**Chapter I**

**Introduction**

* 1. **Background of The Study**

The tourism industry in Indonesia has become known in the world and is growing more advanced with their supporting infrastructure. Moreover, in terms of geography which is strongly supports the tourism industry in our country. From a variety of facilities and infrastructure that support the tourism industry one of them is the hospitality industry. Hospitality industry is one of the businesses engaged in service activities. Industry services provide rooms, food and beverage, transportation and other facilities.

Agus Sulastiyono (2007:3) in his book entitled *Teknik dan Prosedur Divisi Kamar Pada Bidang Hotel* said that the definition of the hotel according to the Decree of the Minister of Tourism, Post and Telecommunications No. KM 37/PW.340/MPPT-86 is as follows: Hotel is a type of accommodation that uses some or all of the buildings to provide accommodation, food and beverages as well as other supporting services to the public which are managed commercially.

In this case one of the famous hotels in Bandung is Fave Hotel Premier Cihampelas Bandung. Fave Hotel is one of the properties included in the group of Archipelago International. Archipelago International itself is one of the leading hotel‘s operator in Indonesia with a portfolio of more than 90 hotels and 12,000 rooms. Archipelago operates several hotels under the brand name like Grand Aston, Aston, Aston City, Alana, Harper, Quest, Fave Hotel, NEO and Kamuela which offers a selection of luxury villas with private pools to apartments and economy class hotel services are selected, so that tourists can enjoy Indonesia the largest hotel network and complete. As the brand is growing continuously, Archipelago International has a development pipeline exceeds 95 properties in Indonesia, the Philippines and Malaysia.

Fave hotel Premier Cihampelas is located at Jl. Cihampelas No. 129. Fave hotel originally had a number of rooms 120 rooms however, with increasing visitors who multiply and are supported with a strategic location and proximity to tourist attractions, this hotel in 2014 again increased the number of rooms about 28 rooms and now total rooms in Fave Hotel are about 148 rooms consist of four (4) types of rooms.

Following below is the number of visitors at Fave Hotel Premier Cihampelas Bandung:

**Table 1.1**

**The number of visitors in Fave Hotel Premier Cihampelas Bandung**

|  |  |  |
| --- | --- | --- |
| **No.** | **Years** | **Total** |
| 1. | 2013 | 65.806 |
| 2. | 2014 | 80.690 |

**Table 1.2**

**The number of visitor in Fave Hotel Premier Cihampelas Start from January – December 2014**

|  |  |  |
| --- | --- | --- |
| **No.** | **Month** | **Total** |
| 1. | January | 8.150 |
| 2. | February | 5.975 |
| 3. | March | 5.680 |
| 4. | April | 6.425 |
| 5. | May | 5.810 |
| 6. | June | 7.280 |
| 7. | July | 7.694 |
| 8. | Agustus | 7.100 |
| 9. | September | 4.995 |
| 10. | October | 7.225 |
| 11. | November | 6.636 |
| 12. | December | 7.720 |
|  | **Total** | 80.690 |

**Pictures of 1.2**

**The number of visitors in Fave Hotel Premier Cihampelas Start from January - December 2014**

From the data above it can be seen that the Fave Hotel has increased. The part of the increased itself because of services quality which provided by Fave Hotel is very good and it makes the guests feel like at home and feel comfortable to stay in Fave Hotel.

Hospitality businesses engaged in services plays an important part role in fulfilling and satisfying the wishes and needs of guests. Therefore, the best service is prioritized in the hotel business so that the guests feel comfortable and happy to stay at the hotel. In this case, the service will make the hotel itself becomes favorite hotel in Bandung to stay. In addition, the satisfactory service would give a good image in the eyes of the guests. Moreover, the condition of the hospitality business competition is increasingly high, they compete to make the hotel architecture, interior and exterior hotel look as attractive as possible. However, there is one thing that must be understood in the hospitality business which is the quality of staff. In this case, to be able to compete with other hotels, the hotel must know and concern about how the quality of the waiters or staff itself in serving guests. According to Muhtosim Arief (2006:145) said in his book entitled *Pemasaran Jasa dan Kualitas Pelayanan* that quality of service is a powerful weapon in the excellence of the company, especially companies engaged in the services sector, such as banking, airlines, and other service companies*.*

In this case one part of the front office department that owns and plays an important role as a determinant of the hotel's image is Receptionist. As for definition of Receptionist according to Agus Sulastiyono (2007:10) in his book entitled *Teknik dan Prosedur Divisi Kamar Pada Bidang Hotel* said that Reception Section is the part that does the registration of all guests who come to stay at the hotel.

The image of the hotel or company is also determined by the receptionist, although many other factors determine. But when the first guests see the company and communicate with the front desk. The receptionist not only has beautiful face, tall body, but also the knowledge, attitude and behavior mature properly. Receptionist as the first impression and the last impression of the guest in the hotel must have the ability to handle all the needs and in providing services and in dealing with complaints guests well. It is naturally when a great impression will be created of this section of Front Office. Therefore, if the quality of service provided to guests is bad, then the image of the hotel would be also bad in the presence of guests and vice versa. Basically the hotel business both two-star to five-star has the same basic principles in serving guests is the friendly, polite, and attentive. Basic principles of which is the key of success in providing outstanding service at a hotel for her guests.

* 1. **Identification of Problems**

Based on the background that has been submitted earlier, that service providers are expected to have good qualities and give satisfactory services to be implemented well. In this case as a receptionist who is the center of information and people who frequently handle all guest needs of both guests who will stay or who are staying. Therefore, the quality of services provided to guests that is good and it will be satisfying would make the Fave Hotel Premier Cihampelas be a favorite hotel chosen as a place to stay and to be the famous hotel in Bandung. Therefore, the receptionist as a hotel first impression is expected to deal with and handle guests well.

* 1. **Research Problem**

In this research, the problems are formulated in the following research questions:

1.) How is the service quality of Receptionist at the Fave Hotel Premier Cihampelas?

2.) How are the management strategies to improve the quality of service at Fave Hotel?

**1.4 Limitation of Study**

Fave Hotel Premier Cihampleas is the only one Fave Hotel that include two-star hotel category with 3 (three) star facilities in Bandung. The strategic location has become an attraction of this hotel itself. In this case, in order to be more focused only on the main problems, the writer limited the research only on the quality of service of receptionist in Fave Hotel Premier Cihampelas Bandung

* 1. **The Objectives of Study**

According to research problems above, the purpose of the study are:

1. To know how is the service quality of Receptionist at the Fave Hotel Premier Cihampelas.
2. To find out how are the management strategies to improve the quality of service at Fave Hotel.
   1. **Significances of Study**

The researcher hopes that this research will give benefit for the readers and the other researcher. The benefits are as follows:

1. For Author

This research can increase knowledge and insight and can apply the theories that have been acquired during the lectures.

1. For other researcher

With this research is expected to be useful for researchers, especially in the hospitality field research.

1. For the Company

The result is expected to be beneficial for the company that can be used as consideration to improve the quality of service in the hotel.

* 1. **Framework**

**The Analysis of Receptionist in Improving Services Quality in Fave Hotel Premier Cihampelas Bandung**

**TERRA THEORY**

Tangible,Empathy,Reliability, Responsiveness,Assurance, According to Agus Sulastiyono (2008:35)

**Manager**

**Guests**

**Front Office**

**(Receptionist)**

**Service Quality**

**Interview**

**Analysis**

**Observasi**

**Result**

The framework above is the service quality at Fave Hotel. There is manager, and followed by Front Office Departement under of it. In the Front Office Department the writer focus on the receptionist that includes one of the Front Office Agent and it is related with the research problems. In here the writer did interviews and observation at Fave Hotel about the service quality and then the witer will analyze and conclude the result them in the form of the results of the interviews and observation.

In this the writer case also used questionnaire which is based on the theory of TERRA (Tangible, Empathy, Reliability, Responsiveness, Assurance) according sulastiyono (2008:35) to measure or assess the service quality. The questionnaires about how is the service quality at Fave Hotel were spread to the guest to be answered. After the questionnaires were distributed and filled out by guests at Fave Hotel and the result about how is the service will show up, and after that directly the writer will analyze and summarize the results of the questionnaire itself.

**Chapter II**

**Hotel and Services**

**2.1 Definition of Hotel**

Hotel is one of the facilities and infrastructure that support the tourism industry. Hotels that operate in the field of services provide services such as lodging, food and beverage and other facilities.

Agus Sulastiyono (2007:3) in his book entitled *Teknik dan Prosedur Divisi Kamar Pada Bidang Hotel* explain that the definition of the hotel according to the Decree of the Minister of Tourism, Post and Telecommunications No. KM 37/PW.340/MPPT-86 is Hotel is a type of accommodation that use some or all of the building to provide accommodation, food and beverages as well as other supporting services to the public which are managed commercially*.*

From that sense it can be concluded that the hotel should be:

• An accommodation.

• Using some or all of the existing building.

• Providing lodging, food and beverage and other supporting services.

• Provided to the public.

• Managed commercially.

* + 1. **Hotel facilities**

According to Agus Sulastiyono (2007:3) in his book entitled *Teknik dan Prosedur Divisi Kamar Pada Bidang Hotel* said that the hotel is an integral part of the tourism business which can be regarded as a business accommodation commercialized by providing the following facilities:

1. Bedroom (guestroom)

2. Food and Drink

3. Support services include:

- Recreation areas.

- Sports facilities, dobi (laundry)

Nowadays in Indonesia hotels are flourishing and growing rapidly with various types and classes are spread across tourism destinations. The hotel is a business management services which is very complex and all its facilities are provided almost 24 hours. Hotels and accommodation are managed and provided to support the activities of the tourists who visit the area attractions.

* + 1. **Hotel classification**

According to Agus Sulastiyono (2007:3) in his book entitled *Teknik dan Prosedur Divisi Kamar Pada Bidang Hotel* said that to be able to provide information for the tourists or guests who will stay at the hotel about the standard of the facilities owned by each type and the type of hotel, as set by the Department of Tourism, Post and Telecommunications (now the Department of Culture and Tourism) through the Directorate General of Tourism issued a of hotel business and classification based on:

• Large / small hotel or a number of guest rooms;

• The hotel's location and facilities

• Equipments

• The level of education of employees and so on.

With these rules then there is a five-star hotel classification (star hotels 1 to 5) and unclassified hotel (so-called jasmine hotel). Look the increasing flow of tourists both the domestic or foreign tourists who visit the areas tourist destination. So, the quantity and the quality are needed to be improved hospitality business by providing the best possible service.

* + 1. **Characteristics of accommodation**

According to, Agus Sulastiyono (2007:4) in his book entitled *Teknik dan Prosedur Divisi Kamar Pada Bidang Hotel* said that the hotel is one form of business accommodation, based on the understanding of commercially managed hotel, the hotel in conducting their business activities:

- Rental of rooms;

- Sales of food and beverages;

- The provision of support services for commercial purposes.

The goal of every hotel business is to look for profit by renting out facilities and or sell services to its guests.

* + 1. **Types and Facilities Standard Guest Room**

Each building type and facilities the hotel has standard rooms that aren’t much different. As what Agus Sulastiyono (2007:4) said in his book entitled *Teknik dan Prosedur Divisi Kamar Pada Bidang Hotel* that as for the kinds of rooms at basically can be divided into:

1. Single Room : The rooms are equipped with a single-sized
2. Twin Room : The rooms are equipped with two beds and each bed single size (size for one person)
3. Double Room : The rooms are equipped with a double bed size (size for two people).
4. Double-double room : The rooms are equipped with two beds and each bed double size (for two people).

According to Agus Sulastiyono (2007:5) in his book entitled is *Teknik dan Prosedur Divisi Kamar Pada Bidang Hotel* that the standard of facilities contained in each room type is as follows*:*

• Private bathroom

• Beds (number and size according to the type of bed space).

• Clothing cupboard

• Phone

• Radio and Television

• Dressing or write table

• Shelves to store suitcases (luggage rack

• Ashtrays, lighters, towels, stationery

The types of rooms according to the facilities available are different from one hotel to another hotel. The price of the rooms depends on the room facilities which is means the more complete the facilities, the more expensive the room price itself.

**2.2 Definition of Front Office**

The role and the main functions of the front office section besides selling (in terms of rents) in guest rooms that have responsibility for determinants the hotel image.As what Bagyono (2006: 21) said in his book entitled *Teori dan Praktik Hotel Front Office* that the front office Hotel has some important functions in the administration of the overall hotel. The function includes:

1. Sell the room (reservation, check-in and check-out)

2. Handle product or service information and general information outside.

3. Coordinate guest services (coordinator of another department in the hotel.

4. Report the status of the room (room status can be updated manually or computerize.

5. Record the payment guest (guest bill, folio guest or guest account).

6. Complete the guest payment (upon check out)

7. Prepare a guest visit history (for the purpose of improving services)

8. Handle the phone, messaging, fax, and email

9. Handling of goods guests and their belongings.

According to Adi Soenarno (2006:2) in his book entitled *Front office* *Management said that* front officeitself is the department that handles guests who will use the room, start from the reservation, welcoming guests (receptionist), guests arrive (check-in) until the guests left the hotel (check out)*.* In this case, it means how many the rooms are sold depend on the receptionist. Hence, the location or the layout of the front office should be located where can be seen easily. To help performace of the front office is devided into several sub-sections which have different functions. The sub-section contained in the front office as claimed by Sulastiyono (2008:63) in his book entitled *Manajemen Penyelenggaraan Hotel* there are:

1. Reservation service

2. Porter or bell captain, desk service

3. Information service

4. Reception or front desk

5. Front office cashier

In the sub-section's front office job duties implementation process for each of the sub-sections is different. The general description of the role and function of each sub-section including the following:

1. **Reservation service**

Reservation services performed by the reservation section, that section is the first thing will be contacted by the guests before the guests came to stay at hotel. The reservation is first booked by the guests aim to as certain whether the rooms that guests want are still available or not. The scope of operational activities room reservation section includes;

1. Serving the entire hotel bookings from a variety of sources and how to order.

2. To carry out the process of job reservation including room confirmed.

3. Archive room orders in accordance with the date, month of the arrival of guests.

4. Checking situation of the number and type of rooms to be sold and unsold.

**2. Porter or bell captain, desk service**

Part handling of goods called Uniform Service is one part that has the following duties:

1. Handle luggage guest when guests arrive (check-in)

2. Handle-luggage or suitcases guests.

3. Provide information services requested by guests.

4. Pick up and deliver guests at a time coming and departing

5. Shows or escort guests to the reception desk (reception) for registration, escort guests headed to the room

**3. Information service**

Information section has duty to give information about something requires an explanation required by guests, both guests staying at the hotel and who are not staying at the hotel. The explanation is given for example about the facilities available in the hotel; shopping venues and entertainment events in the city and so on.

1. **Receptionist or front desk**

The receptionist is the part that does the registration of all guests who come to stay at the hotel. The scope of work includes the reception desk;

1. Serve reception guests arrival individuals, groups and important guests (VIP)

2. Implement registration of guests who stay

3. Provide an explanation about the facilities when requested by the guest rooms.

4. Handle the guest departure.

5. Prepare or create sales reports rooms

6. Archiving, including about the joys and sorrows of the guest during the stay at the hotel, which would use as an evaluation feedback, guest records or history.

7. Handle guest complaints.

By understanding the above description it can be concluded that the front office is the heart and center of all sorts of activities guests and guests of the hotel will provide the first and last impression of the whole that is in the hotel.This is suit said by what Bagyono (2006:21) said in his book entitled *Teori dan Praktek Hotel Front Office* that “This area is the busiest area in the hotel, with a location at the front so, the front office includes as department that can be easily searched and viewed by guests ". Therefore, how to greet and deal with guests when they first arrive at the hotel will form a distinct impression and overall atmosphere of the hotel for guests staying at the hotel”.

1. **Front Office Cashier**

This part has the main responsibility to handle payment of all transactions made by guests at the hotel. For example: At the eating time at the restaurant the guest don’t have to directly. The receipts (restaurant bill) will be directly sent to the front office cashier merged with receipts room, and then will be charged at the time the guests check out. Similarly, when guests enjoy other facilities that require charge and not paid cash at the time, then the receipt will be sent to the hotel's front office cashier charged to the guests.

**2.3 Definition of Receptionist**

According to Agus Sulastiyono (2007:10) in his book entitled *Teknik dan Prosedur Divisi Kamar Pada Bidang Hotel* said thatReception Section is the part that does the registration of all of guests who come to stay at the hotel. The description of the duties of a receptionist according to Sambodo and Bagyono in his book entitled *Dasar-Dasar Kantor Depan Hotel* (2006:34)as follows;

a. Serving guests check-in and check-out the appropriate procedures established by management.

b. Sell rooms on guests

c. Knowing all activities taking place at the hotel.

d. Read log book and notice boards to find out the most recent information.

e. Make preparation for the arrival of individual guests and group guests.

f. Preparing arrival and departure list

g. Assist the guest in filling out the registration card

h. Update the status of the computer room or rack room.

i. Provide appropriate information to the guests, both about the hotel and outside the hotel information.

j. Handle guests who will move room

k. Make room status reports and sales reports rooms.

l. Cooperating with the department or other parts of the hotel.

m. Receiving and resolving guest complaints.

n. Keeping the special room rates remain accurate

o. Following morning briefing held by the supervisor.

In this case the reception section handle guests who come either already do the booking or guests who have not made a reservation. As According to Bagyono (2006:43) said in his book entitled *Teori dan Praktik Hotel Front Office* that customers who is arrive at the hotel without a reservation in advance to hold is called walk-in guest. This type of customer as generally not well-prepared, it means the trip doesn’t carefully planning. For hotels, this kind of activity inhibits journey. Even more so in the summer peak season, where is the request of the hotel rooms is in the highest position. Guests walk in it will be difficult to get rooms. The only solution is to make reservations in advance.

**2.3.1 Preparation of receptionist**

As a reception, all things must be considered from how to dress up, style of speech, manner of dress and behavior. This is very important in the world of hospitality because the impression captured by hotel guests is influenced by the way how an officer groomed and behavior. According to Bagyono (2006:44) in his book entitled *Teori dan Praktik Hotel Front Office* said that in the language of hospitality performance is called Grooming*.* Appearance and good service will make guests feel happy and enjoy staying in the hotel.

As a receptionist standard performance and other criteria related to the needs of the front office according to Bagyono (2006:44) in his book entitled *Teori dan Praktik Hotel Front Office* such as;

1. Has a habit of tidy and clean in appearance place of duty with the following criteria:

* Uniforms clean and tidy
* Hair is neatly combed. For men to be cut short hair (hair must not exceed the collar. For long-haired woman should use a black hair band.
* The nails should be kept clean and short
* Ears pierced should not be more than one for women and for men are not allowed pierced.
* The smell of perfume that have been flavored soft
* Watch imposed is not excessive
* Black shoes, shiny and clean. Socks should not be uncomfortable smell.

1. Care of Yourself

* Bath regularly every day
* Maintain the health of the body to keep fit
* Eliminate bad body odor with early treatment
* Clean teeth and bad breath

1. A sense of Confidence
2. Communication skills
3. Solve the problems
4. Diplomacy
5. Calmnes

**2.3.2 Reception equipment**

The equipment that support the activities of the reception service as stated by Bagyono (2006:49) in his book entitled *Teori dan Praktik Hotel Front Office* includes;

1. Rack room status or room rack is a tool that visually indicated the status of every room in the hotel.
2. Key box and a letter or key and mail rack is a device used to put key and letters for each of the guest rooms at the hotel. Key rack and letters are usually combined into one.
3. Machine time stamp or time and date stamping machine is a device used to give timing marks on the letters or the completed registration card.
4. Typewriter or computer is a machine used to type various purposes such as opening accounts is guest or guest slips and others.
5. The calculator is a tool that is used to calculate the numbers.
6. Stationery is various stationeries used for the purpose of writing forms, such as: pen, pencil eraser, ruler, etc.

**2.3.3 Welcoming Guest**

* Staff in a state ready to welcome guests with good posture, face cheerful, tidy and clean workplace, equipment and materials ready for use.
* Greet guests when she/he approached the registration table:
* Say regards, appropriate with the time, for example;

“Good morning or afternoon or evening, welcome to (name of hotel)”

* Ask situation; about the trip.
* Ask about what can do or help for guests.
* When you're handling a job that can’t be abandoned as: talking to a guest, the newly arrived guests greeted just in advance and tell him that you will return to serve immediately.
* In this case the new guests arrived and we already know it is greeting by name, for example; Good Morning Mr. Anton.
* When more than one guest who arrive at the registration desk, give regards to them who arrive first and continue to serve the guests who come next.
* When there are two or more guests arrive, any of which you are familiar and some are not, then welcome them without discriminating service. Avoid favoritism because it would hurt the customer.

**2.4 Definition quality of services**

According to Muhtosim Arief (2006:145) in his book entitled *Pemasaran jasa dan Kualitas Pelayanan* that the quality of service is a powerful weapon in the excellence of the company, especially companies engaged in the services sector, such as banking, airlines, and other service companies.

Thereby one of the factors that increase the market share (market segment) is improving the quality. Therefore, quality of service should be the focus of attention and as a strategic issue in the operations management company. Assessment of the quality of service is determined by a service such as service users. Therefore, we should be able to understand about the services needed and desired by the guest, then we adjust the service that will provided by the hotel. Thereby the hotel is trying to provide the service that expected by guests. If the service received by guests exceeds or equals than what is expected by guests, so the service can be said with good service and satisfying guests at the hotel. But otherwise, if the goods or services received are less than what are expected by guests, it can be said that the service failed to satisfy or bad.

The understanding of the quality of service according to Agus Sulastiyono (2008:35) in his book entitled *Manajemen Penyelenggaraan Hotel* said that The quality of service is something complex, by James A. Fitzsimmons and Mona J. Fitzsimmons explained that the guests would rate as a starting measuring service quality, there are:

1. Reliability is the ability to give full and correct the type of service that has been promised to the guests.
2. Responsiveness is the awareness or a desire to act quickly assist guests and give timely service.
3. Assurance is the knowledge and politeness and confidence of the employees. Assurance dimension has the characteristics of competence to provide services, courteous, and have a respecttowards guests.
4. Empathy is give special attention to the individual guest. The empathy dimension has the characteristics of: a willingness to approach, give protection and efforts to understand the wants, needs, and feelings of guests.
5. Tangible is something that seems real or that is; performance employees, and other physical facilities such as equipment and supplies to support the implementation of the service.

In this case relates to the five dimensions of service quality, then the following picture presented conceptual model of service quality according to, Agus Sulastiyono (2008:36) in his book entitled *Manajemen Penyelenggaraan Hotel* as follows:

**Gambar 2.4**

**Model Konseptual Kualitas Pelayanan**

Dimensi Kualitas Pelayanan

1. Reliabilitas
2. Responsif
3. Jaminan/ kepastian
4. Empati
5. Nyata

Dari Mulut ke Mulut

Harapan Tamu Tentang Pelayanan

Kebutuhan Individu

Pengalaman Individu

1. Harapan < Kenyataan 2. Kenyataan = Kenyataan 3. Harapan > Kenyataan

(Kualitas sangat memuaskan) ( Kualitas memuaskan) ( Kualitas tidak memuaskan)

KENYATAAN KUALITAS PELAYANAN

From Figure 2.4 above can be seen that certain quality of service that are expected by guests can be generated by the information obtained by word of mouth, or by the need for certain types of services, or because of experience possessed by the guests about the quality of certain services. All of it raises expectations about the quality of a service they want, then the service will be rated by the guests through the dimensions of service quality (reliability, responsiveness, assurance, empathy, and something real or tangible), a fifth dimension is used as a benchmark to judge the quality of service, which is based on a comparison between the expected service and the fact that the service acquired.

**2.4.1 Factors of Bad Service Quality**

According to Fandy Tjiptono (2008; 96) the factors that agent of bad service quality, are:

1. **Production and consumption occured simultaneously**

One of the unique characteristics of services is the services produced and consumed at the same time (inseperability). In this case, in providing the services needed the presence and participation of the customer. Consequently, various problems with respect to the interaction between the service provider and the customer service could have happened. Many deficiencies that may exist in a service provider that may affect to the customer's perception of the quality services such as:

a. Not skilled in serving customers

b. Less of employees to dress according to the context.

c. Employees irreverent speech or even annoying

d. Body odour employees that interfere with customers.

e. Employees always pout or plug face “haunted”

**2. High labor intensity**

Labor intensive involvement in the delivery of services can make problems on quality, that the level of variability is high. Factors that could affect, among others: the low wages (generally employees who serve or interact directly with customers have high levels of education and the lowest wage in a company), insufficient training or even incompatible with the needs of the organization, the employee turnover rate is too high, low employee motivation and others.

**3. Support to internal customers inadequate**

Front line employees are the spearhead of the service delivery system. not just those that are the "face" of the organization, but often they ceriman "services" that perceived consumer.So that front-line employees are able to serve customers effectively, they need the support of the main functions of management (operations, marketing, finance, R & D,and human resources). The support can be (tools, materials, uniforms), skills training, and information (for example, operating procedures). In addition, no less important is the element of empowerment, both front-line employees regarding the elimination of a hierarchy, referrals, or personal accountability. However, empowerment is seen as a state of mind (Berry, 1995). Employees and managers are empowered to be more capable; 1. Controlling and mastering how to carry out the work and on duties, 2.Understand the context in which the work carried out and the suitability of its work within the framework of a broader job (big picture), 3, Responsible for the personal work output, 4. Expand joint responsibility for the performance and organizational units, and 5. Ensure fairness in the distribution of remuneration based on the performance of individual and collective performance.

1. **Communication Gap**

In this case the communication gaps could be;

• Service providers delivering the promise redundant, so it is not able to fulfill it.

• Service providers can’t always present the latest information to customers, such as that related to changes in the procedures/rules, changes in the composition of the goods on the shelves of the supermarket shelf, packaging changes, price changes, and others.

• Message communication service providers do not understand the customer.

• Service providers do not pay attention or do not immediately follow up complaints or customer advice.

1. **Treat all customers the same way**

The customer is a unique individual with preferences, feelings, and emotions respectively. In terms of interaction with the service provider, not all customers are willing to accept service uniform (standardized services). Often there is no one customers that wanted or even demand service that is personal and different to other customers. This raises a challenge for service providers in terms of the ability to understand the specific needs of individual customers and understand the feelings of customers towards specific service provider and the service they received.

1. **Expansion or excessive development services**

On the one side, introduce new services or enhance old service can improve business growth opportunities and avoid bad service. On the other side, if there are too many new services and the addition to the existing service, the results obtained are not necessarily optimal, even it is possible to arise the issues surrounding the quality of service.

1. **The vision of short-term missions**

Vision of short-term missions (eg, orientation on achievement of sales targets and an annual profit, maximum cost savings, increased productivity yearly, etc.) regular damage the quality of service that is being set up for the long term. For example, a bank's policy to reduce the cost by closing most branches will reduce the level of access for its customers, which in turn could lead to customer dissatisfaction and negative perception of the quality of service the bank concerned.

**2.5 Definition of Management**

According to Drs. Melayu S.P. Hasibuan (1996:2) in his book entitled *Manajemen Dasar, Pengertian dan Masalah* said that definition of management is the science and art of arranging the utilization of human resources and other resources effectively and efficiently to achieve a goal.

According to Mitha Rachmawati in her paper that Management is an activity undertaken by a group of people who accept responsibility to run an organization. In these organizations, they will organize, direct, and also keep an eye on everything that is important in an organization that has certainly done together with a balanced level of responsibility, even management will motivate others to do the work by way of coordination in order to achieve organizational goals they expect

In below are the types of management such as;

1. The financial management is planning, budgeting, searching, storing, checking, managing and controling funds owned by a person or group (companies and organizations).
2. The marketing management is an ongoing process in order to establish a price and promotion, channel ideas and so on in order to maintain the "life" a company as well as to develop the company to consequently achieve maximum keutungan with minimal sacrifice.
3. The risk management is a structured methodological approach with the intention to manage the possibility - the possibility of bad that can happen (threat).
4. The management education is the sources of education made ​​more integrated or centralized in order to achieve educational goals effectively and efficiently.
5. The strategy management is a process that is performed in order to identify (analyze) "what" and "how" the results that want to be achieved.
6. The human resource management (HRM) is a way to set up a relationship and roles of the workforce (HR) is owned by one person or a group that can be employed to the maximum but still highlight the effectiveness and efficient, in order to achieve the goal.
7. The informatics management is to utilize the resources (in this case, everything related to informatics) that later can be achieved the objectives set.
8. The production management is the activity of organizing, coordinating, and overseeing how resources (human, tools, funds, materials) used effectively and efficiently in order to create a goods or services that have a high utility value.
9. The conflict management is how to organize, coordinate or direct a difficult conflict to an end until it can end the conflict. Usually that does the management of this conflict is the conflict actors and intermediaries (third party or intermediary) from the conflict.
10. The project management is a process of management activities within a project.

**2.6 The History of Fave Hotel Premier Cihampelas**

At first Fave Hotel Premier Cihampelas is a supermarket that Premier Supermarket. The hotel owner is Mr. Tjo Sumarno and Fave hotel is located at Jl. Cihampelas No. 129. Since the year 2012, exactly on the date of 12 March 2012 supermarket was established to be a hotel that is Fave Hotel Premier Cihampelas. The hotel is one management and one owner with Aston Tropicana. Mr. Firanto is the general manager of Fave hotel. The second location of this hotel is not far because the hotel is next door and one way only Aston Tropicana at Jl. Cihampelas No. 125- 127 so that there are few facilities that exist at Aston Tropicana that are accessible by a Fave Hotel.

Fave hotel originally has 120 rooms however, with increasing visitors who multiply and are supported with a strategic location and proximity to tourist attractions, this hotel in 2014 again increased the number of rooms about 28 rooms and now total Fave hotel rooms which have about 148 rooms consisting of four (4) types of rooms including Standard Room with a number of rooms 126 rooms, about 16 rooms Superior room, Deluxe room about 4 rooms and Junior Suites around 2 rooms.

Fave Hotel Premier Cihampelas doesn’t provide family room but the hotel provides a connecting room about 30 rooms. Fave Hotel Premier Cihampelas is one of Fave Hotel is a 2 star hotel but a 3 star facility because Fave Hotel Premier cihampelas provides spa services, fitness, and swimming pool as well as business amenities including a business center and meeting rooms.

**Chapter III**

**Research Methodology**

**3.1 Research Method**

In every research there must be methods which are used by the writer as research design. The method that the writer used is descriptive research method. According to Sugiyono (2003:11), Descriptive research is a research that is conducted to determine the value of an independent variable, either one or more variables (independent) without making comparisons, or connect with other variables*.*

**3.2 Technique of Data Collection**

The data collection technique is one of the activities necessary to get the data in the study, the data collection techniques used in this study are as follows;

* + 1. **Library Research**

In this study the writer read and studied some books as references for completing this paper. The books learned by the writer relate to the reaserch problem.

**3.2.2 Field Research**

Fave Hotel Premier Cihampelas Bandung is the object of research, with the aim of obtaining the data and information required. In this paper research technique is as follows:

1. **Interview**

In this case, the writer conducted interviews informants that related to the problem to be investigated. In general, the interview conducted by two or more people, one side as the data search (interviwer) and the other as a source of data (interview). The data collection techniques were based on self-report, or at least the knowledge or personal beliefs.

1. **Observation**

The writer collected the data by direct observation in the field to get the data. According to Sutrisno Hadi argued that observation is a complex process, a process that is composed of various biological and psychological processes. Two of the most important is the process of observation and memory (Sugiyono, 2013:203).

1. **Questionnaire**

The writer asked questions about the quality of services to the visitors at Fave Hotel Premier Cihampelas Bandung. The questionnaire is a technique of data collection is done by giving a set of questions or statements in writing to the respondent to answer (Sugiyono, 2013: 199). While according to Sutoyo (2012: 189), Questionnaire is a question or a statement about factual data or opinions relate to self-respondents, which is considered a fact or truth that is unknown and needs to be answered by the respondent.

* 1. **Population and Sample**

**3.3.1 Population**

The writer uses the visitors at Fave Hotel as the object of study population.According to Sugiyono (2003:55), "Population is the generalization region consisting of the objects / subjects that have certain quantity and characteristics. Established by researchers to learn and then drawn conclusions".

**3.3.2 Sample**

According to Fraenkel (1990: 84) Sample is the majority of the population to be researched and are considered to be describe the characteristics of the population.

In determining the number of samples, according Roscoe in Sugiyono (2006:101) said that the Decent sample size in the study were between 30-500 object. The sampling method that I used was 30 visitors at Fave Hotel Premier Cihampelas Bandung.

* 1. **Operational Variabel**

According to Sugiyono (2011: 59) variable is an attribute, the nature or value of people, objects or activities that have a certain variation defined by the researchers to be learned and then be deduced.

**Table 3.1**

**Operational of Variable**

|  |  |  |
| --- | --- | --- |
| **Dimension** | **Indicator** | **Number questionnaire item** |
| **Tangible** | 1. Hotel building 2. Performance 3. Facilities | 1,2,3 |
| **Reliability** | 1. Service 2. Accuracy 3. Consistency | 4,5,6 |
| **Responsiveness** | 1. Speed 2. Availability 3. Readiness | 7,8,9 |
| **Empathy** | 1. Caring attitude 2. Attention 3. The time of operational | 10,11,12 |
| **Assurance** | 1. Confidence 2. Security 3. Courtesy | 13,14,15 |

Sumber: kajian penullis 2015

* 1. **Likert of Scale**

According Sugiyono (2011: 92) Likert scale is a scale used to measure attitudes, opinions, and perceptions of a person or group of people about social phenomena.

**Table 3.5**

**Likert scale**

|  |  |
| --- | --- |
| **Pernyataan Respondens** | **Scores** |
| Very good (VG) | 5 |
| Good (G) | 4 |
| Hesitated (H) | 3 |
| Bad (B) | 2 |
| Very bad (VB) | 1 |

* 1. **Data Analysis**

• Descriptive of Analysis

To answer the problem of identification of *“*The Analysis of Receptionist in Improving Quality Services in Fave Hotel Premier Cihampelas Bandung *”*. So then performed a descriptive analysis in the form of the average percentage, with the following formula:

X= Actual scores X 100 %

Ideal scores

Then to find out which area is located on the actual score of the respondents' answers, then do the following summation:

a. Total score ideal for all items is = 5 x 30 respondents x 15 questions = 2.250 (VG)

b. The lowest number for all items is = 1 x 30 respondents x 15 questions = 450 (VB)

**Table 3.3**

**Criteria attainment variable**

|  |  |
| --- | --- |
| **Interval** | **Criterion** |
| 0% - 20% | Very Bad (VB) |
| 21% - 40% | Bad (B) |
| 41% - 60% | Hesitated (H) |
| 61% - 80% | Good (G) |
| 81% - 100% | Very Good (VG) |

After the writer obtained the data from the observation, interviewer, and questionnaire to guests, the information would be collected and analyzed. The results of the interview would transcribe. Then the writer obtained information and tried to understand. She underlined the data relate to the research problem. The writer eliminated the unnecessary data. After that, she classified the important things and made conclusions to be understood by researcher and the readers more easly.

**Chapter IV**

**Data Analysis and Findings**

* 1. **Data Analysis**

This research is to find out about the quality of receptionist in improving the quality service in Fave Hotel Premier Cihampelas Bandung and to discusse it on paper entitled *The Analysis of Receptionist in Improving Service Quality in Fave Hotel Premier Cihampelas Bandung****.*** The writer has a chance to know the quality of the receptionist. To support the data of this research the writer did observation, interview, and questionnaire to complete the data. In this case the analysis results are based on the interviews, the questionnaires, and the observations which made during on job training in three months. To make it easier for the writer will present the results of the interviews, the questionnaires and the observations as following below:

* + 1. **Interview**

In this case the writer did interviews to Receptionists and Mr. Rezza Gunaedi as the assistant manager at Fave Hotel;

1. How is the management strategies to improve the quality of service in Fave Hotel?

Mr. Rezza: Disini strategi kita menjaga kekompakan, komunikasi yang baik jangan sampai timbul miscommunication karena kita satu team, satu property yang mengutamakan pelayanan. Nah, untuk mendukung semua itu kita lebih sering mengadakan kegiatan training dan briefing, baik ada problem ataupun tidak, training dan briefing tetap harus jalan terus untuk membahas problem-problem yang telah terjadi dan tidak hanya itu saja, kita harus tau seperti apa dan bagaimana cara menanganinya, mencari solusi problem tersebut supaya tidak terjadi lagi ke depannya dan juga supaya kemampuan dan keahlian setiap karyawan itu berkembang dengan diadakan kegiatan briefing dan training.

**Analysis of data interview question a**

|  |
| --- |
| Our strategies are to maintain is the compactness, good communication go there isn’t miscommunication arises because we are one team, one property that prioritizes service. Well, to support all of that we more often conduct the training activities and briefings, whether there is a problem or not, training and briefing should still go on to discuss the problems that have occurred and not only that, we must know what and how to handle, look for a solution of the problems so it will not happen again from in the future and also that the ability and expertise of every employee that improve with organized briefing and training activities.  In this case the activities performed daily briefing during the afternoon or evening and aims to report any information obtained and discuss any problems that arise in that day. In a briefing activity is usually followed by receptionist, operator / reservation section, and also manager of Front Office Agent. With activity expected in a team briefing no misscomunication and maintain good cooperation.  Besides briefing also prioritize the management of training activities. Training activities themselves are usually held by gathering in the meeting room in Fave Hotel. In this case each department has their training, sometimes followed by all departments and every department there should be a representative to attend the training. Usually representing employees of each department consists of morning and afternoon shifts of employees of Fave Hotel. Training of Front Office department that has been given them such as; Telephone Courtesy, Product Knowledge, How To Operate VHP System, How To Handle Check In & Check Out, Reservation Procedure, Closhing Cashier, How To See Transaction History at VHP, Tourist Destination In Bandung, Market Segment, How To Handle Luggage, Self Image, Operational Training Basic Skill, 5 R + 2 B Motivation Training and etc.  With the training activities which are held almost every week sometimes makes employees are lazy to follow the training activity. Though this training activity is needed and is very useful for employees and management to all employees to provide services in accordance with the Standard operational procedures specified. Therefore, to motivate employees after training activities are sometimes supplied coffee break. With the coffee break can make employees more spirit to follow the training activities organized by the management. |

1. Is there any SOP established by management and whether carried out by employees?

Mr. Rezza: Ya pasti ada, SOP tersebut ada di rangkuman dan rangkumannya disebut Golden Rule. Mau tidak mau harus diikuti dan dilaksanakan karena itu sudah aturannya dan sebelum direkrut sudah dijelaskan. Dalam hal ini Golden Rule itu sendiri merupakan suatu catatan yang berisi prosedur-prosedur atau aturan yang harus dilaksanakan oleh semua karyawan. Setiap department pun mempunyai Golden Rule masing-masing dan antar satu department dengan department lainnya berbeda-beda.

**Analysis of data interview question b**

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| The standard operational procedure is available in the summary and the summary is called the Golden Rule. Like it or not it should be followed and carried out because it is the rule and before it is recruited, it has already described. In this case the Golden Rule itself is a record that contains procedures or rules to be observed by all employees. Each department also has a Golden Rule respectively and between one department to another department is different. Golden Rule in the Front Office Department such as;   * Grooming; Minimum hight is 155 cm. Good looking such as ;   **For Women;**   * Hair should be neat, hair must not exceed the length of the collar. Long hair must be tied like a stewardess. * Wear uniforms that have been determined which are wearing a shirt, a black skirt, gray stockings, and wearing the right shoe with at least 5 cm. * Do not wear excessive accessories.   **For Men**   * Hair must be neat and have to use a hair moisturizer * Wear uniforms that have been determined as the shirt, black slacks, black shoes and etc. * Make a reservation well and clearly such as; Guest reservation and registration data must be completed and free of mis-types, Know room rates and hotel facilities, Always update information for current events and promotions, Always ask room preference to guests such as smoking or no smoking rooms etc, * Can handle the check-in and check-out as soon as possible. In handling the check-in and check-out must consider several things including; Ensure of every member of the front desk is at their position at all times and greet guests with a welcoming and friendly smile, Greet guests with Fave Hotel greeting standard - use their name whenever possible, Ask guests whether they have already made a reservation before starting the check-in process, Keep eye contact when talking with guests. Should know guest deposit policy, Validate other method of payment such as Travel Agent Voucher, Complimentary or Guarantee Letter, Always inform the guest to keep the original official receipt in case of refunding upon check out, must be able to handle group check in, Never mention guest room number and the room rate, this can be heard by anyone nearby, Never assign the wrong room number key to guests, Never delay or postpone system input for check in process, Always greet guests who are waiting to be served, Always use luggage tags for guests belongings - green for check in - red for check out * Should know to handle long staying guest: Front office manager has to review all long staying guest’s arrivals to assign better rooms, Keep the copy contract of long stay letter of agreement that have been signed and acknowledge by guest, Clear payment method, long staying guest in house account balance must be checked and controlled on daily basis, Courtesy call every 4 days in order to ensure guest stay is more comfortable, Ensuring that the guest received suitable recognition for his support during check out. * Can handle guest in-house such as; Never argue with the guests – if a guest is angry at the Front Desk, try and move them to a nearby office or quieter location, Be flexible to anticipate guest requests - never start with “no” or “cannot”, can give security and guest safety and etc. |

1. Is there a foreign language that must be mastered by the receptionist*?*

Mr. Rezza: Ya, fave hotel sendiri merupakan hotel bintang dua (\*\*) jadi minimal harus menguasai standar bahasa asing yang sudah ditetapkan oleh manajemen minimal harus menguasai bahasa inggris karena, tamu yang datang kan ada yang dari mancanegara dan sebelum direkrut juga kami test skill bahasa Inggrisnya terlebih dahulu. Jadi, setidaknya receptionist harus bisa ngomong bahasa inggris supaya dapat memberikan pelayanan yang baik.

**Analysis of data interview question c**

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| Fave hotel is a two-star hotel (\*\*) minimal the employees have to master a foreign language standards that have been defined by minimal management which is the English language. Because there are guests coming from foreign countries and before recruited the management will test their skills English language first. So, the standard of foreign language that must be mastered by the receptionist employee in accordance with standard operational procedures at Fave Hotel to support service for foreign guests, which is mastering the English language. But in reality there is receptionist who has not fulfilled standard of foreign language that must be mastered by the receptionist in accordance with standard operational procedures already established by the management. As ever the writer observe directly at the front desk area. At that time the receptionist II was going to store luggage and then there are foreign guests who came. When the receptionist I wasn’t in a state of serving guests and then he gave grooming fave hotel and then invited his guests to wait. After that the author ask to receptionist I;  The writer ; why are guests not directly served?  Receptionist I ; Later on, I’m waiting for the receptionist II because I can’t speak English.  The writer ; Isn’t the standard to become a receptionist should be able to speak in English?  Receptionist I ; Actually, I understand what the intent of the guest but it is hard for me to talk in English language. And thankfully every there is foreign guests I’m not alone but there is receptionist II, although receptionist II go from the front desk and the receptionist II always go back to front desk is also quite fast.  The writer ; If like that, you include employees who aren’t professional employees in serving guests, aren’t you?  Receptionist ; If not professional may be said like that but I'm also trying to serve foreign guests as much as me and that was really scared because I can not go wrong.  In this case all employees should be able to hold their own duties and responsibilities as well as duties and responsibilities as a receptionist because it is will affect in giving service to guests in Fave Hotel. |

1. During the three months there, I understood a lot of guests come from Arabic. How do you handle the guest if the guest can’t speak in Indonesian and English language?

Mr. Rezza: Kita harus tetap membantu untuk melayaninya, biasanya mereka menggunakan bahasa isyarat dan semampu kita untuk mencoba memahami keperluannya. Karena bagaimanapun sudah saya katakan bahwa Fave Hotel merupakan hotel bintang dua dan untuk skill bahasa asing yang harus dikuasai oleh receptionist salah satunya yaitu bahasa inggris.

**Analysis of data interview question d**

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| In this case we have to keep helping to serve, usually they use a sign language and the best we can to try to understand their needs. Because after all, as already said that the Fave Hotel is a two star hotel and for of foreign language skills which must be mastered by the receptionist one of which is English language. In this case the guests will understand the language skills of receptionist employees and because according to the SOP (Standard operational procedures) that the standard foreign language that should be owned by employees at Fave Hotel receptionist is English languange. Thus it doesn't mean receptionist employees doesn’t serve guests from Arabs but in this case receptionist employees when give services to guests from Arabs needed patience and tricks of its own. |

The writer also conducted interviews to Receptionisit at Fave Hotel such as;

1. What do you think about the work atmosphere in the Front Office, particularly in the Receptionist?

Miss Ane ; Suasana kerja kalau pelayanan di Receptionist pokoknya harus friendly, helpful dan yang paling kuat kerja di Front office itu adalah komunikasi Tapi, masih banyak receptionist kita yang moody jadi itu berpengaruh juga ke pelayanan.

Miss Rahmi: Menurut aku kalau lingkungan kerjanya udah cukup bagus.

**Analysis of data interview question 1**

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| The work environment is good enough like the placement of tables that fit, and equipments that support the activities in providing services to guests already supporting. The working area between the Front Office section like the work area the of front office manager,general manager, reservation or operator section is to close it makes easier receptionist when handling check-in process with the guest reservations are problematic either a problem with payment itself or with a reservation that hasn’t been entered in the system on the computer.  The work atmosphere at the front desk that are asupport services such as ; the atmosphere of service Receptionist should friendly, helpful and most powerful job in the front office is communication. But, there are still many of us who moody so, the effect is also to the services. In this case all employees should be able to control themselves each as it affects the quality of services provided to guests. Especially the world of hospitality is a business which serves guests in a friendly working environment needed to support the activities provided good service to hotel guests. |

1. What is your attitude in handling complaints of guests?

Miss Ane: Untuk keluhan tamu, sebelum kita bicara ada baiknya kita mendengarkan keluhan tamu sampai dia merasa puas, baru kita jelaskan dengan baik dan pelan-pelan dan jangan lupa untuk permintaan maaf. Jika, dengan apa yang telah kita jelaskan tidak menyurutkan masalah atau tamu malah minta buat ketemu sama atasan, baru kita bilang sama supervisor atau Afom.

Miss Rahmi: Kalau ada complaint yang paling penting listen first. Listen what the problem is and then find the win solution. What is the best for guest and what is the best for hotel. Intinya dengerin dulu apa maunya tamu dan apa yang tamu butuhin.

**Analysis of data interview question 2**

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| If there is complaint or problem the most important is listen first. We listen to the guests complaint until the guests are satisfied, then we explain well and slowly and do not forget to apology. And then find solution like what is the best for guest and what is the best for hotel. In this case there are rules to handle complaint or problems from guest as already set out in the golden rule like ; Never argue with the guests – if a guest is angry at the Front Desk try and move them to a nearby office or quieter location. It is intended that the existing guests at the hotel don’t heard complaints from that, don’t disturb receptionist when giving service to the other guests, and keep the image of the hotel in front of guests. So this must be considered as possible in order to maintain the comfort of guests in the hotel. So, if there are problem that happened is expected to handle it. |

1. What do you think about the working procedures determined by the management?

Miss Ane: Kalau prosedur sih sama aja yah SOPnya buat jadi Frontliner. Cuma untuk saat ini di Fave kan lagi kurang orang jadi ya agak kerja keras gitu.

Miss Rahmi: SOP nya sudah cukup baik.

**Analysis of data interview question 3**

|  |
| --- |
| The receptionist thinks that procedure is same as standard operational procedures for becoming Frontliner. Just for this time at Fave hotel were less people so it's kind of work hard like that and standard operational procdures in Fave Hotel is good enough. In this case because there are employees who leave receptionist and some are resigned therefore to the current receptionist had to work extra because of lack of labor. Thus from several receptionis should increase the time it works. In this case with high labor intensity will affect the receptionist in providing services.  In this case the Management of HRD (Human Resources Departement) has been attempting to find new employees. In this case HRD doesn’t has authorized to approve candidates for employment because, HRD (Human Resources Departement) management only recruits people who have the criteria as a receptionist however, it is becoming general manager authority to conduct the interview over again and passed a prospective employee is authorized or not. However of most applicants workers rejected by Fave Hotel general manager for various reasons. Therefore, management should have to immediately recruit new employees and determine the employees in accordance with the requirements as a receptionist so that the receptionist did not get too worked extra because it is be inefficient and will affect the quality of service provided to guests. |

1. Are you already implementing standard operational procedures that defined by the management?

Miss Ane: Sejauh ini 90 % sudah

Miss Rahmi: Sebagian besar sudah. Namun, ada beberapa SOP yang aku pikir bisa lebih fleksibel ya. Contoh: Refund by cash ga boleh lebih dari Rp. 500.000,-. Aku rasa selama cash ada kenapa ga ? Yang penting mah bisa ke back up sama closingan cash.

**Analysis of data interview question 4**

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| --- |
| Mostly already done but, There are which one receptionist think that some SOP can be more flexible. In this case there is only occasionally a complaint about the refund problems. It is supposed to prevent a complaint with the refund problems like this, at the time of check-in should have explained to the guests that if to using master card or visa upon check out to have a refund of more than Rp. 500.000, - will be processed for about 14 days and the fastest around 3-4 days.  This is because the receptionist has to make an official report that must then be signed by the Front Office Manager, General Manager, and then handed over to senior accountant and processed to the bank concerned. The refund process has been the author said before that this process takes approximately 14 days and most rapidly about 3-4 days. The rules that have been defined, although considered less flexsible can not be changed and should be followed by a receptionist because the rules are set directly by the AII (Archipellago International).  In this case the receptionist should be more active to provide information at the time of serving process guests check in about the hotel policies that have been defined to avoid complaint with the same problems. It has also been discussed every briefing and training and it needs to be considered and receptionist should be professional with the rules that have been defined. |

* + 1. **Questionnaire**

|  |  |  |  |
| --- | --- | --- | --- |
| **Tangible** | **Actual Score** | **Ideal Score** | **Percentage** |
| - Hotel Building | 133 | 150 |  |
| - Performance | 130 | 150 |  |
| - Facilities | 125 | 150 |  |
| **Total** | **388** | **450** | **86.22 %** |

From the questionnaire results above, it shows that in the tangible dimension at Fave Hotel Premier Cihampelas has a very good value in the eyes of the guests. In the tangible dimension of this building has a first sequence 133 is the number of scores, the second order is employee performance receptionist with a score of 130 and a third sequence is a facility provided at Fave Hotel Cihampelas premiere with a 125 score. In this case the building Fave Hotel Premier Cihampelas is includes as equipment that to support the implementation of the services in the hotel. In this case, the building of fave hotel so interesting by eye catching interior and layout of frontdesk more easly to see by guests.

|  |  |  |  |
| --- | --- | --- | --- |
| **Reliability** | **Actual** | **Ideal** | **Percentage** |
| - Service | 129 | 150 |  |
| - Accurancy | 124 | 150 |  |
| - Consistency | 124 | 150 |  |
| **Total** | **377** | **450** | **83,77 %** |

From the questionnaire results above show that the dimension of reliability is very good with the first order of the ministry employees receptionist with a 129 score, then accuracy and consistency have an order that is parallel with a score of 124. In a company that sells services services become one of the foundation that is needed to be considered. However, the service at Fave Hotel Premier Cihampelas itself is very nice with supported accuracy and consistency of service handling receptionist employees in delivering the promise.

|  |  |  |  |
| --- | --- | --- | --- |
| **Responsiveness** | **Actual** | **Ideal** | **Percentage** |
| - Speed | 125 | 150 |  |
| - Availability | 121 | 150 |  |
| - Readiness | 125 | 150 |  |
| **Total** | **371** | **450** | **82,44 %** |

From the questionnaire results above show that the dimensions of reliability has a very good value with the amount of 82.44%. In this case the speed and readiness of employee receptionist at a parallel sequence that is listed first with a score of 125 and a number of second that is namely the availability of employee receptionist with number 121 scores. In this reliability dimension already has a very good value however, need to be considered by the employees that when it began to enter the working hours of each employee must always be there exist in the work area and are always ready to serve guests so the guests who come aren’t waiting too long.

|  |  |  |  |
| --- | --- | --- | --- |
| **Empathy** | **Actual** | **Ideal** | **Percentage** |
| - Caring Attitude | 125 | 150 |  |
| - Attention | 127 | 150 |  |
| -The time of Operational | 121 | 150 |  |
| **Total** | **373** | **450** | **82,88 %** |

From the questionnaire results above show that the dimensions of this empathy has an excellent value that is by 82.88%. In this case it can be seen that the first order in terms of the employee's attention to guests' needs very sensitive that with a score of 127, then out second that with a caring attitude of employees towards high enough that with a score of 125 are capable of making guests feel comfortable and at ease staying at Fave Hotel Premier Cihampelas Bandung. However, in this case the operating time at Fave Hotel needs to be improved because sometimes guests need help with the situation of employees always stand by at any time.

|  |  |  |  |
| --- | --- | --- | --- |
| **Assurance** | **Actual** | **Ideal** | **Percentage** |
| - Confidence | 119 | 150 |  |
| - Security | 122 | 150 |  |
| - Courtesy | 129 | 150 |  |
| **Total** | **370** | **450** | **82,22 %** |

From the results of the questionnaire on the dimension Assurance has a very good value with the amount of 82.22%. In this case the first order that employees Receptionist courtesy to guests with a score of 129. However, it should be noted that as a front liner should be confident. Therefore, confidence every employee should be increased again because of confidence, courtesy and safety are very important in determining image and standard operational procedures as well as to be able to make guests choose Fave Hotel as a favorite hotel in Bandung. Because the front desk area is always meet with guests who come to the hotel so, the assurance dimention very important to keep that has been good and needed to improve more.

**Table 4.1**

**Results of Questionnaire Respondents**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **No.** | **Question** | **Score** | | **Percentage (%)** |
|  |  | **Actual** | **Ideal** |  |
| **1.** | How do you think about building of Fave Hotel? | **133** | **150** | **88,66 %** |
| **2.** | How do you think about performance of Receptionist? | **130** | **150** | **86,66 %** |
| **3.** | How are the facilities available at Fave Hotel? | **125** | **150** | **83,33 %** |
| **4.** | How is accuracy of handling services at Fave Hotel? | **129** | **150** | **86 %** |
| **5.** | How is accuracy of the information given to you? | **124** | **150** | **82,66 %** |
| **6.** | How is consistency employee receptionist in giving a promise to you? | **124** | **150** | **82,66 %** |
| **7.** | How is speed of make decisions to resolve the wishes / your problem? | **125** | **150** | **83,33 %** |
| **8.** | How is the availability of employees answer your question? | **121** | **150** | **80,66 %** |
| **9.** | How is readiness of employees in helping you? | **125** | **150** | **83,33 %** |
| **10** | How is the caring attitude of Receptionist to you**?** | **125** | **150** | **83,33 %** |
| **11** | How about attention/ employee understanding against your wishes? | **127** | **150** | **84,66 %** |
| **12** | How is the time operational in Fave Hotel itself? | **121** | **150** | **80,66 %** |
| **13** | How do you confidence to employees Receptionist? | **119** | **150** | **79,33%** |
| **14** | How is security in the transaction at Fave Hotel? | **122** | **150** | **81,33 %** |
| **15** | How do you think about courtesy of receptionist? | **129** | **150** | **86 %** |
|  | **Total** | **1.879** | **2.250** | **83,51 %** |

From the questionnaire results above the overall Fave Hotel peremier Cihampelas has a very good image of the number of 83.51%. In this case the building of hotel which is the first order and has the highest total score of 88.66%. With the support of the excellent quality of service and the building of the Fave Hotel is so interesting completing for the eye catching interior and then the layout of the front desk is designed to be more easly to see by guests.But actually, the skill of language should be improved because it is very important to support in giving the services to the guests. So that, Fave Hotel could be a Favorite hotel in Bandung with very satisfactory service is supported as well as the buiding of hotel which is the strategic of building of the hotel that be supported too.

In this case the expected quality of service at Fave Hotel Premier Cihampelas which has been very well maintained and improve the quality of service that still needs to be improved such as confidence and take a note of all guests needs or requests. So the guests feel like they are cared, so request guests not to be forgotten and prevents the occurrence of Complaint guest complaints.

* + 1. **Observation**

Beside interview, the writer also observed the activities at Fave Hotel Premier Cihampelas Bandung. The writer observed the situation of service in Fave Hotel started from February 2th until May 2th 2015 especially how the receptionist gave service to the guest in Hotel. The writer also had been internship about three months at Fave Hotel Premier Cihampelas Bandung.First day on Februari 2th 2015 the author came and joined with Fave Hotel Premier Cihampelas Bandung. Before going into the work area the writer is given an overview of the Fave Hotel. The writer is trained in advance for one week after one week the writer is placed in Front Office Agent.

In this case the writer is placed in the operator or reservation section. During work in operator section, the writer is received and connected telephone from outside or from another department. As the operator, the writer must know the function of buttons on the telephone and must know the extension number start from Front Office department and other department. Therefore, the writer is able to connect the telephone and then, at least the writer must be able to accept a reservation therefore the writer need to know information about Fave Hotel. When receiving telephone the writer must consider several factors including posture, speed, intonation, volume, and articulations at the time of talking on phone must be clear.

During work there, front office manager, reservation and receptionist colleague give a lot of knowledge for the writer. They taught the writer how to receive a telephone correctly, how to accept a reservation from both individuals and companies and travel agents, and they taught how to handle guest complaints. In this case the writer should consider ways of receiving telephone and receiving the correct reservation that had been taught previously. The writer should be able to understand the desires of guests with a different character. Therefore it, all of the service provided a very determine of image the quality of service at Fave Hotel.In this case the author get a lot of very useful experienced and no less important, the writer can get new friends. In the world of work, cooperation and socializing with colleagues from work is needed.

* 1. **Findings**

In this chapter the writer answered the questions related to the research problems. Based on the observations the writer directly observed about Analysis Receptionist to Improving Quality of Service at Fave Hotel Premier Cihampelas Bandung.

In this case the main subject is Receptionist, because Receptionist is that always interacts directly with guests when guests come to the hotel. The bad or good image about the quality of service depends on how Receptionist in to give serve and understands the purposes of guest well. If at the time of check-in process in progress, Receptionist doesn’t serve guests well, the guests will think the quality of service at Fave Hotel is bad and vice versa. The world of hospitality is a company that sells services therefore, the service provided should be able to make guests feel comfortable and feel like at home at Fave Hotel, so guests continue to choose Fave Hotel to become a favorite hotel in Bandung to stay again at another time.

Anything provided by the hotel to be undertaken in accordance with what is desired by the guest. However guest character, in here the guest is a queen or king. Therefore, as a receptionist, it should be patient in handling all guests with good service. However, in this case to provide good service to improve the quality of service one of the things that need to be considered by the receptionist is good communication. Good communication will launch in the activities of providing services for example; receptionist should really be master the English language including the criteria of a receptionist according to the Standard Operational Procedurres predefined. The receptionists have to immediately follow up when there are complaints or customers advices so, the guests feeling comfortable and satisfied with the service quality in Fave Hotel.

Therefore, with the Standard Operational Procedures set by the management expected that all employees can carry out and meet the criteria in accordance with the provisions of Standarad Operational Procedures that have been defined. However, one of the ambassadors for the first time providing service to guests and one part that determines impression standard of service and also determines the image of fave hotel which one is receptionist but, on the fact there receptionist aren’t followed and doesn’t accordance with the criteria of a receptionist in the Standard Operational Procedures that have been set by management and it is can affected receptionist for improving quality of services in Fave Hotel.

Therefore, when guests feel comfortable are they can communication with the receptionist good and satisfied with the services already provided, guests will judge the quality of service at Fave Hotel is very good and the guests will share the experience of staying at Fave hotel with satisfactory service could even recommend Fave hotel to other people. Therefore, the quality of service should be increased even better.

**Chapter V**

**Conclusions and Suggestion**

* 1. **Conclusions**

Nowadays the tourism industry in Indonesia has become known in the world and is growing more advanced with their supporting infrastructure. One of variety of facilities and infrastructure that support the tourism industry is the hospitality industry. Hospitality industry is one of the businesses engaged in service activities. One of the popular hotels in Bandung is Fave Hotel Premier Cihampelas Bandung. Fave hotel is included as in archipelago international group. Archipelago International itself is one of the leading hotel‘s operator in Indonesia with a portfolio of more than 90 hotels and 12,000 room.

Hospitality businesses engaged in services plays an important part role in fulfilling and satisfying the wishes and needs of guests. Therefore, the best service is prioritized in the hotel business so that the guests feel comfortable and happy to stay at the hotel. In this case, the service will make the hotel itself becomes favorite hotel in Bandung to stay. In addition, the satisfactory service would give a good image in the eyes of the guests. Moreover, the condition of the hospitality business competition is increasingly high, they compete to make the hotel architecture, interior and exterior hotel look as attractive as possible. However, there is one thing that must be understood in the hospitality business which is the quality of staff. In this case, to be able to compete with other hotels, the hotel must know and concern about how the quality of the waiters or staff itself in serving guests.

In this case the receptionist is very influential in determining the image of the hotel because the receptionist is the part that often deals directly with guests and an central of information and then all of activities centered are also in receptionist so, the services that given by receptionist to the guest will determine the first impression of standard quality services in Fave Hotel. Receptionist as the first impression and the last impression of the guest in the hotel must have the ability to handle all the needs and in providing services and in dealing with complaints guests well. In this case there are five factors that determine the quality of service is satisfactory, they are tangible, reliability, responsiveness, empathy, and, assurance. If these factors have been fulfilled and the responds from the guests are very good, it means the guest feel satisfied with the quality services in Fave Hotel. In collecting the data the writer used several techniques which are interviews, observation, and questionnaires. The results of the data that obtained from interviews, observation, and questionnaires will be analyzed and described later, the results of this analysis use descriptive method in order to obtain accurate results, complete, and detailed described.

Quality of service itself is a powerful weapon in the excellence of a company, especially a company that is engaged in sevices sector. From the results of this research, it can be concluded that the quality of service at fave hotel has a very good value in the eyes of the guests. Hence, the management must maintain the quality of service that has been very good and develop the quality of services that need to be improved and as receptionist need to pay attention such as the ability of receptionist to speak English, high labor intensity and sometimes receptionist don’t immediately follow up complaints or customer advice.

In this case management strategy to improve the service quality is by maintaining compactness, good communication lest miscommunication arises because in one team, one property that prioritizes services must work together. To support all of that, the Management is even more often hold training activities and briefings, whether there is a problem or not, training and briefing remain held to discuss the problems that have occurred and not only that, as the receptionist must know what and how handle and seek solutions. It has been set in the golden rule where the golden role itself is the content of a standard operational procedure as a receptionist. All are set in the golden rule should be followed and implemented by each section included one receptionist. Moreover, as the receptionist, the person who sees guests in direct contact should be able to handle all the needs of guests who come to the hotel.

* 1. **Suggestions**

In this case the writer gives some suggestions for Favehotel in an effort to improve the quality of services, such as:

1. When serving a receptionist it must be professional, such as the need to maintain an attitude of moody because, it affects the services provided to guests and determined the standard of service in hotel. And then the foreign language of skills in the front office needs to be improved better.
2. The management must immediately look for the new employees to assist the receptionist at the front desk because, if it is left unchecked receptionist clerk less employees will make the quality of service isn’t optimal.
3. To avoid guest for complaining, all desires and needs of guests should be served as well as and as necessary as possible. If, there is a guest need something the receptionist should make a special formto write down all the needs.
4. In order to improve the quality of service better the company should be able to keep the teamwork and maintain the quality of service that has been rated as good.