

Chapter II

Theoretical Foundation

2.1 Hotel Definition

In this chapter, the writer would like to tell about the definition of hotel from many experts for every departments, especially in Front Office section. Because previously the writer want to give the observation result about the role of Bellboy in Front Office section. Thus the writer taking sources from the experts as reference, because previously the writer had undergone how to become a Bellboy.

Hotel is a building, corporate or business accommodation that provides services, food and beverage, and another facilities for guests. The definition of guest is a person who stays or uses hotel facilities. One of facilities in the hotel is a restaurant which is managed directly under the hotel management.

Medlink (1993) says that: “It is the basic function of the hotel, which make it quite distinct from other types of business, and to which its other functions are supplementary. Where others provide accommodation, meals, and refreshments for those away from home – such as hospitals or boarding schools, or hostels, their primary purpose – whether treatment or education or something else – is different” and Medlink (1993) lays out that benchmarking is more difficult than the effort of its kind or similar Hotels: Also in practice, it is not difficult to draw a line between the provision of accommodation by hotels and the letting of accommodation on a tenancy basis, but more difficult between and guests houses and similar establishments, which share the basic function of the hotel.

Kasavana, Michael L (1995) says that “A hotel or inn be defined as an establishment whose primary 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 service, bell and door attendant service (sometimes called uniformed service), laundry or dry cleaning and use of furniture and fixtures”.

As mention above describe as hotel is a building that provides food and kind of accommodation. A prominent feature of the hotel is supplementary, such as sports facilities, business center, restaurant, swimming pool, music live, friendly service, in a single entity that makes guests feel comfortable. That’s what make distinguishes between boarding hotel and hostel, or even when compared to a restaurant without accommodation.

2.2 Hotel Department

The hotel’s different departments and their functions all play a crucial role in ensuring the successful run of the business while providing a positive experience to it guests. Salahudin (2015) says that Front Office Department are divided into several sections, including:

a. Front Office

The Front Office Department is often referred as the nerve center of the hotel as it is in constant contact with the guests, and has the most diverse operating exposure. Our team is passionate about guest service and look at every possible opportunity to make our guests comfortable during their stay. The front office

associates have a keen intuition that allows them to anticipate our guest's needs and exceed them. With its excellent communication skills, it is not unusual for our staff to have multi-task and work diligently in order to resolve any issues that may arise.

b. Housekeeping Department

The Housekeeping Department is responsible for the immaculate care and upkeep of all guest rooms and public spaces. Individuals who excel in our Housekeeping Departments have an eye for detail and a commitment to the training, development and motivation of a diverse group of talented employees. In a competitive hotel market, it is service and cleanliness that really make an impact on our guests and determine whether they will return.

c. Engineering Department

Engineering department is responsible for repairing and maintaining the plant and machinery, water treatment and distribution, boilers and water heating, sewage treatment, external and common area lighting, fountains and water features etc.

d. Accounting Department

Accounting departments typically handle a variety of important tasks. Such tasks often include invoicing customers, accounts receivable monitoring, and collections, account reconciliations, payables processing, consolidation of multiple entities under common ownership, budgeting, periodic financial reporting as well as financial analysis. Also common are setting up adequate

internal controls for all business processes (to prevent theft/misappropriation of assets), handling external audits and dealing with banks in order to obtain financing. Taxes are sometimes handled by accounting departments in house, but this work is often contracted to outside tax accountants.

e. **Human Resource Department**

The division of a Human Resource Department is focused on activities relating to employees. These activities normally include recruiting and hiring new employees, orientation, and training of current employees, employee benefits, and retention. HR also serves as a progressive voice in a common system and strives to ensure competitiveness in the conditions of service for staff.

f. **Security department**

Security department literally to protect the guests and staff of the hotel, including all of their property. Secondly the security department's role in a hotel is to secure the actual premises and the property of the Hotel. Hotel security department usually uses preventative tasks such as patrolling, monitoring CCTV, and investigating.

g. **Food and Beverage Department**

Food and Beverage Service is the service of Food made in the Kitchen and Drinks prepared in the Bar to the Customers (Guest) at the Food & Beverage premises, which can be: Restaurants, Bars, Hotels, Airlines, Cruise Ships, Trains, Companies, Schools, Colleges, Hospitals, Prisons, and Takeaway etc.

As mentioned above, every department chart shall be flexible, to reflect the ever-changing environmental dynamics and, hence be able to survive. In accordance, departments shall be reviewed periodically in order to determine whether the actual organization still matches the environment needs (guests, employees, technology, and competitor's needs) or not. A SWOT analysis (**S**trengths, **W**eaknesses, **O**pportunities, and **T**hreats) shall be a good start to initiate a change in the organization chart or not. Last but not least, it is very importance that there are no two hotels having exactly the same organization chart and that a hotel might have an organization chart change over time. Organization charts shall be tailored to fit the needs of each individual property.

And according to Soenarno (2006), says that Hotel Department is divided into several sections, namely:

a. General Manager/Operating Manager

GM is the top leadership of an organization structure of the hotel. He is responsible for the overall operation of the hotel and the performance of its employees.

b. Assistant General Manager

Deputy General Manager. This position is generally in the major hotels where the General Manager should be assisted and supported by the Assistant General Manager. Handling management tasks that have been formulated and directed by the General Manager is implemented and communicated to the Assistant General Manager. Subsequently forwarded to the Department Head.

c. Director of Sales

Director of Sales is a officials who determine the success of the hotel in the hotel selling products to consumers.

d. Director of Rooms

Director of Rooms is a hotel official responsible for managing the front office.

e. Food and Beverage Director

Officials in charge of managing the Food and Beverage Department to provide quality food and beverages favored guests. Plan the menu, make sure that each subordinate can present food with fast and friendly, and control costs Food and Beverage Department.

f. Director of HRD

HRD is an official in charge of managing human resources for the success of the hotel. HR Manager must master the laws and regulations relating to employment, local, national, and international levels. He was in charge of receiving and recruiting new employees, organizes all personnel administration and employee activities, as well as training for employees.

g. Financial Controller

The controller is responsible for the effectiveness of the administration and presentation of financial data prepared every day. He will be consulted and its views in terms of hotel finance.

Hotel can be found in almost every city in the World and may consist of large chains, franchises or privately-owned facilities. A functional organizational structure provides a

hierarchy with one or two executives overseeing the entire operation. The organization is then broken down into functional groups. A functional organizational structure in a hotel allows each area to focus on specific tasks, which allows employees to increase productivity.

2.3 History of Sheraton Hotel

The origins of Sheraton Hotels date to 1933, when Harvard classmates Ernest Henderson and Robert Moore purchased the Continental Hotel in Cambridge, Massachusetts. In 1937, Henderson and Moore purchased the Standard Investing Company and made it the company through which they would run their hotels. Also in 1937, they purchased their second hotel, and the first as part of the new company, the Stonehaven Hotel in Springfield, Massachusetts, a converted apartment building. The chain got its name from the third hotel the pair acquired, in Boston, which already had a large lighted sign on the roof saying "Sheraton Hotel," which was too expensive to change. Instead, Henderson and Moore decided to call all of their hotels by that name.

In April 1995, ITT Sheraton introduced a new, mid-scale hotel brand, Four Points by Sheraton Hotels, to replace the designation of certain hotels as Sheraton Inns. In 1998, Starwood Hotels & Resorts Worldwide, Inc. acquired ITT Sheraton, outbidding Hilton. Under Starwood's leadership, Sheraton began renovating many hotels and expanding the brand's footprint. In 2016, Marriott International purchased Starwood Hotels, and the newly-merged company became the largest hotel and resort company in the world.

2.4 Front Office Department

Front office department is a part department that has an important role in operating the hotel. Front office department having the role and the major function to sell (in a lease) room to the guests. Because of its functions, then the location of the front office department must easily see or known by guests. However, this department could not work alone because it is very linked with the other departments such as housekeeping, front office, engineering, accounting, and others.

Salahudin (2015) says that front office department is divided into pieces having functions different service. As for the part that is in front office department are:

1. Service reservations rooms (reservation service).
2. Service handling freight guests (porter or bell boy).
3. Information service (information service).
4. Check in services and check out guests (reception or front desk).

Organizational structure in the Front Office depends on at the capacity which is small or big hotel . The bigger the hotel more the full department. The smaller, the most biased position assumed by staff so that the structure of the organization that would become increasingly simple.

2.5 Bellboy Definition

Bellboy is a term or call for Porter, for most hotels in Asia, in the world of European and American hospitality people are more familiar with calling Porter as a porter and bellman. This was also conveyed by Bagyono (2006: 66).

2.6 Tourism Sector

Tourism is totally of relationship and phenomena arising from the travel and stay of strangers, provided the stay does not imply the establishment of permanent residence and is not connected with a remunerated activity. (Schmoll, G.A: 1997).

Tourism is an activity to travel with the aim of getting pleasure, looking for satisfaction, knowing something, improve health, enjoy sports or breaks, perform the task, make a pilgrimage and others (Meyers: 2009). Defining tourism as a series of activities in the form of displacement activity of people for a while to a destination outside of the place of residence or workplace, activity that he did during his stay in the destination, and amenity provided to meet his needs well during the trip and the location of the goal.

Tourism is one of the new industries that are capable of accelerating economic growth and the provision of employment opportunities, increased income, living standards and stimulate other productive sectors. Furthermore, as a complex, tourism sector also effort to industries such as industrial handicrafts and souvenirs, lodging and transportation (Yoeti, Oka: 1996).

As mentioned above, one of the facilities for the most important to the needs of a person who travels more than a day is a hotel. Tourism is a service industry. They handle services ranging from transportation, hospitality services, shelter, food, drinks and other relevant services such as banking, insurance, security etc. And also offers a district, culture, an escape, adventure, new experiences and other different.

2.7 Traveler Definition

Traveler is someone who is traveling, which usually need a place to relax, vacation, or recreation. Traveler focuses on people that are traveling and can be done in various ways. How that is done can be traveling activities conducted independently or through the services of others, namely travel. To become a true traveler cannot be obtained just by doing some traveling.

Odgers, Peter (2001) says that A Traveler may be defined as a person is on a journey from one place to another, however, short or long that journey maybe. According to Kusumaningrum (2009), explains that tourists are people who are not working, or are on vacation and voluntarily visit other areas to get something else. And according to Irawan (2010) says that "tourists are peopling who for 24 hours or more to travel in countries that are not the usual residence." From the above statement, it can be concluded that the rating is an integral part of world tourism. Travelers are very diverse, young and old, poor-rich, foreign or local, all have desires and the expectations are different. Those are traveling for different purposes, some for holiday, a break from the daily routine, or travelers who accidentally around the world.

2.8 Standard Operating Procedure (SOP)

A standard operating procedure, or SOP, is a set of step-by-step instructions created by a business to help workers carry out routine operations. Their purpose is to achieve efficiency, quality output and uniformity of performance while reducing miscommunication and failure to comply with industry regulations.

According to Atmoko (2011:2), Standard Operating Procedure is an overview of the working steps (systems, mechanisms and internal working procedures) required in the implementation of a task to achieve agency objectives government. SOP as a document / instrument includes about process and procedure an activity that is both effective and efficient based on a fixed standard. The absence of reference and guidance in the implementation of administrative activities within the government and many state agencies complained of by the community, because of the absence of reference to the administrative services be causing the service process seems complicated, the length of service and indicate their corrupt practices.

In order to understand the activity on the job is well every organization must have a reference, work instructions or procedures. Due to the existence of this reference procedure or the employee, employer, and community management to get a clarity and ease of transparency in any given service procedures. There are some terms of reference in the work, among others Work Instruction (Work Instruction) and Standard Operating Procedure (SOP). The two terms have the same function and meaning while a reference work that is the only difference from the use of the terms / language within each organization.

Standard Operating Procedure is a guideline or a reference to perform job duties in accordance with the functions and performance of government institutions assessment tool based on indicators of technical indicators, administratively and procedurally in accordance with the work procedures, procedures, and systems of work at the work unit concerned. The purpose is to create a commitment of what is done by unit labor

government agencies to realize good governance. Some of the elements that must exist in the SOP, including:

- Must be contained processes or phases of work. This means, systematically SOP contains a sequence of initial work began until the end.
- Require the underwriting answers at each stage of the work, there are responsible for the work. When an error occurs, either in relation to the procedures or documents used, accountability for work processes became clear. There is no more to blame each other.
- On the documents used. There are still many organizations do not understand the importance of the document as one element of the SOP. For example, the company uses the document incoming and outgoing mail. It turns out in the SOP are not included. There also put it, but in practice not the document in question. Between one department to department within a company often use different documents for the same document.
- Measures of success relate to how SOP can measure performance levels. The fourth element is often overlooked by many levels of the organization because it is considered irrelevant. This is why the level of effectiveness of SOP is not measurable performance.

According to Bagyono 2006, for the Standard Procedure for Bellboy/Porter there are another staff who have different duty such as: doorman, page boy courier, cloakroom attendant, lift attendant, messenger, inquiry clerk and car valet.

The size and specification Hotel service effects structure of concierge organization. The positions who pointing to duty specifications sometimes not must handled by specific workers. Especially mostly hotel applied the multi skill system for their employees. With this system expect the effectiveness and their work efficiency can be improved. For example the job for delivering message in inside hotel who suppose to be handled by messenger can do by bellboy/porter. Therefore hote doesn't need to employ messenger in particular. Otherwise, in hotels who have high level for transportation mobility, car valet absolutely needed separately. In this kind of hotels, bellboy job can be disturbed if given double duty as car valet. And Management Sheraton Hotel and Towers Bandung says that SOP (Standard Operating Procedure) for the Bellboy is the document that contains the steps/systematics work within a Department. Some understanding of SOP according to experts, the main purpose of the preparation of the SOP is to simplify any work process and minimize the existence of errors in the work process. As for the duties and responsibilities of the BELLBOY in our hotel are as follows:

<ul style="list-style-type: none"> • Read the log book about work that needs to be followed up
<ul style="list-style-type: none"> • Take guests to the registration desk (front desk)
<ul style="list-style-type: none"> • Handle guest luggage at check-in
<ul style="list-style-type: none"> • Handle guest luggage at check out
<ul style="list-style-type: none"> • Handle guest luggage when moving rooms
<ul style="list-style-type: none"> • Handle group guest luggage when checking in
<ul style="list-style-type: none"> • Handle group guest luggage when checking out
<ul style="list-style-type: none"> • Provide an explanation of room facilities to guests who have just checked in
<ul style="list-style-type: none"> • Maintain the security of guest luggage

<ul style="list-style-type: none"> • Handle the storage of guest luggage
<ul style="list-style-type: none"> • Receiving and carrying out instructional tasks (running errand)
<ul style="list-style-type: none"> • Prepare equipment used for duty
<ul style="list-style-type: none"> • Caring for Trolley transporting goods
<ul style="list-style-type: none"> • Carry out tasks assigned by bos
<ul style="list-style-type: none"> • Carry out data archiving regarding guest luggage
<ul style="list-style-type: none"> • Report unusual events
<ul style="list-style-type: none"> • Keeping the work area clean and tidy

Based on the above understanding it can be concluded that the Standard Operating Procedure is a set of written instructions that guide to perform job duties in accordance with the functions and performance assessment tools in conducting its operational activities.

2.9 Hotel Guests

Guest is an integral part of a business hotel. Therefore, decent guests expect and get professional service of a hotel. Every guest wants to obtain something that exceeds the value expected from the price they pay. For that a receptionist not to make the guests have the impression that the price they pay is not commensurate with the services they receive.

According to Agusnawar (2004) generally, the types of guests staying in a hotel can be classified as follows:

1. Domestic Tourist

Domestic Tourist is a local tourists/ region where he lived/stays at a hotel, for example during the weekend, or for a special function and other activities.

2. FITs (Free Independent Travelers)

FITs is a international tourists who travel individually and not bonded in a group/groups. Usually, this type of guest room FITs makes reservations directly to the hotel and generally just booked a room (room only).

3. GITS (Group Inclusive Tours)

GITS is a vacationer who travels together on a package tour. Usually this type of guests traveling with an intermediary travel agent.

4. SITS (Special Interest Tours)

That is a group that visits a place, usually with special purposes such as visiting Borobudur and so on.

5. CIPS (Commercially Important Persons)

CIPS is a guests or executive of a large company who is always traveling and staying in luxury hotels. Usually, the room reservations made by the secretary or assistant.

6. SPATTs(Special Attention Guests)

SPATTs is a guests who require more attention / special, like guests who have stayed long in a hotel, an ill guest, guests who are elderly, disabled guests, and so forth.

7. VIPs (Very Important Persons)

VIPs is a guest are considered important in a hotel, such as celebrities, guests staying in the rooms expensive, government officials, corporate leaders, patronage and so forth.

8. Regular Guest

Regular guests are a guest who stays at a hotel. The guests generally stay at a hotel without making a reservation in advance. Regular guest often called Walking guest.

And Sulistyawati (2014) said that kind of hotel guests can be divided into several parts, according to their respective needs. There are: **A.** Walk in guest, **B.** Group (GIT), **C.** Travel Agent, **D.** Corporate, **E.** Embassy, **F.** Airline crew, **G.** Airline passenger, **H.** Stranded passenger, **I.** Weekend rate, **J.** Airport rep, **K.** Membership card, **L.** Hotelier, **M.** Press, **N.** Government, **O.** Long stay, **P.** Certain Package, **Q.** Honey Moon, **R.** VIP (Very Important Person).

Some understanding of the above is just a small part, because it has so much meaning for the existence and development of a hotel. The point is that guests are human beings who have a taste, expectations, and satisfaction is manifold, which cannot be equated averaged. Although there are differences in terms of guests, such as described above is not meant to differentiate the treatment in serving guests. Every guest who comes to check in to the hotel deserves excellent service by the hotel. Every guest is special (every guest is special one).

2.10 Satisfaction of Hotel Guests

Comfort and cozy feeling a person is a comprehensive value to the environment. Human assesses environmental conditions based stimuli that get into itself through the six senses through nerves and digested by the brain to be assessed. In this case involved not only a matter of physical, biological but also feelings. Sound, light, smell, temperature and other stimuli were arrested at once and then processed by the brain. Then the brain will provide an assessment of whether the condition is relatively comfortable or not. Satisfaction is a feeling felt by a guest for the good of treatment or not. The role of hotel provide facility for guest satisfaction is very important for hotel existence itself. Hotel existence to serve a physical, biological or even feeling satisfaction is an absolute things that must be owned by a 5 star hotel employee. Bellboy is the first impression satisfaction who will be accepted by the guest, and before that Bellboy have to know what is the real meaning of satisfaction. So Bellboy will not leave bad impression for hotel guest to reaching their satisfaction.

According to Sulastiyono (2004), satisfaction can be defined as a situation in the one, where he has managed to get something that is a need and wish to. Satisfaction is a feeling felt by a guest for the good of treatment or not. The volume of is the condition someone to have any lid, and it is compulsory for himself. To reaching consumer satisfaction Umar (2005), said consumer satisfaction is the level of consumer feelings after comparing between what he receives and his expectations. A customer, if he feels satisfied with the value provided by a product or service, is very likely to become a customer for a long time, and is that very important thing for hotel business to keep

business on the line, Kotler and Keller (2007) said customer satisfaction is the customer assessment for the product or service that has provided the level of enjoyment as expected. Every business activity in terms of sales and hospitality is related to customer satisfaction. With customer satisfaction, business continuity will be maintained. And Kolcaba (2005), reveals the satisfaction/comfort is a state has been the fulfillment of basic human needs: the need for reassurance (a satisfaction which increases the ability of day-to-day), relief (needs have been met) and transcendent (the state of an exceeding of problems and pain). Thus it can be concluded that satisfaction is a condition a person/representation of group who feels comfortable feeling based on the perception of each individual that represented by someone. While convenient is a situation has been the fulfillment of basic human needs of the individual as a result of several factors the environmental conditions.