

Chapter I

Introduction

1. Background of the Research

The development of Indonesia's tourism world in recent years is growing rapidly, along with the discovery of new tourist attraction. Tourism is one source of foreign exchange, therefore the government seeks the development of the tourism sector. Moreover, the government invites the private company to compete in offering the idea that will seduce the foreign to come. Furthermore, in competition to attract guests, there is a phrase that the more participant in the competition to stay at the hotel, the more foreign will visit.

Furthermore, the increase of participant in that competition, it is not easy for hotel manager to provide the best service. With the rapid increase in the number of people who are doing the tour nowadays, it would benefit the country's revenue. Therefore, much of the country more specifically tourist destination since the last few years working on a tourism seriously and make the tourism sector as the flagship in foreign exchange earnings, job creation, and poverty reduction.

Since a lot of tourists do travel to tourism destination, they will bring a lot of money to buy various things during their holiday, mostly they will give the thing that have been bought for their family or friend. Furthermore, this transaction or tourist habitual will have an impact to the economic life in the region in terms of foreign exchange receipts, income, employment opportunities and incomes of the Government in the area.

Furthermore, tourists are often referred to as people who travel to specific destinations. The tour is not only to entertain or just relax. Tourists are not the only people who entered foreign countries as mentioned above. But also they travel from one place to the other in their country. Therefore, we know the foreigners and domestic tourists. Tourism is also an activity and human interaction with the environment. The interaction is done through life, hope and desire against the environment so that it can give a sense of satisfaction.

A good hotel is capable of profiting by giving satisfaction and confidence to the hotel guests. In the hotel, we have to try to motivate the employees to understand the importance of hotel procedure for giving satisfaction to the guests. It is necessary also to try and look at everything from the point of view of the guests. It is necessary also to try and look at everything from the point of view of the guests. We have to give the guest needed and then we must improve the service. Hotel employees should be aware of trust guest, and the satisfaction is more important than the satisfaction of management.

Front office department is the place of service of sales rooms or room rental to the hotel or the group guests. Because of its function, the location of the front office is supposed to be in a place that is easily seen or known by guests. This section is part of the first being contacted by the guest before guests come and stay at the hotel.

Front office department is also the center of activity and the place where hotel guests first impression. How to greet guests and handle when they first arrived at the hotel will form its own impression and atmosphere of the hotel absolutely during the guests stay at the hotel. One of section of the Front Office Department is a Bellboy which is one

section of the first impression of the hotel and who first handling the tourist or the group tourist. He will give the important progress of hotel, it is like taking the guest luggage with the best service. Thus, the expectation for a number of guest staying increased.

Therefore the performance of Bellboy absolutely support the progress of a hotel. Service quality is very important in the world of hospitality. With the increasing number of hotels that stand and the competition is quite high, then the quality of service is one factor to distinguish themselves from other hotels. Good quality will attract guest to come. The quality of Bellboy performance is influenced by several factors such as work ability, work discipline, job responsibilities and cooperation among employees. Front Office is the heart of the hotel and the Bellboy is the first impression where guests first get information. The writer will analyze the skill service quality of Bellboy at Sheraton Hotel & Towers Bandung Therefore, the writer make a paper entitled "*The Multi Skill Bellboy at Sheraton Hotel & Towers Bandung*".

1.1 Identification of the Problem

Based on the background above, the writer can identify problems:

1. Lack of Bellboy to know what role and communication they actually do now in the concierge section.
2. Lack of multi skill of Bellboy to make effectiveness and efficiency of work.

1.2 Research Question

According to the statements in identification of the problem, the research questions of the study are:

1. What are the multi skill that the bellboy has in providing satisfaction for the hotel foreign guest?
2. What are the foreign guest's response toward the bellboy's performances?

1.3 Limitation of the Study

The limitation of the writer problem is looking for data sources from the bellboy himself. Therefore, the result of the interview will be a basis for illustrating the service quality of the bellboy.

1.4 Objective of the Study

The objective of this qualitative study is to illustrate the service quality of bellboy at Sheraton Hotel and Towers in Bandung and to examine how it is related to the satisfaction of the guest.

1.5 Significances of the Study

The benefit of the result of this research is as follows:

1. Theoretical benefit.

The results of this study can provide a useful contribution to a more comprehensive study as a source of information and knowledge about the Procedure of Bellboy role at Sheraton Hotel & Towers Bandung

2. Practical

The results of this study can be considered as the implementation of Bellboy job at Sheraton Hotel Bandung. For the writer, this research is expected to provide some experience and knowledge of the roles of Bellboy in improving quality of service