

Chapter II

Theoretical Foundation

2.1 English Speaking skill

As a social being, human is have to be able to communicate, skillful state of mind, idea and the feelings, capable to capture the information obtained and able to convey the infomation received. Nowadays, English has become an international and global language. It is also called a *lingua franca* or a bridge language. It is used to make communication possible between persons not sharing a native language. English devided into four skilss of language: those are speaking, reading, listening and writing.

The current role of the English language is indispensable for all walks of life, both in terms of educational or non-educational. According to Chaney (1998), considered speaking as a process: “speaking is the process of building and sharing meaning through the use of verbal or non verbal symbol in a variety of contexts”. So that means by speaking, we can convey a message, either using the verbal or non-verbal symbol.

As we know that the talking is happen by two or more persons. Harmer (2001) adds: “speaking happens when two people are engaged in talking to each other and they are sure that they are doing it for good reason”. Their reason may

be that they want to say something, they have some communicative purposes, and they select from their language store.

2.1.1 Some Aspects to be a Good Speaker

Speaking is productive skill in the oral mode. It is like the other skills, is more complicated than it seems at first and involves more than just pronouncing words. Thornburry (2004) mentions what speakers do as follows:

1. Speech Production

Speaking is so much a part of daily life that we take it for granted. The average person produces tens of thousands of words a day, although some people like auctioneers or politicians may produce even more than that. So natural and integral is speaking that we forget how we once struggle to achieve until this skill, that is we have to learn how to do it all over again in a foreign language.

2. Articulation

Articulation involves the use of the organ of speech to produce sounds. A stream of air is produced in the lungs, driven through the vocal cords and “shaped” by among other things, the position and movement of the tongue, teeth and lips. Vowel sounds are produced primarily by the action of the tongue and lips.

3. Fluency

Research into listeners' perceptions of a speaker's fluency suggest that pausing is equally important. All speaker pauses they have to, to draw breath. And

even proficient speakers need to stop from time to time to allow the formulation of an utterance to catch up with its conceptualization.

4. *Grammar*

It is theoretically possible to have short conversations where each utterance consists of nothing but a single word or short phrase. In this instance, context factors, including the lack of formality, make the use of complex language unnecessary. But to sustain a conversation like this over a variety of topics with a number of speakers would be virtually impossible. The effect would be like baby talk. In order to generate a much more sophisticated range of meanings, the resources of the languages grammar need to be enlisted.

5. *Vocabulary*

Speakers also employ a lot of words and expressions that express positive or negative appraisal. This is due to the fact that a lot of speech has an interpersonal function and by identifying what they like or don't like, speakers are able to express solidarity with one another.

So according to Thornbury (2004) theory it can be concluded that the first important thing we should do is *Speech Production*, namely how we can generate any word of it, but this time in a foreign language. The second was the *Articulation*, that is how we set the position and movement of the tongue, teeth and lips. So the vocal sound is generated mainly by the action of the tongue and lips sounded clearly and be understood by our speaker. The third is *Fluency* that is

how we organize and regulate the breath pause in speech, so that listeners understand the meaning of the messages that we convey. The next is *Grammar* that is how the context in which we have made in terms of speaking, so that context that we make clear sounding is formal or informal. The last is *Vocabulary*, is the number of words we use in form a conversation, so the vocabulary is very important in terms of speaking.

If we are talking about speaking, human also need an effort to be a good speaker. Language learners are usually observed developing a new language system that incorporates elements from the native language and elements from English they recently learned. Meanwhile, According to Collier (1998), mentions the stages for English speaking learners can do as follows:

1) *Pre-Production*

This is the Silent period. Beginners only listen but rarely speak. English language learners may have some words in their receptive vocabulary but they are not yet speaking. Some students will be able to repeat only everything that someone says. They are not really producing language but are imitating. Students may duplicate gestures and movements to show comprehension. Teachers should focus attention on listening comprehension activities and on building a receptive vocabulary because English language learners at this stage will need much repetition of English.

2) *Early Production*

At this stage students try to speak some words. Learners can use short language chunks that have been memorized although these chunks may not always be used correctly. Learners listen more to their talkative classmates and extend their vocabulary. In stage two, input is comprehensible if the learner already knows the non-linguistic content that he or she is hearing or if the communication situation is very predictable. The result of getting through stage two well is quite a bit of "fluency" in comprehending language which uses a variety of structures in connected discourse, with an ever-growing vocabulary. In stage two, the learner is able to speak well in tasks that are fairly structured and predictable.

3) *Speech Emergence at this stage*

Learners have a good vocabulary of words and use simple phrases and sentences in their communication with others. They are able to ask simple questions, which may be grammatically correct or wrong. Learners try to initiate short conversations with classmates. They are able to read and understand easy stories. In stage three, the learner has increasing facility to produce connected narrative discourse.

4) *Intermediate fluency*

At the stage of intermediate fluency, English language learners are able to use more complex sentences in speaking and writing to express opinions and share their thoughts. They are able to ask questions to clarify what they are learning in

class. Learners are able to work with some teacher support. Comprehension of increasing all subjects content. At this stage, learners are able to use different strategies to learn content in English. Teachers have to focus on learning strategies. Students in this stage can understand more complex concepts.

In stage four the learner learns most from normal native to native speech as it occurs in the whole range of life experiences. The learners will understand most input, provided he attends to it. He will certainly hear that they are talking, but may not in the deeper sense "hear" a thing they say, unless he is attending to it. In stage four, the learner has increasing facility in abstract and hypothetical discussions.

5) *Advanced Fluency*

Student at this stage will be near native in their ability to perform in content area learning. Students have needed continuous support from classroom in reading writing and speaking. Speaking Skills in stage five, the learner has increasing facility in discussions using his vocabulary without any proper preparation.

So, from the stages of English speaking learners according to Collier (1998) can concluded that almost same with the Thornburry theory about the speaker do to be a good speaker such as vocabulary, grammar, articulation, fluency etc. The result of a good speaker or not is based on how the learner to improve their speaking everyday.

2.2 Service Quality

2.2.1 Definition of Service

Service is a very important thing in the business world because service is a form of appreciation to customers. Service also become one of the considerations for someone to decide to buy a product or use the services of a company. Chaffey (2009): “Service is all activities or benefits that are essentially intangible that can be given to others but did not cause any ownership”. So this service form is a service that can not be owned but can only be enjoyed.

Poor service can make customers run and switch to a competitor. Then, according to Kotler and Keller (2009): “Service is any act or performance that can be offered one party to another, which is essentially intangible and does not result in the ownership of anything”. Clearly, it can be concluded that the service is all the activities, actions, performance or benefits that are essentially intangible, which can be given from one party to another, which is essentially intangible and does not result in the ownership of something or anything.

2.2.2 Definition of Quality

Quality customer service is the key to success and a base to build on the success and profits for the company in any field. Yamit (2004) mentions that: “Quality is a dynamic condition related to products, services, people, processes and environments that meet or exceed expectations.” So a good quality product

that can be felt by the customer views on whether they are satisfied or not on a product.

Recognizing the needs of customers starting from listening to, any submitted both opinions, questions or complaints very important in improving a quality product. Kotler (2005) mentions that: “The overall quality is the characteristics and properties of a product or service that affect its ability to satisfy stated or implied needs.” Clearly, it can be concluded that the quality is a dynamic condition or the overall characteristics and properties associated with the products, services, people, processes and the environment, which affect the ability to meet or exceed expectation simplified needs.

2.2.3 Definition of Service Quality

Quality service can be determined by comparing the perceptions of customers on the services they actually received. According to Tjiptono (2005): “Service quality is an expected level of excellence in which control over the level of excellence aims to meet customer needs.” So good quality services will provide satisfaction to customers example in the hotel.

The Company that has produced a quality product or service that will get the title as an organization that promotes quality. Then, Arief (2006) mentions that: “Quality of service is the expected level of excellence and control over the level of excellence to meet customer desires. So that customer satisfaction was created to meet customers' desires.” Meanwhile, Usmara (2008) mentions that:

“Quality of service is an attitude of the comparison of service quality expectations of consumers with consumer-perceived performance of the company.” All that can be realized with the commitment of a company to produce a good quality services.

Roderick, James and Gregory (2008) mentions that: “Service quality is a measure of the levels of service quality that is assumed to be related to the price development.” Clearly, it can be concluded that service quality is a level of excellence that is expected to measure the quality of services associated with the development of the price or the level of service quality expectations of consumers comparison with the performance of companies perceived to be controlling consumer price developments.

2.2.4 The Characteristics of Service

Services in this case very closely related to the awarding of the customer satisfaction, service with good quality can also give good satisfaction for its customers, so that customers can feel its existence will be considered by the company. According to Tjiptono (2006) there are four key characteristics of the service that distinguishes the goods, namely:

1. Intangibility

Services can not be seen, felt, touched, kissed or heard before purchase. Different services with the goods, if the goods using the object, tool or object, then the service is an act, performance or business.

2. *Inseparability*

Goods are usually produced, then sold and consumed. While services are normally sold first and then produced and consumed simultaneously.

3. *Variability*

Services are highly variable because it is non-standardized output, meaning that many forms of variety, quality and type of which depend on who, when and where the services are produced.

4. *Perishability*

Services are perishable commodities and can't be stored, so if a service is not used, then the services will go away.

Clearly, it can be concluded about the four key characteristics of the service according to Tjiptono (2006) are services can not be seen, felt, touched, kissed or heard before purchase, goods are usually produced, then sold and consumed, services are highly variable and the last one is services are perishable commodities and can't be stored.

2.2.5 Dimensions of Service Quality

The importance of quality of service provided to the end customer satisfaction will be pursued as a means to retain customers. According to Kotler and Keller (2009), there are five basic indicators of the quality of services, namely:

1. Tangible

Appearance of physical facilities, equipment, staff and communication materials.

2. Reliable

An ability to carry out the promised service reliably and accurately.

3. Responsiveness

Willingness to help customers and provide services quickly.

4. Assurance

Knowledge and courtesy of employees and their ability to foster trust and confidence.

5. Emphaty

Willingness provide depth and special attention to each customer.

Clearly, it can be concluded about the five basic indicators of the quality of services are tangible, reliable, responsiveness, assurance and emphaty. These five indicators interrelated in order to create the excellent service quality and make a guest exprience for them.

2.3 Guest Satisfaction

Guest satisfaction is the goal of every business in the service or product. If the customer is satisfied with the services o products provided it is likely that customers will be loyal to the service or product. According to Widjatkiko (1995): "The English language is very helpful in services sectors because services must be immediately felt by visitors, with fluent in English will help the smooth

communication.” So, for every offender services must have good English language skills in order to achieve guest satisfaction.

A customer, if satisfied with the value provided by the product or service, it is very likely to become a customer for a long time. According to Kotler (1999): ”Customer satisfaction is the level of one’s feelings after comparing the performance of the manufacturer (or result) that they are felt compared with expectations”. Their feelings of satisfaction they feel, the guests will be loyal to the products we sell. Afterward, if a hotel customers had been satisfied, according to Kotler (1999): Customers can be very satisfied to take action likely:

1. Buy more and longer loyal.
2. Buy a new kind of product or the enhanced product from the company.
3. Gathering praise for the company and its products to others.
4. Lack of attention to the brand and advertising competitor, as well as less sensitive to price.
5. Provide new ideas on the goods or services of the company.
6. The cost of service is cheaper than new costumers, because transactions are routine.
7. Improve the quality of services for communication so that the intent of messages can be conveyed properly.

So, it can be concluded that customer satisfaction is very important to be created, as it can provide a lot of benefit to a company. For example as described

above is going to be a loyal customer and also it will be give some advice as a good contribution to the repair of products that we sell.

2.4 Hotel's Definition

A Hotel is an establishment that provides lodging paid on a short term basis. The provision of basic accommodation, in times past, consisting only of a room with a bed, a cupboard, a small table and a washstand has largely been replaced by rooms with modern facilities, including en-suite bathrooms and air conditioning or climate control. According to Kraft (2000): "hotel is a building that provides food and services relating to travel." Meanwhile, according to the American Hotel & Association (2008): "the hotel is a place where the provided accommodation, food and drink and other services for rent for people who stay for a while." Clearly the hotel is the place to stay for those who travel to other facilities are provided as temporary support.

In this era, hotel has grown so rapidly that not only used as a place to stay overnight, but is supported by a variety of other facilities such as facilities for meetings, swimming pool, fitness, spa etc. After that, according to Webster (2006): "the hotel is a building or institution that provides room for an overnight stay, food and beverage and other services to the public." Meanwhile, according Sulastiyono (2011): "the hotel is an enterprise managed by their owners by providing food service, beverages and room for sleeping facilities to people who travel and able to pay with a reasonable amount in accordance with the received

services without their specific agreement.” So with the hotel, nowadays people can travel anywhere without having to fear no place to stay.

In Indonesia, every hotel is equipped with an extravagant hospitality in every different region and cultures. We can see a different kind of Batik in every region, for instance. They are adapting every related culture with the famous Indonesian hospitality and its own brand of hotel.

Surat Keputusan Menparpostel No. KM 37/PW.340/MPPT-86, tentang Peraturan Usaha dan Penggolongan Hotel. Bab 1, Pasal 1, Ayat (b) mentions that : “Hotel adalah suatu jenis akomodasi yang mempergunakan sebagian atau seluruh bangunan untuk menyediakan jasa penginapan, makanan, minuman serta jasa penunjang lainnya bagi umum yang dikelola secara komersial”.

Menparpostel Decree No. KM 37/PW.340/MPPT-86, on the rules of Business and Classification Hotel, Chapter 1, Article 1, Paragraph (b) mentions that: “Hotel is a type of accommodation that use some or all of the building to provide accommodation, food, drinks and other supporting services for the common commercially managed”.

Clearly, from the Surat Keputusan of the Tourism Minister, hotel in Indonesia should be an accomodation service, providing lodging service, food and beverages and commercial.

2.5 G.H Universal Hotel Bandung

GH Universal Hotel is located in the northern city of Bandung, close to the center of tourism. Its 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. Every detail from the front of the building is beautiful and meticulously carved by hand. The classical form of building Europe at GH Universal Hotel is getting stronger with the presence of six domes on the roof. One is the Chapel of the Angels with views in all directions mountains and the Bandung city.

GH Universal Hotel provides various types of rooms, ranging from Superior Rooms, Deluxe King, Deluxe double queen, Princess Suite, Honeymoon Suite, Governor Suite, Queen Suite up to the King Suite that offers luxury in a room measuring 125 square meters. For an unforgettable overnight experience, the Presidential Suite presents a panoramic view of the Bandung city with a viewing angle of 180 degrees. In a room measuring 250 square meters, there are two beds (king and queen), separate dining room, living room with private bar, and three bathrooms in the form Jacuzzi, large size bath tub and shower.

In the other areas, two restaurants with a distinctive atmosphere ready to pamper guests. That is Fat Dragon Chinese Restaurant is for those who want adventure authentic Cantonese culinary tastes such as various kinds of porridge, Dim Sum as well as a full à la carte menu. For those who want to enjoy delicious cuisine in a spectacular atmosphere, Belle Vue 24 Hours French Italian Bistro. That said, French and Italian Bistro at GH Universal Hotel is the first bistro in Bandung, which open the service up to 24 hours.

Beside that, GH Universal hotel also has completed facilities for you to fill your holiday or business purposes. Starting from the swimming pool, gymnasium, spa, playing facilities for babies and children, business center, internet hot spot area and lot parking space. Then, GH Universal also has nine venues for the purpose of meeting with the largest capacity is able to accommodate 700 people with classroom setup.

2.6 Front Office

Front Office is a business term that refers to a company's department that comes in contact with clients, including the marketing, sales and service departments. In the hotel industry, the front office welcomes guest to the accommodation section: meeting and greeting them, taking and organizing reservations, allocating check in and out of rooms, organizing porter service, issuing keys and other security arrangements, passing on messages to customers and setting the accounts.

Beside that, Front Office is one department in a hotel that is in front the gate of the hotel, so easily identified and contacted guests who operational relation directly with guests. According to Sulastiyono (2011): "The role and function of the main part of the hotel front office is selling (in terms of rent) rooms to the guests." Therefore the function, the location or the location of the hotel front office should be in a place easily seen or known by guest. To assist in the implementation of function of the front office the hotel is divided into several

sub-sections, each sub- parts have different service functions, as the main function is part of the hotel front office services sales room.

Bagyono, (2008) menyebutkan bahwa: *“Peranan Departemen Kantor Depan mengemban misi yang sangat vital bagi keberhasilan bisnis hotel. Sebab produk yang menjadi pendapatan utama (main revenue/income) hotel adalah dari kamar.”*

Bagyono (2008) mentions that: “The role of the Ministry of Home Office on a mission that is vital to the success of a business hotel. For products that become primary income (main revenue/income) is from the hotel room.”

According to Suarthana (1986): “Front Office is a part or department that responsible for the sale of a hotel room through a booking (reservation) in advance and without reservations, followed by registration and the appointment of the room for guests.” Front Office is one department in which operations are directly related to the guests who arrive at the hotel. Therefore, the front office is always located on the front of the hotel. Generally this front office called the lobby area, as the place or the reception area.

Front Office Department divided into several sections, those are: Receptionist, Reservation, Operator, Guest Relation Officier, Concierge and Bell boy.

2.7 Receptionist

The basic functions performed by the receptionist are the registration process (with related cashier duties) and the assisting of guests with any requests they make. The receptionist main concern is, of course, service to the guests. This

service can be accomplished by acknowledging the guests, presence even if they cannot be served at once, always calling guests by name, and smiling and looking at the guests when serving them.

The receptionist is the person in charge of receiving guests (in a company, hotel or office). The receptionist is usually placed in the front office, is intended that the guests come easily figure out an easy way to find information as well as a picture of a company. According to Martin (1991), in his book entitled "Human Relation for the Hospitality Industry" mention that: "The front desk of the hotel or motel is usually the primary nexus between guset and hotel or motel. The person working the front desk, whatever the job-title front desk clerk, receptionist, guest service agent, is a person who registers and checks the guest in the out, keeps record by hand or computer, realtes to housekeeping and other department and generally operates an information and record center". Clearly, it is that whatever the term used to refer to the reception, she is on duty in front of the hotel.

The company's image is also determined by the receptionist, although many other factors that determine. But when the first guests see the company and communicate with the front desk. The receptionist did not just have beautiful face, tall body, buat also knowledge, a mature attitude and behavior is good and right. According to Anwar (2004): "Receptionist or desk clerk is the primary person first to welcome and greet every guest who comes to the hotel,then register guests, find rooms were prepared occupied either for suggesting or request of guests, give or issue a room key, then also should provide information to the guests in connection

with the services or facilities available at the hotel as well as other information outside the hotel”. So a receptionist not only have good language skills, but must have an extensive knowledge.

If we are talking about the responsibility of receptionist, Bardi (2007) mentions that: “The main responsibility of the reception is checking guests in and out of the hotel.” So, they also handle any queries from guests and visitors or refer them to the appropriate department. The reception desk will be operational 24 hours a day. As discussed earlier, the larger the hotel, the more specialised the duties of the reception personnel.