

# CHAPTER I

## INTRODUCTION

### A. Background of the Study

In the recent years, a lot of people come to Bandung to spend their weekends and holidays. As stated in the article “Search for Cheap Flight to Bandung at Wego Indonesia”, it is because Bandung has become one of the most visited holiday destinations in Indonesia (par. 1). The number of tourists that keeps increasing causes the increase of the numbers of hotels built in Bandung. Every hotel has different services, facilities, and prices. On the other hand, it is obvious that all hotels offer a comfort for the tourists who are tired and want some rest before they continue their trip in Bandung.

One of those hotels is The Ardjuna Boutique Hotel and Spa. I did my internship there and got a chance to learn about the workfield and the hotel system. I worked as one of the Front Office staff members, specifically as a phone operator. Front Office staff members consist of two concierges, six receptionists, one reservation staff, and two phone operators. However, I do not include the concierges in my analysis, because they were not involved in

this problem. That makes the number of people who are my study's objects is nine. There are three shifts a day. The first shift is from 8 AM to 4 PM. The staff members who work in the first shift are two receptionists, a concierge, a phone operator, and a reservation staff. The second shift is from 4 PM to 12 AM. The staff members who work in the second shift are two receptionists, a concierge, and a phone operator. The last shift is from 12 AM to 8 AM. The staff members who work in the third shift are only two receptionists. During the internship, as the phone operator, I usually worked in the first shift.

While I was working there, I realized that the Front Office department is a vital department in a hotel business. It is a mediator between the hotel and the guests. The receptionist staff has to “ensure guest satisfaction, access all functions of the computer system, and communicate anticipated business demands daily with each employee” (Belt par. 13). Then, based on my experience working at The Ardjuna Boutique Hotel and Spa, a phone operator has two jobs. First, she has to handle outgoing and incoming phone calls. Second, she has to check and collect the guests' arrival date, as stated by Belt that the phone operator is also responsible for “collecting and checking guests arrival and departure list” (par.10). A receptionist must “understand the hotel's facilities, products and services, it is her job to do everything possible to ensure that the guests depart the hotel with a positive impression of hotel service”. Furthermore, “she needs to anticipate guest needs, handle guest requires, and solve problems” (Belt par. 7). Among these nine Front office

staff members, it is necessary to have a good team work to give the best service to the customers because their responsibilities are related to each other.

For example, when the phone operator receives phone calls from potential guests, she will transfer the phone line to the reservation staff, then after the reservation staff receives requests of reservation from potential guests, she inputs the guests' reservation data to the computer system to be available for the other staff to access. The phone operator accesses the computer system data of guests' arrival time and dates to help receptionist prepare guests' incoming form. Sometimes, when the phone operator's line is busy, the receptionist can help the operator in handling outgoing and incoming phone calls.

However, during my internship, I noticed that there was lack of coordination among nine Front Office staff members in The Ardjuna Boutique Hotel and Spa. For example, when I worked as phone operator, there was a Korean hotel guest who called asking for picking up service from the airport to the hotel for the next week when he came to Bandung. I took a note of the request on my desk and told the other front office staff about the guest's request, to pick him up at the airport on that certain day. In the next week, the guest came to the hotel and became angry because there was no pick up service for him. I was absent on the day, and was replaced by the hotel's

other phone operator staff. That was the reason that nobody picked up the guest on that day.

Based on my experience above, I choose lack of coordination among nine Front Office staff members in The Ardjuna Boutique Hotel and Spa as my topic. The reason why I choose this topic is because lack of coordination among nine Front Office staff members made the guests receive bad services, and it affected the Hotel's image. As Larmore discusses, "First and foremost, bad customer service will automatically give your business a bad reputation. Unhappy customers will not only recount their unpleasant experience to everyone they know, but also have access to hundreds of ways to take their complaint viral" (par. 2). This is the reason why the Front Office staff, as front liners at the hotel have to give the best service, with a good coordination among them all.

This problem will be analyzed by looking at the causes and effects. Then, I will try to find the best solution among several potential solutions to solve the problem.

## B. Identification of the Problem

Based on the above description, I would like to identify the problem using the following questions:

1. Why did lack of coordination among nine Front Office staff members happen in The Ardjuna Boutique Hotel and Spa?

2. How did the problem affect the hotel and the guests?
3. What are the solution options for The Ardjuna Boutique Hotel and Spa to solve the problem?
4. What is the best solution that can be possibly applied to solve the problem?

### C. Objectives and Benefits of the Study

There are three objectives of this term paper. The first objective is to find the reasons why lack of coordination among Front Office staff members happens in The Ardjuna Boutique Hotel and Spa. The second objective is to analyze the effects of the problem. The third one is to look for the solution that could be given to solve this problem.

There are some benefits of this research for The Ardjuna Boutique Hotel and Spa, for me as the writer, and also for the readers. The benefit for the staff of The Ardjuna Boutique Hotel and Spa is they will get some solutions they can apply if they have to deal with this problem. The first benefit for me as the writer is the result of the research will be useful for me when I work in a hotel environment after I graduate from DIII English Programme, Maranatha Christian University. By writing this term paper, I have an opportunity to expand my knowledge and understand more about the significance of coordination in the Front Office department. I also learn to think more critically and solve a problem more systematically. The benefit for the readers is they

will be capable to handle a similar problem when they have to work in an organization or institution which has a problem with staff members' coordination.

#### D. Description of the Institution

As stated in the hotel's brochure, The Ardjuna Boutique Hotel and Spa, the hotel which is located in North Bandung is a four-star hotel. Its address is on Jalan Ciumbuleuit no. 152, Bandung. As one of the executors in the hotels business, it offers luxury and comfort for the guests who choose to stay there. Although the hotel is located at the north side of Bandung, it is close to the downtown and some entertainment centers such as malls and factory outlets. In the interview with Efa W. Rahayu, one of the Front Office staff members, she says that The Ardjuna Boutique Hotel was founded in 1970. At first, it was named "Ardjuna Plaza", but in 2002 the name changed to "The Ardjuna Boutique Hotel and Spa". It has 71 rooms and 6 royal suites which give the great view of Bandung. The uniqueness of The Ardjuna Boutique Hotel and Spa is that it provides free Wi-fi for all type of rooms in the hotel area.

#### E. Method of the Study

I use three methods to collect data for the research. The first method is recording the observation in an internship journal which I wrote every day. The second method is interviewing the staff and the Front Office supervisor.

The last method is finding data and theories in some books and on the Internet to support my analysis.

## F. Limitations of the Study

In writing my term paper, I make limitations of the study in order to stay in context of writing. I did some research in the Front Office department where I worked as a phone operator. The observation was done during my internship from June 21<sup>st</sup> 2010 to July 21<sup>st</sup> 2010, Monday to Saturday from 8 AM to 15 PM. The focus of my study is nine people who are staff members of the Front Office Department. They are six receptionists, a reservation staff, and two phone operators, including me.

## G. Organization of the Term Paper

This term paper consists of five chapters. Chapter one is Introduction, where I provide information about 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 two is Problem Analysis, which consists of causes and effects of the problem. Chapter three is Potential Solutions, which discusses some potential solutions that might solve the problem, with their potential positive effects and potential negative effects. Chapter four is

Conclusion, which gives the chosen best solution to solve the problem. The last part of the term paper is Bibliography and Appendices.