

CHAPTER I

INTRODUCTION

1.1 Background of study

Front Office is the central point of entire hotel activities. Agusnawar (2004:1) says that Front Office is a hotel department directly related to the guest with complex duties and functions. Moreover, Soenarno (2006:2) claims that Front Office is one of the departments that handles the room procedures started from reservation, receptionist and check in until check out processes. It means that Front Office is the first and last impression of the guest.

There are some sections in Front office depends on the size and the need of the hotel. According to Yuvraj (2014), front office has some sections, there are 1) Reservation (accurately record and process all room bookings while promoting hotel products as well as creating & maintaining a good hotel image through maximum service delivery), 2) Reception (provide reception and departure services for guests at the hotel by giving instructions to the front desk staff and control the computer access code at the front desk) , 3) Information Desk (ensuring that all guests have a pleasant experience at the hotel entrance area, lobby, bell desk) , 4) Cash and Bills 5) Travel Desk, 6) Communication Section (which always interacts with guests starting from checking in to handling the guests until checking out.), 7) Uniformed Service or Bellboy (take care of guests luggage at the time of arrival, during the stay at the hotel or will leave the hotel.). Each section has its own duties and responsibility in dealing with the guest.

In relation to its nature, Front Office has direct service to the hotel guests. Many job descriptions dealing with guest's contacts are performed by the front office staff. One of those jobs is handling complaints. According to Yoeti (1998: 56), "A guest complaint is the inconvenience of the guest regarding the services provided or staff". Complaints are most often faced by front office staff because they directly handle all the needs of guests or meet guests starting to check in until check out. The front

office is the place to come for the first time and the last time before leaving the hotel. Complaints are mainly made to the front office, although guests can actually submit their complaints anywhere in the hotel if they are not satisfied with the services provided by the hotel. There are many factors that cause complaints from guests. Every hotel also has a different complaint because different guests feel uncomfortable or may feel disturbed during their stay. Although there are hotels that claim having excellent and outstanding service will always have a guest complaint and cannot be minimized because handling guest complaints is a challenge for every hotel to become better with the problems faced before. In the FO Department, which is often dealing with guests because FO (Front Office) is part of the hotel that handles guest check-in until the check-out process. Not infrequently if FO often faces guest complaints. There are so many types of complaints that are often complained by guests such as, smelly rooms, good service, rooms not as booked, small rooms. In addition to dealing with guest complaints, there are some challenges that are found when staff handle complaints as the most common is the language barrier where staff have difficulty understanding the language used by guests.

From the research above, wraiter will discuss Front Office Staff Challenges and Strategies in Handling Guests' Complaints in this research, wraiter will explain about what sections are there in the Front Office Department and what problems are faced when handling guests and what strategies are in do when handling complaint guests.

1.2 The statement of Problems

Based on the background study of the Front Office, the statement of problems are formulated as follows.

- 1.2.1** What challenges were faced by the Front Office staff in handling guests' complaints
- 1.2.2** What strategies were used by the Front Office staff in handling guests' complaints

1.3 The Purpose of the Study

1.3.1 To describe challenges faced by the Front Office staff in handling guests' complaints.

1.3.2 To describe strategies used by the Front Office staff in handling guests' complaints..

1.3 Significance of the study

1.4.1 For student

The results of this study can improve knowledge of potential problems or challenges of any kind that will be faced with student carrying out a training program and how to solution students can learn from this research and can prepare themselves before they get a job at the Hotel.

1.4.2 For the institution

The results of this research can also be beneficial for educational institutions as a reference in supporting some materials for the institution with all the problems and solutions that must be done in handling guests' complaints.

