

CHAPTER I

INTRODUCTION

A. Background of the Study

Nowadays, hotel business in Bandung is becoming more popular. Many people like to travel and stay in Bandung for culinary, holiday and business. In an article entitled “Bandung Culinary Guide” by Aerowisata Grand Hotel Preanger, it is stated that, “Many people visit Bandung, the capital of West Java province, to pamper their taste buds. You’ll be amazed with what Bandung has to offer. From various food sold on street vendors to haute cuisine, every visitor will be able to find something to their liking here, in Bandung” (par.1). Naturally, each hotel customer expects to have a comfortable place to stay with excellent services. Therefore, the hotel staff must be ready to deal with the local and foreign customers. In other words, a good hotel staff must be able to master the hospitality skills in order to provide excellent services to hotel customers. During my internship, I worked as a Front Office staff and a Business Center staff at Grand Royal Panghegar

Hotel (henceforth,GRP). I found a problem when I had to handle two local and one foreign impatient customers. Based on Barry's opinion, impatient customers have several characteristics as shown below :

- rushing through activities as quickly as possible, and rushing from one activity to the next
- seeing others as either a help or a hindrance, and pushing hindering people out of the way
- not tolerating slowness, delay or failure, either in others, in oneself or in life itself
- being constantly prepared to go on the offensive, clenched and tensed up, ready to push ahead and punch a hole through any obstruction
- reacting aggressively to any perceived hold-up (par.7)

When I was doing my internship, I handled three impatient customers. Two of them were from Yogyakarta and one customer was from Japan. Once, there were about 10 people from Jakarta coming to the hotel. Not so long after that, another group of 10 people from Yogyakarta came to the GRP Hotel too. They came to GRP Hotel to attend a meeting. At that time, the Front Office was full of customers and we were all busy. We served the customers who came first. However, when I was handling the customers from Jakarta, suddenly two customers from Yogyakarta were angry and came to the Front Office. They said, " We can't wait for a long time, you waste my time, I don't know why this hotel has a bad service " (29 July 2013). They just wanted to be served quickly, and they did not care about the situation in the

hotel. At that time, there were only three Front Office staff when the two groups of about twenty people came to the hotel at the same time. A few days later, there was a customer from Japan, who came for doing business in Bandung. He came to the Business Center (henceforth, BC) to rent the computer, but at that time the three computers at BC were used by other hotel customers. Realizing that situation, he said, “ Why this hotel only has 3 computers? It’s not enough. If you only have 3 computers, you will waste my time for waiting “ (24 July 2013). There were only three computers available at BC and those were not enough for many customers. Therefore, when the customer from Japan could not use the computer at BC, he was upset. At that time, I could not handle the customer.

I choose to discuss the topic “Handling 2 local and 1 foreign customers who were impatient in dealing with the hotel service” for my term paper because this term paper can help the hotel staff who have the same problem with me in handling the impatient customers. In this term paper I will analyze the problem critically and systematically, in order that the solutions to the problem can be found out.

B. Identification of the Problem

In this term paper, the problem will be analyzed to find out the answer of the following questions:

1. Why did I have difficulties in handling 2 local and 1 foreign customers who were impatient in dealing with hotel service at GRP?
2. How did my difficulties affect my working performance?
3. How should I overcome the difficulties effectively?

C. Objectives and Benefits of the Study

The aim of this study is to analyze the causes and the effects of my difficulties in handling 2 local and 1 foreign customers who were impatient in dealing with the hotel service when I was doing my internship in GRP Hotel. This study will also analyze the effective ways to overcome my difficulties.

The benefit of this term paper is to help me find out the best solution for the problem. For the readers, it is expected to increase their knowledge about the effective ways in communicating and giving information to foreign guests, especially for those who do not have any working experience. This term paper is also useful to help the hotel staff at GRP Hotel to find out the problems that their staff encounter while handling impatient local and foreign customers; therefore, they can try to find out the best solution to help their staff.

D. Description of the Institution

The description is based on the information from the website and HRD manager (see Appendix D) at GRP Hotel. Grand Royal Panghegar Hotel was established in 1922 as Van Hengel Hotel and belonged to an Italian citizen named Mrs.A.M.Meister. In 1922, Hotel Panghegar was more like a mansion and had 40 rooms. In 1943, Mr. Ruhiyat worked at Van Hengel Hotel as a bookkeeper. In 1948, the Van Hengel Hotel was renovated into 48 rooms and the hotel quality improved. In 1959, Mrs.A.M.Meister returned to Italy and offered Van Hengel Hotel to Mr. Rukhiyat. In 1960 Van Hengel officially became the property of Mr. Rukhiyat. In 1963, the official name of Panghegar was used, the meaning of Pang is "The Making", and Hegar means "Clean and Pleasant". The hotel services were upgraded into national standard and the hotel was renovated in 1968. In the 1970s, the building was renovated into 2 floors and 60 rooms. In 1982, the building which was established in 1972, was torn down and built into a 10-storey building. In the 1984, Panghegar was ranked as a five-star hotel. In addition, it had Panyawangan Restaurant (revolving restaurant) and enlarged into 223 rooms. In 2004-2006, Panghegar built meeting rooms and massive rooms. In the same year, GRP Hotel planned the construction of apartments. This is the history of the Hotel Grand Royal Panghegar in achieving 5 star. The address of GRP Hotel is on Jalan Merdeka No.2 Bandung.

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 by observing when I had an internship at Grand Royal Panghegar Hotel from 22th July until 10th August 2013. The other method is by doing library research to find out theories to support my analysis both from the books and the Internet. The data is used to analyze the causes, effects and best solutions.

F. Limitation of the Study

The study is about my difficulties in handling 2 local and 1 foreign customers who were impatient in dealing with the hotel service when I had my internship at Grand Royal Panghegar Hotel 22th July until 10th August 2013. My position was a FO staff and Business Center staff. I worked in Front Office, Business Center, and Sky Lounge. The subjects of research are 2 local customers, 1 foreign customers, and me.

G. Organization of the Term Paper

This term paper begins with an Abstract that contains a summary of this term paper. Then it is followed by Acknowledgements, which contains my

gratitudes to those who have helped me in the completion of this term-paper.

After Acknowledgements, there is a Table of Contents followed by four chapters. Chapter I is the introduction to the analysis, 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 contains the analysis of the problem, the causes and effects of the problem. Chapter III contains the analysis of potential solutions, potential positive effects and potential negative effects based on relevant theories. Chapter IV contains a conclusion and the best solution for the problem. Those four chapters are followed by a Bibliography, which consists of a list of books and articles used as sources in the preparation of writing this term-paper. The last part is Appendices, containing a flowchart, interview questions and an interview transcript.