

# CHAPTER I

## INTRODUCTION

### A. Background of the Study

The topic that I choose for this term paper is about my difficulty in following up guests' complaints at Hilton Hotel Bandung (henceforth, HHB). The reason why I choose this topic is because I understand that every guest's complaints will help the company develop well. Through the guests' complaints, the company will know what is wrong with their service, and it will be able to improve the things that the guests are complaining about, in order to avoid the same mistake happening again in the future. As the article entitled "Commercial Sector" says, "With proper attention to customer complaint you (as a hotel employee) can help your business grow and prosper" (par. 3). By the word "you" here, the article refers to hotel employees. The other reason is because it is the problem that I always faced in my workplace and was my biggest problem that was hard for me to solve when I did my internship there. This problem is important to be discussed also because it can help me and other staff to solve the same type of complaints in the future.

I experienced the problem during my internship program as a MAGIC (Managing All Guest Incoming Calls) agent from 27 December 2011 until 27 March 2012 in HHB. During my internship, I faced many hotel's guests who made complaints about many different things. I had difficulty in following up the guests' complaints by phone and in face-to-face interactions when I went to the guests' rooms, and I could not solve it. The guests mostly complained that they had to wait for their order for a long time, about Internet problems, and about the dry cleaning service that took long. It happened almost every day. My colleagues and I experienced the same kind of complaints from the guests. I got confused on how to follow up and explain to the guests why they received their order longer than they expected. Thus, in this term paper I would like to find out the best solutions to overcome this problem. I will analyze this topic critically and systematically.

## B. Identification of the Problem

From the experience that I have got during my internship program in HHB, I would like to analyze the problem in following up the guests' complaints by trying to find the answers for these questions:

1. Why could I, as a MAGIC agent, not follow up the guests' complaints ?
2. How did the problem affect me as a hotel employee, the guests, and the other staff ?
3. How can I solve this problem ?

### C. Objectives and Benefits of the Study

This study that I choose to be discussed has some objectives. The objectives are: to find out the causes and effects of my difficulty in following up the guests' complaints, and to find out the solutions to solve this problem.

This term paper has some benefits for the institution, for me as the writer, and for the readers. For the institution, this term paper can give some suggestions for following up the guests' complaints. For me, this term paper has some benefits to find out the best way that I can face the guests' complaints in a hotel. For the readers, this term paper can give suggestions to those who want to work in hospitality industry an explanation of the problem that can happen and how to solve the problem.

### D. Description of the Institution

The training module for Hilton's trainee entitled Celebrating Our Story describes the background of Hilton Hotel Universal and HHB.

The first Hilton Hotel was built by Conrad Hilton in 1925. It was located in Dallas and was the first hotel company to be traded on the New York Stock Exchange in 1946. In 1949, the first Hilton Hotel to open outside of the United States was located in Puerto Rico. In 1959, the opening of the San Francisco Airport Hilton pioneered the concept of the airport hotels. Hilton bought Doubletree, Embassy Suites, Hampton Inn, and

Homewood Suites for \$ 3.7 billion in 1999. In 2006, Hilton Hotels and Hilton International united to form one company once again.

HHB was built by PT. Yuskitama Lestari from 2006 to 2009, and first opened on 21 March 2009 as a business hotel. The design of Hilton Hotel is modern and luxurious with twelve floors, which are completed with various facilities like ballrooms, nine meeting rooms, swimming pool, gym, spa rooms, executive lounge, Magma Bar, Fresco Italian Restaurant, and Purnawarman Restaurant. Hilton Hotel Bandung is located in the center of Bandung. Its address is on Jalan HOS. Tjokroaminoto No. 41-43.

#### E. Method of the Study

In this term paper, I discuss my problem in dealing with guests' complaints when I was doing my internship program at HHB. The data for this term paper are gathered not only from library research of printed and Internet sources, but also from observation and interview. The data that I collected are used to analyze and identify the problem and to find out the solutions to solve it.

#### F. Limitation of the Study

In HHB, I faced many guests' complaints while I was doing my internship in MAGIC (Managing All Guests' Incoming Call) division and working with my manager, my supervisors, and my colleagues. The

observation was done from 27 December 2011 to 27 March 2012 during the internship.

## G. Organization of the Term Paper

The first part of this term paper is Abstract. The next part is Declaration of Originality, Acknowledgments, and Table of Content which gives the detail the chapter and subchapters.

Chapter I contains the background of the study which explains the reason why I choose this topic to analyze, identification of the problem, the benefits of this term paper, the description of the institution where I did my internship, data and information-gathering method, limitation of the study, and organization of this term paper. Then, Chapter II is about problem analysis, covering the causes and effects of the problem with each supporting theory. Chapter III is about three potential solutions to solve the problem. This chapter also explains the positive and negative effects of each potential solution.

Chapter IV is about the best solution that I take with the reason why that solution is chosen. The last part of this term paper is bibliography that lists all sources of information and theories that are used in the analysis. There are also appendices, which contain the flowchart and interview transcripts.