

CHAPTER I

INTRODUCTION

A. Background of the Study

In hotel industry, guest play an important role, as the survival of this business is really dependent on the number of guests that come to the hotel. One of the ways to keep guests coming to a hotel is by providing good service. However, there will always be some occasions in which guests make complaints.

According to Qfinance :

Guest complaint is an expression of dissatisfaction with a product or service, either orally or in writing, from an internal or external guest. A guest may have a genuine cause for complaint, although some complaints may be made as a result of a misunderstanding or an unreasonable expectation of a product or service (par. 1).

Furthermore, Landon explains that how a guest complaint is handled will affect "The overall level of guests' satisfaction and may affect long-term guest

loyalty. It is important for a company to have clear procedures to dealing rapidly with any guest complaints, to come to a fair conclusion, and to explain the reasons for what may be perceived by the guest as a negative response". From the quotation, it is clear that how the hotel staff handle guests' complaints is important because it can determine guests' satisfaction and loyalty to the hotel. These two factors are important for the success of hotel businesses.

Being interested in hotel industry, I did my internship at Hotel Blue Sky Balikpapan as a GRO (Guests Relation Officer). Based on my observation when doing this internship, I had a difficulty to handle guests who made complaints. I also observed that handling complaints was the biggest problem in the front office department. When guests made complaints about anything in the hotel, they would go to the front officers, especially to the GRO. During my internship period, the guests at the hotel often complained about the noise due to the lobby renovation. Most of them felt the noise made it inconvenient for them to do their activities, such as holding a meeting, training or taking a rest. There were also some complaints about other matters related to the hotel, for example complaints about the service, such as an error in the key card and problems when checking-in that made the guests have to wait for their rooms. Facing this situation, I found that handling complaints is difficult and I am interested in taking this as my term paper topic so that I can find out some ways to handle this problem.

B. Identification of the Problem

The problems I am going to analyze in this paper are formulated in these questions:

1. Why did I have difficulties in handling guests' complaints as a GRO at Hotel Blue Sky Balikpapan?
2. How did the problem affect my working performance?
3. How should I handle guests' complaints appropriately?

C. Objectives and Benefits of the Study

The objectives of the study are to find out why I had a difficulty in handling guests' complaints as a GRO at Hotel Blue Sky Balikpapan and the effects of the difficulty on my working performance. Besides, this study also aims at finding out how to handle guests' complaints effectively.

The benefits of doing this research for the institution and the other GRO staff is they will get more knowledge about how to handle guests' complaints. This can produce higher quality in handling the complaints. As the writer, I will also get more knowledge about handling guests' complaints that will be useful for my personal references in the future.

D. Description of the Institution

This data is based on the Hotel Blue Sky Balikpapan company profile. Hotel Blue Sky Balikpapan is a multinational company in Property Business and Service Industry. The Hotel and Restaurant was founded in 1999 in Balikpapan. Hotel Blue Sky Balikpapan is a four star Hotel with

122 rooms. There are 7 types of rooms at Hotel Blue Sky Balikpapan:
Business room (42 rooms), Business Deluxe (40 rooms), Executive rooms (23 rooms), Studio rooms (6 rooms), Executive suite (6 rooms), Apartment (4 rooms), and Royal suite (1 room).

There are many facilities that are provided at Hotel Blue Sky Balikpapan:

1st floor: Basement, Health club, spa and Body Fresh.

2nd floor : Receptionist, Lobby, Garden Coffee shop, Golden Palace Oriental Restaurant, Color Beat Pub and Lounge, Piano Lounge, and Island Seafood Terrace.

3rd floor : 15 meeting rooms.

4th floor : Kaizeki Japanese Restaurant and non smoking hotel rooms.

5th floor : Smoking hotel rooms.

8th floor : Sunset Executive Lounge.

The values of Hotel Blue Sky Balikpapan are :

B : Be the Best	= Be the best
E : Effective and Efficient	= Work and think effectively
R : Responsible and Disciplined	= Discipline, commitment, responsible, efficient, and respect time.
I : Innovative	= Innovative, creative, and responsive to changes.
G : Goal Orientation	= Favorable target orientation.
H : Honest and Sincerity	= Honesty and kindness are the first priority.

T : Think Positively = Always think positively and wisely.
S : Smart = Be a good learner to get the best
achievement.

The goal setting of Hotel Blue Sky Balikpapan are being the best company and care of guests' satisfied by giving the best service to get the best achievement.

E. Method of the Study

Two research methods are applied in doing this study. The first method that I apply for this term paper is observation which was done when I had an internship at Hotel Blue Sky Balikpapan from 15th June until 15th August 2013. The other method is by doing library research to find out theories to support my analysis, both from books and the Internet.

F. Limitation of the Study

The study is about my difficulty in handling guests' complaints at Hotel Blue Sky Balikpapan when I had my internship from 15th June until 15th August 2013. This study will be about my problem as a GRO when dealing with both foreign and domestic guests who made complaints.

G. Organization of the Term Paper

The first chapter of the term paper is the Introduction of the Study, which consists of 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 is the Analysis of The Problem, which explains causes and effects of the problem. Chapter III provides the Potential Solutions to Solve The Problem, supported by theories. The last chapter, which is chapter IV is Conclusion. In this chapter, the chosen solution of the problem is presented, with clear and logical arguments. The term paper ends with the bibliography and appendix.