

## **Chapter II**

# **English Language Constraints in Serving Guests by Room Service at Grand Mercure Hotel Bandung**

### **2.1 Definition of Hotel**

Hotel is building, corporate or business accomodation that provide services, food and beverage, and another facilities for guests. Guest is who staying or use hotel facilities. According to Charles E. Steadmon and Michael L. Kasavana explaining that “a hotel: a defined as establishment whose primary business is providing lodging facilities for the general public and which furnishes one or more of the following service: food and beverage service, room service attendant, uniform service, laundering of lines, and use furniture and fixtures.”

Based on the definition of expert about the above, the writer concluded that hotel is one of the important supporters for the tourists who are on vacation and on business trip. The hotel has various majors in it. To find out what department or sections are in the hotel.

#### **Departments of Hotel**

- **Front Office Department**

The main function of Front office Department is selling or renting rooms to guests. Due to the function, then the location of Front office should be in place that is easily seen or known by the guests. The Front office is consist of several divisions, and each division has a different role.

- Food and Beverage Department

The function of this department is selling food and drinks. In addition, part of this department have complex activities, such as carrying out the development of food and beverage products, plan activities that can attract guests to buy the products, food and beverages processing, and serving the products to guests.

- Sales and Marketing Department

It serves to market the products of hotel, as well as activities related to the marketing, It was meant to get guests as much as possible, in order to determine the amount of increase in revenue generated through the guests staying and using hotel facilities.

- Housekeeping Department

This Department has role and vital function is vital in providing services to the guests, especially concerning the service of comfort and cleanliness of the hotel, then housekeeping department cooperation with another departments. The responsibilities of the housekeeping department ranging from taking care of linen materials made such as table cloths, bed sheets, maintaining the neatness and cleanliness of the rooms.

- Human Resource Department

This department has role in managing the human resources that exist within hotel. In addition, this department has a role in developing the employees and conducting behavior training for employees of the hotel.

- Accounting Department

This department is a center of the hotel in organizing the preparation, recording, and financial administration. Because the roles of this department, the management can determine how the income and development of the hotel for the future.

- Engineering Department

It has responsibilities for activities related to the design and construction of the hotel building, repairing mechanical of hotel. This department also take cares of the procurement and maintenance of electrical instalations and provision of clean water for the guests and employees.

## **2.2 Food and Beverage Department**

Talking about Food and Beverage Department within the hotel, certainly related to food and beverage. It is not just the food that inspires but most importantly thing in this case is the waiter provided by a Room Service in serving the guests. A Room Service is required to serve guests well, of course, with fluent English and good attitude. As a Room Service

works to serve guest food and beverage bookings. As a Room Service is responsible for guest bookings.

According to Rachman Arief, Abd (2005:113)

*Food & Beverage Department yaitu bagian yang bertugas mengolah, memproduksi dan menyajikan makanan dan minuman untuk keperluan tamu hotel, baik dalam kamar, restaurant, coffee shop, banquet, makanan karyawan dan sebagainya.*

Food & Beverage Department is the part in charge of processing, producing and serving food and beverages for hotel guests, whether in room, restaurant, coffee shop, banquet, employee food and etc.

Food & Beverage consists of 5 parts:

1. Kitchen

Kitchen is part of the Food and Beverage Department, the kitchen as a refined place of all the cuisine that is in the hotel.

2. Restaurant

Restaurant is part of the Food and Beverage department that serves to provide food and beverage services commercially in a hotel.

3. BAR

Bar is part of the food and beverage department in charge of preparing food and drinks, both alcoholic and non alcoholic.

4. Banquet

Banquet is a responsible part of major events organized by the hotel through food and beverage services, usually held in the ballroom, meeting room, and garden.

5. Room Service

Room Service is part of the food and beverage service that serves food and drink to guests who want to eat and drink in

rooms. Room service works for 24 hours using trolley or tray service.

Room Service is one of the divisions in the Food and Beverage Department. Room Service works to take orders, preparations, and delivery of food and beverage products to guest bedrooms as an upgrading service at a hotel. According to Ninemeier and Purdue (2008) “created a very simple and straight forward definition for room service from an operator's perspective as they act of serving food and beverage products to guests in their sleeping rooms.”

To provide a digestible overview of the idealized process of the Room Service function:

- Pre-preparation.

The first section in the operating processes of Room Service was called pre-preparation. Preparation is involved in ensuring that adequate information, supplies, materials, and resources are available and on-hand for use in the Room Service department.

- Order taking.

The next step in the process is the order taking. This is where the guest decided to purchase food and beverage products for guest room delivery and initiates the process by contacting Room Service, usually over the in-room telephone.

- Order routing.

After the order has been taken and reviewed with the guest, it needs to be routed to the preparation area in order to start production of the food. Routing the order involves the order-taker delivering the order on an appropriate form to a production area, or giving the order to Room Service delivery personnel to do so.

- Order preparation.

Once an order was taken and routed, the production phase could begin. In the production phase, there were components of this process that may be the responsibility of the RS deliverer, as opposed to the kitchen production staff.

- Order delivery.

Once the order has been reviewed, approved, and released, it is time for delivery to the guest room.

- Post-order activities.

Post-order activities included things that were done after the delivery has been made.

### **2.3 Definition of Quality of Service**

Quality of service is very important for entrepreneurs. Quality of service will support the future of the company, especially for hotel business. Good service quality will make guests feel at home in the hotel, making guests interested in staying at the hotel. Therefore the hotel should

have excellent service standards and improve its services. Facilities and products sold must be able to satisfy the guests who come to the hotel.

According to Kotler (2002:83) Definition of Quality of Service:

*Kualitas pelayanan adalah setiap tindakan atau kegiatan yang dapat ditawarkan oleh suatu pihak kepada pihak lain, yang pada dasarnya tidak berwujud dan tidak mengakibatkan kepemilikan apapun. Produksinya dapat dikaitkan atau tidak dikaitkan pada satu produk fisik. Pelayanan merupakan perilaku produsen dalam rangka memenuhi kebutuhan dan keinginan konsumen demi tercapainya kepuasan pada konsumen itu sendiri.*

Quality of service is any action or activity which may be offered by a party to another party, which is basically intangible and does not result in any ownership. Production may be attributed or not linked to a single physical product. Service is the behavior of producers in order to meet the needs and desires of consumers for the achievement of satisfaction on the consumer itself.

Based on these explanations it can be concluded that a quality of service that is expected by the guests as recipients of services expect excellence from any services that are obtained from the previous service. If the service exceeded the expectations of the guests, the quality of services provided will have an ideal perception of the service recipient.

## **2.4 Definition of English Language**

Language is very important for human life. Language is an important element for humans to help simplify daily life. All living things can not be separated from language. Language is not only verbal but there is also a non-verbal language.

In every country have different languages from each other. It is clear that language can distinguish groups one with another group. The statement was corroborated by the perfection by Harimurti Kridalaksana

(1985: 12) “Language is a meaningful sound system used for communication by human groups.”

At this time language is very important in the business world. Everyone who wishes to have a good career is required to have good English skills. As it is known that English is the language used as a medium of communication and as the first international language used to interact with others, around the world.

English is very important for those who work in the hospitality. Currently English is one of the important things in SOP of a hotel. Each star hotel always prioritizes the ability to speak English for employees. Like as a Room Service in the Food & Beverage department. A Room Service is required to be able to speak English. English can help a Room Service run its work. The jobs like remembering the English-speaking food and drink menu, explain to the guest what composition is in each meal and communicate with the guests.

## **2.5 Definition of Guests**

Guests are the most important part of a business hotel. Therefore, a guest deserves professional services of a hotel. Every guest wants to obtain something that exceeds the value expected from price they pay.

The types of guests who staying in hotel can be classified as:

- **Domestic tourists** are local traveler , for examle during weekend, or a special function and other activities



- **GIT (Group Inclusive Tours)** are who travel together in a package tour, usually this type of guests traveling with intermediary travel agent.
- **SITs (Special Interest Tour)** are a group that visit place, usually with special purpose such as visiting tourist attractions.
- **FIT (Free Independent Travellers)** are international tourist who travel individually and not bonded in a group. Usually this type of guest make reservations directly and generally just booked a room.

## **2.6 Grand Mercure Hotel Bandung**

Grand Mercure Hotel Bandung is an international five-star hotel. The hotel joined by the Accor group, it officially change their status to five-star in November 2017. The hotel has 205 contemporary rooms is a very strategic hotel because the location is very close to Lembang as a favorite place of the tourists if visiting Bandung.

The hotel is located at Dr. Setiabudi Street No.269-275, Bandung. It has shared various facilities of international level, among others are:

- 205 unit rooms (52 Superior Rooms, 27 Superior Balcony, 11 Superior Premium, 50 Deluxe, 45 Deluxe Balcony, 6 Privilege Room, 8 The Lagoon, 5 Junior Suite, 1 Executive Suite Room)
- Grand Ballroom with capacity of 1700 people
- 12 meeting rooms

- Jing Paradise Chinese Fine Dining
- Hardy's Dining Room
- So'ren Lounge
- Poolbar
- Kepler Sky Lounge
- Kids Club
- Spa & Fitness center
- Taxi Shuttle
- Table Tennis Area
- Outdoor Garden
- Warm Sparkling Pool

Behind the success of this hotel there are great people behind. Hotel employees are divided into two parts: the first part is the executive group (leadership) consisting of General Manager (GM), Executive Assistant Manager, and GM Secretary. And the head of the department that arranged the wheel of hotel operations. The second part is the work unit (department) which is divided according to their respective functions and the type of department in the hotel can differ from one another due to differences in the type of hotel specifications and hotel management systems.

- General Manager: Engkun Kurnia
- Talent & Culture Manager: Iis Nurjanah
- Director of Sales & Marketing: Lisa Gunawan
- Financial Controller: Sarah Citra
- Food & Beverage Manager: Arief Jatmiko

- Executive Chef: Denny Setiawan
- Executive Housekeeper: Dani Adi Kusumah
- Chief Engineering: Eka Supriadi
- Front Office Manager: Yunindra Hardino