

## **CHAPTER II**

### **LITERATURE REVIEW**

#### **2.1 Front Office Department**

Front Office is the central point of entire hotel activities. Agusnawar (2004:1) says that Front Office is a hotel department directly related to the guest with complex duties and functions. Moreover, Soenarno (2006:2) claims that Front Office is one of the departments that handles the room procedures started from reservation, receptionist and check in until check out processes. It means that Front Office is the first and last impression of the guest.

The front office has important role for hotel, such as activities center, getting service, hotel income and success for hotel. According to Bagyono (2006:22) there are roles for the Front Office department as follows

1. Give first and last impression for the guests who stay in hotel.
2. As the center nerve of hotel, keeping connection among guest and other department.
3. As the heart of hotel.
4. The fuse of hotel, the center coordinator of hotel service.
5. As a counter of information for guests.
6. As potential information for selling and marketing hotel.

Trizno and Manurung (2000:25) group the Front Office Department into six sections. They are, Reception, Reservation, Information, Front Office Cashier, Telephone Operator, Concierge.

## **2.2 Concierge Division**

A hotel generally has five sections in the Front Office Department. They are Reservation, Reception, Information, Telephone Operator, and Concierge. Jerome (1980:54) states that concierge division is an integral part of the registration and assignment process. Medlik (1980:40) says that servicing arrivals and departure are the most common Concierge division duties. Meeting and greeting of arriving guests, handling room key, handling their luggage and parking of the cars are the first responsibilities which extend from the hotel entrance and car park to the hotel bedrooms. For departed guests, handling luggage and transportation are again primary responsibilities of concierge division. It can be concluded that The Concierge division is closely related to guest reservation and room service. The staffs of Concierge division are : chief concierge, assistant chief concierge, bell captaint, airport representative officer, doorman/doorgirl, driver, car vallet, and bellboy.

## **2.3 Bellboy**

Bagyono (1997:7) says, every hotel needs officers for handling the guest luggage. The officer is called Bellboy. In Europe, Bellboy is also called Bellman, Bellhop, Luggage Porter or Service Clerk. Bellboy is an officer who is ready in giving service to the guests during the check in, check out process and room change.

Trizno and Manurung (2000:42) describes the works and main responsibilities of Bellboy, as follows :

- a. Responsibling for guest luggage during transit in the hotel.
- b. Having an authorization to work in any part of the hotel depending upon the errand demand.
- c. Ensuring that he is neat and has good performance at all time.

- d. Carrying guest luggage at the time of guest arrival and departure.
- e. Carrying guest luggage into the room and explaining the room facilities.
- f. Delivering messages, parcels and goods.
- g. Keeping guest luggage in the store room.
- h. Checking the guest room at the time of guest departure.

Besides handling the guest luggage, according to Bagyono (1997:13) Bellboy has to :

1. Distribute the newspaper to the guest room.
2. Show room when a guest wants to stay in the hotel by looking up the room first.

Bellboy has an important role in a hotel. Bellboy can be stated as service seller because every bellboy does not sell any product. Bellboy must be ready to give information to the guests about hotel and the tourism destinations or interesting places in the city. The good services will make the guests happy and return to the hotel or become repeated guest. Besides, working based on procedure will keep the high quality services so the guests feel comfortable as if staying in their own home. Bellboy as the first greeter has an important role in a hotel, Angliss (2012:9) says that Bellboys or Porter services are a main feature of a luxury Hotel or resort, and a requirement for [5] five star or above rating system. Moreover, Thompson (2014:1) states that The bellboy is often the first person with whom an arriving hotel guest has a direct interaction. In addition, based on Trizno and Manurung (2007:39) opinion, bellboys have a duty to bring the goods upon guests check in and check out process. Guest's goods are brought directly to the receptionist desk.

The followings are the rules and the standard operating procedure of bellboys in Hotel Aryaduta Palembang :

1. Wearing name tag which have provided by the hotel.
2. Maintaining a high standard of grooming at all times.
3. Providing a courteous and professional service at all time
4. Maintaining good working relationship with colleagues and all other division.
5. Attending all programs that are requested by the hotel management
6. Following-up issues mentioned in the log book
7. Attending every briefing at the beginning at the shift.
8. Opening the glass door and greet guest warm and friendly also helpful manner.
9. Assisting the guest which needs help
10. Up dating the information about all of the hotel activities.
11. Assisting the guest carrying their luggage to the receptionist or their room
12. Escorting the guest to the receptionist table
13. Preparing the car for the guest according to the gues'st requisition.
14. Up dating the events information board
15. Doing any assignments from the manager.

### **Standard Job Procedure of Bellboys in Hotel Aryaduta Palembang :**

#### **a. The Procedure for Individual Guest Arrival**

The guest arrival in this case means a guest checks in. The procedures are:

- 1) Opening and closing the car door.If the guest comes by car, the bellboy waits until the car really stops before opening the door. The bellboy must be ready to help the old and deformity person.
- 2) Greeting and Offering help.The bellboy says a greeting and offering help such as “Good morning, Sir, welcome to Hotel Aryaduta Palembang, may I help you?”

- 3) Carrying out the luggage from the baggage.
- 4) Placing the luggage on the trolley. The bellboy takes the luggage from the baggage and puts them on the trolley. Then, bellboy asks to the guest to check the luggage and to make sure there is no luggage left in the car.
- 5) Escorting the guest to the Reception Desk.
- 6) Asking the room key to the receptionist. After the guest finished the registration process, the receptionist will call the bellboy and give the room key. The bellboy needs to memorize the guest's name and the room number.
- 7) Guiding the guest to the room. The bellboy pushing the trolley is in front of the guest. The range of bellboy and the guest is maximum 5 meters so the guest is not left behind too far.
- 8) Pressing the bell first before opening the door. The bellboy makes sure if there is no guest in the room by pressing the bell first. After opening the room, the bellboy places the key in the room key pocket then the electricity automatically runs.
- 9) Placing the luggage after the guest enters the room. The bellboy asks the guest to enter the room first. Then, the bellboy takes the luggage in. The bellboy lets the door open when he is still in the room. There are luggage rack to put suitcase, hand bag, travelling bag and briefcase and wardrobe to put suit bag.
- 10) Asking the guest for the room facilities explanation. Before explaining the room facilities, the bellboy asks to the guest such as "Excuse me, Mr....., could I explain the room facilities, please?"
- 11) Leaving the guest. Before leaving the guest, the bellboy says "I hope you will enjoy your day" and leaves the room.
- 12) Reporting the check in process to the bellcaptain.

## **b. The Procedure for Individual Guest Departure**

The bellboy knows the information about guest departure from three sources, they are:

### 1) Expected Departure List

Expected Departure List is a list of all the guests doing check out and it is updated everyday. The list is available in the computer system and updated by reservationist or receptionist.

The list consists of:

- a) Date : the date of check out
- b) Room : the room number of the guest
- c) Person : the number of person in the room
- d) Remarks : a column to note for a special request

### 2) Receptionist

Sometimes the guest doing check out tells the receptionist. The receptionist asks for information about luggage, departure time and transportation. Then, the receptionist delivers the information to the bellboy.

### 3) Guest

The guest may come or calls the Bellboy Counter by himself and often asks for taking the luggage from his room to the lobby. If sometime the bellboy receives a call from the guest, the bellboy needs to know some informations as follows:

- 1) Number and type of luggage. This information is related to how many bellboy and trolley for taking the luggage.

2) Check out time

3) Transportation. If the guest needs a taxi, the bellboy can call the taxi before the guest

comes.

These procedures show how the bellboy handles the individual guest luggage during check out:

1) After getting the check out information, the bellboy goes to the room.

2) The bellboy presses the bell and says, "Bellboy, please!"

3) After the guest opens the door, the bellboy says, "Good afternoon, Mr..., are you ready with your luggage?"

4) The bellboy checks some places such as luggage rack, bathroom and wardrobe to make sure there is no luggage left.

5) The bellboy takes the luggage to the lobby.

6) The bellboy asks the guest to check the luggage before putting it into the car baggage.

7) At last, the bellboy says goodbye such as, "Good bye, have a nice trip Mr..."

8) Reporting the check out process to the bellcaptain.

### **c. The Procedure for Room Change**

Room change is a guest having a room but he must be moved to the other room for some reasons. There are two reasons why the guest has to change his room. First, the guest wants to move by himself such as looking for the different view or trying the different room class. Second, the room change is asked by the hotel because the

facilities in the room are broken or not worked properly. These are the procedures of room change:

- 1) Receiving the information of room change together with the new room key from the receptionist.
- 2) Pressing the bell first before entering the room to know whether there is a guest or not.
- 3) Memorizing the luggage placement.
- 4) Checking the room before leaving the room. The bellboy makes sure there is no luggage left.
- 5) Moving the luggage. The procedures are similar with the check in procedure.
- 6) Placing the luggage same as the previous room or in the suitable place for the luggage.
- 7) Reporting the room change to the receptionist and bellcaptain. The previous room key is returned to the receptionist.

#### **d. The Procedure for Storage**

- 1) Filling in the luggage tag

Luggage tag is a paper containing some guest data. The tag is used for taking the luggage stored in the luggage room. The tag consists of two papers, one is for the guest and one is patched to the luggage.

The data in the luggage tag are:

- a) Serial number
- b) Guest name



c) Storage date

d) Number of luggage

e) Pick up date

2) Giving the second part of the tag

If the guest wants to take his luggage, he must give the second tag. Then the bellboy compares the first part of the tag with the second one. If the serial numbers and data are matched, the bellboy rips the tag and gives the luggage to the guest.

#### **e. The Procedure in Doing Car Call.**

The steps in doing the car call:

1) First, asks the guest for the driver name and where the guest comes from.

2) Second, calls the driver name and where the guest comes from then tells where the driver has to stand by. This step is done twice.

#### **f. The Procedure in Handling Taxi Service.**

The steps in handling taxi service:

1) First, ask for how many taxi the guest need.

2) Second, call the taxi.

3) Third, when the taxi comes, open the door, ask the guest to get in and say, "Have a nice trip."

If there is no taxi in front of the hotel, the bellboy asks the guest to wait for a while. Then the bellboy asks the telephone operator to call a taxi via telephone.

### **g. Better Service for Customers**

According to Merriam Webster (2010:276), “ Service is the work performed by one that serves, help, use, benefit, contribution to the welfare of others.”

"Customer service is a series of activities designed to enhance the level of customer satisfaction – that is, the feeling that a product or service has met the customer expectation."

The importance of customer service may vary by product or service, industry and customer. The perception of success of such interactions will be dependent on employees "who can adjust themselves to the personality of the guest,"

Hence, Micah Solomon (2011:23), Customer service can also refer to the culture of the organization - the priority the organization assigns to customer service relative to other components, such as product innovation or low price. In this sense, an organization that values good customer service may spend more money in training employees than average organization, or proactively interview customers for feedback.