

## Chapter II

# The Influence of Speaking Skills of Guest Service Agent in Sheraton Bandung Hotel & Towers

### 2.1 Hotel Definition

A hotel may be defined an establishment whose primary business is providing lodging facilities for the general public and which furnishes one or more of the following services, uniformed services, Laundering of linens and use of furniture. Explanation of the Hotel found by Soenarno (2006:11) *“Hotel as an establishment providing for reward accommodation, food and drink for travelers and temporary residents, and usually also meals and refreshments and sometimes other facilities for other user”*. As revealed by Soenarno above the hotel can be defined as a business that provides accommodation facilities, food and beverage facilities for tourists.

*Dalam keputusan menteri pariwisata pos dan telekomunikasi No: 037/PW.304/MPPT-86. Temtang pemasaran usaha dan pengelolaan hote. “suatu jenis akomodasi yang menggunakan sebagian atau seluruh bangunan untuk menyediakan jasa penginapan, makan, dan minum serta jasa lainnya bagi umum yang di kelola secara komersil”*

While the purpose of temporary residents are those who have temporary needs but need a place to stay. And this is where the hotel plays a role by providing various other facilities such as food and soft drinks, entertainment, meeting facilities, business facilities, and leisure facilities Brooks (2000:5) *“Hotel or Inn may be defined as an establishment whose primarily business is providing lodging facilities for the general public and which furnishes one or more of the following services: food and beverage service, room attendant (housekeeping) services, concierge, bell and door attendant service (sometimes called uniform service), laundry or dry cleaning, and use of furniture and fixture”*

As a professionally and commercially managed business, the hotel's greatest benefit comes from selling guest rooms compared to other products offered by the hotel. According to Andayani (2015:27) *“Di Hotel-hotel room division mampu memberikan sumbangan revenue terbesar dibandingkan divisi lainnya di hotel. Departemen yang bekerja sama untuk menggerakkan divisi ini terdiri atas departemen front office, housekeeping, uniform service dan concierge”*.

The hotel industry in addition to have distinctive characteristics as a tourism industry in general, also has characteristics that differentiate with other industries. These characteristics include hotel industry classified as capital-intensive and labor-intensive industries, the hotel industry is influenced by changes in various sectors. According to Endar (1996:8) *“the sense of the hotel is a commercially run buildings to provide accomodation facilities to the general public with facilities such as lodging services language, food and baverage service, use of facilities furnishings and ornaments in the city and clothes washing service.”* The hotel industry produces and markets its products along with the place where the product is produced, the hotel industry works for twenty-four hours without impact holiday in serving guests. The hotel industry considers and treats guests as kings. Source google; Fred Lawson *“Hotel is defined a Public establishment offering travelers Acommodation and Catering”*.

K.Kraf; *“Hotel adalah sebuah bangunan yang menyediakan makanan & Pelayanan yang bersangkutan mengadakan perjalanan.*

Webster; Source from google *“Sebuah salah satu bangunan atau lembaga yang menyediakan kamar untuk menginap,makanan dan minuman serta pelayanan lainnya untuk umum.”*

The hotel can be defined as a business establishment that provides accommodation facilities, food and beverage facilities for tourists. While the purpose of temporary residents are those who have temporary needs but need a place to stay. And this is where the hotel

plays a role by providing various other facilities such as food and soft drinks, entertainment, meeting facilities. Business facilities, and leisure facilities. According to Webster (2006): ‘The hotel is a building or institution that provides room for an overnight stay, food and beverage and other services to the public.’ Meanwhile, according to Sulastiyono (2011 “the hotel is an enterprise managed by their owners by providing food service, beverages and room for sleeping facilities to people who travel and able to pay with a reasonable amount in accordance with the received with classroom setup.”

## **2.2 Guest Service Agent (GSA)**

Whenever a person enters a prestigious hotel, he/she is first welcomed and greeted by the guest service agent, usually seen at the front office. Guest service agent responsibilities are basically concerned by taking care of the guests and ensuring that all the services are being rendered in a friendly and efficient manner. He/she basically serves as the first point of contact for the guests and ensures that high degree of quality services are being offered to the visitors.

Front Desk Agent or better known as the receptionist or in some hotels call the Guest Agent Service (GSA) front desk agent is an office that works under the Front Office (FO) department. Most of the hotelier already know if FDA join the department of the front office. Continue to be a receptionist is required to always perform with the best performance, both in terms of physical appearance, attitude and behavior, because the image of the company has been showing by the front desk, So guests if there is anything always to the front desk, whether it's by phone or directly.

In addition, Front Desk Agent should be able to well-received and friendly and have extensive knowledge because as an ambassador of the hotel who communicate and meet face-to-face with guests, with polite and not rigid gestures, and flexible language, in a sense

not so stiff. Front Desk Agent also as an internal information center (hotel staff) and external (hotel guest), therefore it will be a front desk, nor will it be direct. In terms of employment, job description of front desk agent reception, lots of right information, fast and easy, and meticulous for an important receptionist and flexible work which is what can be done directly.

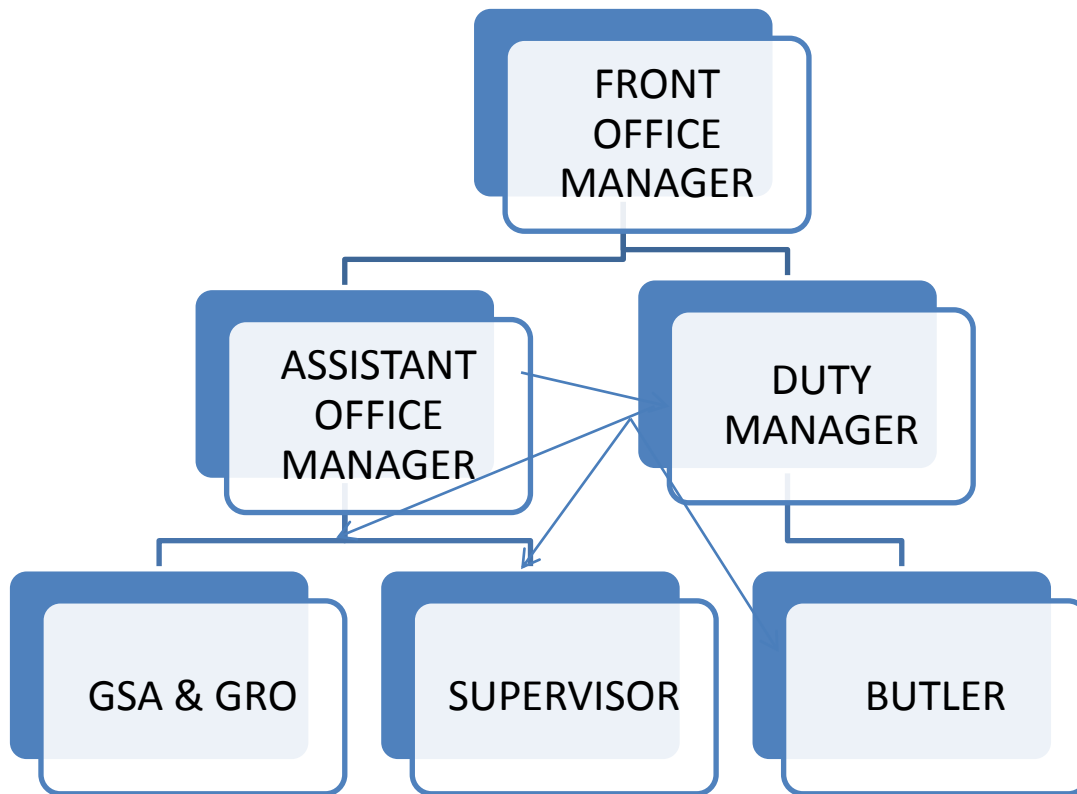
In achieving its objective to sell rooms receptionist officers require good salesmanship to sell other hotel facilities.

According to Sugiarto (2002: 3): *“Setiap orang yang berada di jajaran Kantor Depan diharuskan mampu dan memiliki salesmanship, karena karyawan kantor depan lebih banyak berhubungan dengan tamu ataupun pengunjung jika dibandingkan dengan departemen lain. Yang dimaksud mampu menjual disini bukan hanya menjual produk hotel berupa kamar, melainkan juga fasilitas-fasilitas lain yang disediakan oleh pihak hotel”*.

From a statement about a Guest Service Agent or a Receptionist, a GSA is also indispensable in using a good and proper English language in order to understand a Hotel's information. According to Crystal (2000: 1) states that "English is a Global language, that English is used by various nations to communicate with nations around the world”.

The Guest Service Agents did not just have a beautiful face, tall body, and also knowledge, a mature attitude and behavior is good and right. According to Anwar (2004): “Receptionist or desk clerk is the primary person first to welcome and greet every guest who comes to the hotel, then register guests, give or issue a room key, then also should provide information to the guests in connection service.”

### A. Organization Charts Guest Service Agent of Sheraton Bandung Hotel&Towers.



### 2.3 Key Responsibilities of a Guest Service Agent

The primary responsibility of a guest service agent is to provide professional services in a polite manner. He/she is responsible for efficient handling of the guests and has to make sure that they check in and check out as per the rules and regulations. He/she has to make sure that the visitors remain satisfied with the services that are being offered, and also take feedback from their guests as to how their services can be improved. The points mentioned below will help you in giving a better and clearer idea as to what exactly are the key responsibilities that are being carried out by a guest service agent:

1. To greet and welcome the guests who are checking in, arrange for the collection and storage of their luggage
2. To pay close attention and carefully listen to the needs of the guests and to attend to their special needs
3. If there are any issues, he/she is responsible for apologizing in an empathetic manner and then sorting out the problems in a calm and quiet manner
4. To keep a track of the current hotel accommodations and ensure that the hotel registration procedures are carried out appropriately
5. To promptly respond to the customer's inquiries and demands, and make arrangements for the subsequent services by coordinating with the other department
6. To promote the products and services of the hotel, so that there is maximum flow of cash ensuring better business growth.

In addition to these responsibilities, he/she keeps himself abreast with the latest developments in the hotel and reviews and updates it. He is also responsible for ensuring that the bills generated are posted to appropriate accounts by coordinating with the accounting department. He/she is responsible for obtaining the necessary and relevant approvals and signatures and makes sure that the rules and regulations are being followed by them. He/she makes sure that the registrations are in accordance with the management's practices. He/she is equally responsible for maintaining the health and safety regulations and makes sure that the interior as well as the surroundings of the hotel are clean and maintained in a good condition.

*Robert J. Martin* Clerk, Desk clerk in hotels or motels are often the first people to greet incoming guest. They register the guest, assign a room to them, issue the room key, and often provide information about services available in the hotel and in the community.

## 2.4 About Front Office / Front Desk and The Service

Front Office is one of the departments in a hotel located in the front of the gateway of the hotel itself. So easily known and contacted guests who related operations directly with guests. According Bagyono (2012) *“Front Office berasal dari bahasa inggris “Front” yang artinya depan, dan “Office” yang artinya kantor. Front Office adalah kantor depan dalam konteks pengertian Hotel yang letaknya di bagian depan”*

Front Office plays an important role for a hotel because:

1. It is a center of hotel activities.
2. Guests get a pinessanan before the guest arrives, upon arrival at the hotel, and at the time of leaving the hotel.
3. Approximately 65% of hotel revenues are obtained from the rental of rooms.
4. First impressions and last impressions for the guest specified by the front office.

- Role of Front Office:

1. Axis of the hotel activities.
2. As the heart of a hotel.
3. As the spearhead.
4. As a barometer.

- Front Office Functions:

1. Sell rooms
  - Receive room order
  - Handle guests without a room reservation (walk-in)
  - Working or processing guest registration.
  - Determine the room number.
2. Preparing and providing hotel information services
  - Information relating to hotel facilities (Hotel Operation)

- Information about events and places or objects that guests can enjoy outside the hotel.

### 3. Coordinate services

- Interdepartmental that deal directly with guests with departments directly related to guests.

- Handling guest and complaint issues (complains)

### 4. Work on reports on the status of the rooms

- Status sold (o)

Being worked on

- Broken rooms (ooo)

- Vacant room (v)

### 5. Setting up payments

- Polio preparation and guest accounts

- Incorporate bill into folio (updating)

- Supervise the credit limit

- Collect guest transactions

### 6. Handling guest payments

- Setting up a statement

- Completed the payment

### 7. Compile guest history list

- Record individual data for future visits

- Holding a guest history card history card

### 8. Handle telephone Switch Board, Telex, Fax, Telegram

- Handle all telephone conversations

- Receive and send telex, fax, and telegram.

### 9. Handling guest luggage



- Handling guest items upon arrival and departure
- Handle room transfer
- Handling guest luggage items

Important role in serving the guest is the Receptionist and Front Desk. The role is very important in serving the guests.

## **2.5 Definition of Check in & Check out**

Involves registering or booking guests in and out of their rooms, while accommodating any special requests. During check-in, a front desk agent will verify a guest's method of payment and run a background credit check. Front desk agents will also try to upsell guest rooms, by sharing available alternatives and options. There is no required education beyond a high school diploma, but most employers like to see a potential employee with previous hotel-related experience. The hotel front desk job description is optimized for posting on career sites and job boards and is easily customizable for your company.

## **2.6 Definitions of Guests**

Guests are an integral part of a hotel business. Therefore, a guest deserves to expect an excellent service from the hotel. Every guest wants to get something that exceeds the price they expect from the price they pay. For that a Receptionist not to make guests the price they pay is not worth Regular Guest. That is a regular guest staying in a hotel. Generally these guests stay at a hotel without making a reservation first. Regular guest is often called Walking Guest.

Although there are different types of guest terms, as described above does not mean to distinguish the treatment in serving the guests. Every guest who comes to check in to the hotel deserves to get excellent service by the hotel. Every guest is special and deserve an excellent service from the hotel.

*Menurut Oka. A. Yoeti (Yoeti,1992:20) “Definisi tamu adalah orang atau kelompok yang langsung menerima perbuatan yang menyenangkan atau keramah-tamahan dari penyedia. Dalam hal penerima (Receiver) harus diperlukan sebagai Boss atau seorang raja yang disegani atau ditakuti sehingga tidak berani berbuat tidak ramah.”*

## **2.7 Definition of Tourist**

Tourists have a variety of motives, interests, expectations, social characteristics, economics, culture, and so on (Heber: 2003). With different motives and backgrounds they become parties that create demand for tourism products and services. This role is very decisive and is often positioned as the heart of tourism itself. Tourist is a person who travels from his place of residence without settling in the place he is visiting or only temporarily stays in the place he is visiting. The World Tourism Organization (WTO), calls tourists as travelers who take short trips. According to this organization, (Soekadijo: 1997) “tourists are people who travel to a foreign country or country and stay at least 24 hours or a maximum of six months at the place”. Tourists are consumers or users of products and services. Changes that occur in their lives have a direct impact on tourism needs, in this case tourism demand.

The characteristics of tourists are:

- Carry out a trip outside the residence, in connection with various purposes such as recreation, holidays, health, education, duties, work, business, arts, science, worship, sports and exhibitions.
- Travel and stop at another place temporarily without intending to get a fixed income at the place visited.

Understanding tourists according to Pendit (2002) :

- People who are traveling for fun, for personal use, for health purposes and so on.

- People who are traveling for the purpose of attending meetings, conferences, deliberations, or in relationships as representatives of various bodies / organizations (science, administration, diplomatic, sports, religion, etc.).
- People who are traveling with business intentions.
- Government officials and military people and their families travel to other countries.

## **2.8 Definition of Quality of Service**

In some earlier studies, service quality can be defined as the extent to which the service fulfills the needs or expectations of the customers or conceptualized it as the overall impression of customers as regards the weakness or excellence of the service. However, service quality is defined as “what the customer gets out and is willing to pay for” rather than “what the supplier puts in”. Therefore, service quality can be seen as the gap between the expected service and the actual perceived service. “Service quality is the degree of difference between the customers’ expectations for service and their actual perceptions of performance. According to (Parasuraman 1998) “Expanding this definition, service quality is the overall evaluation of a specific service, comparing that performance with the customer’s general expectations of what performance should be like”.

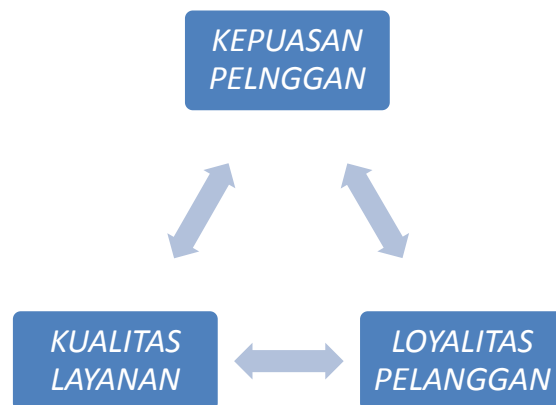
Service quality becomes one of the most important factors for gaining a sustainable competitive advantage and customers’ confidence in highly competitive market place, therefore service quality can give a great chance to create competitive differentiation for organizations by increasing the hospitality service. It is considered as a significant main concept and a critical success factor in the hospitality industry. A successful hotel delivers excellent quality service to customers, and service quality is considered as the life of hotel. Many benefits can be achieved by giving an excellent service quality such as establishing customer satisfaction, contributing to business image, establishing customer loyalty, and providing a competitive advantage to a business. Service quality performance can mean

different to other people, for example, employees may show higher perceptions of service quality than customers perceived, and thus managers and their employees never like to identify deficiencies in service quality. According to Kotler (2002:57): “*Keseluruhan ciri serta sifat suatu atau playanan yang berpengaruh pada kemampuannya untuk memuaskan kebutuhan yang dinyatakan atau yang tersirat*” (Definition of the quality of service, Overall characteristics and properties of a service which affects the ability to statisfy stated or implied).

More satisfaction is determined by performance in the field. If service (Services) is not the same as customer expectations, then the customer feels dissatisfied. So from that the relationship of satisfaction, (STATISFACTION) DNEGAN service quality (QUALITY OF SERVICE) as expected by tourists, can be seen in the balance formula as follows:

$$\text{STATISFACTION} = f\{\text{SERVICE QUALITY-EXPECTATION}\}$$

the relationship between service quality and customer loyalty can be seen from the following chart:



*Hubungan Kualitas Pelayanan dengan Loyalitas Pelanggan*

*Sumber: (Aryani dan Rosinta, 2010)*

## 2.9 The variety theories

In this chapter the writer will explain the theory will be used in this reserach as follows:

### **A. The Speaking Usage**

Speaking is an interactive process of constructing meaning that involves producing, receiving and processing information (Brown, 1994; Burns & Joyce, 1997). Its form and meaning are dependent on the context in which it occurs, including the participants themselves, their collective experiences, the physical environment, and the purposes for speaking. It is often spontaneous, open-ended, and evolving. However, speech is not always unpredictable. Language functions (or patterns) that tend to recur in certain discourse situations (e.g., declining an invitation or requesting time off from work), can be identified and charted (Burns & Joyce, 1997). For example, when a salesperson asks "May I help you?" the expected discourse sequence includes a statement of need, response to the need, offer of appreciation, acknowledgement of the appreciation, and a leave-taking exchange.

Speaking requires that learners not only know how to produce specific points of language such as grammar, pronunciation, or vocabulary (*linguistic competence*), but also that they understand when, why, and in what ways to produce language (*sociolinguistic competence*). Finally, speech has its own skills, structures, and conventions different from written language (Burns & Joyce, 1997; Carter & McCarthy, 1995; Cohen, 1996). A good speaker synthesizes this array of skills and knowledge to succeed in a given speech act.

### **B. English Skills**

English skills are generally divided into receptive skills (listening and reading), as well as productive skills (speaking and writing). The language component is divided into three parts: phonology, lexis / morphology (the word or phrase that expresses the concept), and the third is the rules of the rule which is the way how words are put together to form

meaningful and acceptable sentences or phrases ( Ur, 1996). These three components are known as pronunciation, vocabulary, and grammar.

## **2.10 Definition of Speaking Skills**

Speaking is kind of communication, according to Richard and Renandya (2002: 210), speaking is one of the central elements of communication. In teaching english, it is an aspect that needs special attention and instruction. In order to provide effective instruction. It means that speaking is kind of communication must need speaking. So, speaking cannot be separated with communication and speaking can give effective instruction more than others skills in communication. Furthermore, speaking is activity to produce opinion and construct the meaning, Nunan(2003:48) state that speaking is the productive aural or oral skill, it consist of producing systematic verbal utterances to convey meaning.

In order, inflection and derivation into the other meaningful features of the English language. It will help students to speak fluently.

a. Vocabulary Hornby (1996:979) defines vocabulary is range of words known or used by a person in trade, profession, etc. If students have many vocabularies, it will be easier for him to express his idea.

b. Fluently Hornby (1996:330) defines fluency as the quality of being able to speak smoothly and easily. It means that someone can speak without any hesitation. Someone can speak fluently even though he makes errors in pronunciation and grammar.

c. Self-Confidence Self confidence becomes an important factor in speaking learning process. A student with good grammatical and vocabulary master usually has a big confidence to

express idea, suggestion or answer the question. He feels like that, so he thinks he knows what will he say and how to express.

Tarigan (1990:3-4) defined that “speaking is a language skill that is developed in child life, which is produced by listening skill, and at that period speaking skill is learned. Based on Competence Based Curriculum speaking is one of the four basic competences that the students should gain well. It has an important role in communication. Speaking can be found in spoken cycle especially in Joint Construction of Text stage” (*Departmen Pendidikan Nasional, 2004*). In carrying out speaking, students struggled with some difficulties one of them is about the language itself. In fact, most of students get difficulties to speak even though they have a lot comprehension of vocabularies and have written them well. The problem is the students are afraid to make mistakes.

Speaking is a productive skill. It could not be separated from listening. When we speak we produce sentences and it should be meaningful. In the nature of communication, we can find the speaker, the listener, the message and the feedback. Speaking could not be separated from pronunciation as it encourages learners to learn the English sounds.

Harmer, (in Tarigan, 1990: 12) writes that when teaching speaking or producing skill, we can apply three major stages, those are:

- 1) Introducing new language
- 2) Practice

## **2.11 The History of Marriott and Sheraton Bandung Hotel & Towers**

### **A. Marriot History**

Marriott was founded by John Willard Marriott in 1927 when he and his wife, Alice Sheets Marriott opened the A & W Root Beer franchise in Washington, DC. The first Marriott hotel opened in 1957. The world's first Motor Hotel opened in Arlington, Virginia,

under the management of the son of J. Willard Marriott. Marriott continued to expand its wings in the hospitality world by opening Marriott Key Bridge 2 years later, and in 1969 Marriott opened their first American hotel in Acapulco, Mexico, in 1972 Marriott also entered the cruise world.

Marriott International is an American multinational hotel company. Marriott International was formed in 1993 when Marriott Company was divided into two companies, Marriott International and Host Marriott Corporation. In 1995, Marriott was the first Hotel Company around the world to offer guests the option of booking rooms online, with the implementation of MARSHA (Marriott's Automatic Reservation System for Hotel Accommodations).

In April 1995, Marriott International acquired 49% stock in Ritz-Carlton Hotel Company LLC. Marriott International believes that it could increase sales and profit margins for The Ritz-Carlton. The Ritz-Carlton began expanding into the world market, and to date, there are 81 Ritz-Carlton properties around the world.

On November 11, 2010 Marriott announced plans to add more than 600 hotel properties by 2015, and some of its additions will be in developing countries such as India, China and Southeast Asia. On 27 January 2015 Marriott acquired the Canadian hotel chain Delta Hotel which operates 40 hotels in Canada. On November 16, 2015, Marriott announced the acquisition of Starwood Hotels & Resorts. The deal closes on September 23, 2016 which makes Marriott the world's largest hotel company. Marriott International is headquartered in Bethesda, Washington being World's Best Hospitality Company with more than 5700 properties in more than 110 countries worldwide, over 1.2 million rooms and 30 leading brands.

## **B. Starwood**



Starwood is a company engaged in hospitality services that provide more experience to travelers around the world, incorporated in the network Starwood hotels

Managing 9 (nine) trademarks are:

1. Sheraton Hotel @ Resort
2. Westin Hotel @ Resort
3. The st. Regis
4. The Luxury Collection
5. Four Point
6. W Hotel
7. Le Meradien
8. A Loft
9. Elements

Starwood is headquartered White Plan New York, Indonesia is included in Asia Pacific division, headquartered in Singapore. President Starwood Hotel and Resort Worldwide for PAD is Miguel Ko.

The Starwood is in Indonesia along with the year of its establishment:

1. Sheraton Lampung (1990)
2. Sheraton Bandung (1990)
3. Sheraton Laguna Nusa Dua Bali (1991)
4. Sheraton Senggigi Beach and Resort Lombok (1991)
5. The Westin Resort Nusa Dua Bali (1993)
6. Sheraton Timika Irian Jaya (1995)
7. Sheraton Surabaya Hotel and Towers (1995)
8. Sheraton Bandara Jakarta (1996)
9. Sheraton Mustika Yogyakarta (1997)

10. Le Meredien Nirwana Bali (join 2005)

11. Le Meridien Jakarta (join 2005)

## **2.12 Sheraton Bandung Hotel & Towers**

From the Hotel that have been mentioned, one of them is Sheraton Hotel. sheraton Hotel was built in 1989 by Marriott. It is located at Jl. Ir. H. Juanda No. 390 Bandung. On October 2, 1990 the hotel was inaugurated under the name Sheraton Inn Bandung. This inn, which has 111 rooms, is recognized as a 3-star hotel (3) as the second Sheraton hotel opened in Indonesia after Sheraton Inn Lampung opened 2 (two) weeks early. On the way, Sheraton Inn Bandung made some changes and craved the facilities for the convenience of his guest so that in 1995 Sheraton Inn Bandung get recognition as a 4-star hotel and changed its name from Sheraton Inn Bandung to Sheraton Bandung Hotel.

There are room types namely Towers Room, Towers Cabana, Towers Suite and Presidential Suite. In addition Building Hotel also has a room type namely Deluxe Room, Executive Room, Executive suite, Junior Suite, Pool Access and Garden Access. Sheraton Bandung Hotel & Towers has 156 rooms all with standing balcony and seat balcony. And has a poll access as well.

## **2.13 Towers Building**

The construction of these additional rooms could eventually be operated in early January 1998 and referred to as Towers. Naming "Towers" because in this new building, the rooms we offer have advantages compared with the existing rooms. With the increasing number of customer requests for room facilities and other facilities then in 1997 begins construction of new rooms as much as 45 rooms and supporting facilities. Some of the advantages are located in interior design rooms, facilities in the room and the personal service

or personal assistant for every guest who stay in the new room. This service is called the Butler Service, and this service is only provided in the 'Towers' rooms. There are room types namely Towers Room, Towers Cabana, Towers Suite and Presidential Suite. In addition Building Hotel also has a room type namely Deluxe Room, Executive Room, Executive suite, Junior Suite, Pool Access and garden access. Sheraton Bandung Hotel & Towers has 156 rooms all with standing balcony and seat balcony. And has a pool access as well. Towers is a different building with the hotel. The rooms available here are Executive rooms such as Towers room and Suite room. Towers offers a variety of benefits different from hotels. Like butler service and access to Towers Lounge. Butler service is a personal service or personal assistant that guests can get if staying at Towers building. Towers has its own Reception as well as its own lounge, which is why the Towers Lounge earned the nickname "A hotel inside the hotel" with more private and exclusive atmosphere.

Towers Lounge has a very pampering service to its guests. Starting from the easy check-in and check-out process. With terra cotta and fine gold color combinations, having a very natural and beautiful fireplace chimney makes guests feel at ease in the Tower Lounge. In addition, free high-speed internet access offers guests to work while enjoying the beauty that exists.

Guests can also enjoy the continental breakfast buffet, evening cocktail and all day refreshment that has been provided every day at a certain time Opening hours:

- Evening Cocktail: 4pm - 7pm
- All day refreshment: 06.00 - 22.00

Along with the operation of Towers, on September 1, 1998 Sheraton Hotel received recognition as a 5-star hotel and changed its name to Sheraton Bandung Hotel & Towers with 156 rooms up to now.

## 2.14 Rooms

Sheraton Bandung Hotel & Towers has 156 rooms with 11 types of rooms, Facilities equipped with amenities in some rooms and others are:

**Table 2.1**

| <b>Room type</b>   | <b>Total</b> |
|--------------------|--------------|
| Deluxe Room        | 60           |
| Garden Access Room | 18           |
| Pool View Room     | 14           |
| Pool Access Room   | 7            |
| Executive Room     | 6            |
| Towers Room        | 28           |
| Towers Cabana Room | 12           |
| Junior Suite       | 3            |
| Executive Suite    | 3            |
| Towers Suite       | 4            |
| Presidential Suite | 1            |
| <b>Total</b>       | <b>156</b>   |

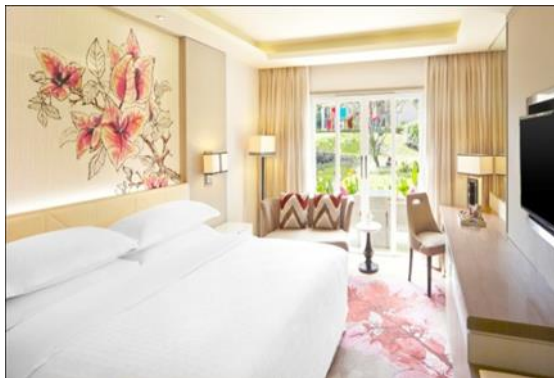
a. Deluxe Room



Deluxe Room

Modern rooms with chic design & enchanting garden views. Equipped with LCD, laptop-sized deposit box, rain shower, refreshment center, work desk and comfortable sofa.

b. Garden Access



Garden Access

Room with direct access to our garden where you can spend time with your best. Equipped with LCD TV, laptop sized deposit box, walk in shower, refreshment center, work desk and comfortable sofa.

c. Pool View



Pool View

Spacious room with stunning pool views. Equipped with LCD TV, laptop sized deposit box, walk in shower, refreshment center, work desk and comfortable sofa.

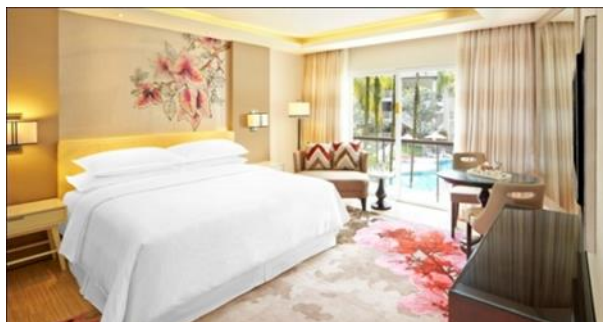
d. Pool Access



Pool Access

This neat room allows direct access to the pool. Equipped with LCD TV, laptop sized deposit box, walk in shower, refreshment center, work desk and comfortable sofa.

e. Executive Room



## Executive Room

This room offers spacious space and comfort for you and your spouse or businessman. Of all Executive rooms, you can look directly into the pool. This room comes with a king size bed. Equipped with LCD TV, laptop sized deposit box, walk in shower, refreshment center, work desk and comfortable sofa.

### f. Towers Room



### Towers Room

The Towers Room is ideal for guests who need more space and privacy. Equipped with LCD TV, laptop sized deposit box, walk in shower, refreshment center, work desk and comfortable sofa.

Stay at Towers Room and enjoy.

- Access to Tower Lounge which offers meeting space when needed for a total of 6 (six) persons per 1 (one) hour.

- Free tea, coffee and snacks such as Type of Cookies, and Type of Candy.

- Evening Cocktails from 16.00 - 19.00 WIB.

- Unlimited Wi-Fi service

### g. Towers Cabana



Towers Cabana

Towers Cabana. Located on the first floor of Tower building, a blend of modern, eye catching decor with classic floral touches, as well as enclosed gardens that add to your privacy while enjoying the coolness of Bandung from the terrace.

Stay at Towers Cabana Room and enjoy:

- Access to Tower Lounge which offers meeting space when needed for a total of 6 (six) persons per 1 (one) hour.
- Free tea, coffee and snacks such as Type of Cookies and drinks.
- Evening Cocktails from 16.00 - 19.00 WIB.
- Unlimited Wi-Fi service

#### h. Towers Suite



Towers Suite



Towers Suite offers higher-class luxury. Provides spacious bedrooms with maximum air ventilation, complete with living room, dining table, coffee table and separate pantry. This room describes the typical warmth of Bandung city.

Stay at the Towers Suite and enjoy:

- Access to the Tower Lounge which offers meeting space required for a total of 6 (six) persons per 1 (one) hour.

- Free tea, coffee and snacks such as Type Of Cookies, and Type Of Candy.

- Evening Cocktails from 16.00 - 19.00 WIB.

- Unlimited Wi-Fi service.

#### h. Towers Suite



Towers Suite

Towers Suite offers higher-class luxury. Provides spacious bedrooms with maximum air ventilation, complete with living room, dining table, coffee table and separate pantry. This room describes the typical warmth of Bandung city.

Stay at the Towers Suite and enjoy:

- Access to the Tower Lounge which offers meeting space required for a total of 6 (six) persons per 1 (one) hour.

- Free tea, coffee and snacks such as Type of Cookies, and Type of Candy.
- Evening Cocktails from 16.00 - 19.00 WIB.
- Unlimited Wi-Fi service.

#### i.Executive Suite



Executive Suite

With a 96 m2 size room, this is the largest room at the Sheraton Bandung Hotel & Towers. Bring a separate bedroom with living room, dining table and pantry. Executive Suite also has direct access for you to enjoy the view to the swimming pool. You can also enjoy direct access to the pool from the Executive Suite located on the ground floor.

Stay in the Executive Suite and enjoy:

- Access to the Tower Lounge which offers meeting space required for a total of 6 (six) persons per 1 (one) hour.

- Free tea, coffee and snacks such as Type of Cookies, and Type of Candy.
- Evening Cocktails from 16.00 - 19.00 WIB.
- Unlimited Wi-Fi service

#### j. Junior Suite



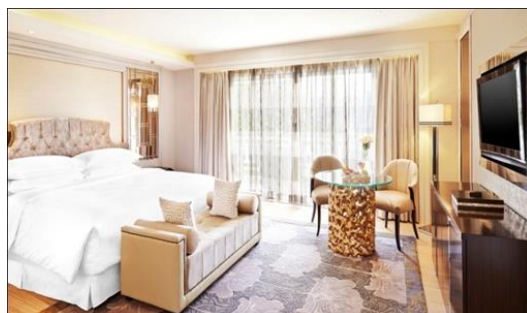
#### Junior Suite

The advantages of this exceptional accommodation are the king size bedrooms separate from the living room and small pantry ideal for a romantic family getaway or weekend getaway.

Stay in Junior Suite and enjoy:

- Access to Tower Lounge which offers meeting space when needed for a total of 6 (six) persons per 1 (one) hour.
- Free tea, coffee and snacks such as Type of Cookies, and Type Of Candy throughout the day.
- Evening Cocktails from 16.00 - 19.00 WIB.
- Unlimited Wi-Fi service.

#### k. Presidential Suite



## Presidential Suite

Presidential Suite offers special luxury. Located on the second floor of the Tower building, every part of the room is designed to bring a sharper sense of luxury. The living room area features a plush sofa with 42 inch LCD TV, Ipod dock, DVD and a larger lounge area.

Stay at the Presidential Suite and enjoy:

- Access to the Tower Lounge which offers meeting space required for a total of 6 (six) persons per 1 (one) hour.
- Free tea, coffee and snacks such as Type of Cookies, and Type Of Candy throughout the day.
- Evening Cocktails from 16.00 - 19.00 WIB.
- Unlimited Wi-Fi.

### **2.15 Front Office**

As a professionally managed and commercialized business, the hotel's greatest benefit comes from selling guest rooms compared to other products offered by the hotel. According to Andayani (2015:27) *“Di Hotel-hotel roomdivision mampu memberikan sumbangan revenue terbesar dibandingkan divisi lainnya di hotel. Departemen yang bekerja sama untuk menggerakkan divisi ini terdiri atas departemen front office, housekeeping, uniform service dan concierge”*.

To provide maximum service for the achievement of satisfaction to the guests, one of the factors that influence it is during the operational itself. Operational hotel itself is divided into two work areas, named front office area and back office. Front office is a department that belongs to the scope of room division which in operation is directly related to the guest. While the back office is a department that is not related to the guest directly.

The front office has a huge responsibility for first impressions and is vulnerable to guest complaints, so the front office must provide an optimal service to the guest itself to avoid complaints. Front office gives first impression to guests either directly or through communication media such as telephone, fax, email and website. So the front office plays an important role in the operation of a hotel. According to Sugiarto (2004:2) "*Hampir semua kegiatan yang ada di kantor depan berhubungan dengan tamu, baik secara langsung maupun tidak langsung. karena itu kantor depan hotel memiliki peranan penting dalam operasi sebuah hotel*". To be able to provide an optimal service to guests, the front office must also know what guests need and provide what the guests want.

One of the main tasks of the front office department is to sell the room to as many guests as possible at a reasonable price. as expressed by Cassado (2014: 18): "The main goal of the front office, in close cooperation with reservation and sales departments, is to sell many guest rooms as possible at the highest feasible rates".

## **2.16 About SPG Guest**

Starwood Preferred Guest is a member of Marriott properties management for guests who often stay at Marriot properties, including Sheraton Hotel & Towers. SPG member will do special treatment when staying at Marriot's property including Sheraton Bandung Hotel & Towers. When the authors was at the Sheraton Bandung Hotel & Towers and saw the Guest Service Agent handling the SPG member looks different than usual.

The GSA knows the identity of the guest who has been becoming a SPG member, then the one they serve is like a special guest. The guest is not required to fill the identity again, unless the guest identity has changed. And then the GSA offers the benefits of SPG members depending on the guests' points. SPG benefits are divided into three different members and depend on the following points.

**Table 2.2**

| SPG Benefit  | Preferred            | Gold (10 stays/25 nights annually) | Platinum (25 stays/50 nights annually) | SPG benefit with design Hotels    |
|--|----------------------|------------------------------------|--|-----------------------------------|
| Starpoints earned per eligible U.S. dollar spent   | 2                    | 3                                  | 3 or 4 depending on Nights             | 2,3 or 4 depending on member tier |
| Credit earned toward elite status on paid and Award stays  | •                    | •                                  | •                                      | •                                 |
| Starpoints earned for meetings & events  | 1 per US\$3          | 1 Per US\$2                        | 1 Per US\$2                            |                                   |
| Credit earned toward elite status on paid and Award stays when you contract for a group or meeting | •                    | •                                  | •                                      |                                   |
| Redemption of Free Night Awards without blackout dates   | •                    | •                                  | •                                      | •                                 |
| Guaranteed room availability   |                      |                                    | •                                      |                                   |
| An enhanced room at check-in   | Preferred Guest plus | •                                  | •                                      |                                   |
| Best available room upgrades at check-in, including Standard Suites                                |                      |                                    | •                                      |                                   |
| Welcome gift of 250 bonus Starpoints (125 at Aloft, Element,                                       |                      | •                                  |  | 250 bonus starpoints              |

|   |                      |   |   |   |                            |
|---|----------------------|---|---|---|----------------------------|
| Four Points), in-room Internet access or free drink   |                      |   |   |   | only                       |
| Welcome gift of 500 bonus Starpoints (250 at Aloft, Element, Four Points), local gift or continental breakfast  |                      |   |   | • | 500 bonus starpoints only  |
| Complimentary in-room Internet access   |                      |   |   |   | As a welcome gift choice • |
| Complimentary in-room Internet access when you book through our sites or the SPG apps (plus customer contact centers only for participating Design Hotels™ Member Hotels) |                      |   | • | • |                            |
| Complimentary in-room bottled water   |                      | • | • | • | •                          |
| 4 p.m. late checkout, subject to availability at resort and conference center hotels  | Preferred guest plus |   | • | • |                            |
| Club- and Executive-level lounge privileges, where available  |                      |   |   | • |                            |
| SPG Nights Benefits award Platinum members with even more after 50, 75, and 100 nights in a calendar year   |                      |   |   | • |                            |