**Chapter I**

**Introduction**

**1.1 Background**

Tourism is an activity undertaken by a person who is looking for a satisfaction in doing a trip to another place. The trip can be done either within the country or abroad for the purpose of leisure rather than business and also not to settle.

The activity of tourism related to the various things adapted to the needs of people who do those tourism activities. The purpose of doing tourism is get satisfaction and fulfillment can appear to satisfy the needs and wants of tourists that comes the interaction with the environment and the community in order to create and good atmosphere and a location to support tourism.

According to Weaver and Opperman in Pinata (2009:45) that Tourism is the sum total of the phenomena and arising from the interaction among tourists, business suppliers, host government, host communities, origin governments, universities, community colleges and non-government organizations, in the process off attracting, transporting, hosting, and managing these tourists and other visitors.

In developing tourism requires facilities supporters such as a means of tourism. Means of tourism is a facilities and companies that provide services to tourist both directly and indirectly. According to Fannel (1999:4) explaned that Tourism is defined as interrelated system that includes tourists and the associated services that are provided and utilized (facilities, attractions, transportation, and accommodation) to aid in their movement. Forward and withdrawal means of tourism depends on the number of visit by tourist. Means of tourism included:

1. Travel company such as Travel Agent, Travel Bureau and Tour Operator.

2. Transportation, especially tourist transport.

3. Hotel and other accommodation type.

4. Bar, restaurant, catering, and other food service businesses.

5. Tourist attraction. (Bagyono, 2005:21-22)

Indonesia has a lot of potential in the sector of tourism from the large number of interest and historical places and also cultural diversity which can be enjoyed by both local and international tourists. Tourism can give impact to people’s lives because the expansion of the tourism sector influence on other sector and means. According to Theobald (2005:82) International tourism is an invisible exporting that it creates a flow of foreign currency into the economy of a destination country, thereby contributing directly to the account of the balance of payments. Like other export industries, this inflow of revenue creates business turnover, household income, employment, and government revenue.

Tourism is one of many sectors in Indonesia that can generate income for the community and also the country. The development of tourism can encourage economic growth of a country. One of the sectors affected by impact of tourism development is a sector of economy. With the development of tourism can open up many opportunities for community to open and increase their business that would affect the economy of local communities. In the expanding tourism also requires supporting such as facilities or other means established by government or private company. Tourism is one of many sectors in Indonesia that can generate income for the community and also the country.

Bandung is one of the major cities in Indonesia, which also has a lot of potential and interesting place of tourism, start from nature tourism, cultural tourism, historical, and culinary. It is can attract a lot of tourist both local and foreign. Therefore, Bandung city not only popular as a place for tourism but a destination places to shop and famous as culinary city became the first choice of both domestic and foreign tourists when visiting Bandung. Follow the growth of tourism in the city of Bandung and Indonesia also influenced the increase of people’s needs against facility of accommodation to temporary settle such as hotels.

Hotel is one of tourist’s alternative in choosing a place to business and weekend leisure. To attract local and foreign tourists, hotels should try to make them more interest to visit. The hotel needs to provide a good variety of needs such as services, cleanliness, food service and facilities as their products to guests. Cleanliness of room, room design and completeness of facilities hotel room should be considered in accordance with the applicable standards.  With good facilities and services will create a good image from people against hotel and also makes the guests feel comfortable and satisfied. Therefore, the facilities not only that need to care for but also a good service to increase guest satisfaction.

The hotel offers services and facilities. As a provider of services and facilities, it’s necessary to known for each hotel employee. With having good service that can help them to improve their work in each department of the hotel. They must know the service and basic facilities of their hotel and how they must know how to behave and act in serving and facing directly the guests for achieving their satisfaction.

Savoy Homann Bidakara Hotel is a four star hotel located on Asia Africa street No. 112, Bandung, West Java, Indonesia. The writer wants to study about the important of service toward customer’s satisfaction at Savoy Homann Hotel and give us information about service by Reservation Department at Savoy Homann Hotel in serving their guests to increasing sale of room’s hotel who will book to stay.

* 1. **Identification of the Problems**

With so many existing hotels in Bandung therefore a hotel should be able to compete with other hotels in increases their guests to develop hotels. Seeing the potential tourism place in Indonesia especially in Bandung which can attract a lot of domestic and foreign tourists, hotels can try to make the tourists as target their guest. One of promotion hotel in attracting visitors is with every product and services them. For optimal service, they are needed to know about their product knowledge hotel.

Savoy Homann Bidakara Hotel is one of the very well known in the city of Bandung and had a part in the history of its own in Indonesia. The hotel have a great image but not all consumers like international and local people know about the any products supplied by that hotel.

The prospective guests hotel usually have a less knowledge about the hotel they will choose to settle in the meantime, most guests who will booking a room in advance via reservation using phone or online. Guests usually do an observation first before decide and consider the hotel will use them or not. Reservation must be well in describing and was able to give any questions surrounding the hotel to attract interest to the consumers to use their hotel and then received properly room booking in accordance with applicable procedure are appropriate standards both by phone or email.

* 1. **Research of Problems**

This research necessitates finding the answer to some problems. The major questions to be addressed are as follows:

1. How the service provided by reservation section at Savoy Homann Bidakara Hotel influence their customer satisfaction?
2. What is hotel reservation section’s effort to improve their ability of service in handling reservation?
3. What is the hotel management’s effort in improving front office department performance at Savoy Homann hotel Bandung?
   1. **Limitation of Study**

In this case the writer gives the limitation about the influence of service especially from reservation section toward customer satisfaction at Savoy Homann Bidakara Hotel.

* 1. **Objective of Study**

Research question is mainly based on the researches.

1. To identify how the service provided by reservation section at Savoy Homann Bidakara Hotel influence their customer satisfaction.
2. To identify what is hotel reservation section’s effort to improve their ability of service in handling reservation.
3. To find out what is hotel management’s effort to improve their front office department ability of hotel service at Savoy Homann Hotel Bandung.
   1. **Significances of Study**

1. For the student, hope this paper can give knowledge about how hotel give services toward increasing their sales room.

2. For the hotel, hope this paper can give motivation to hotels in increasing their services.

3. For library, hope this paper can be used as a reference and information for English Department Pasundan University students and the writer hopes can be useful paper for the reader or researchers.

4. For tourism sector, hope this paper can give contribution to tourism sector, especially in English Department Pasundan University.

**Chapter II**

**Theoretical Foundation**

**2.1 Hotel**

Hotel is one of those alternative options in choosing a place for business, leisure or tourism. Along with the development of the tourism sector was followed by the development of the hotel business. Bagyono (2006:1) explained that hotel business has special characteristics that is a cross between a business selling tangible product such as hotel rooms, food and drinks with business selling service (intangible product) such as hospitality, courtesy, dexterity, speed, ease and other to achieve success the business manager should always improve the quality of product and presenting services in a balanced way.

And for another definition of hotel according to Bagyono (2005:63) “The hotel is type of accommodation which managed commercially and professionally. The hotel also provided for everyone to get an accommodation, food and drink and other services. Bagyono (2006:2) also quoting in Surat Keputusan Menteri Pariwisata, Pos dan Telekomunikasi No. KM 37/ PW-340/MPPT-86 provide restriction that:

*“Hotel adalah suatu jenis akomodasi yang digunakan yang mempergunakan sebagian atau seluruh bangunan untuk menyediakan layanan penginapan, makanan dan minuman serta jasa lainnya bagi umum, yang dikelola secara komersial.”*

“The hotel is type of a accommodation used that use part of all of the building to provide accommodation, food and beverage and other services to the public, commercially managed.”

From those definitions of hotel, Hotel is an accommodation that provides a service. The hotel provides not only a place to stay for a while but providing food and beverage amenities and facilities in the form of good services. As in Peraturan Pemerintah Republik Indonesia No. 67 Tahun 1996 about Penyelenggaraan Kepariwisataan Republik Indonesia pasal 61, which implicitly gives the definition of the hotel stated that:

*“ Pelayanan pokok usaha hotel yang harus disediakan sekurang-kurangnya harus meliputi penyediaan kamar untuk menginap, penyediaan tempat dan pelayanan makan dan minum, penyediaan pelayanan pencucian pakaian/ binatu dan penyediaan fasilitas lainnya.”*

“The Basic service of business hotel that should be provided at least should include the provision of rooms for an overnight stay, the provision of food and beverage services and the provision of clothes washing/ laundry and other facilities.”

In the hotel business, organization is indispensable in the process of implementation. From the organizational structure prepared in accordance responsibilities and authorities are working together to implement them in the hotel. Mechanism of action that clear and regularly can be seen from the existing organizational structure. Here are organizations that exist in the hotel according to Bagyono (2005:79-82):

1. Front Office Department
2. Housekeeping Department
3. Food and Beverage Department
4. Accounting Department
5. Engineering Department
6. Sales and marketing Department
7. Personnel/ Human Resources Department
8. Recreation and sport

**2.2 Front Office Department**

Hotel has several departments that have duties and responsibilities of each. Each department relate to each other and work together to achieve their main goal in achieving guest satisfaction and profits for the hotel. One department is located on the hotel is front office department. The existence of front office department is indispensable existence to support the operations of a hotel.

Bagyono (2006:21) explained that the front office is a department at the hotel that is located on the front. Their position not so far from front of door or lobby hotel. This area is the busiest place in the hotel. With it its location in the front, front office department including the most easily searched and viewed by guests.

Front office department is department of the most widely and frequently relate and interact directly with the guests. Knowledge of hotel products and their attitude is very important in their work both in the service of receiving reservation and as a first connection between guests to another department hotel in provide their guests needs. They are also the first to take care of the arrival and acceptance of both individual and group guests.

**2.2.1. Reservation**

This reservation is under the coordination of front office department. The main task of the room reservation is receiving or processing of all reservation that goes through a variety of media such as through the mail, facsimile, e-mail or telephone.

Reservation in a broad sense is one of the sections at the front office department in charge and responsible for handling requests from prospective guests orders. A large part of the activities section of the reservation is made before guests come to the hotel. Therefore, the data and statistical information about the hotel guest in the future are well known. From the data that has been known this, reservation sections will inform the related departments in the hotel. Thus the arrival of guests may actually be greeted with all the preparation. Guests will feel the results get the comfort and satisfaction during the stay.

According to Bagyono (2006:3) that room demand comes from various sources, among others such as:

1. travel agency (Travel Bureau)
2. Central Reservation Office
3. Airline
4. Company
5. Government
6. Airport Representatives
7. Individual

Section reservation has functions as follows:

1. Handle reception room reservation.
2. Handles the change the reservation.
3. Handle cancellation of the reservation.
4. For process a reservation
5. Data Archiving reservation
6. Live a good communication with the guests, especially before the guests arrive at the hotel.
7. Sell rooms and other facilities at the hotel.
8. Make a reservation report
9. Fostering cooperation with sections or departments aim in the hotel. (Bagyono, 2006:29-30)

**2.3. Service**

Definition of service according to Kotler and Bloom (1987:153):

*Jasa adalah setiap kegiatan atau maslahat yang dapat ditawarkan oleh suatu pihak kepada pihak lainnya, yang pada dasarnya tidak berwujud dan tidak mengakibatkan seseorang memiliki sesuatu. Produksinya dapat atau tidak dapat terkait pada produk fisik.*

Service is any activity or serious benefits that can be offered by one party to the other party, which is essentially intangible and does not result in a person having something. Production may or may not be related to the physical product.

The service different with the item. If the item is an object, device or object, then the service is an act, performance (performance), or businesses. If the item can have than the services can only be consumed but cannot be owned.

**2.3.1 Service Excellent**

Every company needs Service Excellence. According to Elhaitammy (1990:39) that a service excellence or superior service is namely an attitude or the way employees in serving customers satisfactorily. Objectives and benefits of service excellence can be seen from the following table:

Table 1

Target and Benefit of Service Excellence

|  |  |  |  |
| --- | --- | --- | --- |
| *Sasaran Service Excellence*  (Service Excellence Target) | *Manfaat Service Excellence*  (Benefit of Service Excellence) | | |
| *Bagi pelanggan*  (Costumers) | *Bagi konsumen*  (Consumen) | *Bagi perusahaan*  (Company) |
| *Memuaskan pelanggan*  (Satisfying Customers)  *Meningkatkan loyalitas pelanggan*  (Increase customer loyalty)  *Meningkatkan penjualan produk dan jasa perusahaan*  (Increased product sales and services company)  *Meningkatkan pendapatan perusahaan*  (Increasing revenues) | *Kebutuhan terpenuhi*  (needs are met)  *Merasa dihargai dan mendapatkan pelayanan yang baik*  (Feel appreciated and get a good service)  *Merasa dipercaya sebagai mitra bisnis*  (Feel trusted as a business partner)  *Merasa menemukan perusahaan yang professional*  (Feel Finding a company that professional ) | *Lebih percaya diri*  (More confident)  *Ada kepuasan pribadi*  (There is personal satisfaction)  *Menambah ketenangan bekerja*  (Add serenity work)  *Memupuk semangat untuk meniti karir*  (Foster a spirit to pursue a career) | *Meningkatnya kesan profesional*  (Increased professional impression  (corporate image)  *Kelangsungan usaha terjamin*  (Business continuity is assured)  *Mendorong masyarakat untuk berhubungan dengan perusahaan*  (Encourage people to get in touch with the company)  *Mendorong kemungkinan ekspansi*  (Encourage the possibility of expansion)  *Meningkatkan laba perusahaan*  (Improving corporate profits) |

**Source** : Elhaitammy, T. (1990), “Service Excellence: Ujung Tombak Bank Marketing”, *Bank dan Manajemen*, November-Desember, p.39.

Broadly speaking, there are four key elements in this concept, namely:

a. Speed.

b. Accuracy.

c. Friendliness.

d. Comfort.

The fourth component is a unit of integrated services, the services to be not excellence if any component is missing. To achieve the level of excellence of each employee must have certain skills, such as good and neat, be friendly, show the morale and attitude are always ready to serve, calm in the work, not high-minded as to feel needed, to master his job better tasks related to the section or department as well as other parts, as well as to communicate well, can understand sign language (gesture) customers, and have the ability to handle customer complaints in a professional manner (Fandy Tjiptono, 1996: 58).

**2.3.2 Quality of Service**

According Wyckof in Lovelock (1988), quality of service is the expected level of excellence and control over the level of excellence to meet customer desires.

There are two main factors that affect service, which is expected service and perceived service (Parasuraman, et al., 1985). If the services received or perceived (perceived service) as expected, the perceived service quality is good and satisfactory. If the services received exceed customer expectations, then the quality of services perceived as ideal quality. Conversely, if the service received is lower than expected, then the perceived poor quality of services.

Quality should start from the needs of customers and end on the perception of the customer (Kotler & Keller, 1994). From the definition, the determination of the quality of services rendered or received is good or bad depends on customer perceptions is not from the standpoint of the service provider or enterprise.

**2.4. Customer**

The customer is the main reason for emergence and development of business. According to marketing experts Don Peppers and Martha in Kotler and Keller (2009: 134) explained that the only value that can be created of your company is the value derived from customer-it is all the values that you have now and the value you will have in the future. A business called successful if managed to get, keep, and grow customers. The customer is the only reason companies build factories, hire employees, schedule meetings, create a fiber-optic line, or engage in any business activity. Without customers you have no business.

**2.4.1 Customer Satisfaction**

Day in Tse dab Wilton (1988:204-212) stated that the customer's satisfaction or dissatisfaction is the customer response to the evaluation of nonconformities/ disconfirmation perceived between previous expectations (or other performance norms) and the actual performance product that is felt after use. While marketing experts Kotler (1994) emphasized customer satisfaction is the level of one's feelings after comparing the performance (or results) are perceived compared to expectations.

Picture 2.1

The Concept of Customers Satisfaction

Customers’ need and service

Company

Goal

Customers’ expectations for the Product

PRODUCT

Value Products

for Customers

Level

Customer Satisfaction

**Source:** Tjiptono, Fandy (1995), *Strategi Pemasaran*. Yogyakarta: Penerbit Andi Offset, p.28.

**2.6. History of Savoy Homann Bidakara Hotel Bandung**

The precise date when Savoy Homann Hotel was firstly built is remain unknown, but based on some files; Savoy Homann was built before 1888 and owned by Mr. A. Homann, a German immigrant that stranded in Tatar Priangan around 1870.

On February 1937, the hotel experienced renovation and had been completed by the end of 1939, then referred as Savoy. The new hotel was managed by Mr. F.J.A. Van Es.

After the Japanese Army occupied the hotel and used it as their embarkation in 1942, then in 1945 the place becomes the International Red Cross office, headed by Captain Gray.

"Savoy Homann“ finally returned to its owner, namely Mr. F.J.A. Van Es in 1946, where he managed the hotel until 1952. After Mr. Van Es passed away, the hotel was managed by his wife, Mrs. Van Es de Brink. At that time, she was still in a deep sorrow after being left by his loving husband, and then she decided to go back to Holland and sold the shares of the hotel to Mr. R.H.M. Saddak.

Between 1960 until 1970, the outstanding reputation of Homann in managing the hotel has led them to become a training center for all hotel employees from the whole archipelago.

Savoy Homann was one of the biggest hotels in South East Asia, and it had become a sojourn place of many distinguished delegations for the occasion of Asia Africa Conference, PATA Conference and Asia Africa Islamic Conference.

After a long negotiation process from 1986 to 1987, Mr. R.M. Saddak finally sold his hotel property and handed over the ownership of the hotel to Mr. H.E.K. Ruchiyat, Managing Director of PT Panghegar Group. Then the renovations of the hotel were continued by Mr. H.E.K. Ruchiyat. Some renovations took place especially at the backside of the hotel which then turned into a parking lot and swimming pool. The front side of the building remained as it is preserving its monumental architecture, except the front office, lobby and grand ballroom which was enlarged, as well as its center part of the hotel's garden.

After completed the renovation, Savoy Homann then had 153 rooms and on October 14,1989, a four Star hotel with new brand “ Savoy Homann Panghegar Heritage Hotel “ was officially inaugurated by The Minister of Tourism, Post and Telecommunication, Mr. Soesilo Sudarman.

The economic crisis in 1997 had brought up the negative influences to the growth of tourism industry, especially to hotel businesses. Referring to those reasons, Mr. Ruchiyat, The President Commissioner of PT Panghegar Group, intended to concentrate his hotel business only in one brand, which is Panghegar Hotel. Therefore he decided to sell his shares in Savoy Homann Hotel to other investors.

After several negotiations, since Januaryj 2000, Savoy Homann Hotel then owned by the Bidakara foundation. After becoming a member of the Bidakara Group, and changed the name to "Savoy Homann Bidakara Hotel", the management intended to bring the hotel to give different nuances to tourism growth in Bandung

Savoy Homann Bidakara Hotel remains its reputation as one of the historical spot in the city of Bandung and still always welcoming their guests with the uniqueness hospitality of the Sundanese peoples.

**2.6 The Facilities of Savoy Homann Bidakara Hotel**

Savoy Homann Bidakara hotel strive to give their best to serve the guests. One of them by providing facilities that can meet all the needs of their guests. The facilities of Savoy Homann Bidakara Hotel Bandung such as Swimming Pool, Business Center, Laundry & Clean, Karaoke Room, Games Room, Drugstore, Car rental, Transportation Order (on request), Doctor in House, Mosque, Parking place, ATM, WIFI, Side Walk Cafe, Garden Restaurant, Batavia Bar & Lounge, Room service, Meeting Rooms.

Savoy Homann Bidakara Hotel Bandung has 185 guest rooms consisting of room type:

* Deluxe: 126 Rooms
* Executive: 49 Rooms
* Junior Suite: 4 Rooms
* Suite: 3 Rooms
* Homann Suite: 3 Rooms

Savoy Homann Bidakara hotel building also consists of:

* Asia Afrika Wing
* Tower Wing
* Garden Wing
* Millennium Wing

Each room is equipped with:

* Coffee chair and table
* Writing desk/ make up
* Alarm clock
* Mini bar
* Complimentary bottled water
* Coffee set
* 24 h Room service
* Blanket and three sheets
* Cribs or extra bed (on request)
* Twin bed / double bed
* Slipper
* Bathtub
* Hair dryer
* TV and remote
* Cable channels
* Telephone
* Air Conditioned
* Daily newspaper delivered to room
* Connection rooms are available

The List of Rooms Rate 2015 at Savoy Homann Bidakara Hotel

|  |  |
| --- | --- |
| Room Type | Publish Rate  (++) |
| Deluxe | 992.000 |
| Executive | 1.240.000 |
| Junior Suite | 1.450. 000 |
| Suite | 1.655.000 |
| Homann Suite | 4.150.000 |

**Source** : Front Office Department Savoy Homann Bidakara Hotel

**Chapter III**

**Research Methods**

**3.1. Research Design**

In every research there must be a kind of method which is used by the writer as research design. The method taken by the writer is descriptive analysis. The descriptive analysis is used to describe clearly about everything that will be analyzed. The research design in descriptive analysis is flexible with unpredictable previous steps and results.

**3.2. Research Method**

The writer used Qualitative method in her researching of influence product knowledge because this method is related to social science and the data she get in the formal a descriptive. Qualitative method is useful in looking for informing, the selection of criteria and indicator, highlighting and any limitation or complexities and hence assisting in the research too, it is not researching for something or making prediction. Its only describes the situation.

**3.3. Technique of Collecting Data**

To collect the data, the writer used some techniques in order to make easier in analyzing and identifying the data:

1. Field Research

The writer directly conducted research by visiting the Savoy Homann Bidakara Hotel Bandung. The writer observed the location and performance of the Front Office staff, especially the reservation section in carrying out their work. The author observed the workings of the reservation staff in serving guests or potential guests to book the hotel room. The writer also interviewed the staffs of reservation section at Savoy Homann hotel to get the data.

1. Interview Assistant Front Office Manager of Savoy Homann Bidakara Hotel Bandung.

To get a more in-depth data that the writer conducted interviews with the Assistant Front Office Manager (FOM) at Savoy Homann Bidakara Hotel as the representative of the hotel to get the data. Moreover, the authors also interviewed staffs hotel reservation and also use questioners to hotel guests who were at the hotel.

c. Questionnaire

In her research, the writer distributed questionnaires to some guests Savoy Homann bidakara to strengthen the research results. Through this questioner the writer can to see and observed responds or hotel guests’ perspective toward their satisfaction.

**3.4. Technique of Analysis Data**

The writer got the data after she observed, interviewed the staff of staff reservation at Savoy Homann Hotel Bandung afterward the information will be collected.

The results of the interviews would be transcribed; she got some information and tried to understand. She would underline the data related to the research problem. The writer eliminated unnecessary data. After that, she would classify the important things and make conclusions so easily to understand by researchers and the readers.

**3.5. Population and Sample**

The research had been at Savoy Homann Hotel. Population of this research is staff of Front Office Departemen at Savoy Homann Bidakara Hotel Bandung and guests of Savoy Homann Hotel. The sample involved the entire staff of the hotel reservation at Savoy Homann Bidakara Hotel Bandung totaling 2 persons and one Assistant Manager Front Office Department. The sample also involved about 15 people staying at the hotel guests Savoy Homann Bidakara Hotel Bandung.

**Chapter IV**

**Data Analysis and Findings**

**4.1. Data Analysis**

After the writer collected the data from some questionnaire and interview in Savoy Homann Bidakara Bandung, the writer got the data for her research. The research is about the influence of reservation section’s services toward customer satisfaction in Savoy Homann Bidakara Hotel Bandung.

After collected the data, the writer categorized the data into several parts to be analyzed. Here is the analyzing of the data.

In analyzing the data, the writer uses this formula below according to Sudjana (2001:129):

Pr =𝐹/𝑁 × 100 %

P = percentage

F = frequency (sample’s result that answered the questioner)

N = total of respondents (total sample for questionnaire (15) people

This formula is used to find out the percentage of the respondent’s answer and then make the conclusion from the data which got from the percentage above. Example analyzing the data:

Pr =f/n x 100%

Pr =6/15 x 100% = 40 %

**A.Catagory Based on Questionnaire**

The data is collected by using questionnaire. The questionnaire distributed to fifteen guests of Savoy Homann Bidakara Hotel. The questionnaire also distributed to guests hotel in three different days. The list of questionnaire answer from respondents can be seen at appendices of this paper. The writer uses an open questionnaire on her research.

1. Category: The guests’s perspective about their satisfaction toward the services from reservation section consists of :

1. Mrs Dedeh Ida Farida

2. Mr. Tar’an

3. Mrs. Rosiyana

4. Mrs. Endah Safitri

5. Mr. Yadi S

6. Mr. Tatang

7. Mrs. Erni

8. Mrs. Lita

9. Mr. Asep

10. Mr. Herdian

11. Mr. Manto H

12. Mr. Yoga P

13. Mrs. Dewi

14. Mr. Hendra

15. Mrs. Yani

1. *Sudah berapa kali anda menginap di hotel Savoy Homann Bidakara Bandung?*

Answer:*1 kali* = 5 (33%)

*2 kali* = 7 (47%)

*Lebih dari 2 kali* = 3 (20%)

From the questionnaire above it is explained about the number of guest arrivals frequency is varied from the first stay up to has come many times at Savoy Homann Bidakara Hotel Bandung. With many customers back to stay at the Savoy Homann Bidakara hotel more than once can be explained that the guests are satisfied staying at Hotel Savoy Homann Bidakara Bandung so decided to come back. They are: 5 people (33%) who answer once, 7 people (47%) who answer two times and 3 people (20%) who answer more than two times. So, 80 % guests had stayed more than once at Savoy Homann Bidakara hotel.

1. *Melalui apa anda melakukan reservasi di hotel Savoy Homann Bidakara Bandung?*

Answer: *Telepon =* 6 (40%)

*Langsung / reseption =* 2 (13%)

*Telepon dan Email =* 7 (47%)

From the questionnaire above it is explained that most of the customers prefer to book hotel rooms through the reservation section either use the telephone or email. It can be seen from the few people who make reservations by coming directly to the Hotel Savoy Homann Bidakara. They are: 6 people (40%) who answer using the telephone, 7 people (47%) who answer use the telephone and email, and 2 people (13%) who answer came directly or through Reception. So, 47 % guests booking through telephone and Email.

1. *Apa anda melakukan reservasi langsung atau melalui agent?*

Answer: *Langsung* = 13 (87%)

Online Travel Agent = 2 (13%)

From the questionnaire above it is explained that many customers hotel that reserve their own hotel without going through Online Travel Agent shows a portion of customers direct interaction with the staff part of the reservation when booking rooms. They are: 13 people (87%) answered reservation directly and 2 people (13%) who answer through the Online Travel Agent. So, 87% Guest reservation directly.

1. *Bagaimana pendapat anda dengan pelayanan yang di berikan pihak reservasi saat anda melakukan bookingan kamar?*

Answer: *Baik* = 15 (100%)

*Mengecewakan* = 0 (0%)

From the questionnaire above it is explained that services provided by the hotel in the service booking room of hotel customers, especially the reservation section was well done and satisfy their hotel guests. They are: 15 people or completely (100%) who responded positively to the services provided in the reservation when making booking room and no one (0%) who answered disappointed. So, 100% guests responded positive service from Reservation Section.

1. *Apakah bookingan kamar anda sudah sesuai dengan yang ada inginkan atau harapkan?*

Answer: *Sesuai =* 15 (100%)

*Tidak sesuai =* 0 (0%)

From the questionnaire above it is explained that the room’s hotel booked by customer hotel are in accordance with the desired and expected. The answers showed that the services provided in the reservation and in accordance with their guests desired. They are: 15 people (100%) responded that their book rooms as their expected and no one (0%) who answered not as their expected. So, 100% guests said that their book rooms as their expected.

1. *Berapa lama anda mendapatkan jawaban atas pesanan kamar yang anda lakukan?*

Answer: *Langsung / kurang dari 5 menit* = 7 (47%)

*5 menit* = 2 (13%)

*10 menit*= 3 (20%)

*30 menit atau lebih* dari 10 menit = 3 (20%)

From the questionnaire above it is explained that the response given by the reserve various in each of their customers, and many of the answers showed that the response of the reservation pretty much quickly. They are: 7 people (47%) responded immediately get a response, 2 people (13%) answered 5 minutes, 3 people (20%) who answered 10 minutes and 3 people (20%) who answer replied 30 minutes or more than 10 minutes. So, 73 % guests get a response less from 10 minute to their reserve room.

1. *Apakah anda merasa puas dengan pelayanan yang diberikan kepada anda saat melakukan bookingan kamar?*

Answer*: Cukup puas* : 6 (40%)

*Puas* : 6 (40%)

*Sangat puas* : 2 (13%)

*Tidak puas* : 1 (7%)

From the questionnaire above it is explained that almost all of the guests were satisfied with the customer service performed in serving their reservation when booking. They are: 6 people (40%) who answer quite satisfied, 6 people (40%) responded satisfied, 2 people (13%) responded very satisfied and 1 people (7%) answers are not so satisfied. So, 93% Respondents satisfied.

**B. Category Based on Interview Staff of Reservation Section.**

The data is collected by interviewing with staff of the reservation in Savoy Homann Bidakara Hotel Bandung. The list of interview transcript between the writer with the staff of the reservation section can be seen at the appendices of this peper.

Category: the perspective of the staff of Reservation Section consists of:

1. Mrs. Lionita

2. Mr. Rully

Data 1: *Sebagai seseorang yang ditempatkan dibagian reservasi bagaimanan cara anda dalam setiap melayani tamu yang akan membooking kamar ?*

1. Ibu Nita *: dalam melayani tamu kita tuh yang pertama harus memperkenalkan kita siapa, kita diposisi apa kemudian lalu ditanyakan apa yang bisa kami bantu pada tamunya setelah itu misalnya memesan kamar, lalu kita perkenalkan kita adanya kamar apa, harganya berapa lalu kita jelaskan terus fasilitasnya ada apa saja nanti kalau tamu setuju kemudian kita konfirmasi langsung kita minta nomor* *teleponnya, garanted pembayarannya seperti apa. Selesai dari situ dibuatlah reservasinya dan jangan lupa ketamunya bisa kami bantu? Itu untuk memastikan pesanan.*

In serving guests first have to introduce us who, our position, then ask what can we do for the guests. After that for example reservation, then we introduce the existence of any rooms that provided by our hotel, how much it costs, then we explain there any facilities. Then if guests agree then we direct confirmation we asked for their phone number, what kind of their payment guarantee. Finished from there made the reservation and do not forget to guests we can help others? It was to ensure order.

1. Bapak Rully : *biasanya terima telepon courtesy seperti ini. melakukan greating lalu menanyakan tanggal check in dan check out merek. Terus ditanyakan nomor teleponnya berapa dan cara pembayarannya bagaimana. Oh yah jangan lupa repeating. Repeting itu penting*.

Usually receive a courtesy phone like this. do greeting and then asked when the check in and check out. After that, asking their phone number and how to pay. Oh yeah do not forget repeating. Repeating is important.

From the interview data, part of the reservation serve their prospective guests by showing a good attitude as to always give greetings and carry out their duties carefully and to provide clear and complete information to prospective guests of their hotel so there is no mistake. Because by giving the correct information about the price, room type, and with good facilities and ensure guests receive the data correctly is a form of service that reservation section is given to the guests of their hotel reservation when making a reservation.

Data 2: *Apa usaha anda dalam meningkatkan kualitas pelayanan saat menangani pemesanan kamar?*

1. Ibu Nita : *yang pertama harus ramah. Kita semua orang hotel yang dimintakan yang pertama itu pelayanan jadi gimana caranya agar para tamu merasa diterima, pokoknya kita harus ramah aja. Dan terus kita tidak boleh pelit informasi karena tamu itu datang ke kita dia tidak tau apa lingkungannya, hotel seperti apa jadi harus dikasih penjelasan jadi diperlukan orang-orang yang cukup diberikan informasi dan juga harus update dan tahu situasi hotel.*

The first is must to be friendly. We all of hotel staff who first requested it is the service. So how can we make the guests feel welcome especially we have to be friendly. Then we should not be stingy information because guests came to us she did not know what the environment of hotel do so we should be given an explanation. It needs people who have enough information and should also be updated and know the situation of the hotel.

1. Bapak Rully : *Tidur yang cukup, dan berusaha menjalani pekerjaan sesuai dengan prosedur yang ada saja.*

Enough sleep, and try to work in accordance with the any existing procedures.

From the interview above can be explained that the employee reservation improving the quality of their services to maintain their own health and do the job by following the applicable procedures and trying to make the guests feel comfortable and always feel welcome with a hospitality.

Data 3: *Apa usaha hotel dalam meningkatkan kualitas karyawan reservasi dalam melayani calon tamu mereka ?*

1. Ibu Nita : *dari hotel sendiri untuk meningkatkan kualitas biasanya ada training misalnya temanya hospitality untuk training – training untuk kepribadian dan training service excellent itu penting banget karena dari situlah kita belajar bagaimana melayani tamu dengan baik dari sisi cara bicara, dari sisi body language, disitu kita belajar lagi dari training. Yang kedua, training juga tidak akan maksimal jika tidak ada praktek. Training sendiri biasanya dari HRD yang udah-udah itu satu bulan sekali tapi beda- beda itu tergantung departemen mana yang meminta. Dari tiap departemen misalnya kita perlu meningkatkan pelayanan, greating atau seperti di FO untuk telephone courtesy. Semua itu tergantung biasanya kita liat dari guest comment bila kita kurang ramah biasanya Front Office yang harus di training.*

From the hotel to improve the quality usually is training for example Training Hospitality theme. Training for the personality and excellent service it's important because that's where we learn how to serve guests with both in the way of speaking and in terms of body language. There we learn more from training. Second, the training will not be maximized if there is no practice. Training itself is usually once a month from HRD. But that varies depending on where the requesting department. From each department for example, we need to improve service, greeting or the like in the Front Office for courtesy telephone. It all usually depends on the guest comment. We see when we are less hospitable usually Front Office should conduct training.

1. Bapak Rully : *Saya sendiri baru beberapa bulan di pindahkan ke bagian reservasi jadi tidak ada atau belum ada.*

For my own, I was only a few months moved to the reservation section so it’s does not exist or yet.

From the interview data, hotel help provide effort to improve employee performance, including reservation by providing training aimed at improving services and performance of their employees that are customized to the needs.

Data 4: *apa saja masalah yang sering muncul saat melayani reservasi?*

1. Ibu Nita : *masalah yang sering muncul biasanya kamar penuh terus masih banyak waiting list. Biasanya itu masalah reservasi.*

A recurring problem is usually full room and then there are still many waiting lists. Usually that is the reservation issue.

1. Bapak Rully : *Jaringannya jelek, terus koneksi internetnya lemah. Masalah pembayaran kadang-kadang COD (cash on departure) tidak mau dimintakan deposit.*

Bad networks, and slow internet connection. Payment problems sometimes COD (cash on departure) guest unwilling requested deposit.

From the interview data, the reservation staffs are often faced with the problem of the availability of rooms and waiting lists issue and also payment method such problems usually come almost in their performance. System problems are such as nuisance telephone and internet network connections is also a problem often encountered reservation staff.

Data 5: *Bagaimana cara anda menangani masalah yang sering muncul ?*

1. Ibu Nita *: Untuk masalah kamar penuh dan waiting list ini kita lakukan korfirmasi ke tamu-tamunya yang sudah booking jadi check in atau tidak kita harus konfirmasi. Terus kita harus minta garanted pembayaran, kalau kita sudah menerima garanted pembayaran berarti reservasinya sudah dikonfirmasi. Jadi yang pertama dilihat adalah pembayarannya kalau pembayarannya oke sudah garanted berarti itu panutannya yang tidak ada berarti tentative.*

For a problem as the rooms are full and the waiting list we do confirmation to guests who are already booking to ensure so checked in or not, we must confirm. Then we must ask guaranteed payment, if we have received guarantee payment means the reservation has been confirmed. So the first look at is the payment. If payment is okay already guarantee means that our priority if no other means tentative.

1. bapak Rully *: konsultasikan dengan atasan. Tapi biasanya kita tentativekan bookingannya dan sedikit ancaman seperti akan memberikan kamar kepada tamu lain jika tidak melakukan pembayaran deposit disaat kamar penuh dan waiting list masih banyak. Kita mendahulukan yang sudah melakukan pembayaran deposit. Biasanya buat masalah kita cari solusi sendiri jika besar baru manager front office yang mengangani.*

Consult with superiors. But usually we make tentative their booking and slightly firm as would give the rooms to other guests if guest do not make payment deposits when the rooms are full and the waiting list is still a lot. We prefer that already make the payment of the deposit. Usually we find a solution for the problem itself but if the problem is big then our manager front office who handle.

From the interview data, we can see if in facing the same problem as the availability of rooms and waiting lists are piling up staffs reserve has a way to promote guests who have made payments as a certainty they to be staying and always confirm to set and adjust the number of rooms available and orders that have entered the room.

Data 6: *Apa saja kesulitan dan kemudahan saat melayani tamu via telepon dengan Email ?*

1. Ibu Nita : *seperti biasa hambatan komunikasi seperti berisik. Biasakan yang pake telepon kadang kresek-kresek terus bahasa. Kalau kita berhubungan dengan orang asing yang bisa berbasa inggris dengan baik kita akan lebih mudah mengerti tapi kalau orang asingnya seperti orang jepang yang bahasa inggriskan dia kadang agak kesulitan melafalkan kata atau vocabnya kita jadi sulit mengerti dan jadi masalah. Kalau email biasanya problemnya satu di jaringan internetnya.*

The barriers of communication are noisy. Usually using the phone occasionally crackle-crackle also in the language. If we're dealing with strangers who could talk English very well we will be easier to understand but if the foreign languages like Japanese people that they are sometimes rather difficult in pronounce English word or vocabulary so we difficult to understand and become problems. For email problem is usually on Internet network.

1. Bapak Rully : *via telepon yah langsung diterima dan dibuat reservasinya. Tapi disini teleponnya kadang bermasalah tapi selebihnya lebih mudah karena langsung berbicara dengan tamunya. Kalau via email dari OTA atau online travel agen juga tinggal input dan pembayarannya garanted sudah jelas paling kendalanya jika koneksi lagi jelek*

By telephone immediately accepted and made the reservation. But here the phone sometimes have problem but the rest is easier because it is directly talking to guests. If via email from online travel agents also is easier to input and payment was clear guarantee and most obstacles when connecting bad again.

From the interview data, it is usually explained that guest service by phone or e-mail has its own difficulties and convenience for reservation staff. In general, either by phone or email as easily, the problem is the interaction that is sometimes difficult and confusing reservation especially with foreigners who are lacking in the ability of the English language and back again their difficulties usually because the network and the connection that sometimes is not good either from the guest nor hotel.

Data 7: *Bagaimana cara anda menghadapi keluhan tamu terhadap pelayanan pemesanan kamar:*

1. Ibu Nita : *Biasanya keluhan tamu yang pemesanannya via email yang di kirim hari ini dan harus di jawab hari ini paling menghadapinya dengan segera menjawab email jawaban konfirmasi dan mengusahaan ketersediaan kamar.*

Usually guest complaints were ordering via email is an email sent today and should be in charge today. We deal with the immediate answer emails as confirmation and seek to room availability.

1. Bapak Rully : *Untuk sejauh ini sih saya belum ada keluhan dari tamu.*

For so far still been no complaints from guests from me.

From the interview data, typically a complaint is received directly by the reservation most complaints from guests booking via email. The guest complaints about the answer or reply should answer today. Parties reservation themselves must work fast to confirmation reply their emails and always strive for the availability of desired rooms prospective guests.

Data 8 : *Sistem apa yang di gunakan dalam reservasi di hotel Savoy Homann Bidakara?*

1. Ibu Nita : *Systemnya Power Pro*

The system is Power Pro

1. Bapak Rully : *system by phone dan email kalau untuk sistem komputerisasinya Power Pro.*

The system by phone and email and for the computerization system is Power Pro.

From the interview data above can be seen if the reservation section at Savoy Homann Bidakara Bandung using the system by phone and email in serving candidate you will be booking a room at their hotel. As for the computerized system Hotel Savoy Homann Bidakara using a system called Power Pro to input all the data reservations and also the data of their guests.

Data 9 : *Bagaimana cara anda membagi tugas pelayanan dengan karyawan reservasi lainnya?*

1. Ibu Nita: *Biasanya bagi-bagi jadi kalau misalnya kita terima name list biasanya saya minta tolong a rully dulu untuk update sementara saya bikinin dulu untuk konfirmasi. Ya fleksibel sih disini ga harus saya ngerjain apa dan yang lain ngerjain apa. Jika kebetulan kami dalam shift yang sedang sendiri dan ada masalah kami menulisnya di log Book. Kitakan punya log book jadi kalau misalnya besok ada apa gitu paling di infoin dan di tulis di Log book reservasi.*

Usually we share so if for example we have received the name list usually ask Rully used to update while I compose for confirmation. We are flexible here should not I work on something and the others work on the other. If by chance we are in a shift that is being alone and there is a problem we wrote in the log Book. We had a log book so if for example there is anything to tomorrow the most informed and written in the log book a reservation.

1. Pak Rully : *Seperti yang dijelaskan bu nita jika ibu nita cek email saya yang input begitu pun jika ada namelist kita bagi-bagi tugas saja.*

As described Nita if she check the email then i am usually will input so even if there is name list we share duties.

From the interview data, it can be explained that the division of services performed by fellow staff reservation section in Hotel Savoy Homann Bidakara Bandung was flexible and complementary. Total of all employees of the hotel reservation section Savoy Homan amounting to two people. Every reservation staff to work with not stuck that one person just doing one thing but they also divide their tasks in order to more quickly and focus in the process of providing their services to the guests.

**C.** **Category based on interview of Front Office**

The data is collected by interviewing the Manager Front Office Department at Savoy Homann. As usual, the transcript list of the interview can be seen in the appendices.

Category: Lia Yuliana opinion as Assistant Manager Front Office Department regarding the influence of service reservation section to hotel customer satisfaction.

Data 1: *Apakah menurut anda peran bagian reservasi mempengaruhi kepuasaan para tamu hotel?*

* *Iya*

yes

From interviews above the opinion of the Front Office Manager department stated that the reservation section's role in serving the guest influence customer satisfaction Hotel Savoy Homann Bidakara Bandung.

Data 2*: Seberapa pentingkah peran bagian reservasi hingga bisa mempengaruhi tingkat kepuasaan tamu hotel ?*

* *Sangat penting karena Image kedua setelah operator iyalah reservasi. Reservasi inilah yang akan menginformasikan segala macam informasi kepada calon tamu diluar dari kamar yang diminta.*

It is important because the second image after the operator is a reservation. This reservation which will inform all sorts of information to prospective guests out of the room requested.

From the interview can be seen that the reservation plays an important role as an informant for prospective guests in introducing the various facilities or information about the hotel as consideration guests to be using the services of their hotel or not.

Data 3: *Bagaimana pihak hotel meningkatkan kualitas pelayanan karyawan reservasi mereka ?*

* *Di hotel ada refresh paling lambat 6 bulan sekali dan juga diadakan training dengan maksud mengingatkan kembali dan menambah kembali pengetahuan mereka tentang seputar hotel seperti komunikasi yang baik, mengetahui prodak yang akan dijual, pelayanan qourtesy yang jauh lebih baik, maupun komunikative dan informative.*

In the hotel there is refreshed at least once in 6 months and also held training with the intention of recalling and add to their knowledge of surrounding hotel as good communication, knowing the products to be sold, courtesy service much better, as well as communicative and informative.

From interviews according to front office manager of the Savoy Homann Bidakara that the hotel made efforts in improving the quality of service of their employees as to conduct training for their employees adapted to the needs for the purpose of adding and recalling their knowledge in the service of hotel guests

Data 4 *: Masalah apa yang sering muncul pada bagian reservasi ?*

* *Kalau dihomann biasanya masalah informasi. Seperti di website homann masih ada program ini itu yang begitu orang telepon ternyata program tersebut sudah tidak ada. Jadi masalah sering muncul dari website yang sudah tidak berlaku oleh marketing dan jadi masalah bagian reservasi yang harus menjelaskan kepada calon tamu hotel. Kadang portal untuk online travel agen masih masuk setelah kami tutup saat sudah penuh jadi email yang terus masuk menimbulkan overbook dan type kamar tidak sesuai permintaan.*

In the Homann usually the problem is information. As in the website Homann there are many programs that when people call it turns out that program no longer exists. The problem often arises from our website that no longer exists by marketing and become problem parts of the reservation that should explain to potential hotel guests. Sometimes portal for Online Travel Agents still get in after we close it when it's full. So emails continue to enter and cause overbook room type does not match the demand

Based on the interviews the opinion of the front office department manager regarding problems that often arise in the reservation, especially in the Hotel Savoy Homann Bidakara is the problem of information from the marketing primarily on the website Savoy Homann Bidakara that has not been updated so that the existing facilities are sometimes appropriate and reservation section that usually have to explain and provide updated information on hotels to avoid disappointment or dissatisfaction with their hotel guests. Overbook problem is also a problem on the reservation.

Data 5: *Apa yang anda lakukan jika tamu merasa tidak puas dengan pelayanan yang di berikan salah satu bagian dari front office ?*

* *Biasanya kita menyampaikan maaf dari pihak Front Office. Biasanya saya menyampaikan maaf itu kesalahan kita kemudian kita mengirimkan surat (apologize letter). Kita tulis nama tamu dan kamarnya lalu kami kirimkan kekamarnya berikut dengan fruit basket. Jika tamu komplen saat hendak check out kami berikan bingkisan sebagai permintaan maaf kami.*

Usually we deliver an apology from the Front Office. Usually I deliver sorry that was our fault and then we sending a letter (Apology letter). We write the guest's name and the number of room then we sent to their room along with fruit basket. If guests complain when check out we give our guest gifts as an apology.

From the interview above can be seen the effort in these deal with problems that occur in their employees. When guests complain with services that do not correspond to the expected guests the hotel immediately apologized for the inconvenience and dissatisfaction in many ways one of which sent a apologize letter and fruit basket as a petition apology token of hotel.

Data 6: apakah pelayanan reservasi di Hotel Savoy Homann Bidakara Bandung sudah memenuhi Standar Operational Prosedur (SOP)?

* *Sebenarnya sudah mengikut SOP tapi di Savoy Homann ini lebih banyak kebijaksanaan. Jadi habbit yang lama itu hidup dari kebijaksanaan bukan dengan SOP. Jadi karena kebijaksanaannya itu biasanya juga tidak apa-apa jadi jalan terus seperti itu. jadi dengan adanya SOP dan kebijaksanaan ini reservasi harus menyesuaikan. sebetulnya reservasi ini dalam posisi yang tidak enak* *karena berhubungan dengan tiap bagian baik itu reseptionis maupun bagian-bagian lain seperti marketing jadi reservasi itu menjadi pelantara.*

Actually follow SOP (Standard of Procedure) but at Savoy Homann is more wisdom.  So it's a habit that has a long life of wisdom not to SOP. Because wisdom is usually also not have problem so go on like that. There are the SOP and this wisdom so reservation must adjust. This reservation is actually in the unenviable position because they relate to receptionist and other parts such as marketing so that reservation is the liaison.

From the interview above according to Front Office Manager of Savoy Homann Bidakara hotel that the reservation has followed the SOP although hotel room itself there is wisdom that has long lived in carrying out their work so that the reservation must adjust their reservation service with SOP and wisdom in Hotel Savoy Homann Bidakara although it sometimes difficult position of reservation.

Data 7*: Bagaimana perbandingan tamu yang mengunakan reservasi dan yang datang langsung ? menurut anda apa faktor-faktor mereka?*

* *Yang booking melalui reservasi lebih banyak dibandingkan tamu yang datang langsung ke hotel untuk check in. Kebanyaknya tamu kami itu adalah orang-orang yang sudah pernah menginap di homann sebelumnya. Mereka yang sudah pernah dan tau jika dihotel ini ada harga corporate akan melalui reservasi.*

The guests were booking through reservation more than guests who come directly to the hotel to check in. Most of our guests it is the previous people who have stayed at Homann. Those who have stayed here and know if the hotel has corporate prices will pick through the reservation.

From the interview above can be seen if the comparison guests who use reservation in comparison more than to the guests who come directly to the hotel to booking a room. Can be seen also when most of the guests staying at the hotel had stayed Homann Hotel Savoy Homann Bidakara before.

**4.2. Findings**

After conducting this research, finally the writer finds the answers of the research problems. In this finding, the writer wants to describe the result of the research according to the data which is found in both interview and observation activities. It also use questionnaire on the other hand to support the data analysis. Proper with the title of this research that is “The Influence of Reservation Section’s Services toward Customer Satisfaction in Savoy Homann Bidakara Hotel.”

Based on the results of data analysis answers the questionnaire that the writer got from the guests who stayed at Savoy Homann Bidakara Hotel, the authors found that many hotel guests who have stayed more than once at the Savoy Homann Bidakara hotel. Many guests prefer to make reservations directly to the hotel compared to using the services of Online Travel Agent. The results of the data also showed that the performance of reservation section is fast in serving their guests. That's because the reservation serve their guests with good, friendly, impatient, quick and professional.

Guests were satisfied with the services provided in the reservation because of a request room in accordance with what they expect. Reservation service and ensure rooms booking according to guest requests. Reservation has a great responsibility so that guests get rooms and good facilities of the other hotel departments in meeting their needs. Guests said their satisfaction with the services provided by the reservation. The results can be seen from the many guests were satisfied with the service they receive so that they trust to use the services of Savoy Homann Bidakara Hotel back.

Based on the analysis of the results of interviews answer and observations to staff reservation section, the writer found that the system which used reservation section is a phone and email while the computerization system of Savoy Homann Bidakara hotel uses a system called Power Pro. In the reservation section process works often confronted in various problems such as nuisance telephone connections and Internet network that make it difficult for them to serve guests. Issues such as communication, information and room availability was also often appear and to that normally reservation and their superiors must be clever and quick in finding a solution to any problems.

Reservations must serve every guest well so patience and friendliness that is needed. Reservations have their own efforts to improve their service. Maintaining their health by regulating sleep patterns and eating enough is one of their efforts in order to work properly every day. All hotel employees are required to provide services that can make guests feel comfortable and feel welcome therefore the employee reservation trying to improve their services with keep to show their hospitality and regularly update their information is about the hotel and other common things.

Based on the analysis according Assistant Front Office Department, the writer found that to Reservations played a role in influencing satisfaction with the services the hotel guests. Reservation is a second image of hotel after operator. This reservation will inform all sorts of information to prospective guests over the phone or email about the hotel as considerations hotel guests to use their services or not. In the working process of each section or department is in compliance with the applicable standards and Savoy Homann Bidakara itself has its own wisdom that has lived a long time. The reservation is in a position which connects guests and other departments and with the standards and wisdom that owned the hotel they should be able to adjust.

Therefore, the hotel made an effort to continuously improve the quality of service of employees of their hotel. Hotel activities such as refresh and training to all its employees with the aim to increase knowledge and remind them about the hotel such as good communication, a product that will sell, service courtesy good and communicative and informative. The activity was organized by HRD (Human Resource Department) once a month in rotation every hotel department Savoy Homann Bidakara hotel requested. Training for Front Office Department could be held six months as needed. The need is usually seen from the hotel guest comment on the response which is provided in the hotel.

**Chapter V**

**Conclusions and Recommendations**

**5.1. Conclusions**

Tourism is one of the influential sectors in Indonesia because the tourism sector can have an impact on people's lives. Tourism development can influence to the sector and other means because the expanding tourism requires support measures established by the government or private parties for the example is hotel.

The hotel is a means of accommodation and become an alternative option in choosing a place for business, leisure or tourism. To attract local tourists, foreign tourists and businessman, hotels need to provide a variety of necesery such as facilities, services, comfort, cleanliness, foods and beverage service as well as their products to their guests. With good facilities and services, hotel will create a good image and make the guests feel comfortable and sldo satisfied. Therefore, there is not only the facilities that need to be considered but also the good service to improve guest satisfaction.

In creating a good service in hotel, each department needs to be cooperated to achieve the satisfaction of their customers. Reservation section is a part of the front office department in charge of receiving and processing orders room from a guest or prospective hotel guests. This section is very influential because has huge responsibility for the performance of the hotel to increase customer’s satisfaction. Reservations as well as the hotel's kitchen, where is process entry neither the data on the guests order before they were distributed to other departments to meet customer needs. Customer satisfaction arises from the fulfillment of all the requirements that they expect to generate a sense of satisfaction and confidence in using the hotel services.

Savoy Homann Bidakara hotel is one of the famous hotels in Indonesia, especially in Bandung city because of its history and its image of hospitality. Hotel reservation section staffs should be communicative and informative about the surrounding hotel and general information to the guests. Friendliness and patience be important to make guests feel comfortable and accepted. That is what would be considered guests use the services of their hotel or not.

For the achievement the service excellent, hotel is trying to improve the quality of their services by organizing monthly training for their employees. This training also teaches them to keep their performance and health. After that they can work quickly and can give accurately information for the good services.

**5.2. Recommendations**

1. The reservation section only use the telephone and email in serving guests. And they often face distractions bad telephone connection or Internet network when interacting with guests. Savoy Homann Bidakara hotel should provide and facilitate their employees with better tools and fix the problem so as not sustainable.

2. Cooperation and communication between the Front Office Department and the Marketing Department should be better. Due to miss communication between them can impede the performance of the hotel and that misunderstandings will have an impact on the needs of guests.

3. Hotel Savoy Homann Bidakara should update their website so that the facilities they provide now. The old web site can trigger a problem and could not match what guests expect.

4. Implementation of the work at the Savoy Homann Bidakara Hotel Bandung would be better to continue to hold and fit the existing standard of Procedure.

5. Front Office Department should be more frequent of briefings and training to continuously improve the quality of its employees.

6. The relationship between staff and superiors also must be balanced and also help each other and carry out their duties as it should be.

7. Front office department should be more frequent of training for their staff and when training is managed well so that all get the training without disrupting their work.

8. Additional staff reservation section or their scheduling work should to more note so that reservation staff when the day guest usually increases do not work alone.

9. Help each other between each department and his fellow department should be improved in order to create a good service.

10. More maintain good relations and strengthen unity and cooperation of the employees at the Savoy Homann Hotel to be more comfortable working there.

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**Curriculum Vitae**

 Santy Ajeng Zahratu was born in Bandung, on January 17th 1994. She is a daughter of Suryasa Moch. Oktiawan and Euis Wahyu Mulyati. Her older brother is Farisa Lukisandika and her younger sister is Rahmi Shafa Ainun. She was studied in SDN Pindad 2 Bandung, SMP BPI 1 Bandung and SMAN 16 Bandung. Now, she is a student of English Department, Faculty of Arts and Letters, Pasundan University Bandung. Dancing, eating and trying a something new are part of her life and her dad is her inspiration. Not too good in talk but she is always trying to be good listener for her family and friends. she hopes that she can make her parent happy and proud of her.

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APPENDICES