

Chapter I

Introduction

1.1 Background of the Study

Based on the data from the Ministry of Tourism, the increase number of foreign tourists visiting Indonesia reached 7.1 million tourists by the September 2015. This figure increased by 3.53 percent over the same period on the previous year reached to 6.9 million tourists. Based on the record Index of the Indonesian Tourism Competitiveness from World Economic Forum in 2015 ranked of Indonesia at number 50 of the 141 countries of the world. This increase is judged by the improvement of infrastructure and facilities of tourist destinations, until the ease of administration to visit Indonesia as deregulation of cruise ship visits to Indonesian marine.

However, the tourists who visited other countries certainly require language as a means to communicate with other people. As Brown (1994) mentions: "Language is a system of arbitrary vocal symbols, which allows everyone in a particular culture, or others who have studied the culture system, communication or interaction". Therefore, we do not just say the words but convey the message through word of mouth. Talking is productive skills in oral mode. In this case, the situation of interactive talk included face to face conversations and by the telephone calls, where we are alternately listening and speaking.

Furthermore, English is one of the international languages most commonly used, which are used more than 400 million people worldwide to become a very popular language throughout the world. The English gives influence on all aspects, both educational and non-educational aspects. Hotel as one of the places that provide accommodation services can not be separated from the English language. Along with advances in technology made tourist easier to achieve tourist attraction and the hotel certainly be an alternative option to stay, both local and international tourists.

Basically, the hotel is one of the largest bussiness in tourism services world. Hotel facilities are adequate and good employee performance can not be sized for guest satisfaction. However, good service is the quality of service that is able to give satisfaction to the guests. Kotler (2005) mentions that: “The overall quality is the characteristics and properties of a product or service that affects its ability to satisfy stated or implied needs”. Hence, the service quality is an important key to achieve success of hotel business.

According to Brown (2008): "In a learning speaking, somebody would be faced with a choice concerning the center of skills that must be learned, the first accuracy, fluency later or first fluency, accuracy later". Hence in this case someone who will learn to speak for example English. They can choose to say a word or phrase in the English language fluently first, After that learn about the accuracy of the pronunciation of that a word or phrase.

In general, the hotel has an organizational structure that is divided into several departments that have the duty and responsibility in achieving the success of a hotel, for example Front Office (FO) Department. Front Office is a department at the hotel that is located in the front line, exactly is not so far from the front door or the hotel lobby. The front office clerk which will deal with the guests directly such as receptionist, cashier, guest relations officer, concierge and bellboy.

As a support service for foreign guests, Receptionists as one part of Front Office Associates are indispensable to mastery the English language. Therefore, the role of mastery English is very supportive reservation system and satisfy the guest. Therefore, in order to avoid a miss communication between Receptionist with hotel guests and also improvement of service quality at a hotel, English speaking skill needs to be reviewed.

GH Universal Hotel is a five-star hotel in Bandung. It is located in the northern city of Bandung, close to the center of tourism. It brings European style, luxury and comfort surrounded by the feel of the natural beauty of Bandung. Italian Renaissance style architecture design looks unique and different than other hotels in Bandung. GH Universal Hotel also an accommodation option by guests from foreign tourists, hence the english speaking skill is very needed by the receptionist dealing with the guests directly.

Afterward, the writer chooses the Receptionist for his research object because it is the most important aspect who make a contact with the guest firstly. In this case, the writer is going to conduct a research about the correlation of english speaking skills on the service quality of GH Universal Hotel Bandung. However, the basic principal of hotel is a guest satisfaction.

1.2 Research Problems

The research of this study is about “The Influence of Receptionist’s English Speaking Skill on the Service Quality at G.H Universal Hotel Bandung”. There is the problem that will be discussed in this research as follow:

1. Is there any correlation between English Speaking skill mastered by G.H Universal’s Hotel Receptionist with its Service Quality to Hotel Guest?

1.3 Limitation of the Study

To limit this study the writer only analyzes the correlation of English Speaking skill with its Service Quality and the object of this research is only the Receptionist at G.H Universal Hotel Bandung.

1.4 Objectives of the Study

The purposes of this research is to find out the correlation between English Speaking skill mastered by G.H Universal’s Hotel Receptionist with its Service Quality to Hotel Guest.

1.5 Significances of the Study

The results of this study are expected to provide some theoretical and practical benefits :

1. Theoriticaly

The results of this study can provide a useful contribution to a more comprehensive study as a source of information and knowledge about English speaking skill to make a better communication with foreigner. Then we may learn more about the service quality and also determine the correlation of english speaking skills with the service quality at G.H Universal Hotel Bandung.

2. Practical

The result of this study can be used to know the influence of English Speaking skill on the hotel service quality. Then, we may aware the importance of the English Speaking skill in hospitality industries. Hence, we may broaden our knowledge by practicing our English Speaking skill.

For the writer this study also serves as additional knowledge and experiences in order to implement the theory in analyzing the facts. Furthermore, the writer hopes this study can be used as a reference for further researchers.