

# Chapter I

## Introduction

### 1.1 Background of the Study

Indonesia has very interesting cultural diversity. This cultural diversity is motivated by religion, unique customs, and art owned by each of the tribes in Indonesia. In addition, the beautiful landscape will provide a special attraction for tourists, both natural mountain (rural), the underwater world, as well as the beach.

According to Suwanto in his book “Dasar-Dasar Pariwisata” said

*Pariwisata sebagai suatu proses kepergian sementara dari seseorang atau lebih menuju tempat lain di luar tempat tinggalnya. Dorongan kepergiannya karena berbagai kepentingan, baik karena kepentingan ekonomi, sosial, kebudayaan, politik, agama, kesehatan maupun kepentingan lain seperti sekedar ingin tahu, menambah pengalaman atau untuk belajar.*

Tourism as a process of temporary departure of one or more people toward another place outside his home. Encouragement departure as a variety of interests, either because of economic interests, social, cultural, political, religious, health and other interests such as simply want to know, adding to the experience or to learn.

Development of tourism happens not only in developed countries but also in developing countries. In this connection, several countries including Indonesia enjoyed the impact of the increase tourism in the world. Tourism is now filled with competition. A tourist destination that is always trying to attract more tourists from other destinations, to win the competition does not give great discounts or prize draw, but the important thing is to provide good services, services that can satisfy the tourists who visiting the destination.

Hotel and tourism development in Indonesia has increased significantly. This can be seen by the increasing number of tourists who arrival in Indonesia and the growth of tourism industry including the growing number of hotels in Indonesia.

Hotel accomodation can not be separated by tourism. Without tourism, hotel accomodation will not run. Instead, tourism without hotel is something that is impossible,

especially when speaking of tourism as an industry. Hotel including the principal means of tourism. This means that hotel much depend on the number of tourists who coming.

Definition of hotel according to Charles E. Steadmon and Michael L. Kasavana in their book (*Managing Front Office Operation*) explaining that “a hotel: a defined as establishment whose primary business is providing lodging facilities for the general public and which furnishes one or more of the following service: food and beverage service, room service attendant, uniform service, laundering of lines, and use furniture and fixtures.”

The hotel is more developed in every place, like in a big cities and small cities. Although in big cities are usually more big hotels and magnificent. For example, such as five star hotel. G.H Universal Hotel is the five stars hotel which located in the north of Bandung city, close to center of tourism. G.H Universal brings European style, luxury and comfort with the natural beauty of Bandung. Italian Renaissance style architecture design looks unique and different than hotels in Bandung, where the lines and curves of the building is characteristic of G.H Universal Hotel. Every detail from the front of building is so beautifully and meticulously carved by hand. The classical form of building Europe at G.H Universal Hotel is getting stronger with a view of the mountains and city.

G.H Universal Hotel provides various types of rooms, from the 53 rooms Superior room or standard (26m<sup>2</sup>), 28 rooms Deluxe King (45m<sup>2</sup>), 18 rooms Deluxe Double Queen (66m<sup>2</sup>), 1 room Princess Suite (45m<sup>2</sup>), 1 room Honeymoon Suite (70m<sup>2</sup>), 1 room Queen Suite (125m<sup>2</sup>), 1 room Governor Suite(125m<sup>2</sup>), 1 room King Suite (125m<sup>2</sup>), and for an unforgettable overnight experience 1 room Presidential Suite (250m<sup>2</sup>) presents a panoramic view of Bandung city.

As a five star hotel, G.H Universal also has complete facilities for people who fill holiday or business. Starting from first floor, there lobby, pastry shop, drug store, Business centre, Fat Dragon Chinese Restaurant, Swimming pool and Kids pool (outdoor), Courtyard

of the Royale, Spa and Massage, Wedding Gallery, Meeting room: (Perugia, Palermo, Tuscany), Secret Garden, Guest Room, Garden, Pet Inn, Parking. For second floor have Baby and Kids Facilities, Guest Room, and meeting room (Hall of Light or Ballroom). Third floor have meeting room (Lombardy and Sicilia), and Gues Room. Fourth Floor have guest room and living room. And fifth floor have Belle Vue 24 hours French Italian Bistro, Chapel of The Angel, meeting room (Milano), and Kids playground (the Castello).

GRO is division under Front Office Department that have job desc to provide services, hotel information, room rate, escort guests, so the GRO play an important role in increasing guest satisfaction. GRO can cause a reapter guests or even become not to come to hotel. Thus the hotel should be able to prepare Standart Operating Procedure (SOP) that can be implied by GRO. Guest Relation Officer (GRO) is division of Front Office Department that functions as an intermediary between hotel an guests at hotel. GRO responsible for handling front office in all aspects such as hotel, motel, lodge, inn, or other business offices.

One of the duties of GRO is welcoming guests, a warm welcome will be offered. GRO ensure that guests satisfied with GRO service. When VIP check in, GRO escorted guests VIP to their rooms and offer facilities. GRO have a duty to promoting hotel, GRO promoted about hotel facilities. GRO determined that guests are satisfied and maintain satisfaction throughout guests stay in hotel.

GRO must be able to listen guests complaints that may arise from guests. GRO must remain calm and stand by all the time to respond guests complaint. GRO also assist guests in guests travel needs, such as information about restaurants, shoping center, tourists attraction, etc.

## **1.2 Identification of Problems**

Based on the background of the study, the writer identified two problems, those are:

- Standard operating procedure is often changed in accordance with the target management, so that GRO is not yet fully implemented the SOP.
- GRO often rolling, so the new GRO is not able to understand the SOP that should be implemented to provide services.
- Because SOP frequently changing then some of GRO do not focus on work.

### **1.3 Research Problems**

Based on the above identification of problems, the writer is aimed to answer the questions as follows:

- What is the roles of GRO in serving guests of G.H Universal Hotel?
- How the guests response to GRO roles?

### **1.4 Limitation of the Problems**

The limitation of the writer's problems is only intended to determine the extent of Guest Relation Officer serve guests well and the roles of Guest Relation Officer in improving quality of service. Therefore. The writer further discuss matters related to the subject given in "The Roles of GRO in Serving the Guests at G.H Universal Hotel Bandung".

### **1.5 Objectives of the Study**

In this study the writer has purposes on conducting this research in order to make it appropriate with the writer research. The purposes are:

- To know how the Guest Relation Officer (GRO) at GH Universal Hotel improvement quality of service.
- To find out the benefit of GRO's roles.

## **1.6 Significances of the Study**

The significances of this study have several goals including the following:

- For the writer, this research is expected to provide some experience and knowledge of the roles of GRO in improving quality of service.
- For the readers, this research is expected to provide a lot of information about how to best GRO, definitions of hotel, staff hotel, and service quality, especially Guest Relation Officer (GRO). And everything which has a correlation about tourism.
- For the writer of this research as one of the requirements for completeness academic English Department Faculty of Art and Letters Pasundan University Bandung

## **1.7 Rationale of The Research Problem**

- **Necessary Reason :** The reason why the writer takes that problem in this research, because the GRO is the first to serve guests when guests come to hotel. GRO will escort guest to check in and handle guests complaints. GRO provides hotel guests with above and great service to ensure their experience will be worth remembering.
- **Sufficient Reason :** Because the turnover of staff in this hotel, the GRO duties also change. The change of GRO duties for satisfying the guests.

## **1.8 The Technique of Collect Data**

- **Primary Data:** The primary data is data which is collected by the researcher for the specific purpose of answering the problem on hand. It is taken by the observation during the research for different times and interview with the object of this paper to support collecting the data. In this research, the writer uses observation by following the activities of Guest Relation Officer and interview.

## **Chapter II**

# **The Roles of GRO in Serving the Guests at G.H Universal Hotel Bandung**

### **2.1 Definition of Guest Relation Officer**

Guest Relation Officer (GRO) is at the forefront of customer service. GRO is one of the first hotel division to greet guests when they arrived. Guest Relation Officer provides hotel guests with above and beyond service to ensure their experience will be worth remembering. The position ensures that guests are happy from come for hotel till leave. Sometimes, GRO continues to provide superior customer service after the guests are long gone.

According to Bagyono and Agus Sambodo in their book *“Dasas-Dasar Kantor Depan Hotel”* is:

*Guest Relation Officer adalah orang yang bekerja pada suatu hotel tertentu dan bertugas sebagai penghubung hotel dengan tamu hotel, menerima semua kritik, saran dan keluhan tamu untuk perbaikan kualitas pelayanan guna mencapai kepuasan tamu hotel.*

Guest Relation Officer is the person who works at a hotel and served as a liaison with guests, accept all the criticism, suggestions and complaints of guests for improvement of service quality in order to achieve the satisfaction of guests.

Guest Relation Officer has a duty to provide information about the facilities and to handle guest complaints. Its function is similar to Public Relation, because it is directly related to guests. Guest Relation Officer should be able to make guests comfortable when the guests stay at the hotel.

Every day, GRO has three shifts, they are: morning, middle, and afternoon with eight working hours each. The first thing to do of morning shift is to take “GRO Check List” which mention the daily routine of GRO, as following:

- Stand by at Restaurant during breakfast time
- Read log book in case there is something have events

- Make report VIP Arrival Today and info to other department
- Check newspaper today at the lobby
- Handling Check Out and Check In guests
- Clear up breakfast and set-up complimentary cake, fruit and flower for VIP
- Check Expected Arrival VIP (room status, welcome letter, or other arrangement)
- Preparing VIP room
- Handles guest complaints
- checking reservation for VIP tomorrow
- welcoming FIT and GIT guests
- make monthly report
- make weekly report

In carrying duties, GRO will relate with another department, such as:

- Related with Houskeeping Department in preparing and sending flowers for VIP.
- Related with Room Service Division in preparing and sending fruits or cakes for VIP.
- Related with Engineering Department in repairing room guests.
- Related with Secretary of General Manager in preparing welcome letter.
- Related with Bar in preparing welcome drink
- Related with Public Relation in documenting events and arrival of VIP guests.

GRO is responsible in maintaining the Executive/Business at Lobby. The tasks on the Lobby area are:

- Keeping the lobby area clean
- Helping the guests in case of using computers, printer
- Preparing special treatments for executive guests
- Managing General Manager's need

#### A. Guest Relation Officer in Handling Guests need

Workers and all people involved in the hospitality industry like hotel have the same duty to give the best service to the guests. Every guest has different character and need. Some of them are very kind, but some others are difficult to understand. The guests staying in a hotel need big attentions since they have paid a lot to get the leisure and satisfaction. At most four or more-star hotels, there is a special section to handle the need of guests.

At G.H Universal Hotel, GRO holds the roles in case of handling the various needs of the guests:

- Problem Solver in handling complaints

Some guests have problems during their stay and it is a right of them to complain about the lack of hotel service. GRO must hear the complaint with cares to give impression that the complaint is accepted. To handle their needs in complaining, GRO must be so patient and professional because most guests share their complaint with anger and only a few who shares it kindly. After hearing the complaints, GRO takes further handle by calming down the guests and looking for best solutions depends on the problem occurs.

- Primary coordinator in handling the need of VIP guests

G.H Universal Hotel has a lot of important guests. Those kind of guests are in VIP category. At G.H Universal Hotel, frequent guests are called “Repeater”. Repeaters get special treatments since they become loyal customers of the hotel.

It is GRO responsibility to set the treatments:

- a) Fruit basket
- b) Welcome letter
- c) Welcome card
- d) Bouquet of flowers



e) Cakes

## 2.2 The Definition of Quality of Service

In a company must have a quality of service. The quality of service will make people interested, especially for hotel business, the quality of service is very important. To attract a lot of guests who staying at a hotel, a hotel must improve its service. Facilities and products sold must be able to satisfy the guests who come to the hotel.

According to Tjiptono and Chandra (2005:110) in their book, the title is “*Service, Quality and Satisfaction*” said that:

*Salah satu aspek yang menjadi dasar dalam menentukan kualitas adalah aspek hasil, dimana aspek ini sering dianggap sebagai ukuran relatif kesempurnaan atau kebaikan dari sebuah produk/jasa yang terdiri atas kualitas desain dan kualitas kesesuaian (Conformance quality). Kualitas desain merupakan fungsi spesifikasi produk, sedangkan kualitas kesesuaian adalah ukuran seberapa besar tingkat kesesuaian antara sebuah produk/jasa dengan persyaratan atau spesifikasi kualitas yang ditetapkan sebelumnya.*

one aspect that becomes the basic for determining the quality is the result, where this aspect is often regarded as a relative measure of perfection or goodness of a product and services consisting of design quality compliance “Conformance quality”. The design quality is a function of product specifications, while the quality of conformity is a measure of how much the degree of correspondence between a product or service with quality specifications requirements previously set.

According to the statement of experts concluded that the design of building can attract guests to visit and improve the quality of service.

According to Tjiptono (2004:61) is:

*Citra kualitas yang baik bukanlah berdasarkan sudut pandang atau persepsi penyedia jasa, melainkan berdasarkan sudut pandang atau persepsi pelanggan. Pelangganlah yang mengkonsumsi dan menikmati jasa, sehingga merekalah yang menentukan kualitas pelayanan umum. Persepsi pelanggan terhadap kualitas jasa atau pelayanan merupakan penilaian menyeluruh atas keunggulan suatu pelayanan.*

good image quality is not based on the viewpoint or perception of service providers, but based on customer's viewpoint or perception. Customers who consume and enjoy the service, they who determine of the benefits of the quality of service or services thorough assessment of the benefits of a service.

Based on these explanations it can be concluded that a quality of service that is expected by the guests as recipients of services expect excellence from any services that are obtained from the previous service. If the service exceeded the expectations of the guests, the quality of services provided will have an ideal perception of the service recipient.

To give good service, GRO can not stand alone. The cooperation between departments is needed. Below is the coordination between GRO and other departments:

- GRO with Housekeeping (HK) Department, which mostly have a continuous contact with GRO in case of guest request about to give the cake, facilities such as extra bed, more toothbrush, more towel
- GRO with Engineering Department, confirming about the electricity machinery stuffs related to guests need, for example, is an Air Conditioner (AC) problematic, bathroom problem, or TV problem, etc.
- GRO and Food and Beverage (F & B) Department, contacting the F & B service in need of guests to have food services, for example, is room service. Actually, there is a room service menu available on the desk in every room. There are guests who call the room service by themselves.
- GRO also sending an email "Thank You Letter" to guests who already stay at hotel.

### **2.3 Definition of Hotel**

Hotel is building, corporate or business accommodation that provide services, food and beverage, and another facilities for guests. Guest who staying or use hotel facilities.

According to Sulastiyono (2011:5) is:

*hotel adalah suatu perusahaan yang dikelola oleh pemiliknya dengan menyediakan pelayanan makanan, minuman, dan fasilitas kamar untuk tidur kepada orang-orang yang melakukan perjalanan. Mereka mampu membayar dengan jumlah yang wajar sesuai dengan pelayanan yang diterima tanpa adanya perjanjian khusus.*

The hotel is a company which run by owner, providing food and beverage service, and rooms for sleeping, facilities for people who travel. They were able to pay with a reasonable amount of care received in accordance with a special agreement.

Based on the definition of Expert, the writer concluded that the hotel is as a means of supporting tourism, where management is conducted professionally and supported by employees who have skills in hospitality.

#### Departments of Hotel

- Front Office Department

The main function of Front office Department is selling or renting rooms to guests. due to the function, then the location of Front office should be in place that is easily seen or known by guests. The Front office is consist into several divisions, each division has a different role.

- Housekeeping Department

According to Nawar in book “Manajemen Penyelenggaraan Hotel” said that:

*Housekeeping adalah bagian department yang mengatur atau menata peralatan, menjaga kebersihan, memperbaiki kerusakan, dan memberi dekorasi yang bertujuan agar hotel terlihat rapi, bersih, menarik dan nyaman.*

Housekeeping is part of department that regulates or setting up the equipment, maintain cleanliness, repair the damage and provide decorations that aims to make hotel look ammaculately clean, attractive and comfortable.

This Department has role and function is vital in providing services to the guests, especially concerning the service of comfort and cleanliness of the hotel, then Houskeeping department cooperation with another departments. Housekeeping

department responsibilities ranging from taking care of the materials are made linen such as table cloths, bed sheets, maintain neatness and cleanliness of rooms.

- Food and Beverage Department

According to Adi Soenarno in his book "Front Office Management" said

*Food and Beverage service adalah pelayanan makanan dan minuman, bidang yang khusus memberikan pelayanan dalam penanganan makan seperti manajer restoran, waiter dan sebagainya.*

Food and Beverage service is a food and beverage service, a specialized field to provide services in the treatment of eating as a restaurant manager, waiter and so forth.

This department has function of selling food and drinks. In addition, part of this department have complex activities, the activities are carrying out the development of food and beverage products, plan activities that can attract guests to buy the products, food and beverages processing, serving the products to guests.

- Marketing and Sales Department

Serves to market the products of hotel, as well as activities related to the marketing, the way it was meant to get guests as much as possible, in order to determine the amount of increase in revenue generated through the guests staying and using hotel facilities.

- Accounting Department

This department is a center of the hotel in organizing the preparation, recording, and financial administration. Because the roles of this department, the management can determine how the income and development for the hotel future.

- Human Resource Department

This department has role in managing the human resources that exist within hotel. In addition, this department has a role developing the employees and organize conduct training for employees of the hotel.

- **Engineering Department**

Responsibilities for activities related to the design and construction of the hotel building, repairing mechanical of hotel. This department also take cares of the procurement and maintenance of electrical instalations and provision of clean water for the guests and employees.

## **2.4. Definition of Guests**

Guests is an integral part of a business hotel.therefore, a guest deserves professional services of a hotel. Every guestwants to obtain something that exceeds the value expected from price they pay.

The types of guests who staying in hotel can be classified as:

- **Domestic tourists** are local traveler , for examle during weekend, or a special function and other activities
- **FIT (Free Independent Travellers)** are international tourist who travel individually ad not bonded in a group. Usually this type of guest make reservations directlyand generally just booked a room.
- **GIT (Group Inclusive Tours)** are who travel together in a package tour, usually this type of guests traveling with intermediary travel agent.
- **SITs (Special Interest Tour)** are a group that visit place, usually with special purpose such as visiting tourist attractions.

