

# CHAPTER I

## INTRODUCTION

### 1.1 Background of the Study

(Wantah, LG., 1998) states that Telephone handling is done not only by the operators but also by any staff of the hotel and must be answered promptly in a professional and courteous manner. The purpose of this policy is to project a friendly and efficient image to all callers in their first contact with the Hotel. Telephone Operator in the Hotel has a responsibility and Telephone Operator is considered as the Hotel front liner staff as they are: who interact with the guest on the phone, to be answered with in a standardized manner Therefore Telephone Operator must be professional, hospitality and provide an adequate level of service to the guest.

Likewise, the telephone operator at Anantara Seminyak Bali Resort also has a section in charge of handling Telephone at the Hotel and also serves as an information center for guests, called the Guest Service Center or GSC. Guest Service Center is one part of the Front Office Department. At Anantara Seminyak Bali Resort this section has important responsibilities, because the Guest Service Center is the main gate for the hotel so that guests judge that the service at the hotel is good.

The duties of the Guest Service Center are not only picking up and answering the phone but many important tasks that must be completed by the Guest Service Center such as transferring calls to the guest room, handling if guests want to be transferred to another room, making a wake-up call, taking room service orders, handling when guests want connected to an external number and the most important thing is handling the problems in the guest rooms.

In handling complaint calls, we have to be able to handle when the guests feel uncomfortable or unhappy with the facilities or services at the hotel, we must be able to convince guests to stay calm. (Wantah, LG., 1998) in his book entitled "Hospitality Guidelines Series Front Office" Defines that complaints are a forms of

guest dissatisfaction with facilities or services that are not appropriate from the aspects contained in a hotel.

The complaint that can be resolved properly and professionally will have a positive impact going forward. Because then the guest will feel very valued his opinion. This is the right for guests to be able to express their dissatisfaction. However, it would be nice for us to prevent complaints that can occur by paying attention to as much detail as possible and knowing what is needed by guests before they request it. Guest complaints are things that should not be ignored because ignoring them will make the guests feel unnoticed and in the end, the hotel will be left. Guest complaints require prompt and appropriate countermeasures so that complaints can be resolved properly and efficiently

Resolution guidelines must be remembered by each staff not only the staff of the front office, so when meeting the guests who complain, staff in charge can handle. At the time the staff who will handle the guest, are not allowed to provide a promise to the guest or the Authority. Staff must be honest and good when handling complaint guests because it is a hotel policy. At the time of trouble or complain guests cannot be handled, staff must advise and provide the best solution for guests. Front office staff must understand the nature of guests who often complain because it is their duty

The Guest Service Center uses various language expressions to handle complaint calls because there are many different cases that occur in handling Guest problems. For example, guests feel uncomfortable with the room, do not like the service, order is not in accordance with what guests want and more. The language expressions used by the Guest Service Center section at Anantara Seminyak Bali Resort has might be different from the general language expression taught in the book or from what have been taught in the formal school. In form of language selection, the length of the sentence and might be also in form of the level of formality.

## 1.2 Statement of problem

1. What are the procedures performed by GSC (Guest Service Center) section when handling complaint calls at Anantara Seminyak Bali Resort?
2. What are Language Expression used by GSC (Guest Service Center) section at Anantara Seminyak Bali Resort in handling complaint call?

## 1.3 Purpose of Study

1. To find out the procedures to be taken by the GSC (Guest Service Center) when handling complaint calls at Anantara Seminyak Bali Resort?
2. To find out the language expression used by the GSC (Guest Service Center) section at Anantara Seminyak Bali Resort in handling complaint calls?

## 1.4 Significance of the Study

The results of the study are expected to be useful as follows:

### 1. For the students

It can be used for the students who will work in a hotel especially for the students who want to be working as Front office staff, they could learn some information about handling complaint call by GSC (Guest Service Center) section at Anantara Seminyak Bali Resort. Also the writer hopes this study can help the other researchers to complete this simple study.

### 2. For the institution

The result of this study is also can be useful for institution as reference to support some materials with all how to handling complaint calls in the Guest Service Center section at Anantara Seminyak Bali Resort