

CHAPTER I

INTRODUCTION

1.1 Background of Study

A hotel is an establishment providing accommodation, meals, and other services for travelers and tourists. According to Sulastiyono (2008), a hotel is a company managed by its owner by providing food, beverage, and bedroom facilities to people that are traveling and can pay a reasonable amount for the services received without any special agreement. Hotels have many kinds of accommodations such as a pool, gym, playground, and restaurant.

Every hotel has restaurants because restaurant is one of the facilities provided by the hotel. According to Marsum (2005), a restaurant is a building that functioned commercially by providing services to guests with food and drinks. Having a restaurant in the hotel makes it easier for guests to get food and drinks without leaving the hotel. Guests do not have to go far out of the hotel to find a restaurant for lunch or a romantic dinner. The restaurant in the hotel has a waiter or waitress who is professional in serving guests. Guests will be safer and more comfortable when their food is handled directly by a reliable waiter or waitress.

A waiter or waitress is an occupation whose job is to serve food and drinks for restaurant guests in hotels. According to the Marsum (2001 : 90), a waiter/s is a function or position contained in various parts of the Food and Beverage Department, such as restaurant, room service, banquet and bar. This profession is very significant for hotel restaurant to find internal income for guests staying at the hotel. The first thing to make people or guests more interested to visit hotel restaurant besides its attractive look is the waiter/s have to genuine and attractive attitude to guest, to show the restaurant has good quality services. Therefore, a waiter who serves guests directly required to have a neat and clean appearance to increase self-confidence when serving guests.

In service activities, not everything will run smoothly. There will be complaints coming from guests. Either it is because a lack of service or food that is too slow to cook and so on. A waiter or waitress should complete the conflict that

occurs when a guest complains so that later there will be a solution to the guest. According to Durvasula (2019), customer satisfaction with handling complaints depends on appropriate and fast action. In other words, the handling required for the customer is efficient. Some things can be done when guests complain, namely listening to guest complaints and apologizing to guests. Then try to provide the best solution to guests. By doing this, guests will feel that their fatigue is heard and responded to precisely. Guest satisfaction is the main point for a waiter or waitress. Resolving guest complaints is an effort that can resolve conflicts by apologizing using polite language. The language expression used is like "Please accept our sincere apologize Sir / Madam, we will do our best services in the future." Based on the explanation above aims to find out the types of complaints commonly take place at restaurants in Bali, steps taken as follow-ups and what the language expressions used when dealing with guest complaints. The subjects of this study were three selected waiter/s from Harris Cafe, Segara The Seaside Bar and Restaurants and also Adirama Beach Hotel.

1.2 The Statement of Problems

- 1.2.1 What types of complaints commonly take place in the restaurants?
- 1.2.2 What are the steps taken as follow-up procedures in handling the guests complaints?
- 1.2.3 What are the language expressions used by the waiter/s in handling guests complaints?

1.3 Objective of Study

- 1.3.1 To find out types of complaints commonly take place at restaurants in Bali
- 1.3.2 To find out the steps taken as follow-up procedures in handling the guests complaints.
- 1.3.3 To find out the language expressions used by the waiter/s in handling the guests complaints.

1.4 Significance of Study

1.4.1 For students

This study provides information about food and beverage services, the job description as a waiter/s, types of complaints commonly take place at restaurants in Bali, how to handle the complaint by seeing steps taken as follow-up procedures in handling guests complaints and language expressions used in handling guests complaint. So the student can use this research as references to get more information about food and beverage services and it can be preparation for them before having the job in the part of restaurant.

1.4.2 For the institution

The writer hope this study can be useful for additional learning material in the class to know how the real situation in the field and to know more about food and beverage services.

1.4.3 For public

The writer hope this reserach can be as refrences for public to get new information and knowledge about food and beverage services.

