CHAPTER 1

INTRODUCTION

1.1 Background of the Study

Front office presents the guest's services through direct contact as the first impression. Bagyono (2012) said that the front office department, which is located at the front desk or lobby is the busy area between the other departments. With its location, this department is very easy to find out by the guest because the place of this department is in the lobby or front desk. The other hotels used the other terms such as Guest Service Area, Guest Service Manager, Guest Service Agent. And also the front office famous as the first impression of the guest. It means that it is the first and the last during the guest stay at the hotel. In this situation guests who want to stay at the hotel and to do a check-in, they will come to the front office first and for check out the guest must come to the front office again. The front office is the centre of any information almost from all of the activities such as receiving and sending a letter, payment of the hotel, lost and found guest's items, any guest's complaints.

There are some sections of front office department, according to Bambang Sujatno (2008) are as follows: 1) Reservation, 2) Telephone Operator, 3) Concierge, 4) Guest Relations Customer Service, and 5) Reception. The rotation between some sections that the front office has already provided is when the guest wants to make a reservation to stay at the hotel, the guest can be contacting the reservationist in reservation section, all of the data of the guest who wants to stay at the hotel will be over handling to the receptionist in reception section to the check-in process, and if anything is done in reception, the guest can be delivered by a butler, and after the guest is done to stay at the hotel, the guest will come again to the reception area to do check out process. That is some rotation for the front office department appropriate with the responsibilities and assignments in every section of the front office.

Monaghan (2006) said that the reservation is a clerical process or electronic, which is travel product such as Flight Ticket and Hotel Room. Reservation is a request to obtain several rooms which are done sometimes through various sources with various booking method to ensure that the guest has already received the place when the guest check-in. Reservation is one of the most crucial section in front office department because high and low the room booking it depends on it. The action to receive the booking named the act of room selling. The concluded is the guest will get a guarantee of a room that the guest wants before guest arrival.

Main tasks for trainee are giving services to guests who want to make a booking to stay at a hotel such as 1). Handle the guest who is she or he wants to make a reservation via telephone or email, 2). Collect the information about the facilities that the guest wants and print out from email to be a hardcopy, 3). Make a reservation on the system appropriate with all of the guest information, 4). Over handle to the front desk/reception to handling the guest or waiting for the guest until the guest comes to the hotel or guest arrival for check-in.

Finally, the writer has decided to identify the problems faced by reservationist at Segara Village Hotel.

1.2 Statement of the Problems

1. What are the problems between customer and reservation staff about guest arrival time?
2. What are the problems with room booking?

1.3 Purposes of the Study

1. To find out the problems between customer and reservation staff about guest arrival time
2. To find out the problems of room booking

1.4 Significance of Study

1.4.1 For the student

The result of this study can develop knowledge about the problems in the reservation section. There are some problems that the reservationist faced

during do their jobs in a reservation. They can be very carefully to anticipate in handling guest's booking. They can prepare themselves before do the job desk or plunge in the reservation section of the front office department.

1.4.2 For the institution

The result of this study is also can be useful for the institution as notes to support some topics with problems and solutions faced by reservationist.