problem effectively?

## C. Objectives and Benefits of the Study

The aim of the study is to define the problem of having communicative interaction with the guests at Executive Lounge, Hilton Hotel Bandung and propose some potential solutions; as well as choosing the best solutions.

I expect that the study can be beneficial for Hilton Hotel Bandung so that they will realize that every staff and trainee must have communicative interaction with the guests. Besides, this study can motivate me and the readers to improve social skills, especially spoken interaction with others.

#### D. Description of the Institution

Hilton Hotel Bandung is one of the best hotels in Bandung. The owner of Hilton Hotel Bandung is Mr. Tatang Hermawan, who is also the owner of the Conrad Hotel Bali. The soft opening of Hilton Hotel Bandung was held on 29 February 2009. The grand opening of Hilton Hotel Bandung was held on 21 March 2009. Initially, Hilton Hotel Bandung was a tennis court which be rented for the local people. The architect of Hilton Bandung is WOW Architects from Singapore. (Source: Rommy)

Based on “About Hilton Worldwide”, it is stated that Hilton Hotel’s vision is to fill the earth with the light and warmth of hospitality (par. 2). The Mission of Hilton is to be the preeminent global hospitality company - the first choice of guest, team members and owners alike (par. 3).

#### E. Method of the Study

The data used to support the analysis of the topic are attained from library research, articles from Internet, and internship journal.

## F. Limitation of the Study

In this study, I mainly focus on the my difficulty in having communicative interaction, which is verbal communication with the guests while I was working in the front office department of Hilton Hotel Bandung from 18 June 2012 to 18 September 2012.

## G. Organization of the Term Paper

My term paper starts with the abstract. Declaration of originality, acknowledgements, and table of contents are following after the abstract. Chapter I describes about background of the study, identification of the problem, objectives and benefits of the study, description of the study, method of the study, limitation of the study, and organization of the term paper. Chapter II describes the problem analysis. It will discuss the causes and the effects of the problem. Chapter III describes the potential solutions. It will discuss some potential solutions to solve my problem and some potential positive and negative effects of each potential solution. Chapter IV describes the conclusion of my term paper. In the final part, I present the Bibliography and the Appendix.