

# CHAPTER I

## INTRODUCTION

### A. Background of the Study

Nowadays, hotel business has a fast development. Tjiptono Darmadji states that based on the data from Statistic Center Department (*Badan Pusat Statistik*) there are many hotels in Indonesia, it means that hotel is really important in tourism and many entrepreneurs do this business (par.1). Hotel business is not only developing in big cities but also in small cities; this business has good opportunities as stated by Abdullah (par. 1). The rapid development of hotel business also happens in Bandung. Bandung is one of the cities which become the tourism destination. Moreover, Patria Hidayat states there are 130 hotels in Bandung (par. 2).

Along with its fast development, competition in hotel business is becoming intense; therefore the hotel must maintain excellent quality and service. In the article entitled "*Strategi Meningkatkan Kualitas Layanan Bagi Manajemen Puncak Hotel*", it is said that to compete with other hotels, the hotel must focus on customer satisfaction to get a maximal profit and wider segment (par. 3). Based on the statement, I believe that the hotel guests choose a service provider under the basis

service quality that they get and compare it with what they want. If the guests do not get what they expect, they will not trust the service provider. If they experience the quality as they expect, they will always use this service. Therefore, hotel must identify the expectations of the hotel guests concerning the service quality.

In order to maintain excellent service quality, the role of receptionist is highly required. Receptionist creates the first impression for the guests from the process of check in until check out. In an article entitled "*Strategi Meningkatkan Kualitas Layanan Bagi Manajemen Puncak Hotel*", it is believed that one of the most important things that creates good service quality and first impression in hotel business is the performance of a receptionist under front office department (par. 4). The job of a receptionist staff is to maximize the level of residential and income of the hotel. Receptionist often meets the guests to give information about the hotel and to handle complaints. On the contrary, they could be the target if the guest gets angry.

Based on my apprenticeship program in Grand Serela hotel as a receptionist under Front Office Department, I have various experiences to handle complaints from the guests. My ability to handle a guest is challenged especially when the guests complains and do not feel satisfied. I must deal with not only domestic guests, but also foreign ones. The guests in Grand Serela hotel often complain about the equipment or hotel service quality. Complaints about equipment may be caused by problems of the air conditioner, water heater, key card, or even elevator that is not

functioning well. Complaints about service may be caused by the rude staff. They are not professional because they are only friendly with people whom they know. The guests will complain when they do not receive what they think they should receive or their expectations are not properly met.

My duty as a receptionist is to handle guest complaints and follow up the complaints because once the complaint is known to public, it will give a bad image to the hotel. "Most people do not enjoy making complaints, being receiving end is no fun either but handling complaints correctly produces a smoother, more efficient operation for the entire property" (Akeme 6). Accordingly, my department must take every complaint from the guests seriously, therefore, it will not happen anymore in the future.

Based on my experience in handling the foreign and local guests, I choose to discuss how to be competent in handling the local and foreign guests in Grand Serela hotel. As a new staff in this job, I often found difficulties and make mistakes when handling guests' complaints. In this term paper entitled "Being a Competent Receptionist in Handling Complaints from the Foreign and Local Guests at Grand Serela Hotel", I will discuss the problem and give the best solution to solve the problem.

## **B. Identification of the Problem**

Based on my experience during my apprenticeship program as a receptionist staff at Grand Serela hotel, I propose to discuss:

1. Why was I not competent in handling complaints from the foreign and local guests at Grand Serela Hotel?
2. How should I make myself become more competent in handling complaints from the foreign and local guests at Grand Serela Hotel?

### C. Objectives and Benefits of the Study

The study is done to analyze the causes and effects of my incompetence to handle complaints from the foreign and local guests, to find out some possible solutions to deal with my incompetence and to get the best solution to make receptionist be competent to handle the guests.

There are some benefits of the study for the staff of Grand Serela hotel, the readers, and for me as the writer. I hope this term paper can make the staff of Grand Serela hotel, especially the receptionists, get some input about how to become more competent to handle guests' complaints.

Therefore, the staff will be able to handle the guests' complaints more properly. For the readers, I hope this study can make the readers realize, the importance of being competent in handling complaints from the guests especially if they have the same problems in their workplace. By writing this term paper, I can share my experience to the readers and I can also understand the work situation in a hotel and get the insights about how to handle complaints from the guests.

#### D. Description of Institution

Grand Serela hotel was established on 5 August 2005, it is located at Jalan LL. RE. Martadinata no 56. Grand Serela hotel is a three-star hotel and the owner of Grand Serela hotel is Henry Husada. Grand Serela hotel is under the direction of Kagum Group which manages three other hotels such as Grand Seriti, Banana Inn and Golden Flower. Grand Serela hotel has five floors with 77 rooms including 36 superior rooms, 23 deluxe rooms, 4 executive's rooms, 10 grand rooms, 3 deluxe suits, and 1 regal room. The price in Grand Serela hotel is affordable for middle class and high class, but they have corporate rates for company staff that usually stay in Grand Serela hotel.

Grand Serela hotel has developed much progress from the beginning until now. For example, the visitors of Grand Serela hotel now are not only the local guests but also the foreign guests from Malaysia, Korea, Singapore, Saudi Arabia, China and Australia.

#### E. Method of the Study

The topic of my term paper is based on the analysis of the problem that I have found during my apprenticeship. The problem is that I was not competent to handle complaints from the foreign and local guests at Grand Serela Hotel. I would like to analyze the causes, the effects, and the solutions. The data for my analysis is taken from apprenticeship journal from June 22, 2009 to July 22, 2009. I observed the work of the

receptionist staff, the needs and complaints from the guests, the relationship of each department, and the problem that appears in the hotel. I also obtained some theories from library research and electronic sources.

## F. Limitation of the Study

In my term paper, the focus of study is how to handle the complaints from the local guests and the foreign guests; specifically from Malaysia. This study is related to my experiences during my apprenticeship from June 22, 2009 to July 22, 2009 in Grand Serela hotel as a receptionist staff.

## G. Organization of the Term Paper

This term paper starts with the Abstract, a concise summary of the entire paper in Indonesian. This part will help readers to know about the whole content of term paper. The Abstract is followed by the Declaration of Originality, Acknowledgment and Table of Contents. The paper is divided into four chapters: Chapter I, the Introduction, includes Background of the Study, Identification of the Problem, Objectives and Benefits of the Study, Description of the Institution, Method of the Study, Limitation of the Study and Organization of the Term Paper. Chapter II, the Problem Analysis deals with cause and effects of the problems. Chapter III, the Potential Solutions, contains some solution with negative and positive effects.

Chapter IV, the Conclusion, presents the best solution to solve the problem. In the last part, I present Bibliography and the Appendix which contains the Flow Chart.