

CHAPTER II

LITERATURE PREVIEW

2.1 Service

Cowel (1992:22) states that service is an activity or benefit which is offered by company. According Tjiptono (1997:7) service is an intangible product and only can be perceived. Moreover, Purwadarminta (1996:245) states that service is preparing everything needed for the people. According Lovelock dan Wright (2002), "A service is an act or performance offered by one party to another. Although the process may be tied to a physical product, the performance is essentially intangible and does not normally result in ownership of any of the factors of production. Service is economic activities that create value and provide benefits for customers at specific times and places, as a result of bringing about a desired change in – or on behalf of – the recipient of the service" As a product, service has a different character with the other things. According Kotler and Armstrong (2012) there are four characteristics of service; they are: intangibility, inseparability, variability, and perishability

1. Intangibility

Intangibility is something with no physical presence that can't be touched, or is something that is vague and difficult to understand or value in concrete terms, for example Service different with product. Product is an object or thing while service is an action, performance, process, and experience from the effort so that service can not see, feel, smell, listen or touch before it is bought or consumed.

2. Inseparability

Inseparability is an important property which basically states that services are produced and consumed at the same time and can't be isolated from their providers. For example, Product can be bought and then can be sold, but service can be sold firstly after that produced and consumed at the same place and time. For the example, service that given by airline the passengers buy a ticket, after that they go and sit in plane cabin and take off to the destination. When the passengers sit in plane cabin that is when the service is produced.

3. Variability

Variability is a measure of the spread of a data set. For example, Service is variable because it depends on the people who served and where the service is done. service that given by airline who served the short term route is different with long term route. It is cause from the human in produce and consume process sometimes can not be predicted.

4. Perishability

Perishability of services implies that service capacity cannot be stored, saved, returned, or resold once rendered to a customer. Service can not be saved. For the example, the empty seat at the plane, the empty room at the hotel can not be used will be lost because it can not be saved.

2.2 Excellent service

According to Sivaramakrishna and Mantha (1986) excellent is an art won by training and habituation. We are what we repeatedly do. In addition, according to Disney Institute excellent service means exceeding customers's expectations and paying attention to detail. Moreover, Soleh (2014) states that excellent service is an awareness with customer to give the best service and facilitating what a customer needs

Excellent service is a key of success from company and it means to keep and to maintain customer and add the new customer. In modern era nowadays, excellent service is needed for all companies, without exception. It is a little part of management system from company but if it is doing with a good destination, so that it will give a wonderful something for each company or organization which handling in public service or hospitality industry. The benefits from excellent service are can create a good and positive communication between the company and customer, can push the sympathy and loyalty from customer, can create the positive opinion, so that can create a new product with good quality, and can make a good relationship with the customer.

According to Rahman (2013) the quality of excellent service includes:

1. Tangibles : The quality of service such as provide waiting rooms.
2. Reality : The ability to provide trustworthy service.
3. Responsiveness : Be able to help and provide a service quickly and accurately and know what the customer want.
4. Assurance : friendly and be politeness to make sure the customer

5. Emphaty : Be a firm but still friendly to give a service with the customer

Furthermore, Rahman states not only the quality, but also excellent service have some characteristics; they are: grooming, accurate, knowledge and ability, politeness and friendly, honesty and trustworthy.

1. Grooming

Personality and physically need some requirements like a nice face, strapping body, a familiar language, confident, and interesting dress.

2. Accurate

In excellent service, we should be on time with our customer.

3. Knowledge and Ability

To give an excellent service, we should have knowledge and ability. If our customer ask about something whether it is about our company or out of company we can answer it smoothly.

4. Politeness and friendly

To give an excellent service we should friendly, patient, not be a selfish person and have a good communication with the customer.

5. Honesty and trustworthy

To give an excellent service, we should be honest for everything whether it is about financial or the other things. If we always honest, the customer will believe with our service and use our service repeatedly.

Giving excellent service should be follow with good attitude like passionate, progressive, and pro-active. First, we need passionate to make a big spirit for the job, for ourself, and for the other people. If we have a high passionate, we will give a service with smile, vitality, and enthusiastic, so that they feel happy to make a communication with us. Second, we need progressive. It means we need an effective, efficient, and more interesting ways to improve the quality of service. We should have open-minded, knowledgable, and do not limit ourself to give

a monotonous service. Third, we should pro-active to find a customer. We do not let the customer feel confused although they do not close and ask with us because they are shy or they do not know want to ask with who, we can to be close firstly and ask something or offer something with them to begin a conversation.

Moreover Rahman (2013) states excellent service also have some purposes The purpose of excellent service are to create confidence and satisfaction with the customer, to keep the customer feel overlooked with all of their needed and to maintain the customer be a loyalty to use product or service which offered by the company. The principle from excellent service consists of attitude, attention and action. The company should give the excellent service for the customer. There are some reasons why the service should be excellent First, “No service no business” the company established for product and service which produced will buy by the customer. It is show that the customer is not a problem, they are a destination for the company. Therefore, the company should give a totally care with the customer. One of the important aspect for this, the company should give the excellent service. Second, the customer does not depend for the company. The customers have some money to buy a product and service which the company offered. They should get the best service. Third, the excellent service is a determinant of success. The customer will be loyalty if they feel satisfy with product or service that the company offered. And the last, the customer who satisfy will give many benefit. The customer give many benefit for the company. If they feel satisfy with product or service, they will come back to company. As we know, the customer who satisfy will tell about their satisfy to consume product or service with their friends or their family. They will be a promotion tools for product or service which offered by the company because they are a resource which can believe.

2.3 Front Office Department

Front office department is a front part from the hotel. Vallen (1985:24) says that is indeed the heart and the nerve center of guests activity. Moreover, Agusnawar (2004:1) claims that front office is a hotel department directly related to the guest with complex duties and functions. Front office also known as the first and the last impression of the guests. The guest will come and register with front office and for the check out the guest also related with front office staff. Front office also has an important role to give the information for the guest because front office as a heart from hotel where the guest get the first information. The front office department develops

and maintains up to date record on guest information, guest service and ensure guest's satisfaction. The front office is also responsible for welcoming the guests, greeting the guest and handling the guest complaints. The staffs working in the department performs as an actor on the stage. The front office may be divided into more than one section, each of which carry out one or more duties. Basically front office department is divided into Reception, Information, Cashier, Reservation, Telephone operation and Bell desk sections department upon the size, capacity and standard of the hotel establishment.

2.4 Receptionist

A front desk receptionist serves as the face of their employer. They are the first, and sometimes only, person whom the guests of the small business meet. Although this is an entry-level role, the receptionist needs a great deal of skill perform the many tasks. A successful receptionist must be both an excellent communicator and strong administrator. They also must comfortably interact with individuals of all professional levels. The primary duty of a front desk receptionist is to greet a business' visitors. When guests arrive, they warmly welcome them, sometimes taking their coats and providing refreshments. They may also answer basic questions regarding the business, such as hours of operation, as well as provide customers with a brief explanation of the products and services the firm offers. In addition to in-person greetings, a front desk receptionist is responsible for answering all incoming calls. Depending on the size of her employer, they may use a sophisticated telephone system to accomplish this task. Screening calls as requested, they route them to their proper recipient, taking and relaying messages as needed. Receptionists should be able to make the guests happy and have a good personality. According to White and Beckley cited in Agus rianto(2010), there are some personality that should have by receptionists as follow:

1. Good manners and a smile because it is a natural assets

2. Eagerness to help others, with a liking for people and a willingness to serve the guests
3. Should be respect for other people, sense of responsibility is a realisation that what one does and says is important for receptionist
4. Essential for methodical and accurate work, it means that a receptionist should have a good ways to do their job
5. Neatness indicates pride in self and job
6. Accuracy in everything done is of paramount importance
7. Loyalty to management and collegialness makes good team work
8. Intelligence of common sense at all times
9. Wise saying and doing the right thing at the right time a love of the work is essential.
10. A good receptionist should be friendly, polite, and have a good manner with the guests, their boss and their partner in the work. Always greeting with everyone whether with the guest or the partner with mention their name. For example : Good morning Mr. Agus ?

Many people forget how important a receptionist is to a hotel. The value of a friendly and professional greeting cannot be ignored. Mahardi (2002) states here are some of the main duties of a *receptionist* :

1. To answer all incoming Reservation inquiries, by e-mail, telephone or fax, in a timely manner, to the agreed departmental standard, and wherever possible to convert them to bookings.
2. To be fully knowledgeable in the operation, functionality and standards required in using the Alacer and Open Table reservations systems.
3. To adhere to the Minimum Rate/Minimum Stay Selling strategies, whilst always attempting to gain the highest possible revenue advantage for the hotel.
4. To input Reservations into the Alacer and Open Table reservations system, ensuring all details are accurate and complete in line with the agreed departmental standard.
5. To give a polite and friendly response to all incoming telephone inquiries.
6. To maintain accurate filing systems for all correspondence within the department, and ensure all filing is completed daily.
7. To perform general office duties such as photocopying, faxing and filing.
8. To be fully aware of and adhere to the credit policy and procedures of the Hotel.
9. To be fully aware of the facilities of the Hotel, and to pass this information on to customers whenever possible.

10. To maximise hotel revenue by taking every opportunity to up-sell products and hotel services whenever possible.
11. To build up a good rapport with customers / regular bookers on the telephone to encourage future loyalty and business opportunities.
12. To identify potential Sales Leads for the Operations Manager to develop future accounts.
13. To be aware of the financial targets of the Hotel and the contribution made by the Reception Team in achieving those targets.
14. To ensure a high degree of personal skills, accuracy and attention to detail, and a positive attitude.
15. To perform as part of a team, assisting colleagues where necessary and carrying out other relevant duties as requested by the Operations Manager.

According to Chandra(2013) many hotels apply standard operational procedure (SOP) for the receptionist and here some of standard operational procedure for the receptionist

1. Stand by at the counter everytime.
2. Always smile before the guests come to the counter.
3. Say “hello” or “welcome to our hotel” with the guests and offering the help with them.
4. Ask with the guests , have they do the reservation before or not ?
5. If they already do the reservation, ask their name and check at “ today expected arrival list” at the computer.
6. If they do not do the reservation, explain for the available room with the price and the facilities with explain from the type and the most expensive price for the room (up-selling)
7. Explain about the facility of hotel and programme or cooperate with the other provider
8. Borrow their ID card (ktp,sim, or passport) to fill the registration form and ask the guests to signature it.
9. Ask them about paying system : cash or credit card
10. Ask their deposit minimum for one night
11. If they want to cash, the reception should make cash receipt (the white one for the guests, the red one for the receptionist, and the blue one for the cashier to combine with deposit and make sure the money is enough.

- 12.If they use credit card, open their credit card and signature by the guests with the registration copy which available in FOC
- 13.Ask their telephone or handphone number, their e-mail and ask about parking sign or plat
- 14.Block the room based on reservation block at “room-check”
- 15.Prepare the key and guests card, breakfast coupon, welcome drink coupon, and cash receipt.
16. Explain the guests about :
 - Room number
 - The quantity of the guests based on reservation
 - Offering extrabed if over pax
 - The facilities
 - Check out time
17. Repeat it.
 - Call bell service and give the key to bring the guests to their room
18. Say “ have a nice rest and enjoy the facilities as they stay at the hotel with mention the name of the guests.
19. Last greeting
20. Input the data to the computer and give one registration form copy for Front Office Cashier.
21. And make sure the data already complete.

Receptionists also have responsibilities to give excellent service to guests. According Andrews (cited in mochtar, 2010) the receptionists must have the following essential attributes in giving their excellent service with guests ; they are a high sense of personal grooming and hygiene, self confidence, communication, diplomacy, calmness, and ability to remember name and faces.

1.A high sense of personal grooming and Hygiene

The receptionists must be seen at their best at all times. As they are constantly exposed to hotel guests, a clean appearance helps to project a good image not only of the establishment as well but also for the first impression from the guests itself. And they should always :

1. Brush their hair before going on duty.
2. Ensure that shoes are clean and polished before going on duty.
3. Females must wear appropriate stockings with black court shoes where heels do not exceed two inches
4. Males must wear black socks and shoes.
5. Change their uniform regularly at Housekeeping Linen Room.
6. Clean pressed uniforms must be worn with neatly brushed hair, polished shoes clean name badge and no buttons missing.
7. Contact Housekeeping Uniform Linen Room if buttons are missing.
8. Contact HR Department if their name badge is damaged or lost.
9. Change their socks/stockings daily.
10. Ensure nails are well-trimmed, only clear or pale nail polish for female staff
11. Only one ring and watch is permitted, small earrings for female staff.
12. Take a bath daily.
13. Brush their teeth daily and always wear a smile. Use breath freshener if necessary.
14. Teeth should be clean and the breath must be fresh. This can be achieved by cleaning the teeth regularly and visiting the dentist for check-ups on a regular basis.
15. Deodorant/cologne may be used but not so much that it is offensive.
16. Earrings, beards and moustaches are forbidden for male staff.
17. Light cosmetics with colors that complement the uniform and skin tones may be worn. Lipstick of a suitable color must be worn at all times.
18. If make-up is worn it should be light and natural-looking. Avoid vivid colors, like bright blues or violets around the eyes, and make sure the blusher does not look too dramatic. Bright lipstick colors should also be avoided.
19. Be aware of their posture. Walk briskly with a straight back and do not lean on walls.
20. Never run in the lobby.
21. Check their appearance in a mirror in the locker rooms before going on duty.
22. Female hair length beyond the shoulder must be neatly tied/ bundled.
23. Men must have short well-combed hair which does not extend below the collar or over the ears.

24. Avoid excessive use of hairsprays and gels, as they can make the hair look stiff and unnatural.
25. Do not use unnatural hair-colors e.g. green, blue, unnatural blond etc.

2. Self confidence

This is necessary as reception personnels meet guests of different countries, statuses and cultures. They should be comfortable and feel at ease in dealing with these people.

3. Communication must correct and clear

It is preferable that receptionists know more than one language. It helps in communicating with guests who can not speak English or local language.

4. Diplomacy is the greatest attribute required

It is very often there are situations when a guest is rate over something; a diplomatic dealings help in diffusing the explosive moment. It is quite common for a busy hotel to have no room offer a guest who has come with a confirmed booking. A diplomatic approach is the only way by which the guest can be pacified.

5. Calmness to take the busy demands of a reception's operations

Being the nerve centre of the hotel, the receptionists constantly in touch with the guests and therefore invariably comes under tremendous pressure. The guests always expect personalized, priority treatment and pressure of demand never ceases. Coupled with this are difficult guests who can unnerve a person. The receptionist should thus have a high degree of tolerance for pressure of work and be clam and composed at all times.

6. Ability to remember names and faces

This single attribute distinguishes the good from the average among the receptionist staff. every individuals has an ego and his/her name.