

CHAPTER I

INTRODUCTION

1.1 Background of the Study

Guests; no matter what race, religion and gender they are, that are staying in any type of accommodation expect good service to be provided to them as they have paid a sum of money. The expectations may include being warmly welcomed, serviced with passion and prompt, provided with functional and clean facilities and having an enjoyable stay. In the hospitality industry, these expectations can be achieved by maintaining the service standards that is set in each hotel. Different hotel might have different service standards, but their goal is one; to serve guests the best possible with the best service possible.

To be able to reach those expectations, good facility maintenance and good form of service are needed. Service is the most crucial as having good facilities without the service makes the facility lacks the warmth it should be having. Having just good service will not cut it, it must be consistent and thus service standards are being formed. An operation without a service standard will has its service feeling inconsistent as guests would be served one way on a day and another way on another day. It is good if both days are good services, but what if one day the service was bad? It will certainly affect the guest's experience and will influence the guest's decision on coming back.

Service standard has continuously been a chief indicator and plays pivotal role in selecting hotel for accommodation and has significant influence on customer's desire and is the outcome of previous anticipations and customer's perception (Jalbani et al., 2017, p. 2). Service standard is a standard that states on how to provide the service towards its customers in

an organization and to ensure consistency on the delivery. Upholding service standards will not only guarantee that the guests will always be served accordingly, it also provides an expectation and guidelines for the employees to know what is considered as a good work. Maintaining service standards will guarantee that guests will be returning as the service is delivered as expected and maybe beyond.

Cambridge Hotel Medan; or formerly known as Swissbel-hotel Medan, changed its name on September 2018 and has been running under a new management and refurbished facilities. The hotel still has ongoing renovations on several rooms and are expected to finish towards the end of 2019. Cambridge Hotel Medan is equipped with 242 rooms accompanied by various range of amenities guests can use such as the gym or health center, swimming pool and meeting and convention rooms, dining facilities and many more. It is located at Jl. Letjend S. Parman No. 217 and strategically located beside a shopping mall called Cambridge City Square.

Cambridge Hotel Medan has a mission to be committed in meeting and exceeding the guests' expectations through their dedication to service in every aspect that stems truly from their heart and their mission proved to be true as the majority of the reviews online are good after the new management took over. The management has changed the service standards that made the service even better than before. Cambridge Hotel Medan has a regular set of service standards similar to any other hotels but is fused together with their ethical standards that hold the hotel's values. Below are the standards when facing their guests:

- a. We will give them fair value in the markets in which we serve
- b. If we do not deliver what we had promised, we are not delivering value.
We will always do our best to serve so as to maintain the confidence of our guests in our hotels and Cambridge Hotel Medan
- c. We will not manipulate records so that individuals may make misrepresentations

- d. We will look at each customer as a potential long-term relationship for our Group and the hotel and endeavor to earn their loyalty through quality service, professionalism and memorable experiences.

But despite the numerous excellent reviews, there are a couple reviews stating that the check-in process was slow and some of the employees were perceived as unfriendly and discriminative. According to one review from Google, the check-in process is slow because some of the in-house guests were checking out late. This can actually be prevented if the reception call to each room that has not checked out yet on 12PM and charge guests with late check-out fees. In terms of unfriendliness, according to some reviews, the guests called to ask for extra amenities but the person who answered the phone was not friendly and hung up the phone immediately without saying thank you. Some did not have any actions taken or done after phone calls were made. One review from Booking.com stated that the employees were being discriminative as they favored the guests of a higher social class. The guest felt that her family was treated differently as they were from a lower social class; the service is not as prompt. Some of the employees did not adhere to the service standards accordingly which affected the service delivery.

Based on the reason above, the writer is interested in analyzing how the service standards at Cambridge Hotel Medan are. On this note, the writer conducted a research titled:

“The Analysis of Front Office Service Standards at Cambridge Hotel Medan”

1.2 Problem Formulation

Based on the background of study stated above, the writer would like to have a problem formulation as follows: “How are the service standards in the Front Office at Cambridge Hotel Medan?”

1.3 Research Focus

As the hospitality industry is made up with service and has a large scope, the research will be focusing solely in the Front Office Department at Cambridge Hotel Medan to analyze the service standards and how to make the employees adhere to them.

1.4 Research Objective

The objective of this research is to know how service standards are in Front Office Department at Cambridge Hotel Medan.

1.5 Benefit of the Research

There are several benefits of this research and are as follows:

1.5.1 Theoretical Benefit

1. This research will serve as research reference for students at *Universitas Pelita Harapan* Medan.
2. This research will have contribution on the theory on service standards.

1.5.2 Practical Benefit

1. For the company, this research can provide knowledge on service standards.
2. For the writer, this research can provide additional insight and understanding for the writer regarding service standards.
3. For other researchers, this research can be used as a reference to other related researches in the future.

1.6 Systems of Writing

The system of writing of this *skripsi* will be as follows:

Chapter I : Introduction

This chapter covers the background of study about service standards, problem formulation which is formulated as “How are the service standards at Cambridge Hotel Medan?”, research focus which is around Front Office at Cambridge

Hotel Medan, research objective to know how service standards are in Front Office Department, benefit of the research to the writer and the company and systems of writing used in the final paper.

Chapter II : Literature Review

In this chapter, the writer discusses the theories that are related to the topic of the study, such as service standards. This chapter covers many aspects of service standards, such as the definition of service and service standards itself, the importance of service standards, the benefits of service standards, characteristics of service standards, how to form a set of service standards and how to carry out and improve service standards. After the bases of the theories are laid out, the writer discusses regarding how the service standards are at Cambridge Hotel Medan. This chapter also provides the previous researches that have been conducted by several researches relating to this research. The framework of thinking is also displayed in this chapter to let the readers visualize how the writer has arranged this *skripsi*.

Chapter III : Research Methodology

This chapter presents the research design of the topic which is qualitative research method and descriptive research method. The writer chose both of the methods as the writer would like to explain the phenomena and uses theories to back up the analysis. The data analysis method that is being used is the narrative analysis method as the writer gather sources from various people and the writer's experience and observation and compiled them into one. The data collection method being used is through primary and secondary data;

primary data through interviews with people that were selected through purposive sampling and secondary data is gathered from books, journals, websites and other sources available.

Chapter IV : Data Analysis and Discussion

This chapter discusses the general view of service standards and analyzing the obtained data that is associated with the problem stated previously.

Chapter V : Conclusion

The last chapter presents the conclusion and implication along with recommendations that could be used to improve the service standards.

