

CHAPTER I

INTRODUCTION

A. Background of the Study

Front Desk staff have an important role in a hotel business. They will be the first people to interact with the guests and give the first impression for the guests. According to Sephton, "The front office department is extremely important because in most cases the front desk is the first thing that a visitor will see" (par. 1). I really agree with this statement because front desk is the first place where the guests come when arriving in a hotel. People who work at the front desk have to communicate a lot with the guests, because they will deal with various situations and they are responsible for many things. It is stated that "front desk is responsible for checking guests in and out, taking the reservations by phone and by e-mail and dealing with customer's complaints and problems" ("At the Front Desk", par. 2). It can be seen that the role of Front Desk staff is significant in a hotel.

During my internship, I had some experiences related to Front Desk duties when working at de JAVA Hotel Bandung. My internship started

from 1 July until 25 July 2013. My position as a GRO assistant (Guest Relation Officer) made me have to communicate with the guests who came to the receptionist to check in or check out. I had to have a small talk with the guests, ask about the convenience during their stays at de JAVA Hotel, and ask them to fill in the form of guest comment. My working hours was about 8 hours/day, either morning or afternoon shift.

During my internship, I found a problem related to handling hotel guests. There was a local guest from Jakarta who often expressed his dissatisfaction about the service of de JAVA Hotel. He visited the hotel for three times during my internship and he stayed for one or two nights per visit. Every time he came to the hotel, he always complained about hotel services. He liked to speak loudly and made everyone look at him. For example, one day when he stayed at de JAVA Hotel, he came to the front desk and complained that the wifi could not work. Then, I checked the wifi service to the Engineering Department, but the engineering staff said that there was not any problem with the wifi. As a matter of fact, there was not any guest who complained about the wifi. I told the guest that the wifi was in good connection, he just said "I don't know, I don't know", and then he just went away from the lobby. Another example, one day when the guest came to the hotel to check in, I told him that all of the room was full for that day. He forced me to get the room for him and said that if I could not get a room for him, he would curse me. These situations show that the local guest was not able to control his emotion when expressing his dissatisfaction about the service in hotel.

Based on the above explanation, I choose to discuss handling a local guest who expresses his dissatisfaction about hotel service as the topic of my term paper, because it was important for the hotel staff to improve their service. It is stated in The Marketing Donut , "A complaint is a gift and company should consider their self lucky that a customer is prepared to give up valuable time to help company improve their organisation" (par. 2). I agree with the statement, because sometimes a hotel needs complaints to know what needed by the guest. In my term paper I will explain about the causes, the effects, and the potential solutions of my problem. There are three causes of my problem, three effects of my problem, and also four potential solutions of my problem.

B. Identification of the Problem

The analysis of the problem is formulated into the following questions:

1. Why did I have a difficulty in handling a local guest who expresses his dissatisfaction about hotel service?
2. How did my problem influence other guests, my co-workers and I?
3. How should I handle the guest who cannot control his emotion?

C. Objectives and Benefits of the Study

In my term paper I will analyze the causes, effects, and potential solutions for my problem. Besides, this term paper also gives some benefits for several people. First, this term paper gives a benefit for me about the knowledge of hospitality and how to handle complaints from

hotel guests. Second, this term paper will give a benefit for the readers; they will know about the solutions to handle complaints from the guests. The last one is for the front desk staff at de JAVA Hotel, they can learn how to handle guests who expressed their dissatisfaction about the hotel emotionally and the hotel staff (Human Resources) also can train their staff to improve the skill about handling guest's complain.

D. Description of the Institution

This data is based from the information in the website of de JAVA Hotel Bandung. De JAVA Hotel is the first hotel built by PT. Suki Panca Jaya on March 10, 2013. The owner of de JAVA Hotel is Mr. Sukiamto Candra, he is the only owner of de JAVA Hotel Bandung. The location of de JAVA Hotel is on Jalan Sukajadi 148-150, on the opposite of Paris Van Java Mall. De JAVA Hotel has six floors up and one basement, the space of the area is 945m². De JAVA Hotel offers 88 rooms including 64 Deluxe rooms, 4 Executive rooms, and 2 Suite rooms. There are many facilities such as swimming pool, meeting rooms, a lounge, and a restaurant.

The design of de JAVA Hotel is a combination of modern design and Javanese culture. The vision of the de JAVA Hotel is to be the best hotel nationally and internationally by always improving the quality of the hospitality services. Thus, everyone can feel like staying at home and the staff can work together as a team. The hotel also has missions to always commit to exceeding the guests' expectations and to keep learning and

improving the skill of their staff. The hotel also aims to be the one stop vacation and always uses the natural products and recycle items to keep the environment.

E. Method of the Study

During my internship I started to collect the data to complete my term paper such as brochures from the hotel, the data from the hotel's website, and the internship journal. I also did a library research from printed books and articles from the Internet to find the theories used to analyze the causes, the effects, and the potential solutions in my term paper.

F. Limitation of the Study

The subjects of research are the local guest and me. I found a problem when I did my internship at de JAVA Hotel Bandung that is about handling a local guest who is expressing his dissatisfaction about the service. Thus, in my term paper I will only focus on discussing about complaints from a hotel guest.

G. Organization of the Term Paper

This term paper starts with the Abstract, Declaration of Originality, Acknowledgements, and Table of Contents. It is followed by four chapters. Chapter One explains about the Introduction; consisting 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 Two discusses the causes and the effects of my problem. Chapter Three explains the potential solutions along with the positive and negative effects of each potential solution. Chapter Four presents the conclusion of my term paper. It is followed by the Bibliography that contains all of the references used in this term paper. The last part is the Appendix that contains of a flowchart.