

Chapter I

Introduction

1.1. Background of the Research

The term of tourism comes from Sanskrit that consists of word “*Pari*” it means many times, rotate and the word “*wisata*” means journey. Tourism is a journey which done many times or rotate from one place to another place for a while to get pleasure. Tourism is something that related to tourists, tourist attraction and other business of tourism. Hence, tourism cannot stand by itself because tourism needs to be supported by another thing.

Tourism is dynamic activity that involves many people and can develop any kinds of business. The industry of tourism is the opportunities that must be developed, because tourism can be an industry that gives many benefits. Tourism is an activity that always related to services that can give tourists feel comfortable and pleasant. The tourists will feel enjoy and stay along or come back in another times if the services that is given is good. Therefore all parties that involve to the process of tourism should always try to give the best services.

The development of tourism is also influenced by the development of social media and lifestyle of the people. Because of that some of people want to exist in social media such as uploading some pictures of tourist attraction, culinary, fashion etc. So, many people want to visit some

beautiful and unique places or tasting new foods such as any kinds of culinary, or buy new clothes to be stylishly. So, many beautiful places in Indonesia become full of visitors not only from domestic but also international.

There are many aspects that can support tourism such as transportation, travel services, retail goods, food services and accommodation. Tourist attraction Tourists that will do journey need those aspects. Accommodation is one of an important thing for tourism. There are many kinds of accommodation to fulfill tourists' need.

Hotel is one of kinds of accommodation that are familiar in public. Hotel gives services of the inn, food and beverage, meeting room, ballroom, swimming pool and another service or facilities for the public. The tourist will choose hotel that appropriate with their need and their financial. So, there many classification of hotel starting from hotel with no star until hotel with five-star. We can know the classification of the hotel is from the facilities and quality services that provided.

The competition of hotel management is very high, so each hotel should give the best facilities and services. The guest will compare and evaluate the services that they received with the services that they expected. From the guest assessment can be determined whether those services are good or not. So, the determinant of quality service is not from hotel's opinion but the guests' opinion.

As stated by Parasuraman et.al in Lupiyoadi (2013:216)

“Kualitas service dapat didefinisikan seberapa jauh perbedaan antara kenyataan dan harapan pelanggan atas layanan yang mereka terima. (=quality service can be defined about the different of the reality and customer expectation between the service that they get).”

Hotel business is services business so anything is about services that given to the guests. The success of the services business is from the assessment of the guest. And the quality services of each hotel become the determiner. Because the guests not only see the luxurious building, facilities, cleanness, strategic place but also quality of services. Service is an intangible thing that is given by a company to the customer.

Every hotel has different uniqueness such as design of the building, the completeness of the room, and services that provided. Hotels are prosecuted in improving quality service. Because although the building of the hotel and the facilities has been good, but if it is not supported by good service then the guest will feel not satisfy. Hence, every hotel should know what the guest want and need and also understand about behavior of the guest and many things that can make the guest feel comfortable.

Front Office is the reflection of the quality of hotel. Front office has an important role in service and goal attainment. It is giving service that expected by the guests to make an image of hotel and get maximum income. Front office Department execute vital mission for the success of

hotel business. Because the main income in hotel is from room and the second income is from Food and Beverage.

Front Office as the heart of the main activities in hotel should be more extra and should be better in giving service. In Front Office also the image of the hotel will be seen directly at first visit. And Front Office is the source of the information about hotel. The guest will get more information from that department. Then finally, the guests will determine whether they will stay, eat or use any kinds of facilities and services of that hotel.

Bandung is the third big cities in Indonesia after Jakarta and Surabaya. Bandung is located in 140 km southeast from Jakarta. *Kota Kembang* and Paris Van Java are the nickname of Bandung. Bandung is one of city that always be visited by the tourists because Bandung has many uniqueness.

The uniqueness of Bandung are Bandung has cool weather, there are many factory outlet that sell branded clothes with low price. And also there are many culinary which has varieties starting from the food that sell in the side of road, restaurant and cafe with the beautiful view with the unique design. We can enjoy the food with romantic nuance that can make the guest feel spellbound with Bandung. Bandung people are known with the amiability and friendly.

Now the access to Bandung is easy because of highway so the people from Jakarta and other city will be easy to visit Bandung. Jakarta to Bandung only takes two hours driving. It can make tourists become more likely to come to Bandung. Not only on the weekend but also weekday Bandung is always full of the tourists from domestic or international.

Visiting Bandung is not enough if only a day, because there are many places to be visited. So the tourists need inn for rest to get more energy. From that reason so the business of tourism is need, such as accommodation. And it can make the income for Bandung increases and the occupancy of hotel (accommodation) also rises.

Bandung is one of the cities in West Java Indonesia that full of hotels. In several places the distance of one hotel to another hotel is so near. It can be seen in around Cihampelas street, Setiabudhi street and another streets. Hence, every Hotel should have manners to be able to compete.

California Hotel is one of three-star hotel in Bandung that has many special facilities and services that provided. California Hotel should be able to compete with other hotels especially with hotels that have four-star, or a five star in Bandung or outside Bandung. Something that can differentiate one hotel and another hotel is from the quality service that better than another hotel as the competitors.

This hotel was located in Wastukencana street number 48 Bandung West Java Indonesia. The name of this hotel inspired from a song from a group of music which names The Eagles from Los Angeles California that was popular around 1980. In every room of this hotel there is CD of The Eagles that adhere to the door. There is also an art work of famous musician in each room. The name of ballroom, meeting room, restaurant and longue which is taken from music such as Beethoven, Penny lane and Brown sugar.

The writer choose California Hotel as the object to be researched because California Hotel is one of the Hotel in Bandung which different from other hotels. This hotel inspired from music, from the name of hotel, the name of cafe, longue and other name of places it were taken from music. Penny Lane and Brown Sugar are the name of Longue and café in this hotel that taken from the tittle of song from The Beatles and Rolling Stones. Pink Floyd, Beethoven, and The Beatles are the name of meeting room with different capacity. And also we can find the DVD of The Eagles in front of each room door.

The rooms in this hotel also were designed very beautifully. And also the painting of musician decorates each room which will make nuance of room is different from other hotel. The other unique thing from this hotel is rooms with wooden flooring, minimalist style rooms and soundproof. The furniture of this hotel also designed as western world.

The location of this hotel is very strategies and it is easy to be found. Because of the location of California Hotel is in the central of city, so the guest will be easy to visit some places such as tourist attraction, café, shopping center and other places. And also California Hotel has quality service that offer to the guests. Based on the description above, the writer intends to establish a research entitled An Analysis of Quality Service at California Hotel's Front Office Department in Bandung.

1.2. Identification of the Problems

Based on the background above, the writer can find some problems, those are:

- We should know kinds of services in Front Office Department at California Hotel.
- We should know the obstacles in increasing quality services in Front Office Department at California Hotel.

1.3. Research Questions

Based on the identification above, then there are some problems to be discussed, those are:

1. What kinds of services available in Front Office Department at California Hotel?

2. What are the obstacles of the Hotel in increasing Quality Service at Front Office Department?

1.4. Limitation of the Problem

There are many Departments in California Hotel which has quality services that offered to the guests. But the writer makes a limitation in this research, so the writer can find an optimal result. And the writer chooses Front Office Department as the Department to be investigated in this research. Because Front Office Department is one of the Departments that give service directly to the guests, or face the guests. So this research is only An Analysis of Quality Service at California Hotel's Front Office Department in Bandung.

1.5. Objectives of the Research

1. This research intends to know kinds of services in Front Office Department at California Hotel.
2. This research intends to know the obstacles of the Hotel in increasing Quality Service at Front Office Department.

1.6. Significances of the Research

The writer hopes this research can give benefit for the writer, the readers, and the company

- a. For the writer, this study is expected to know about Quality Service in Front Office Department at California Hotel.
- b. For the readers, the result of this study can give information toward subject that investigated.
- c. For the company, the result of this study may be able to make California Hotel more extra in improving the quality services in Front Office Department at California Hotel.