

CHAPTER I

INTRODUCTION

A. Background of the Study

Nowadays, the business world is developing and businesses are competing tightly, including the business of tourism. As tourism is prospective to be developed in almost every place, business in this field can be promising and profitable. Based on an article entitled Business Tourism, it is stated that “At present, business tourism is one of the leading highly-profitable and most dynamically developing branches of the world economy” (par.1). There are many areas in the field of tourism, one of which is hotel. Hotels in Indonesia are developing and very competitive, ranging from the hotels of low quality to those of high quality.

I had an internship as a telephone operator in Novotel Bandung, one of the four-star hotel businesses in Bandung, which has domestic and also international guests coming for pleasure or doing their business. Thus, it is very important for the hotel to build trust and provide the guests comfort in order to win the competition in the hotel business. Therefore, it is important for Novotel Bandung to always offer the best service in any facility it provides,

including its telephone service to make the guests willing to stay in Novotel Bandung.

When I worked in Novotel Bandung, I found that there was a significant problem which could make the callers upset when calling to make a reservation. The telephone queuing problem could occur as there were just two reservation staff in charge, therefore, the caller should wait for a long period of time. There are chances that they even should call back two to three more times. Furthermore, there were still many calls waiting in lines from other callers calling for other purposes which must also be answered. Besides, on certain days there was only one reservation staff in charge which caused many of the calls that had been connected to reservation was put back through again to the operator. That is why I decide to discuss this problem as my topic for my term paper with the aim of keeping good quality phone service, thus, maintain the good image of Novotel Bandung.

B. Identification of the Problem

The problem that I am going to analyze is stated in two questions below:

1. Why is there telephone queuing in the operator phone lines?
2. How is it to solve the telephone queuing in the operator phone lines?

C. Objectives and Benefit of the Study

The objectives of the study that will be achieved at the end of this term paper are; to find out the causes of telephone queuing at the operator phone lines during office hours at Novotel Bandung. The second is to find out the ways to solve telephone queuing at the operator phone lines during office hours in Novotel Bandung, the last is to find out the best solution to the problem of telephone queuing at the operator phone lines in Novotel Bandung.

The benefit of the study for the hotel is the hotel can find out and solve the main problem in the division of phone operator based on my research. Moreover, the benefit of the study for the readers is they can use this term paper to increase their knowledge about telephone operating in a hotel and how to solve the problem if they encounter similar problem like what I analyzed in this term paper. Furthermore, the benefit of the study for the writer is that I can improve my knowledge and skill as a telephone operator.

D. Description of the Institution

Novotel Bandung is a four-star international hotel under the management of Accor Hospitality from France and is the only Accor's hotel in Bandung. It started to operate on December 10, 2006. It is located in Jl. Cihampelas no.23-25 Bandung and the total area of this hotel is about 4209 m² consisting

of two parking areas including the basement, ground floor, and 156 rooms. The facilities of the hotel are including: Square Restaurant, Business Centre, Lounge Bar, Premiere Lounge, Ballroom, Meeting Rooms, Swimming Pool, Dolfi Children Playground, and Odiseus Fitness Center & Spa. The mission of Novotel Bandung is providing the best service to keep best relationships and trust with the guests.

E. Method of Study

In this term paper, I will analyze the telephone queuing in the operator lines during office hours based on my observation during the internship program which lasts for about three months as a telephone operator in Novotel Bandung. The analysis is also supported by library research.

F. Limitation of the Study

I analyze about telephone queuing in the operator lines during office hours during my internship in Novotel Bandung as a telephone operator for about three months.

G. Organization of the Term Paper

This term paper consists of the Abstract, which is the substance of the discussion of the term paper in Indonesian. This section will help the readers to know the overall term paper quickly. After that, it will be followed by Declaration of Originality, Acknowledgements which contains my thankfulness for the people who are related to my writing term paper, and Table of Contents which allows the readers to find the content through page number, followed by Chapter 1 which is Introduction of Study, Chapter 2, the Problem Analysis which contains the causes and the effects of the problem, Chapter 3, the Potential Solutions to solve the problem including the positive and negative effects, Chapter 4, the Conclusion which presents the best solution to the problem, Bibliography which contains printed and electronic sources of theories that support this term paper, and Appendix which contains the flowchart.