

CHAPTER I

INTRODUCTION

1.1 Background

According to Manurung and Tarmoezi (2002, p.2) hotel is a building that is used for commercial purposes lodgings and offers services for guests such as keeping luggage of the guests, ordering vacant room, registering guest, giving information, and providing food and beverage. It means that hotel is a building that provides some accommodation such as services accommodation, food and beverage providers, and other service facilities where all the services are intended for the general public. Hotel has some departments divided into some sections. They are front office, food and beverages, housekeeping, accounting, engineering, sales and marketing, and human resource development departments. One of the important departments is front office department. Darsono (2004, p.11) informed that front office is the most important department in hotel because Front Office is the center of the activity in hotel and it also handles to give the information and service for the guests. Therefore, front office department has important responsibilities to coordinate all the services given to the guests.

Kotler (2002, p.83) explains that service is the activity that can be given by one part to another part, which is the service is intangible and does not result in any ownership. The writer concludes the service is the behavior of producing services in order to get the needs and desires of consumers in order to achieve customer satisfaction in itself. According to Jamali (2007, p.372)

customer satisfaction is increasingly used for the standard of services related activities and a superiority standard for any business organization. Service failures are quite frequent and subsequent reduction in customer satisfaction and, on occasions, customer complaint. When the guest felt dissatisfaction with the service, they will complaint about their problem to front office department.

According to Yoeti (2000, p.56) complaint is an expectation of the guest about the service that cannot be realized. In other words, a complaint is the discrepancy between what is expected with what is obtained by the guests. All the complaint arisen will be handled by front office department because this department is as the main department in hotel. Based on Barlow and Moller (1996, p.17) there are two keys for handling complaint efficiently, they are the fastest of handling complaint and the way to finish the complaint. In another word, the simple ways to handle complaint is doing the action and finish it quickly therefore the guest will feel satisfied with the service. The staff of front office must give excellent service to the guests to make the guests feel comfortable during they stay at the hotel and the guests feel satisfaction with the service at the hotel.

When the writer did the job training at front office department in Aryaduta Hotel, the writer found many complaints arisen from some guests such as waiting their luggage for a long time, getting the wrong room, using stair instead of lift because of broken lift. Based on the explanation above, the writer takes front office department because front office is the center of the hotel in which one of the most frequent department that handles complaint from the hotel guests. Therefore, the writer interests to discuss THE STUDY OF HANDLING COMPLAINT AT FRONT OFFICE DEPARTMENT IN ARYADUTA HOTEL PALEMBANG.

1.2 Research Formulation and Research Limitation

1.2.1 Research Formulation

Front office department is the one of department that has important role at hotel. One of the most important roles of front office department is handling complaint of guest because front office is in the front and as the center of information and also as the first impression of guests. Therefore, staffs of front office department must be able to handle complaint in order that all of the guests are satisfied based on the standard of service at hotel.

1.2.2 Research Limitation

The writer wants to discuss about the study of handling complaint at front office department in the Aryaduta Hotel Palembang.

1.3 Research Questions

Based on the background, the problems are:

1. What are the kinds of complaints faced by front office department?
2. What is the procedure of front office staff in handling the complaint at Aryaduta Hotel Palembang?

1.4 Research Purposes

The purposes of the study are:

1. To identify what the kind of complaint that ever happens at front office department in Aryaduta Hotel Palembang.
2. To know what the procedure of front office department in handling complaint in Aryaduta Hotel Palembang

1.5 Benefits

The benefits of study are:

1. To give information for students in English Department about the kind of complaint at front office department in Aryaduta Hotel Palembang.
2. To give information for students in English Department about the procedure of front office department in handling complaint in Aryaduta Hotel Palembang.