

# CHAPTER I

## INTRODUCTION

### 1.1 Background of Study

Hotel is known as an establishment providing accommodation, meals, and any other guest service. Various types can also distinguish hotels, and certainly not every hotel has the exact similarity. Hotels can be divided into business hotels, boutique hotels, resorts or city hotels. By the number of hotels available in the world, Marriott Company should be known as well. Based on (en.wikipedia.org, 2020) Marriott International is one of the kind of hospitality company that manages several hotels which are put together as a group in the shade of Marriott International. The St Regis Bali Resort, The Westin Resort Nusa Dua Bali, The Stone Hotel Bali, Fairfield By Marriott Bali Kuta, those hotels are some parts of Marriott Brand.

The most important thing already developed by Marriott Company is a beneficial information system. In broad outline, the average hotel under the leadership of Marriott Bonvoy has similar operational procedure managed by the method used. For instance, the associates will be significantly assisted by the system in handling check-in, and check-out formalities, that associates do not need to make a note in a logbook (old way) to share the information of the guest to the others associates. It is because 'Opera' provides a menu named "traces" where all of the associates can read that information. According to (protel.com, n.d.) Opera system (PMS) could give many beneficial such as: features that could make check-in and check-out process efficiently and save time in all front office operations, it equipped with customer profiles with detail data the associates could input, and it allows the associates to separate guest based on guest types or preferences like group, VIP, member and others.

Besides of the system, the Front Office Associate is the primary key when serving guests. The person who must give an excellent first impression to guests is the Front Office Associates. At Marriot Bonvoy, it is expected that each

associate can attract the attention of guests to become a member of Marriott Bonvoy. With that requirement, the "Opera" system and its features are beneficial and helpful. The standard brand developed by Fairfield By Marriott Bali Kuta is "If you are not 100% satisfied, we will make it right". It means that, as a Front Office Associate, they must provide excellent service to guests. In providing services that are excellent to guests, of course, the associates must know more about the guests they are assisting. For example, if at the check-in the guest they are supporting is a Member of Marriott Bonvoy, the associates must know what member the guest has, whether "Gold Elite Members" or "Platinum Elite Members" or others. To know about that, associates must check on the 'Opera' system, so they can continue the steps when assisting guest members because this is very significant.

Besides of being a lucky associate, being an elite loyalty member of Marriott Bonvoy is also a great choice. Member in Marriott Bonvoy can be classified into Basic Member, VIP1-VIP9, Silver, Gold, Platinum, Titanium, and Ambassadors. Those kinds of membership certainly have benefits. It can be VIP Amenities in every check-in, 10-15% discount for F&B, late check out until 4 pm based on the availability, and they're still many beneficial benefits. Therefore, concerning the information system used by Fairfield, this study was conducted to expose how such a system enables the associates to work efficiently in servicing their guests.

## **1.2 The Statement of Problem**

Based on the background study of the writer, there is one statement of the problem:

What makes the associates in Fairfield By Marriott Bali Kuta work comfortably and efficiently by using OPERA?

## **1.3 The Purpose of Study**

The system is one of the keys to providing excellent service to guests. A system that does not complicate associates will certainly always be an option because it will be very efficient to use, and guests will feel the service is speedy

and not waste much time. Based on the statement of problems stated above, the purposes of this study are:

To identify the "Opera" system that makes the associates in Fairfield By Marriott Bali Kuta work quickly and efficiently.

#### **1.4 Significances**

The significances of this study are:

##### **1.4.1 For the researcher**

The study could be used as a reference and learning material in the operating system, and in case there is another system that used in other hotels, it can be a comparison, and more skills will be formed

##### **1.4.2 For the student**

The study could be a learning material and information for the students who are willing to work at Front Office Department, so they can figure out how to operate the system, and they will one step ahead of knowing the system.

##### **1.4.3 For the Institution**

The study could be learning learnt in class, to introduce one of the most system used by some hotels, so the students can learn and prepare themselves before they start practising in real life.

#### **1.5 Scope of the Study**

The study is identifying the system used by associates at Fairfield By Marriott Bali Kuta in handling the guest. 'Opera' has the features which are easy to operate and also makes service to a guest more efficient.