

CHAPTER IV

CONCLUSION

In the previous chapters, I have explained the main problem, causes, and effects of telephone queuing in the operator phone lines during office hours in Novotel Bandung. In addition, there are each three causes and effects that are related to the problem. The first cause is there are limited reservation staff, the second is that most of the callers want to talk to reservation staff, and the third is that limited reservation staff. Besides the three causes, there are three effects of the problem. The first effect is creating callers' complaint, the second is the hotel will have bad image, and the third is that the callers who call out of the office hours cannot talk to reservation staff. Besides, I have also discussed about the potential solutions including with the positive and negative effects for each potential solution.

In this chapter, I would like to discuss the best potential solutions to solve the problem; including, first, hiring trainees as the reservation staff and the second is having reservation available for 24 hours. I decide to combine these two potential solutions, considering that both potential solutions are needed for the staff and the hotel in order to give the best

service to the callers.

It is crucial for Novotel Bandung to be concerned about increasing the number of staff and providing more time for reservation service in order to make each call directly handled and to open the chance to increase room occupancy. Regarding the proposed solution of increasing the number of staff, the best solution is hiring trainees as reservation staff. I totally agree with an article entitled Training (par.3) Training programme can help the trainees to improve their capability, capacity, and performance. Hiring trainees in reservation department can help reservation to improve their performance to handle more callers and more matters more effectively and efficiently. As they are trained specifically for the hotel's purposes. Furthermore, the callers have no need to wait too long to talk to the reservation staff because of more reservation staff in charge.

In order to provide longer phone service, I decided to choose having reservation available for 24 hours. In my opinion, having reservation available for 24 hours can give good effects for the hotel and the customers. First, the hotel can get the higher level of inhabited rooms so that they can increase the hotel revenue. It is proven from an article entitled Other Hotel Operation Part. II which states that "One of the reservation functions is to accommodate the guests to get their rooms as to increase the hotel room occupancy as high as possible" (par.15). Besides, the guest's complaints will decrease because the callers can talk to the reservation staff anytime they want without any phone line holding

or having to wait for a long time. Moreover, the guests can talk to the reservation staff to reserve a room or ask about any information anytime they need without having to think about office hours. Furthermore, the callers from different time zone can also speak to the reservation staff without having to think about the time differences between their country and Indonesia, Bandung in particular. Therefore, Novotel Bandung can have bigger possibilities to win the competition in the hotel business.