

CHAPTER I

INTRODUCTION

The research's background, problem identification, limitations, formulation, objectives, and benefits are discussed in this chapter.

1.1 Background of Study

It is the responsibility of the front office department to communicate with all hotel departments and various sections within those departments. Front office staff members must communicate with peers, coworkers, and subordinates in order to successfully complete back office and front office tasks. The front desk staff at a hotel have important job descriptions. According to Questibrilia (2019), front office employees are responsible for a number of tasks, including: 1) receiving and dealing with potential guests; 2) reconfirming reservations; 3) handling arrivals and departures; 4) billing; 5) requesting a deposit; 6) providing information; 7) dealing with complaints; and 8) dealing with guest belongings. It's possible that guests want to check in, check bookings or accommodation availability, or inquire about the hotel. Subsequent to reserving a spot or request at an inn, visitors will pick the specific date when they will show up. The time a visitor shows up is known as the registration date. In this instance, it is the responsibility of the front desk staff—the receptionist—to welcome guests and direct them to their rooms. According to Sambodo (2016), check-in is the process by which guests who want to stay at a hotel are greeted, offered assistance, and taken to their room. In order to provide the best possible guest services, such as booking accommodations, registering guests, managing guest accounts, handling guest emails, and providing personalized guest service, front office staff communicate with one another across departments. Receptionists play a vital part and obligation in a lodging since they are the initial individual who comes into direct contact with visitors or what could be known as the first and last impression of an inn from visitors, should have more information and furthermore have an expert appearance, thusly they are expected to figure out all the accessible data to give a fascinating and lovely impression for visitors. In addition to serving as a location where guests can find

information about the hotel, the receptionist is also the first person to serve them, deal with complaints, and offer solutions to any issues that arise. A complaint is a way for a guest to express their dissatisfaction with a hotel. It can be informal, like verbal complaints, or formal, like written complaints. Most of the time, complaints come from guests who are dissatisfied with the services we offer, as well as from hotel employees. Wijaya (2016) says that complaints can be used as a way for hotel employees and guests to talk to each other and get feedback on why guests are unhappy with the hotel. Even if there isn't a big issue with the complaint, guests' complaints to the hotel cannot be ignored. As a result, in order to lessen guests' disappointment and improve their negative perception of the hotel, all complaints must be immediately addressed with improvements or solutions. To make an expert disposition in dealing with visitor objections, there are language articulations and techniques that should be utilized by a secretary while taking care of visitor grievances to provide visitors with a superior impression of the lodging. This examination recognizes language articulations, sorts of visitor objections, and techniques involved by receptionists in taking care of grievances. It is hoped that this will help a receptionist communicate when dealing with complaints and figure out how to make sure guests don't get disappointed when they complain. it will be useful for the reader to know how to handle complaints from the guest in the hospitality industry.

This study is crucial as it provides valuable insights into effective communication strategies essential for maintaining guest satisfaction and loyalty. By understanding the specific language functions and expressions that receptionists use to address and resolve complaints, the hotel can refine its training programs, ensuring that staff are equipped with the best practices for managing conflicts and enhancing guest experiences. This research not only helps in identifying communication gaps but also contributes to the development of standardized procedures that can be implemented across the hospitality industry to improve service quality and customer relations.

1.2 Identification of Problem

Based on the background of the above that can be identified as follows:

1. Discovery of Kartika Plaza Hotel is a five-star hotel however guests used to be disappointed with the service that they received for instance the staff lacked of smile so it guests felt insulted because of that the guest complained about being late to assistance in picking up luggage while checking out
2. The guest used to complain about the facilities in the room that don't work properly and the room sometimes still looks dirty.

1.3 Statement of Problem

Related to the identification of the problems above here are some of the statements of the problem such as how to handling guest complaints by the receptionist.

1.4 Purposes of Study

Based on the purposes of study, Three questions can be formulated as follows:

1. What are the most common hotel guest complaints?
2. What is the procedure for handling complaints in Discovery Kartika Plaza Hotel?
3. What are the language functions and expressions used by the staff in handling complaints in Discovery Kartika Plaza Hotel?

1.5 Scope of Study

Related to that formulation of the problem here are the scope of the study such as:

1. To describe the common types of guest complaints.in Discovery Kartika Plaza Hotel
2. To describe the procedure for handling complaints in Discovery Kartika Plaza Hotel
3. To describe language expression and the functions that the receptionist use in handling guest complaints in Discovery Kartika Plaza Hotel

1.6 Benefit of Research

There are some benefits of this research such as:

1. For Student

Use Students who want to work in the hospitality industry, particularly in the front office, might find this research helpful. At the Discovery Kartika Plaza Hotel, they can learn a little bit about the language and procedures used by the receptionist to handle complaints.

2. For Institutions

It can use this research as a reference to learn about the different procedures for handling guest complaints and good language expressions.

3. For the reader

This study can help them to know how to handle complaints by receptionists based on the sop or rules owned by the hotel.

