

Chapter 1

Introduction

1.1 Background of The Research

Indonesia is a developing country. In addition, Indonesia also has several cultural destinations which attract the interest of local and foreign tourists. With so many tourist attractions, it brings a lot of competition for those who have business in the hospitality field. It is to support the managers of the resort to innovate and improve quality in the hospitality promotion. Good service is a better value for improving the quality of that hospitality.

Many hotels are scattered mainly in big cities, or a place close to tourist attractions. We can easily find and get to choose where to stay as expected, ranging from low-budget hotels until five-star hotels. One of them is GH Universal Hotel as the most unusual place to stay because of its beautiful architecture. This hotel is often visited by local and foreign tourists. This situation pushes the front office department to be more active to give information about GH Universal hotel Bandung generally and also mastering several languages primarily International language.

Sulastiyono (2011: 15), say hotel is :

“Hotel adalah suatu perusahaan yang dikelola oleh pemiliknya dengan menyediakan pelayanan makanan, minuman, dan fasilitas kamar untuk tidur kepada orang – orang yang melakukan perjalanan dan mampu membayar dengan jumlah yang wajar sesuai dengan pelayanan yang diterima tanpa adanya perjanjian khusus”. (Hotel is a company run by its owners by providing food,

drinks, service and amenities for the people who do the travel and being able to pay with a reasonable amount in accordance with the service received without any special agreement.)

The writer chooses GH Universal as an object of research because the hotel is quite famous in Bandung and has a unique architecture. GH Universal is one of the hotels in Bandung which use classic Renaissance style building that was designed by the youngest daughter of the owner. It takes 4.5 years to complete. Five large dome in the rooftop, decorated with paintings and sculptures gorgeous Italian style, makes this hotel different from other hotels. Rehearsal on the design of doors and windows makes the interesting architecture of this hotel can be enjoyed by guests.

Although GH Universal is a privately owned hotel, but the hotel worth accounted for and ready to compete with another hotel in Bandung. Different from the other hotels, in order to give satisfaction rating, GH Universal has a pet inn, especially for dogs. Thus, it can ease the tourists who are on vacation and wants to bring her dog, they can leave in the pet inn. Starting from the bathroom, swimming pool, until dog training, tourists do not have to worry if they want to travel without their pets. In addition, the strategic location of the hotel would be an option for tourists to stay.

Surrounded by tourist spots and an easy access such as Lembang, it is certainly give an advantage, especially tourists who want to have vacation and visiting tourists spots in Bandung. Access from several strategic locations can be reached 10km from Husein Sastranegara Airport, 10km from Bandung station,

8km from Jakarta - Bandung (Pasteur), 5km to the "Rumah Mode" and Cihampelas jeans street, 20km to "Tangkuban Perahu" mountain and Ciater hot spring water, 15km to the Floating Market and quite close to other tourist attractions in the Lembang area.

As a commercial building, GH Universal hotel is one of the elite hotel that can give guests a different experience for every guest for staying. In addition, GH Universal also pampers guests with giving full facilities, such as a gym, fitness, swimming pool, baby care, bars, and restaurants. The success of a hotel, not only can rely on daily visits but of how hotels can give satisfying service so that guests come back at another time. The hotel will not run properly if the service or facility is not a standard of five-star hotel, meanwhile GH Universal is a five-star hotel. All parts of the hotel are the key to the success of the hotel to have loyal guests.

To create a good working requires coordinate all departments because their performance will always be associated. There are several departments in GH Universal hotel they are front office, housekeeping, food beverage, accounting, marketing, and engineering. All departments should play an active role in helping GH Universal hotel become more professional. All departments must communicate each other, thus creating a good relationship in the work and avoid miss communication.

Front Office is a first that will have to contact directly to guests. Part of the front office are Receptionist, Bussiness Center, Reservation, GRO, Uniform service (Bellboy), Operator, Front Office cashiering. The key task of the front

office, are preparing for the arrival of guests who arrived at the hotel, register process when the guests arrive, coordinate with other departments about the arrival of guests including types rooms, foods, and beverages as well as the total pax. Sometimes, the front office serves as the temporary cashier. In addition, the front office also takes care of the departure of the guests upon check out, as well coordinate other departments when a guest room moving all activities to the hotel will running well.

As we know, the role of the front office in the hotel is very important. One of them, they should greet the guests kindly. The attitude of the front office staff in facing with guests can decide the hotel quality. It can be seen from the guest comment card about the feeling of the guests during their stay. Being a front office staff is not easy, because facing directly with guests (direct contact), management representative, salesperson, public relation agent, problem solver, public relation agent and service coordinator, not rarely they get pressure or problems from guests.

Vallen (1985 : 24) says, in his book Check in – Check out, Principles of Effective Front Management, “It is indeed the heart and the hub and the nerve center of guest activity”. From the explanation, it can be concluded that front office is the center of all activities especially in terms of serving guests. Provide satisfying service certainly comes from an active and personal confidence, but the technology also serves as a tool that can help the human.

In a rapid developing of globalization era, technology is very well known in modern society. Technology is very instrumental in the continuation life, especially the development of ICT (Information Communication Technology) in the hotel business. Nowadays, the business majority using technology as their business media, many of them also believe that this technology usage will improve their business performance. It is not denied that a lot of companies that have already implemented ICT (Information Communication Technology), eventhough there are some companies that are still in the planning stages of implementation. With the developing ICT, it can be used in a variety of fields, such as in education, health, agriculture, industry, and others ICT will also give a large effect on the delivery of information. ICT can help to speed up the delivery of information that is very important for the company, one type of this ICT is internet.

In this globalization era, the ability to use technology information is absolutely a must for all employees who work in a company, including hospitality employees. A hotel staff should be able to master the operation on the computer and other information technology tools. Because of the demands of developing information, an employee must be able to answer these challenges, thus all its business processes make use of ICT. Nowadays, in tourism sector is using internet ; buying airline tickets, booking hotels as well tourism promotion. In GH Universal hotel there are also food-processing machines in the kitchen, laundry machines, electric locks, video observers to safeguard secure the hotel

(CCTV), the Internet and computer, are kinds of ICT that is used to speed up and simplify operations at the hotel.

All ICT which is used in the hospitality is a major key to accelerating the performance working, technical and even the performance of a system. Technology also plays a role that is helping the managers to make decisions better, faster, and right. For example, to find the price of the product, the total products sold, the target market, the promotion selected media and to determine the number of employees who will involved in hotel operations.

In addition, ICT can help the tourism and hospitality industry to support good relations with the internal environment, such as travel agents, suppliers, employees, and shareholders. All forms of communication and reports conducted by the internal environment can use the technology. In order to make the service run rapidly, transparent and archives can be stored more neatly and securely.

According to Palmer (1997), in 1970 before the computer era, all the activities of the office in front of the hotel from a booking, check -in, counting transactions and check out guests still use big books or Whitney boards. Then in the mid-20th century, the hotel began using a computer system for the first time. The computer system of the first hospitality this time specifically to help financial transaction processing hotel guests, but the operations of other hotels are still using manual systems. Along with advances in technology, information systems have been able to help the hospitality of hotel operations, including to increase sales of hotel products.

From the statement above, we can conclude that with the development era, hospitality always improves the quality of business processes. The role of ICT,

can make the hotel able to provide satisfactory service to every guests. Guests satisfaction is the most important thing in a business activity. All activities that are systematically conducted will give the good impact on a company.

According Kasavana (1996), applying the hospitality information systems at the front office can increase productivity and improve the quality of hotel services to guests of the hotel. Because the hospitality information systems can facilitate the staff in seeking information and speed up the process of service to guests.

This hospitality is not only increase productivity, but also improve the ease of carrying out all the activities of existing business processes within a company. Based on the above explanation, the situation is made more interested in writer to look at about it. Therefore, the writer choose the title “The Influence of ICT Usage to The Quality Service in Front Office at GH Universal Hotel Bandung”.

1.2 Identification of the Research

Based on the background above, hence writer can identify problem :

There is any significant effect of the ICT (Internet) usages to the quality service in front office at GH Universal hotel Bandung.

1.3 Research Question

Based on the background above, the writer is aimed to answer the question :

Is there any significant effect of the ICT (Internet) usages to the quality service in front office at GH Universal hotel Bandung ?

1.4 The Limitation of the Problem

The writer will discuss about ICT (Information and Communication Technology) usage, in the front office. Limit the issues to the following observations :

1. Front Office became the material for observation is the Front Office at GH Universal Hotel Bandung.
2. As we know scope of ICT indeed quite comprehensive, almost all the named technology including ICT knowledge. So in the context of this paper, the writer just select the type of ICT such as the use internet that can affect the quality of service.

1.5 The Objectives of the Research

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

To find out there is any significant effect of the ICT (Internet) usages to the quality service in front office at GH Universal hotel Bandung.

1.6 Significances of the Research

The significances of this research has several goals including the following:

A. For the Writer

With this research, can add to the knowledge that the use of ICT can affect the quality service in the front office at GH Universal hotel Bandung.

B. For the GH Universal Hotel

With this research certainly held a major influence on the development of the hotel. Hopefully, this research serve as an input for the GH Universal Hotel, in order to further improve the quality and be able to build the front office department for the better.

C. For others

The results of this research are expected to be used as additional information and reference material for parties who are doing research. Train students to be able to think critically studied according to the aspect of the problem are taken.

1.7 The Hypothesis

According to Sukramad (1982:68) hypothesis is “*Sesuatu yang masih kurang dari sebuah kesimpulan atau pendapat dengan kata lain hipotesis adalah suatu jawaban diduga yang dianggap benar kemungkinannya untuk menjadi jawaban yang benar*”. Based on such opinions inferred that the hypothesis is a theory of temporary and need a proof or truth. Back to the problem that will be faced by the writer, then the hypothesis that writer give is the answer or conclusion that is temporary, it means it requires further proof that will be the truth.

Based on the above assumptions, the writer propose the following hypothesis :

Ho : There were no a significant influence between the use of ICT (internet) to the quality service in front office at GH Universal hotel Bandung.

Ha : There was a significant influence between the use ICT (internet) to the quality service in front office at GH Universal hotel Bandung.

1.8 FRAMEWORK

