Chapter II
Theoretical Foundation

In writing an essay the writer looking for information from previous research as a basis for comparison. In addition, the writer also seeks information from books or thesis, in order to get information about the theory related to the title which is used to get a foundation theory. First, the writer will explain about the hotel and its relation with the ICT.

In general, we know that the hospitality industry relations very closely with tourism. The hospitality industry affects the development of tourism. One of them, many hotels are built in the tourism spots. In addition, if there are no tourism activities, then the hospitality accommodation will be paralyzed. On the contrary, tourism without the hotel is an impossible thing, especially if we talk of tourism as an industry. Because the hotel is main tourism superstructures, this means its life depends on a lot or at least tourists coming. When we say the tourism industry as a building, then the hospitality sector is the pole.

Basically, there are three indicators in the hospitality industry that became the benchmark for knowing the success in bringing tourists to a tourist destination. They are the number of tourists, long stay tourists, and hotel occupancy rates. The number of tourists staying at the hotel can affect the number of tourists visiting the area, but that is not enough because we need to know the length of stay of tourists. The success of a region in promoting or inviting tourists to come to the area is not an easy thing. Basically, doing promotion not only by

word of mouth but the role of the ICT can help dissemination process of information quickly.

Information and communication technology or better known as ICT supports the tourism development, especially in the hospitality industry at the front office department. With the ICT, information and communication can do very fast, efficient and accurate that is able to reduce the human error. With the role of ICT, the front office is easy to get information about the certainty of room booking, the guest account, information guests who will come to the hotel, the guests were staying at the hotel or guests will leave the hotel, as well as make it easy for online booking until the promotion system. From the above explanation, the ICT is very instrumental in operations of a hotel, especially in the front office department. Next, the writer will explain about the hotel, front office, ICT, to the quality service that is affected by the use of ICT in the front office.

2.1 Definition of Hotel

A hotel is a form of the building, the symbol of the company or accommodation business that provides services accommodation lodging, food and beverage provider, and other service facilities. All of these services are provided to the public, for those who stay in hotels or those who only use certain facilities belonging to the hotel. The explanation above can be summed up as one of the types of accommodations that uses part or all the parts to the service provider of lodging, food and beverages and other services for the public which is managed

commercially (The Decision Of The Minister Of Parpostel No. 94/HK103 Km/MPPT 1987).

Endar and Sri (1996:8) stated that the hotel is a private building which run commercialy and intended to give a full service for the guests. By providing lodging facilities for the public, with amenities such as hotel accommodation services, food and beverage service, service of luggage, clothes washing (laundry) and the use of other facilities, then the hotel would like to pamper guests with providing everything which is guests need.

Similar to Endar and Sri's opinions, Sulastiyono (2011:5) stated that hotel is the company that provides food, drinks, service, and facilities for those traveling and able to pay appropriate with service that is accepted without any a special agreement.

Based on the above opinions, the writer concludes that the hotel is a business service that is a means of supporting tourism activities that are professionally managed and supported by a worker that has the skills in the field of hospitality.

2.1.1 Characteristics of the Hotel

The difference between a hotel and other industries are :

a. The hotel is a labor-intensive industry that the operation requires a large capital and workers that much.

b. Influenced by circumstances and changes in economic, political, social, cultural, and security where the hotel is located.

c. Produce and market their products together with the place where the services are generated.

d. Operates 24 hours a day, with no day off in services for the hotel guests and the public.

e. In addition, to treat guests as a business partner, the hotelier also should treat guests like a king.

2.1.2 Types of Hotels

Based on Tarmoezi's opinion (2000:5) it can be concluded, that the hotel can be divided into 5 categories. It can be seen from the location where the hotel was built, namely :

a. City Hotel

Hotels are located in urban areas with the aim to meet the needs of the public who intend to stay for a while. Usually, the city hotel is inhabited by the businessman who utilizes the use of business facilities and services provided by the hotel, such as the use of the ballroom for a meeting of a company or other business usage.

b. Residential Hotel

Hotels are built in the suburbs with the calm situation and away from the crowded area, yet still easy to reach. The hotel was built with the intention of providing convenience for travelers who want to stay for a long period. To pamper travelers, this hotel is equipped with complete facilities for the whole family.

c. Resort Hotel

The hotel is built in the mountains or the beaches, the hotel usually is reserved for people who wants to vacation or recreation.

d. Motel (Motor Hotel)

The hotel was built along the highway, at the gate or city border. The hotel is usually used by people who travel by public transportation or private vehicles, therefore the hotel provides its own garage for the car.

### 2.1.3 The Number of Hotel Rooms

Based on Tarmoezi's opinion (2000:3), he said that the hotel is distinguished by a number of rooms provided, they are the small hotel where the number of rooms are provided for tourist no more than 28 rooms. A medium hotel is the number of room reserved for tourist between 28 – 299 rooms, and then the large hotel is the number of rooms which more than 300 rooms.

2.1.4 Classification of Hotel

According to the decision of the Directorate General of Tourism, Posts and Telecommunication No. 22/U/VI/1978 on June 12, 1978 (Endar and Sri,1996:9), the classification of the hotels are distinguished by using a star symbol between 1-5, the more star the hotel gets, the more quality it becomes. The assessment is conducted for once in 3 years with procedures and determinations that are conducted by the Directorate General of Tourism.

From the understanding of the above, the writer chose GH Universal Hotel Bandung as an object of the research, because the writer wanted to know how big the quality of service that is given by the hotel staff to guest on GH Universal as a five-star hotel. The following organizational structure in GH Universal hotel, it can be seen that there are several interrelated departments and it is important in hotel operations. However, the writer tent to focus on discussing front office department, because the front office staff are able to understand more about the effects of the ICT usage toward the quality service that they give during they are working. In addition, the front office is an important part (hub) that cannot be removed its existence.

2.1.5 Organizational Structure in GH Universal Hotel Bandung
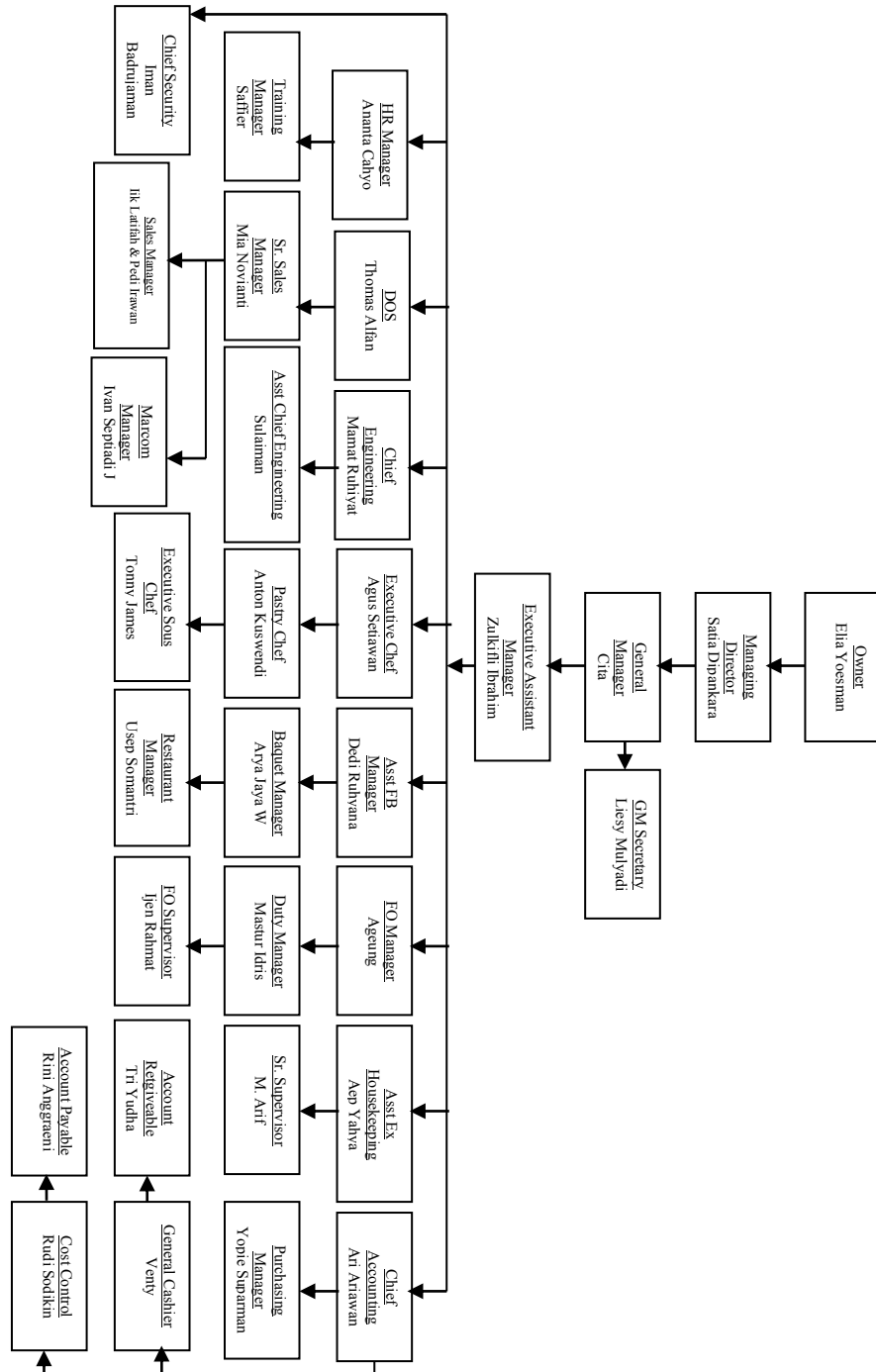
Source : Data of GH Universal

2.2 Definition of Front Office

The front office is related to the service system in which the employees will face directly with the guests. The guests will get full service from every department, especially at front office department, which starts from the guests come to the hotel until they leave the hotel. Nearly 65% of income obtained from the rental of hotel rooms, the first impression and the last impression for guests is determined by the attitude of the front office staff. Therefore the role of the front office of the hotel is very important because it is the heart of all activities.

> *Menurut Bagyono (2006:21) "Front office berasal dari bahasa Inggris "Front" yang artinya depan, dan "Office" berarti kantor. Jadi front office adalah kantor depan. Dalam konteks pengertian hotel, kantor depan merupakan sebuah departemen di hotel yang letaknya dibagian depan. Tepatnya tidak begitu jauh dari pintu depan hotel atau lobby. Area ini, merupakan tempat yang paling sibuk di hotel. Dengan lokasi di bagian depan, maka front office termasuk departemen yang paling mudah dicari dan dilihat oleh tamu."* (According to Bagyono (2006:21), Front office comes from the English language fronts which mean "*depan*", and office means the "kantor". So the "*kantor depan*" is the front office. In the context of understanding the hotel, the front office is a department at the hotel that is located on the front. Precisely, it is not so far from the front door of the hotel or the lobby. This area is the busiest place in the hotel. With locations in the front, the front office is the department most easily to be found and viewed by the guest.)

> *"Untuk menyebut front office, sebagian hotel menggunakan istilah yang lain yaitu guest service area (area pelayanan tamu). Oleh karena itu kepala departemennya disebut guest service manager. Sedangkan petugasnya disebut guest service agent. Sedangkan kata front liner adalah sebutan untuk petugas kantor depan yang langsung berhubungan dengan tamu (direct guest contact) seperti reception, cashier, guest relation officer, doorman dan bellboy."*(Bagyono,2006:21)."(To call the front office, most hotels use another term that is the guest service area. Therefore the head of the department is called the guest service manage, while the

officers are called the guest service agent. Meanwhile, the word front liner is a term for a front office staff that directly associated with guests (direct guest contact) as a cashier, reception, guest relation officer, doorman and a bell boy. (Bagyono,2006:21)

From the above opinion, generally that the front office is one of the departments that are located in the front part of the hotel. The front office is the gateway from the hotel thus, making it easy for the guests to find it. The most common jobs for front office staff will relate to the guests, and give information on hotels (showing) or meet their needs during their stay in the hotel. Staff who works in the front office can also handle simple tasks, such as printing and typing tasks and emails sorting. Even though the front office staff just need to perform tasks such as answering the phone, using the printers and fax machines, a training is still required in this task especially on the utilization of internet in the front office.

2.2.1 Role of Front Office

The front office is a reflection of the quality hotel which will be the first time rated guest as they enter the hotel. Therefore, the front office staff should be ready, sprightly and right in doing the tasks and responsibilities, because it is very determined in giving the impression of good or bad on hotel guests when they come to stay or just to visit the hotel.

In the operational, front office is related to the guests and is located not far from the lobby. The front office is located at the front of the hotel and the place is

the most crowded. The front office is one part of the hotel that the most important in terms of realizing the goal which will be reached by the hotel. Besides having an important function, the front office also plays an important role in terms of service and the achievement of the main goals of the hotel the service that expected by the guests and establishes the image of the hotel and the maximizing the revenue. That role among others, are :

a. Informers

The front office staff is expected to give information to guests with a clear, correct and fast about products, services, activities and facilities that are in the hotel or outside the hotel. The information which is provided by the front office staff are not just limited to guests but also the information are needed by other colleagues.

b. Seller

The front office is required to have a soul to sell. In addition to the primary function to sell hotels, the front office is also a section that is often directly related to hotel guests.

c. The Deputy Management

In certain circumstances, the front office can act as a representative of management to resolve problems that arise outside of working hours management

d. Data Storage

The data source of the hotel comes from the reports which are made by the front office and data storage in the front office. Therefore, the data is created and stored must always be up to date, in order that management can make decisions and the right wisdoms for the future.

e. Diplomacy

The front office on the situation and specific conditions are expected to take action in diplomatically in order to maintain a good relationship with guests and others.

f. Problem Solver

The front office is expected to solve the problems which are experienced by the guests with no exception problems coming from other departments.

g. Public Relation (PR)

The front office must have a good attitude and active in forming relationships with the guests or the surrounding communities.

In carrying out its duties properly, the front office must have the attitude of thoroughness, accuracy, and speed in work. To produce maximum performance, the front office, then, requires the role of technology which is very influential. It

can be experienced by the front office staff when they are writing down a list of present guests through the book manually or through an application on the computer-based online, will be more efficient.

2.2.2 The Organizational Structure of the Front Office in GH Universal Hotel

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                    ┌──────────────┐
                    │ FRONT OFFICE │
                    │   CASHIER    │
                    └──────────────┘
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                    │ RECEPTIONT   │
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                    └──────────────┘         │   MANAGER    │
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  ┌─────────┐ ┌─────────┐   │               └──────────────┘
  │ DOOR MAN│ │BELL BOY │ ┌──────────────┐ ┌──────────────┐  │
  └─────────┘ └─────────┘ │ BELL CATAIN  │ │SENIOR GUEST  │┌──────────────┐
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       │     ┌─────────┐        │          └──────────────┘│  MANAGER     │
       │     │CAR JOCKY│ ┌──────────────┐                  └──────────────┘
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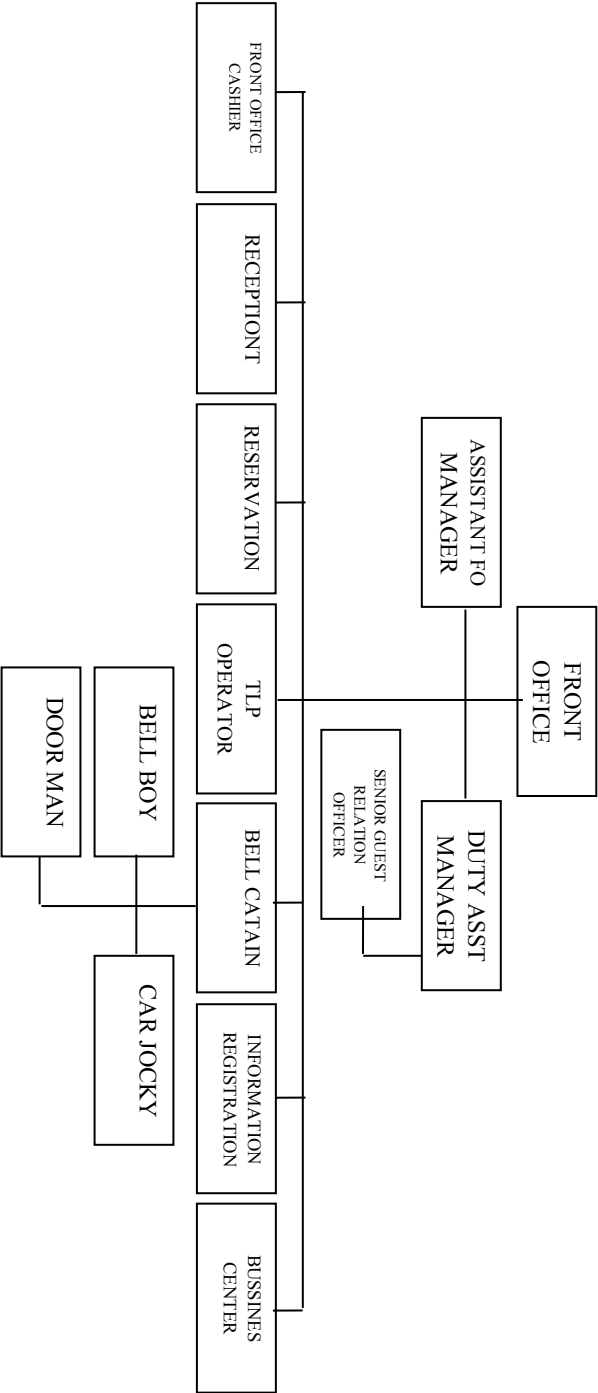
Source : Data of GH Universal

2.3 ICT (Information and Communication Technology)

The presence of technology is believed to be a tool of the modifier because the technology was discovered by a genius scientist which has the aim to make it easier for human activity. One of them is the invention of the telephone that aims to make it easy to communicate with others, as well as the internet to seek information from all over the world.

Nowadays information and communication technology (ICT) occupies an important role, almost the entire field of human life use the technology. In essence, ICT has a strategic role in the daily life which aims to change the social life in the world. The role of technology in the hotel could not be avoided, such as we are not able to check the number of guests staying from month to month with only a note in a monthly book, but with the help of a computer that has internet access to keep it in the drive, then, we are able to check it easily.

Computer and the internet are very instrumental in the hospitality especially in the areas of data collection, marketing and more efficient if we use computer and the internet as a medium of information and communication. The use of computer and the internet also affect the service system to the guests.

2.3.1 Definition of ICT (Information and Communication Technology)

2.3.1.1 Information Technology

Briefly, the history of information technology can describe that man is a social creature which requires a communication between each other and also to

connect with others. Therefore, human beings create systems and tools that can be used to communicate. At first, human beings communicate with drawing on the wall of the cave, hand signals, smoke signals, sound signals, letters, words, sentences, articles, letters, and eventually telephone and the internet.

The term information technology became popular in the 70 's. In earlier, the term information technology is known as computer technology, or the EDP (Electronic Data Processing). Definition of the information and communication technology, according to Martin 1999 (in Munir 2008:7) :

> *"Teknologi informasi tidak hanya terbatas pada teknologi komputer (perangkat keras dan perangkat lunak) yang digunakan untuk memproses dan menyimpan informasi, melainkan juga mencakup teknologi komunikasi untuk mengirim informasi."*(Information technology is not just limited to computer technology (hardware and software) used to process and store information but also includes communication technology to send information.)

From the definition of Martin, it can be seen there is a relationship between information technology and communication technology. It means information technology has a function for the processing of information systems, and then communications technology has a function for information delivery. In General, the definition of information technology according to Lucas 2000 (in Munir 2008:8) :

> *"Teknologi informasi adalah segala bentuk teknologi yang diterapkan untuk memproses dan mengirimkan informasi dalam bentuk elektronis, micro komputer, komputer mainframe, pembaca barcode, perangkat lunak pemproses transaksi, perangkat lunak*

lembar kerja (worksheet) dan peralatan komunikasi dan jaringan merupakan contoh teknologi informasi.” (Information technology is any technology that is applied to process and transmit information in electronic form, microcomputers, mainframe computers, barcode readers, software processing, transaction worksheet communications equipment and networks which are examples of information technology.)

Based on Lucas opinion, it can be concluded that information technology is a technology that serves to process and send information in electronic form. One of them, microcomputer, it is a combination of CPU with the device (monitor) that produces a form of input-output data (information) using the interconnect any bus. The bus showed the relationship between components in the electrical. The bus can forward the data, address or signal controller example of microcomputers, namely laptop.

Whereas, Lucas says that the computer mainframe is a computer used by the company to support its operational in large scale. The function of the mainframe computer is a computer system which is capable of storing and accessing operations with large capacity, then also supports dozens of different programming languages, and has a duty to oversee traffic when multiple programs trying to get access the data simultaneously.

There is also barcode reader which is included in the input units, which function to read a code that shaped boxes or thick vertical lines which are then translated in the form of numbers. The barcode is usually sticking to the food products, drinks, electronic tools, and books. Barcode system in the hospitality can be used for the manufacture of electric locks that use the card.

In addition, the Transaction Processing System (TPS) is a form of an information system that has the function of recording all activities/occurrences in the company, such as recording data, processing the data and generating the information.

Companies, organizations, government agencies have a transaction processing system because in a company or organization a transaction usually occurred occurs and must be noted. For example, in the hospitality, front office cashier records all the goods that used by guests during their stay in the form of a purchase of goods or services.

There is also a Microsoft Word or Excel that uses the capabilities of a computer directly to do a task that the user wants. And Lastly, communication equipment and networking is a process when two or more computer connected to exchange the data, instructions and information to each other. Hence, the computer can connect together to a transmission device and media communications. To get information and send information based on online, a hotel needs internet network. It can help guests to find out more about the hotel that will be chosen and also is used for booking online.

2.3.1.2 Communication Technology

Communication technology is a technology that consists of hardware, software, processes and systems are used to assist in the communication process, which aims to let communication successfully (communicative). As said by

Rogers 1986 (in Munir 2008:34), that the keyword of communications technology is electronic technology :

> *"Peralatan perangkat keras (hardware) dalam sebuah struktur organisasi yang mengandung nilai-nilai sosial, yang memungkinkan setiap individu mengumpulkan, memproses, dan saling tukar menukar informasi dengan individu-individu lainnya. Contoh dari teknologi komunikasi adalah telepon, radio, TV / TV kabel, komputer dan internet (teknologi informasi)"*.(Hardware equipment in an organization structure is containing the social values, allowing every person to collect, process, and mutual exchange of information with other people. The examples of communications technology are the telephone, radio, TV/cable TV, computers and the internet (technology information)).

Furthermore, Rogers 1986 (in Munir 2008:32) says that the definition of communication technology is a media used to deliver information, such as microcomputers, teleconferencing, teletext, videotext, interactive cable television and satellite communication.

a. A microcomputer is a stand-alone unit, typically used individually by using the software. While the CPU is the main microcomputer devices capable of reading each command computer program.

b. Teleconferencing is meeting in small groups to communicate interactively with three or more people at separate places.

c. Teletext is an interactive information service for personal, it also to request the information presented in the video or the tv screen at home.

d. Videotext is to serve the personal needs or request information from a central computer from the video that displayed on the television screen.

e. Interactive cable television is a tool for sending pictures in the full video to an existing home video through the cable in accordance with demand. While communication satellites, is the message conveyed through telephone relay, television broadcasting, and the message that is sent from places around the world.

Based on the description of information technology and communication technology above, both of them have a relation. Information technology is a greater emphasis on implementation and data processing, such as capture, send, store, retrieve, manipulate or display data by using the devices technology electronic especially computers. While communications technology, put more emphasis on the use of electronic device technology and achievement of the goals in the communication process. Thus, the data and information which are processed with information technology must meet the criteria of effective communication. Thus, ICT not only computers but also everything that is in the form of software and hardware that can help people.

As a five-star hotel, GH Universal need of technology because it can help to ease the work such as phones, CCTV, food processing machines, automatic laundry machines, electric locks and other equipment that are already using the computer. In order that, it can accelerate and simplify operations. Because the scope of ICT is quite extensive, the writer just selects the type of ICT the internet

usage that can affect quality service. Before explaining the service quality, the writer will explain a bit about the internet.

The Internet was up developed by the Advanced Research Projects Agency's Wide Area Network (then called ARPANET) which is established by the US Department Of Defense in the 1960s for collaboration in military research among business and government laboratories.

The Internet means of connecting a computer to any other computer anywhere in the world via dedicated routers and servers. When two computers are connected to the Internet, they can send and receive all kinds of information such as text, graphics, voice, video, and a computer program.

2.4 The Purpose of ICT in Hotel

The ICT program at the hotel is very influential towards the quality of service given to the guests because it will be faster, easier and more efficient. In addition, ICT gives ease on guests to make a reservation through the online booking, it is easy to check the guest through the CCTV as well as to help the making of electricity key to make quicker the guests to get into the room, therefore service quality will increase if there is the role of ICT.

The hotel is one of the commercial buildings that sells the services. There are two types of service quality, they are a good service quality and bad service quality. The quality of service is flexible and can be changed and the change is an increase in the quality of service in order to be better. Service quality can be

defined as the level of guest satisfaction or guests. While the level of guest satisfaction can be gained from a comparison of service received by guests with services expected by guests.

The quality of service would be better if the staff can give satisfaction to the guests as they expect. But if the service provided by staff can exceed the expectations of guests, then the quality of service can be categorized very qualified or very satisfactory. Whereas, a bad quality service is a service which is far below standards or does not comply with what guest expected.

The quality of service is very important because it will have a direct impact on a company's image. The role of staff in giving a good quality of service to guests it would be an advantage for a company. If a company has a positive value in the eyes of the guests, then the guest will give a good feedback , and it is not impossible they will become regulars or repeat buyer. Therefore, it is important to consider aspects of customer satisfaction on the quality of services provided. The types of services that can be provided, such as the ease, speed, ability, and a great attitude that indicated through direct action to the guests.

2.4.1 The Definition of Quality Service

Based on Sampara's opinion (1999:7) "*Kualitas terdiri dari segala sesuatu yang bebas dari kekurangan atau kerusakan*." From the above opinion that quality is the perfection of the products (goods and services) appropriate with

the desired of the user. Goods or services is stated to have a good quality if they qualify for sale and recognized its existence in public.

Meanwhile, according to Gasper (1997:4) quality can be divided into two meanings, that is conventional that usually describes the characteristics directly from a product such as the display of products, benefits of usage, ease of usage and so on. And the non-conventional is everything that is able to meet the needs or desires of the guests.

Furthermore, Lewis & booming (in Tjiptono F, 2008:85) defines "*Kualitas layanan sebagai ukuran seberapa bagus tingkat layanan yang diberikan mampu sesuai dengan ekspetasi pelanggan.*" It can be concluded that the level of service provided by the staff may affect the perception of the guests. The quality of service would be better if the staff can give satisfaction to the guests as they expect. But if the service provided by staff can exceed the expectations of guests, then the quality of service can be categorized very qualified or very satisfactory.

Definition of service quality by Supranto (2006:226) is "*Sebuah kata yang bagi penyedia jasa merupakan sesuatu yang harus dikerjakan dengan baik.*" By providing good service, it is the obligation of service providers, especially to meet the guest wants. They will feel satisfied with what has been had which appropriate with what guests has paid and even expected.

Therefore, the writer takes the conclusion that the assessment of the service quality can be assessed when service users feel satisfaction from the service givers. Service users will have expectations as they would receive good

service which appropriates with what they pay for this service or compares it to previous services they had before.

Hotel relies heavily on the quality of service in which each department is able to provide the best service to each guest who comes or stays, especially the front office department that directly dealing with the guests. To give the best service, front office staff should be friendly and polite as well as good looking thus, the quality services provided can satisfy the guests.