

Chapter II

The Role Guest Service Agent in Explaining Hotel Room to Foreign Guest at Grand Mercure Hotel

2.1 Definition of Hotel

Hotel is one of the supporting facilities in the world of tourism which provides lodging services with equipped food and beverage services and provides a variety of facilities provided to the general public, whether guests stay at hotel or guests using only certain facilities owned by the hotel. According to Bagyono (2005:63), that: *“Hotel adalah jenis akomodasi yang dikelola secara komersial dan profesional, disediakan bagi setiap orang untuk mendapatkan pelayanan penginapan, makan dan minum serta pelayanan lainnya.”* Hotel are a type of commercially and professionally managed accommodation, provided for everyone to get lodging, food and drink services and other services.

According to Sihite (2007:206):

“Hotel adalah suatu jenis akomodasi yang mempergunakan sebagian atau seluruh bangunan untuk menyediakan jasa penginapan, makanan dan minuman serta jasa penunjang lainnya bagi umum yang dikelola secara komersial.”

A hotel is a type of accommodation that uses part or all of the building to provide lodging, food and beverage services and other supporting services for the public which are commercially managed.

From both of the above meanings that the definition of hotel is a business entity or company that provides services to the general public such as room service, lodging services, food and beverages or various facilities intended for those who stay or who only use certain facilities owned by the hotel temporary. Hotel can help travelers who are traveling, vacationing and doing business.

In general, hotels have departments that have their respective functions and responsibilities. In the hotel department has a role to provide a service so that other people can feel satisfaction in terms of service matters. Below are the relevant departments within the hotel according to Salahudin (2015):

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.

Based on the expert definition above, each hotel department has its own duties and responsibilities. Therefore the department is very important for every hotel, because every department has provisions for employees and needs for guests. In each department have services in their own way, to provide good service to guest, each department must cooperate with other departments.

2.2 Front Office Department

In regarding these departments, Front Office is one of the departments that has an important role in operating a hotel. The presence of the Front Office department inside the hotel can help other departments to achieve a guest satisfaction goal. This department is the guest center to experience a service offered and as the heart of the hotel. This department is the key for guest impression towards the hotel itself, because the Front Office department has the responsibility to make the guests feel like they're at home whenever they enter the hotel's lobby. According to Sulastiyono (2002:67) in his book *Manajemen*

Penyelenggara Hotel, "Front Office adalah bagian terdepan yang bertugas menerima pesanan, memberikan informasi, menerima dan mengakomodasi tamu, termasuk melaksanakan pembayaran dan menerima pembayaran tamu." The Front Office is the frontline in charge of receiving orders, providing information, accepting and accommodating guests, including carrying out payments and receiving guest payments.

The Front Office department is the first place that has a role as a liaison between guests and hotels. Therefore the Front Office department is different from other departments because it is operationally directly related to guests. Besides being the center of hotel activities, the Front Office of the department is the center of controlling hotel activities. From this section all activities such as communication, taking orders, giving information, accommodating guests, conducting administrative processes and listening to guests complaints relating to hotel services, are always delivered and processed through the Front Office of the hotel (Front Office Department).

2.3 Guest Service Agents

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 Service Agent (GSA). Front Desk Agent is an office that works under the Front Office (FO) department. Most of the hotelier already know if Front Desk Agent 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, guest 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 guest, 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 guest), therefore it will be a front desk, nor will be direct. In terms of employment, job description of Front Desk Agent reception.

According to Sugiarto (2002:3), that:

“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 produk hotel berupa kamar, melainkan juga fasilitas-fasilitas lain-lain yang disediakan oleh pihak hotel.”

Every person in the front office is required to be capable and have salesmanship, because front office employees deal more with guests or visitors compared to other departments. What is meant is able to sell hotel products in the form of rooms, but also other facilities provided by the hotel.

From the statement about the Front Office employee or Guest Service Agent is the first person to welcome and serve guests. The main task of front

office employees is to provide information and sell guest products such as hotel rooms or hotel facilities needed by guests.

2.4 Definition of English Language

Language becomes an important part of humans in their daily lives. Language is used as a means of communicating for other human beings in carrying out activities for life. Language is used to understand each other with intent and purpose. With the language in life, humans will be easier to interact.

Nowdays, English has become an international language. English is a language medium used by people around the world because English is a global language. The role of English today is very important for life both in terms of education or business. According to Kridalaksana (1985:12) "Language is a meaningful sound system used for communication by human groups."

In communicating must be done by two or more people. Harmer (2003: 269) said: "Speaking happens when people are engaged in talking to each other and they are sure that they are doing it for good reason." So that means, language is a media that is used by a group of people to communicate with a process called "sound" and has a purpose to be conveyed.

In the world of tourism, especially hospitality, English has dominated all aspects of communication. Even in every star hotel, English is one important thing in the SOP (Standard Operating Procedure), hotel employees are required to be able to communicate using English. In a hospitality business there are certainly many guests who come to hotels from various countries in the world, as a Guest

Service Agent English can facilitate his job in communicating with foreign guests, such as explaining some hotel products or types of rooms. Therefore, English is very important in the world of hospitality as a global language with foreign guests throughout the world.

2.5 Definition of Quality Service

Quality Service is one of the company's service concepts that very important for hospitality. Some of the factors that make quality service important for a company are to increase customer loyalty and have advantages from other companies. As a big company that has several competitors that a company can improve service quality in order to maximize the needs and expectations of consumers. Therefore the hotel must have excellent service that is different from other hotels which can make guests not easily forget about their experience while staying at a hotel. According to (Tjiptono 2001) *“Kualitas merupakan suatu kondisi dinamis yang berpengaruh dengan produk, jasa, manusia, proses dan lingkungan yang memenuhi atau melebihi harapan.”* Quality is a dynamic condition that affects product, service, people and environments that meet or exceed expectations.

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 two definitions, it can be concluded that quality service is an activity carried out by employees towards guests to facilitate all activities optimally so that every guest need can be fulfilled as expected. In this case, good or bad quality service can be known through the comments of guests for the services that have been obtained. Therefore, employees are required to be more professional in carrying out their duties.

2.6 Definition of Guest

Guests are an integral part of a hotel business. Therefore, a guest deserves and gets professional service from a hotel. Every guest wants to get something commensurate and even exceeds the expected value of the price they pay. For this reason, a receptionist should not make guests have the impression that the price they pay is not commensurate with the service 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 live/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.

Some of the above are various kinds of understanding of various types of guests both local and international tourists, while from individual guests and guests in groups. From the core understanding above is that guests are creatures that have a sense and hope that cannot be measured or generalized to how much they are satisfied. Although there are differences in the types of guests, all guests deserve a special service from the hotel.

2.7 Grand Mercure Hotel Bandung

Grand Mercure Hotel Bandung is a five-star International hotel, in November 2017 Grand Mercure changed their status from Mercure Bandung a four-star hotel to a five-star hotel and is one of the hotels in Accor management, Accor is one of the largest multinational hotel companies in France, Accor company founded in 1967 and head office in Evry, France. The company operates around 4,200 hotels on five continent, the price of lodging listed varies from low, medium to high lodging spread in several tourist areas.

Pullman, MGallery, Grand Mercure, The Sabel, Novotel, Suit Hotels, Mercure, Adagio, Ibis, Ibis Style, Ibis Budged, HotellIF1, Accor Thalassa, Orbis

are some Accor hotels. In Bandung there are Ibis Hotels, Ibis Styles Bandung Braga, Ibis Budget, Ibis Bandung Pasteur, Novotel Bandung and Grand Mercure Hotel Bandung, where the hotel has its own advantages and uniqueness.

As one of Accor hotels, Grand Mercure Hotel Bandung certainly has a brand or name that guarantees quality. Grand Mercure Hotel Bandung is located at Dr. Setiabudi Street No. 269-275 Bandung, the location is very close to several tourist attractions in the Lembang area. The owner of Grand Mercure Hotel Bandung is PT. HOTEL TALAGASARI PERMAI.

2.7.1 Facilities of Grand Mercure Hotel Bandung

Grand Mercure Hotel Bandung is a hotel located in Bandung, providing services and various facilities to ensure guests are as comfortable as they are at home. The hotel has 205 rooms with a modern design interior and traditional concept. The cool atmosphere and beautiful city views at the Grand Mercure Hotel Bandung can make guests enjoy their stay more. In addition, the strategic location is the advantage of this hotel. There are many favorite tourist attractions in Bandung such as Farm House, Floating Market, Grafika Cikole, Tangkuban Perahu Mountain and others. In addition to tourist attractions, shopping centers such as Paris Van Java, Cihampelas Walk and Bandung Indah Plaza (BIP), the location is not too far from the hotel and the location to Husein Sastranegara International Airport is only about 30 minutes by car.

2.7.2 Room Type

Several types of rooms at the Grand Mercure Hotel Bandung:

- 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

2.7.3 Meeting Room

Grand Mercure Hotel Bandung has several types of meeting rooms commonly used by guests or employees of the hotel. Usually guests use a meeting room according to the booking requirements. Like a place to do business. The hotel employees use the meeting room as a training venue. Meeting rooms have a capacity that is not too extensive but is equipped with various facilities. The size of meeting rooms in this hotel is almost the same size. It's just that some meeting rooms have different names:

- Agrabinta
- Mandalayang
- Mandalagiri

- Siliwangi
- Wastukencana

Besides meeting rooms, this hotel has a Grand Ballroom with a capacity of 1700 people, usually the Grand Ballroom is used as a wedding event by guests.

2.7.4 Restaurant

There are several restaurants located at the Grand Mercure Hotel Bandung, two of which are Hardy's Restaurant and Kepler Sky Lounge. Hardy's Restaurant is a restaurant that provides traditional menus that are no less luxurious like western cuisine. While at the rooftop Kepler Sky Lounge with beautiful views of Bandung, the menu served is western cuisine and alcoholic drinks. Besides that there is a restaurant called Jing Paradise Chinese Restaurant which is located at the front of the hotel, the menu provided is Asian food, especially Chinese cuisine. There are also restaurants such as the So'ren Lobby Bar and Pool Bar located inside the hotel.

2.7.5 Recreation and Leisure Facilities

As a five-star hotel, Grand Mercure Hotel Bandung has a variety of facilities needed by guests while in hotels such as Swimming Pool, Spa & Fitness Centers, Table Tennis Areas, Kids Club, Outdoor Garden and Taxi Shuttle.

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.

2.8 Standard Operating Procedure (SOP)

Standard Operational Procedure if abbreviated as SOP is a document that contains steps in the procedure instructions for working. The main purpose of the SOP is during the work process carried out in an orderly and systematic manner from the beginning to the end. SOP is very important for every company especially in the field of hospitality. The existence of SOP is very important as a reference for the company so that it can help the company in accordance with the main targets and tests. SOPs can be used as guidelines to anticipate various situations that can occur in running a company.

According Insani (2010:1), said:

“SOP atau standar operasional prosedur adalah dokumen yang berisi serangkaian instruksi tertulis yang dibakukan mengenai berbagai proses penyelenggaraan administrasi perkantoran yang berisi cara melakukan pekerjaan, waktu pelaksanaan, tempat penyelenggaraan dan aktor yang berperan dalam kegiatan.”

SOP or standard operating procedure is a document that contains a series of standardized written instructions regarding various processes of

implementing office administration that contain how to do the work, time of execution, place of execution and actors who play a role in the activity.

According to Atmoko (2011):

“Standar Operasional Prosedur (SOP) merupakan suatu pedoman atau acuan untuk melaksanakan tugas pekerjaan sesuai dengan fungsi dan alat penilaian kinerja instansi pemerintah berdasarkan indikator-indikator teknis, administratif dan prosedural sesuai tata kerja, prosedur kerja dan sistem kerja pada unit kerja yang bersangkutan.”

The Standard Operating Procedure (SOP) is a guideline or reference for carrying out work tasks in accordance with the functions and tools of performance appraisal of government agencies based on technical, administrative and procedural indicators according to work procedures, work procedures and work systems in work unit concerned.

Based on the understanding of the Standard Operating Procedure from the two experts above, it can be concluded that the Standard Operating Procedure is a written document containing instructions as a guiding tool for each employee to do work in accordance with their duties. The purpose of the SOP as a performance assessment tool is to keep employees consistent.

2.8.1 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.