

CHAPTER I

INTRODUCTION

A. Background

Indonesia is one of the developing nations that are currently improving greatly. According to *Badan Pusat Statistik (BPS)*, Tourism is one of the largest and fastest-growing economic sectors in the world, more so for Indonesia, because of the great tourism potential development due to the richness of charming nature, treasure heritage, and cultural uniqueness (BPS, 2019).

According to the statistical data by the BPS, the number of both foreign and Indonesian Guests that stay in classified hotels are increasing each year. This increasing number of tourists will in part push the increase of hotels and other accommodation to meet the demand that is available. From the data that BPS has collected in the year 2019, the number of accommodation establishments in Indonesia was 29,243 units with 776,025 rooms.

These data shows that one of the factors that boosts Indonesia's growing economic sectors is the increasement of tourists. One of the regions in Indonesia that feels this impact is the East Nusa Tenggara Province. East Nusa Tenggara is one of the Provinces of Indonesia that its tourism sector is being highlighted by the government because of the rich exotic natures, like the Komodo Island, the beautiful Savannah of Sumba, the Kelimutu lake, and many others.

Because of this highlight to the tourism sector, the hospitality industry of East Nusa Tenggara received an increasing number of tourists both foreigners and

domestic. As can be seen by the data provided by BPS, the number of tourists of both the domestic and foreign tourists that visited East Nusa Tenggara have increased rapidly in the recent years. However, the impact of increasement of tourists at Kupang, the capital of the Province cannot be directly felt. Kupang, is the biggest city in the East Nusa Tenggara Province.

Table 1

Number of Tourists that visits East Nusa Tenggara from 2016-2018

Number of Tourists	2018	2017	2016
Domestic	682,777	523,083	430,582
Foreigners	123,686	93,455	65,499
Total	806,463	616,538	496,081

(BPS, 2019)

According to BPS, in Kupang Municipality in Figures 2020, the number of classified hotels is still the same as in 2018 which is 17 hotels. Indonesian's government decides that the classification of a hotel in Indonesia as

“Hotel is an accommodation using a part or a whole of building to provide lodging, food and beverage and other support services for the public commercially organized” (SK Menparpostel No. KM 34/PW.103/MPPT-87).

There are many ways to classify hotels around the world. Based on the *Peraturan Menteri Pariwisata Dan Ekonomi Kreatif Republik Indonesia Nomor PM.53/HM.001/MPEK/2013*, hotel generally can be classified into five types based on the competition of hotel service and facilities, which are (1) One Star Hotel, (2) Two Star Hotel, (3) Three Star Hotel, (4) Four Star Hotel, and (5) Five Star Hotel.

Table 2

Hotels and other Accommodation Survey 2019

Certified Hotels	Number of Hotels		
	2019	2018	2017
1 star	2	2	2
2 stars	6	6	6
3 stars	7	7	7
4 stars	2	2	2

(BPS, 2019)

From the survey done by BPS, it is found that the largest number of hotels according to its classification is the 3-star hotels. One of the 3-star hotels in Kupang is the Swiss-Belinn Kristal Kupang. According to an interview with Anwar, the Assistant of Sales and Marketing Manager of Swiss-Belinn Kristal Kupang (SIKK), Swiss-Belinn Kristal Kupang is one of the oldest hotels in Kupang. It was built on 20th November 1995.

However, the increasing number of both foreign and local tourists also helps stimulate the growth of the hotel industry in Kupang, and this also creates a need for all hotels at Kupang to increase its service quality to win more customers. This situation also makes Swiss-Belinn Kristal Kupang as one of the oldest hotels to further improve their service quality, so they may compete with the newer chain-hotel competitor like Sahid T-More, Aston Hotel, and Neo by Aston Hotel.

Therefore, it is very important for hospitality companies to gain customers loyalty especially in the Food & Beverage Department, which is one of the important departments of Hotel Industry. Customers will always search for products that are equivalents to their expenditure. However, services have unique characteristics of intangibility, inseparability, heterogeneity, and perishability that makes it hard to adapt it to meet every customer's needs.

According to Koc (2017), there are four characteristics of service that made hospitality and tourism industry to be more prone to service failures: (1) Inseparability, which means most of the consumption and production of hospitality service takes place at the same time, (2) Heterogeneity, service does not have a patent standard, which makes it difficult to standardize its performance, (3) Intangibility, meaning service is not visible or touchable, and (4) Perishability, where service is very difficult to synchronize the supply and demand.

These are a few explanations of the risk that the hospitality industry will face from having service failures. If a serving failure occurs then it will result in customer dissatisfaction, and this dissatisfaction may become a threat for the growth of the hospitality business. Furthermore, customer's dissatisfaction doesn't only affect a single customer, instead it will trigger more negative reactions, like negative word-of-mouth, customer switching, lower employee performance and morale, etc.

As we can see, customer satisfaction is very important for businesses, because it helps customers to have a satisfied feeling for the product that they purchased and makes them want to return and repurchase the product and even recommend it to other potential customers. However, as the needs of every customer diverge, there is no exact method to measure customer satisfaction. Hospitality industry is unique because the feedback from the customer can be used as a crucial tool for measuring customer satisfaction.

Figure 1

Customer satisfaction analysis model



(Adapted from Tao, 2014.)

Customer satisfaction is influenced by service features and the perception of quality. The figure above shows that the customer satisfaction will go higher when the customer experience meets the customer expectation. However, when the customer experience does not meet the expectation, it will result in a lower customer satisfaction.

According to Tao (2014), there are two ways to help companies to better match the customer expectation and their experience to achieve high customer satisfaction. First is to improve service quality, and second is to try to reduce the desired level of customers to be able to manage the customer expectation. From these two approaches, the first approach is widely used and has achieved great success.

B. Purpose of Internship

This research was written for the necessity of the internship report that is the requirement for students of Hospitality and Tourism Faculty to achieve an applied bachelor's degree. As for the purpose that the writer wants to achieve from this internship are:

- a. To train the writer to be able to implement the knowledge that has been obtained during lectures into real-life working environments.
- b. To know and recognize directly real-life working environments in these times.
- c. To understand the process of improving the quality of customer service by improving the training for the staff of Hotel Industry, specifically the Food and Beverage staff.

C. Benefits of Internship

The benefits of the internship are as follows:

1. Benefits for the internship institute.
 - a. The result of this research is expected to become a contribution to the internship company to be able to improve the quality of service through practical training, so that the company may be able to increase guest satisfaction and to eventually increase the revenue.
 - b. To be able to create a positive and cooperative relationship that is profitable for both the institute and Universitas Pelita Harapan.

2. Benefits for the Study Program

- a. The result of this research is expected to become a scientific contribution regarding the improvement of quality of employees through training in 3-star hotels.
- b. To obtain feedback as an input, for a better curriculum that is suitable with the needs of the industrial environment.

3. Benefit for the intern.

- a. The benefit of this internship to the intern, is to train the skills and theoretical knowledge that the intern has obtained during the lectures at Tourism and Hospitality Faculty.
- b. For the intern to learn directly about the dynamics and condition of real-life workplace, specifically the Food & Beverage department either in governmental or private institutes.

D. Writing System

CHAPTER I INTRODUCTION

This Chapter is containing the background of the topic that underlies its importance of the internship, the purpose of the internship, the benefit of the internship, and the writing system.

CHAPTER II THEORETICAL FRAMEWORK

This chapter contains the outlines briefly, and logically about the reason of choosing the internship institute, and the department during the internship.

CHAPTER III GENERAL OVERVIEW OF SWISS-BELINN KRISTAL KUPANG

This chapter contains the general overview of the institute where the internship take place, the activity during the internship, the method that is used during the internship, forms of support that is given to interns, and the obstacles during the internship.

CHAPTER IV DISCUSSION RESULTS

This chapter contains the comparison between the practice during internship and the theoretical concept that has been learned, the theoretical basis for the topic of discussion, the analysis of the matter that becomes the topic of discussion, and the recommendation of improvement from intern.

CHAPTER V SELF REFLECTION

This chapter contains the explanation regarding the improvement of hard-skill, soft-skill, cognitive skills, and self-actualization of the intern, and also contains the explanation of the key success during the internship.

CHAPTER VI CONCLUSION

This chapter contains the conclusion of the Internship Report in accordance with the analysis of the problem.