

CHAPTER 1

INTRODUCTION

In this chapter the writer presents the background, research focus, problem formulation, research purpose and research benefit.

1.1 Background

Everybody who likes travelling sometimes should be connected with hotels. According to Stedmon and Kasavana (1999) a hotel may 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 service. In line with Groiler (1995) hotel is a commercial business that provides a place to stay, food and beverage, and other service to the public. Nowadays, hotels are not be a stranger for the people and development of tourism and hotels in Palembang gets more attention. As a business which provides for accomodation, hotel industry will develop by increasing their service, the more service excellent given by the hotels, the more customer will visit the hotels.

Hotels have some departments, they are Housekeeping, Food and Beverage Product, Food and Beverage Service, Security, Engineering, Sales and Marketing, Accounting, Human Resources, and Front Office Department. Front Office Department is the nerve center of a hotels. Sihite (2000) states front office departments an important part in hotels. Members of front office staff welcome the guests, carry their luggage, help them register, give them their room keys, answers questions about activities and surrounding area. In fact, this department is critical to the continued success of hotels, brands, and company as a whole.

The front office of a hotel is the most important area of the organization. The employees that make up his department are the first and sometimes only representatives of the establishment with whom guests interact. As a motivation words from Ricardo (2002) “ We do not have a second chance to give good impression to our guests” Although the organizational structure of the hotel’s front office varies depending upon whether the facility is a small business or a large resort, certain roles are found within all organizations.

Many job sections in front office department such as reservation, information, front office cashier, telephone operator, concierge, and receptionist and it is also applied in Aryaduta Hotel and convention center Palembang.

Martin (1991:45) states that “Receptionist of the hotel is usually the primary nexus between guest and hotel” The person working the reception whatever the job title- front desk clerk, receptionist, guest service agent is a person who register and checks the guest in and out, keeps records by hand or computer, relates to the housekeeping department and generally operator and information and record center. Moreover, Renner (1981:114) state the first contact with the hotel personnel maybe a doorman or bellman, but most likely, it will be a desk clerk. They are the prime representative of the hotel, the management and all other employees working for it. The first impression will make all the difference enjoy their stay, they will make the establishment.

According to the explanation above, the writer is interested in writing about excellent service given by receptionists at Aryaduta hotel and Convention center Palembang.

1.2 Research Focus

In this report, the writer will focus about excellent service given by receptionists at Aryaduta hotel and Convention center Palembang. As it is known that Aryaduta hotel has predicate as a five star hotel in Palembang.

1.3 Problem Formulation

The final report of this problem is formulated as the following: “What do the receptionists at Aryaduta hotel and convention center Palembang do to give excellent service ?”

1.4 Research purposes.

The purpose of this final report is to know what the excellent service receptionists at Aryaduta hotel and Convention center Palembang do in giving excellent service

1.5 Research Benefit

The writer expects some benefits as the result of this final report as follows.

- The hotel can evaluate the excellent service of receptionists and improve the excellent service to their guests.
- The students of English Department of State Polytechnic Sriwijaya can enrich their knowledge about the service in a hotel especially on reception section.