

CHAPTER I

INTRODUCTION

A. Background of the Study

Hotel business is a kind of business which is related to services. It is said that, hotel is an establishment that provides lodging and usually meals and other services for travelers. Its reputation depends on the customer satisfaction based on the quality of the hotel services such as room tidiness, good quality of food, quick response, also friendly and pleasant service from the hotel staff (Agus Sulastiyono, 3). Besides, being able to handle guest's complaint also has an important role on customer satisfaction. In this case, a front office staff takes an important part of it.

A front office staff usually receives complaints about hotel's facilities or services from the guests. To deal with this matter, Agus Sulastiyono says that the front office staff is constrained to have good communication skills, good attitude, and wide background knowledge. Good communication skills include the way to listen, to answer, to give information and also to explain the problem in the hotel. Good communication skills are used to process every

given verbal or written message from one person to another so they could understand each other (274). Good attitude includes the way to behave when dealing with guest (Steven Ferry, par 1). Good attitude is important to create a good image of the hotel. Background knowledge is crucial to handle the situation. For example, when dealing with a foreign guest, the staff needs to be aware of cross-cultural issues. In other words, wide background knowledge can be used as a reference to handle complaints.

Based on that situation, I choose “Handling Complaints Effectively for Front Office Staff in order to Create a Customer satisfaction at Guci Hotel” as the topic of my term paper. I believe that it is common that the hotel guest makes a complaint about the services or the facilities, “even in the best-run and best-organized hotels” (Baker, Bradley and Huyton 243). Being able to handle the complaints appropriately will make the guest feel satisfied with the hotel. It is important for the front office (FO) staff to be able to handle complaints. A research conducted by Renney G. Rutherford proves that “handling guest’s complaints give a greater impact to guest’ satisfaction and to the image of the hotel” (69).

FO staff should learn some basic rules and strategies to handle the guest complaints in order to create a customer satisfaction and improve the hotel services. The strategies are important so that the FO staff could handle the problem effectively and give the best solution for both sides. Also, they could keep a good relationship between the employees and the guests.

B. Statement of the Problem

I propose to analyze two issues in this term paper. During my apprenticeship program, I often found hotel guests who complained about the hotel's facilities and services. I also found the complaints are caused by various factors. Therefore, a further investigation is needed to classify the problems. Next the guest complaints have to be handled appropriately. Therefore, it is important to find the strategies to handle the complaints effectively.

C. Objectives and Benefits of the Study

The objectives are to identify different types of problem that may occur and to find out the solutions of the problems. The solutions on handling guest's complaint will deal with the staff's behavior as well as the team work among various divisions in the hotel.

The benefit of the study for the university students is to get the information about how to handle the complaints which may occur in the hotel. While for the institution is to improve their performance by using this term paper as a reference to fix the problems that usually happen in hotel. And for myself is to increase my analytical or logical skill to solve a problem or case and search for the potential solutions.

D. Description of the Institution

Guci hotel is one of the lodging businesses in Bandung. This hotel was established on April 1st 2003 by Mr. Teddy Setiawan who is the owner and also General Manager of this hotel. Guci hotel is classified as “Melati Tiga” hotel which is located at Jl. Pasirkaliki 53-55 Bandung, and provides 50 rooms with various types.

Guci hotel has six managers, two supervisors and forty seven staff members including the security staff. The facilities are swimming pool, air conditioner, television and cablevision, water heater, restaurant, safety box and pool table.

At the beginning, this hotel focused only on domestic guest but as time goes by they expanded the service for foreign guests. Most of the foreign guests came from Asia (Singapore, Korea, Malaysia, Hongkong, China, Arab, and India) but there were also guests who came from America, France, Germany, Australia, Italy and so on.

In fact, Guci hotel has run the business very well so Guci Hotel begins to make new vision and mission. The vision is to improve the hotel’s facilities to compete with a five-star hotel. While the mission is to improve the label from “Melati Tiga” to be a five-star hotel and builds some branches in some cities in Indonesia even in other countries.

E. Limitation of the Study

I will analyze the way of handling complaint at front office staff in Guci Hotel which is related to other department. The research is based on library research, apprenticeship journal and observation during the apprenticeship program. I will also analyze the roles of each department on handling complaint and search the main point that caused the guest complaint.

F. Organization of the Term Paper

I divided the term paper into five chapters. Chapter I is the Introduction, which are consists of the Background of the Study, Statement of the Problem, Objectives and Benefits of the Study, Descriptions of the Institution, and Limitation of the Study. Chapter II presents the Theoretical Review, while the cause and effect is stated in Chapter III. Chapter IV states the potential solution of the problems, and the discussion of the chapter is concluded in Chapter V. In the final part present Bibliography.