

CHAPTER 1

INTRODUCTION

1.1 Background of Study

Restaurant is one of the important components in building a hotel. Restaurant is one of the facilities that must be available at the hotel to provide food and drinks. Moreover, restaurant can help in making a profit by selling products and services. People might be accustomed to visiting restaurants that only serve food and waiters who provide services, but restaurants in hotels have more complete facilities such as meeting rooms (banquet), breakfast, lunch to dinner menu.

The existence of restaurants without waiters or waitress will greatly affect hotel services, for example in the restaurant section. Waiter is the main key in giving first impression to the guest. In addition to providing attractive services, waiters must also be able to attract the attention of customers to come over and over again. Not only that, the waiter is also expected to do up selling to help meet the target every month. In order to realize many demands, of course the waiter will find many challenges. Every restaurant in the hotel will try to make customer feel satisfied through a variety of ways, whether it is delicious dishes, a place that is made comfortable, to friendly and pleasant service. Unfortunately sometimes there are some things that are not as expected for example, customer dissatisfaction which leads to various complaints which are then more severe to be written through various social media.

In a restaurant complaint is a common thing that happens, either because of service or it can be also the other things. However, the important point that must be known is complaints are not always about one thing, but there are so many common things that is usually complained by the guest. For example, there are dirty equipments and table and dirty toilet to complain about. This is certainly unfortunate considering cleanliness is very important in the restaurant and the other

of the most common problem that is usually complained by the guest is because of unsuitable order. It can happen because the guest talk too fast and unclearly so the waitress cannot catch clearly what is said by the guest. Besides that, the waitress is not familiar with the ingredients, so that complaint can occur.

Complaints are consumer responses to the organizer, because not satisfied with the quality of service it receives (Jayanti, 2009). For restaurant complaints can be interpreted as guest dissatisfaction, maybe the attitude of the officer, service, or towards food and drinks. Handling is an attempt or action taken to resolve a conflict that occurs so that the waiter/s can use language expressions that must be polite for example; “I am so sorry, we promise never to make the same mistake again” or “I am really sorry, we will do our best not to do the same mistake again”. So the results of handling a problem in case must be balanced with what happened, so that handling is easy.

1.2 The Statements of Problem

Based on the background study, the research problems can be stated as follows:

- 1.2.1 What are the problems mostly complained by the guests at Astagina Resort Villa and Spa Restaurant?
- 1.2.2 What are the language expressions used by the waiter in responding to guests' complaint in Astagina Resorts Villa and Spa Restaurant?

1.3 Purposes of the study

Based on statements of problems above, the purposes of this study are:

1. To describe the problems mostly complained by the guest at Astagina Resort Villa and Spa hotel restaurant.
2. To identify the language expression used by the waiter/s at Astagina Resort Villa and Spa hotel

1.4 Significance of the study

- 1.4.1 For the researcher

The study could be used as a reference and learning material in knowing problems especially complaint that occur in food and beverage service. It could enrich knowledge and increase skills in serving guests to achieve guest satisfaction in case in wherever hotels there is a problems, this study can be reflection.

1.4.2 For students

This study can increase the knowledge of the student about the job description of food and beverage service staff and the problems mostly complained by the guests in the service process. It can be a preparation for them, before they get a job in the hotel especially in the restaurant or food and beverage service.

1.4.3 For the institution

This study could be used as additional learning material in class for students to know more about food and beverage service and to figure out the real situation in the field.

