Chapter III
Research Methodology

The research method is a step that is owned and done by researchers in order to collect information or data and investigate the data that has been obtained. Based on it there are four keywords that need to be noticed that is the scientific way, data, purpose and usefulness.

The understanding of research methods by Sugiyono (2011:26) are as follows:

> *Metode penelitian pada dasarnya merupakan cara ilmiah untuk mendapatkan data dengan tujuan dan kegunaan tertentu.*
> Research Methods are basically a scientific way to get data with a specific purpose and usefulness.

The research method gives an overview of the research design which includes among others: procedures and steps to be taken, time of research, data source, and by what step the data obtained and then processed and analyzed.

3.1 Place and Time of the Research

The writer took the data at the Grand Mercure Hotel Bandung. The hotel is located at Dr. Setiabudi Street No.269-275, Bandung. The writer chose this hotel because the hotel has excellent guest service.

3.2 Research Design

This research is using qualitative methods. This research method aims to identify and analyze the title of this paper. The design of this research is applied for easy and successful research. This means after collecting, clarifying, and analyzing and then interpreting the data to get the results. The writer hopes to get a lot of new information by doing this research.

According to Moleong (2011:6) the definition of qualitative methods:

> *Penelitian kualitatif adalah penelitian yang bermaksud untuk memahami fenomena tentang apa yang dialami oleh subjek penelitian, misalnya perilaku, persepsi, motivasi, tindakan, dan lain-lain, secara holistik dan dengan cara deskripsi dalam bentuk kata-kata dan bahasa, pada suatu konteks khusus yang alamiah dan dengan memanfaatkan berbagai metode alamiah.*
> Qualitative research is a study that intends to understand the phenomenon of what subjects experience, such as behavior, perceptions, motivations, actions, etc., holistically and by way of description in the form of words and language, in a specific context of nature and by utilizing various natural methods.

Data were analyzed based on the theories mentioned in Chapter II on Room Service activities in the Food and Beverage Department. Here the writer observes the activities of Room Service in improving the quality of service. Hope the writer to find obstacles in using English speaking in serving guests.

3.3 The Techniques of Collecting Data

The techniques of data collection used in this research are following many steps. Qualitative method is the method that be used in this research. Qualitative methods such as interview and questionnaire give to foreign guests who is conducted in this study. The writer conducted the data by visited to the Grand Mercure Hotel, interviewed a Room Service to find out

the obstacles experienced while serving the English-speaking guests and give the questionnaire to the foreign guests to know the level of comfort that guests get.

In the observation, the writer observed the activities of a Room Service and conducted interviews at the Grand Mercure Hotel by providing several questions that could support the writer solving the problem. The results of interviews using mobile phones and write some important points in a Note, then the writer copied in a paper after that make a finding based on the interview.

3.4 Procedures of Data Collection

The writer uses some steps in collecting data for this research as follows:

3.4.1 Interview

The writer interviewed the Room Service of Grand Mercure Hotel Bandung. First the writer met Room Service then explaining the purpose, after the writer get permission to follow the Room Service then the writer make a deal. The instruments that used by the writer were the questions list and mobile phone. In the process of interview, the conversation recorded in a mobile phone then copied in a paper. After that, make the writer a finding based on the interview.

3.4.2 Questionnaire

The writer gave questionnaire for guest of Grand Mercure Hotel Bandung. The writer do not directly met with guests to provide the questionnaire. The writer provides questionnaire to foreign guests via GRO of Grand Mercure Hotel Bandung. The reason is because the agreement already writer and Manger of Human Resource agreed. The instrument that the writer used is a list of questions about the service provided in the Room Service to guests.

3.4.3 SOP of Grand Mercure Hotel

- Candidates Sourcing and Selection
    - ❖ Candidates sourcing and selection must be based only on professional motives and not on discriminatory criteria such as religion, age, gender, political opinions, ethnic origin, union membership, etc. In addition, any local legislation in favour of diversity and equal opportunities must be respected.
    - ❖ As developing talent engagement is key for the Group, priority has to be given to internal applications.
- Posting Vacancies
    - ❖ When a vacancy occurs, or a new role is defined, authorization to recruit must be sought
    - ❖ All positions must have an approved job description outlining key duties and key responsibilities.

- ❖ Available positions should always be communicated internally before publication outside the company.

- ❖ AccorHotels.Jobs, our talent acquisition tool, must be systematically used as soon as the availability of the position can be made public, including for management positions. As an additional tool, the flash opportunity template can be used for positions which need to be highlighted.

- ❖ In the writing and posting of the vacancy offer, respect is to be given to the wording and identity of AccorHotels Group and/or the brand and Talent & Culture (Graphic Charter Identity, Social network guidelines, Talent & Culture vision)

- Candidates Interview

  - ❖ All internal candidates must receive an interview.

  - ❖ Before any internal interview, recruiters must check if applicants have informed their management.

  - ❖ Each recruitment interview should involve at least 2 people including Talent & Culture Leader.

  - ❖ Interviews can be scheduled either in person or via digital solutions (ex: Skype)

  - ❖ The job interview is based on direct observations of suitable behaviours and skills. Evaluating applicants requires attentive listening and availability. The use of

behavioural questions in line with the capability framework are recommended.

- ❖ Evaluation tools, tests, questionnaires, assessment centres, etc. must be strictly limited to the ones validated and referenced by the Global Talent Management department. Graphology, numerology, astrology or morphology are absolutely excluded.

- ❖ Interviewers have an obligation for reserve and confidentiality during and after the interview.

- ❖ In case of references check, the applicant should be informed beforehand.

- Interview Follow-up Communication

  - ❖ Acknowledgement of applications received are to be sent in writing within 48 hours

  - ❖ All internal candidates must be contacted and interviewed

  - ❖ All applications must receive a response within 3 weeks (whether positive, negative or pending)

  - ❖ Short list candidates:

    - ➢ Draw up short lists made up of an equal number of female and male candidates.

    - ➢ for all negative responses, the recruiter has to give a personalized feed-back to the applicant based on skills, know-how and know-how-to-be

❖ In the case of internal recruitment, the recruiter should make sure that the manager of the applicant concerned is fully informed of the situation before making any offer.

❖ Where positions have been put on hold, candidates are to be advised and follow up provided systematically

3.5 The Technique of Analyzing the Data

After all the data were collected, which are visits, interviews, and questionnaires were then evaluated, clarified, and compared between the theories and the situation on the ground directly. The writer makes findings and Room Service to improve the quality of Room Service's services and activities based on the Research Problem.

- **Interview of Instrument**

  To get more data and information about this research, the writer do interview with the Room Service. According to Thill and Bovee "An interview is any planed conversation with a spesific purpose involving two or more people". The instruments that used by the writer were the questions list and mobile phone. In the process of interview, the conversation recorded by mobile phone then copied in a paper after that make a finding from that interview. The form of interview which is the writer interest to know and to support the data and information.

  Room Service → Interview → Data
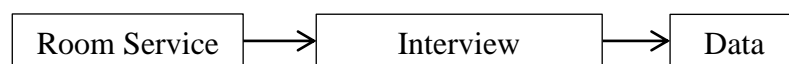
The Questions to Room Service are:

1. *How long has been worked as Room Service at Grand Mercure Hotel Bandung?*

2. *What is your last education?*

3. *What do you do to improve your English?*

4. *Has Grand Mercure Hotel Bandung ever held an English Language Training?*

5. *What constraints do you experience when serving foreign guest?*
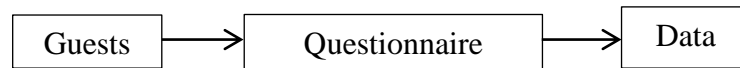
- **Questionnaire of Instrument**

     To know the good quality service of Room Service, the writer do gave questionnaire to foreign guests.

     According to Suroyo Anwar (2009:168)

     Angket atau kuisioner merupakan sejumlah pertanyaan atau pernyataan tertulis tentang data faktual atau opini yang berkaitan dengan diri responden,yang dianggap fakta atau kebenaran yang diketahui dan perlu dijawab oleh responden.
     Questionnaires is a number of questions or written statements about factual data or opinions relating to the respondent's self, which are considered facts or truths that are known and need to be answered by the respondent.

     The writer give some questions list to the guest as instruments of collecting data. The guests will be given a questionnaire, some of which about the services provided by Room Service when they check out by GRO. Than the guests fill out a list a questions listed in the form of sentences that describes the answer.

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  ┌─────────┐       ┌─────────────────┐       ┌────────┐
  │ Guests  │──────▶│  Questionnaire  │──────▶│  Data  │
  └─────────┘       └─────────────────┘       └────────┘
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The questions to guests are:

1. How the greetings are owned by Room Service?

    a. Excelent

    b. Average

    c. Low

    d. Others ....

2. How do the Room Service explain about the menu?

    a. Excelent

    b. Average

    c. Low

    d. Others ....

3. How fast the Room Service responds when you need help?

    a. Excelent

    b. Average

    c. Low

    d. Others ....

4. How English language are owned by Room Service?

    a. Excelent

    b. Average

    c. Low

    d. Others .....

5. How pronunciation is owned by Room Service?

   a. Excelent

   b. Average

   c. Low

   d. Others .....