

# CHAPTER I

## INTRODUCTION

### 1.1 Background of the Study

Hospitality world has been developing and increasing very fast until now. It has been a very important segment in the world. Cited from Hassanien (2019), the author said that nowadays high amount of hospitality business is being developed from the situation of being developed more or under improvement. People are traveling outside of their country, around their own country and hospitality is a service that was given to them to make their travel or leisure feels comfortable, fulfilled and satisfied. People may travel for business, leisure, holiday, gathering, learning more various cultures and they may need an accommodation to stay overnight which could be hotel, resort, motel or others. Hospitality does not consist only of hotel, but it also relates to food and beverage, travel and tourism. Tourism holds a crucial role for a country because this is the way of a country to increase the economy. Sampson (2018) mentioned that tourism increases opportunities in employment and this is the main source of countries foreign exchange. It is also a path for people to come and go, to know different types of culture, seeing local people, scenery and tradition that have never been discovered before.

People that travel out of their country may need a place to stay overnight which is hotel and the first step, first moment that guests talk to and encounter is the front area which is a receptionist. According to Miller (2020), as a receptionist, they are the ones that provide services, handle and be responsible for guests' reservations, give room keys and provide solutions for them when any problems that may happen in a hotel. Whether a guest would like to check-in, check-out, make any complaints or comments, ask any questions that they would like to ask, it will be asked to the hotel through receptionists.

Receptionist puts very significant roles in giving the very first impression to the guests, which is also mentioned by Miller (2020) that being a receptionist is a significant role in hotel because they are the first encounter between guests and hotel. Guest will communicate and have conversation directly to guests, give the very first thought about the hotel and how it will be looked up by the guest. If a receptionist staff does not give a good service toward the guests or does not talk friendly or show good attitude towards guests, guests will not feel satisfied for the service. Consequently, by words of mouth, the hotel's reputation and brand image will get lower and lower because people may know that this hotel does not a very first good impression. This is one of the reasons why receptionists hold very crucial roles, their bad or good service may give affects towards hotel and also to the guests.

The research object that the writer has chosen for this research is Karibia Boutique Hotel, Medan. It is a 4-star hotel, located at Komplek Centre Point, Jalan Timor Blok J No. I-IV, Medan City Center, Medan, Sumatera Utara, Indonesia. A hotel that is located in the city center of Medan, makes the guests who are staying in this hotel feel convenient and easy to reach other places. This hotel is a boutique hotel with unique design, architecture and just beside the hotel, guests can reach to Centre Point Mall with many cafes selling food and drinks, a shopping mall for them to have leisure.

This hotel has been chosen as research object is because the writer has seen some reviews that said receptionist staff in this hotel did not give a satisfying service for the guests and in order of that, the writer would like to make this research as a guidance, to explore and understand of how truly significant the roles of receptionists in hotel are, what basic tasks and roles of receptionists as part of front office department, point out the effect of receptionists' roles toward other departments in hotel, lastly about how their performances are according to the guests in Karibia Boutique Hotel. Doyle (2020) also said that front area employees are going to be the first persons that guests will encounter their problems to.

The writer conducted this research by interview sessions with Karibia Boutique Hotel Front Office Department employees, giving questionnaires for other departments, also to customers. The writer also chooses out some guests'

reviews from Tripadvisor to support the data in this research. Besides guests' reviews, the writer would like to display briefly with this table below to show the total number of reviews at Karibia Boutique Hotel that has been picked out from Tripadvisor.

**Table 1.1 Online Reviews of Karibia Boutique Hotel**

Year	Total Number of Reviews	Negative Reviews	Negative Reviews about Receptionists
2016	56	22	9
2017	31	14	3
2018	21	11	3
2019	10	5	-
2020	30	3	-

Source: Prepared by the writer (Tripadvisor, 2021)

Some of the negative reviews toward receptionists were about their bad service, not performing good attitude for the guests, have no courtesy and not giving good response upon guests' needs or requirements. From this table above, it can be seen that negative reviews about Karibia Boutique Hotel is getting lower and lower, so as also to the reviews about receptionists, they are decreasing, either getting better or guests might ignore about writing reviews anymore. This is one of the reasons why the writer is interested in doing this research, conducted in Karibia Boutique Hotel, which the writer will point out and pour into this research with the title of **“The Significance of Receptionists’ Roles, as part of Front Office Department, at Karibia Boutique Hotel, Medan”**. The writer will

analyze how truly significant the roles of receptionists in hotel are, whether they may give impact toward hotel, also for guests or not.

## **1.2 Problem Formulation**

Here are some of the problems that will be discussed in this research:

- a. What are the basics tasks or roles of receptionists as part of front office department at Karibia Boutique Hotel?
- b. How do other departments affect and be affected by receptionists' roles at Karibia Boutique Hotel?
- c. How are receptionists' performances according to the guests of Karibia Boutique Hotel?
- d. How significant are the receptionists' roles at Karibia Boutique Hotel?

## **1.3 Research Focus**

As mentioned above, this research will discuss, elaborate and focus more about the basic tasks and roles of receptionists, how their roles may affect other departments and also be affected by them, receptionists' performances according to guests and how significant receptionists' roles are in a hotel. Beside just by giving good service, bad service can be conducted too by receptionists and this research will elaborate in points about what problems might happen; describing basic tasks and roles of receptionists by showing the comparison among one theory and others. The

writer's research object is in Karibia Boutique Hotel, a four-star hotel which is located in Komplek Centre Point, Jalan Timor Blok J No. I-IV, Medan City Center, Medan, Sumatera Utara, Indonesia. The writer's variable of research is focusing on receptionists, which will be conducted in interview sessions, questionnaires and observation, to point out and explain the significance of receptionists' roles.

#### **1.4 Research Objective**

Some of the objectives of this research are:

- a. To describe the basic tasks or roles of receptionists as part of front office department at Karibia Boutique Hotel
- b. To elaborate how other departments affect and be affected by receptionists' roles at Karibia Boutique Hotel
- c. To assess receptionists' performance according to the guests of Karibia Boutique Hotel
- d. To explain the significance of receptionists' roles at Karibia Boutique Hotel

#### **1.5 Benefit of the Research**

##### **1.5.1 Theoretical Benefit**

The theoretical benefit of this research is to let readers know, give more explanation and understanding to the readers, provide more

contributions to people and academic areas, point out more existing theories especially about receptionists in order to be an exploration more to this subject where some people may have never known about it before. Proving whether receptionists' roles really put very important keys in a hotel or not, elaborate some interview questions and answers, giving some cases examples, observations and literature study.

### **1.5.2 Practical Benefit**

For the writer, the practical benefit of this research is to give more exploration about receptionists as one of important roles in hotel, to let the writer jump down to the field and conduct a research to show whether receptionists did put a very significant role in a hotel or not, understand more about the world of hospitality.

For the company, the writer may provide more new experiences for the hotel, receive more feedbacks and understand more in the right way of how receptionists give service to their guests. The company may know and point out more important things that can be changed or which aspects that should be paid attention to and receptionists in the company may know more knowledge and practice that they might have never known before.

For other researchers, through my research they may understand more about significance roles of receptionists, how researchers may gain

more information in supporting their data, point out statements that they have never known before and show more different contents to each other.

