

# Chapter 1

## INTRODUCTION

### 1.1 Background Of the study

Nowadays competition in business industry such as hotel industry, food industry and the other is very tight right now. Moreover, it is additionally accepted by advertisers that the primary key to win the challenge is to offer a good service quality to clients through conveying quality items. With the goal that Consumer get amazing service, to be specific administration that lives up to his desires. Fulfillment implies that how costumer or visitor get their administrations and quality identified with their desire. It is important to fulfill customer satisfaction and fulfilment, Whether the consumer is fulfilled after buy or after receiving service in order to fulfil their expectation. If the services miss the points of expectation, the customer is disappointed. If the services meet customer expectation, They are satisfied. If the services beyond their expectation they will very highly satisfied. So product quality is a set of characteristics and characteristics of goods and services that have the requirements to meet customer needs, which is a complete understanding of the combination, accuracy, convenience, maintenance and other attributes of each product.

The reason behind this case is nowadays hotel industry are not fulfilling service quality and not meet guest expectation. This research chooses Ritz-Carlton, Bali because Ritz-Carlton, Bali is five star with the famous motto “ladies and gentlemen serving ladies and gentlemen” also the researcher already has experience during the study. So, the researcher already feel directly the situation, if satisfaction and guest expectation are not fulfilled they will not go away happily but they will go away disappointed. Employee is the most important that affecting quality, services, satisfaction and guest expectation because they are the one who deliver the quality and services to the guest to reach satisfaction and fulfill their expectation.

There is some Service Quality Problem at Guest Service Center at Ritz-Carlton Bali which is one of the most luxury resort where the sea is calm, the sand is pristine, and the Indian ocean that play huge role in Ritz-Carlton experience and officially opened at 2 February 2015. They have some problem with Service quality especially for internship / trainee because they are new and they did not have any experience yet to face the real situation of hospitality and some of them might be not very good at English for some different reason of each students. Well, at university or school they might be already know the rules or SOP, but they are only doing a practical assignment with their friends and they also using paper to memorize their own role depend on the students. They are not facing the real situation yet. When there is high season at the hotels or resort, when the guest is complaining for some reason that they cannot imagine what is their fault? especially when they are facing real guest and they cannot answer the guest question or request because they are not good at English or lack of knowledge. They already got solution for this problem with adding languages class for interns and employees, learning coaches also will make sure interns and new employee very well prepared before facing the real situation, starting to handle simple things, for example requesting etc. If their performance does not improve Their contract will end.

The next problem is with communication for example when they are facing big Events such as Indian wedding, birthday etc. They are not efficient to face the crowded due to many calls from guest moreover if the guest want to ask crucial information out of guest service center duty such as Ritz-Carlton rewards etc. They can only give the basic information and for the full detail will be continue or transfer to the related department, if related department are not in position or still on calls, The call will bounce back to guest service center randomly to operator one or two and make it not efficient. Moreover, it bounces back to the person who is not handling it before. While transferring the calls to the person who is handling it. The person still on calls and it make the guest wait. They can give a callback but in this case, we already lose one point impression of the guest. Well, the guest might be understanding because guest service center is not handling one or two rooms. Well they are handling all rooms with one or two persons per shift. But it depends on the guest each personality, because each people personality is different each other.

They already got a solution for the problem and will be implement soon. They are changing their telephone operator devices equipment to high-end equipment so it will be more efficient and even more friendly to use.

If employee is not motivated or happy then they will not deliver the quality and services properly and not make the guest satisfy and fulfill their expectation by motivate our employee, treat them like a diamond Sure they will deliver quality and services perfectly and make guest satisfy and fulfill their expectation. Satisfying customers plays an enormous role in how great business is. Customer or guest can act as advertiser to company or hotels, when they feel great with the experiences that they have. They tell others, which mean more business to the company that profitable. The value of a product is the total benefit of a particular product. A product that has the same function, can have different values. Various products with various brands have the same function. But certain brands of products can have better use value, compared to other products. The value contained in the product creates an advantage over competing products. The ability of a product meets consumer needs, resulting in satisfaction.. There are still hotel employees who are not professional, skilled in serving consumers or hotel guests. Speed, accuracy, accuracy of employees, and hotel services to various types of hotel consumer complaints, and some sub-standard services. These conditions interfere with and cause adverse effects on the level of customer satisfaction.

The importance of Service quality in any business especially hospitality industry and the other aspect related to service quality, the researcher are interested in conducting the research entitle “Maximizing Service Quality of Guest Service Center At Ritz-Carlton, Bali “

## **1.2 Problem Formulation**

1. How to generate Service Quality?
2. How to improve the effectiveness of communication?

## **1.3 Research Focus**

The Limitation in this study aim to research the problem is not too wide, the limitation of the object studied is Guest Service Center at Ritz-Carlton Bali which located at Jalan Raya Nusa Dua Selatan lot III Sawangan, Nusa Dua. The operating hours is 24 hours and this research conducted during 3 March 2019 at 14:00 – 17:00 PM. This research is done to know about how to maximize satisfaction of guest or customer at Ritz-Carlton Bali or other aspect that affected guest. The decision was taken by considering employee and efficiency is the main objective to meet the guest expectation and fulfill their expectation.

## **1.4 Research Object**

1. This Research objectives are to examine how to Generate Service Quality.
2. This research objectives are to understand how to Improve communication effectiveness of Guest Service Center at Ritz-Carlton, Bali.

## **1.5 Benefit of the Research**

This research provides two research benefit which are:

### **1.5.1 Theoretical Benefit**

- a. The result of this study can provide some knowledge of Service Quality that affecting Customer satisfaction to reach guest expectation of Guest Service Center at Ritz-Carlton Bali.
- b. Can be useful for learning and as a reference for future research relating to service quality and customer satisfaction.

### **1.5.2 Practical Benefit**

1. The result of this research is expected to give information that employee is the main person to fulfill and reach guest expectation.
2. As a suggestion to improve the service quality and effectiveness of communication at Ritz-Carlton, Bali

## **1.6 Systems of Writing**

For Detailed Reports, the materials listed in this report are divided into chapters as follows:

### **Chapter I: Introduction**

The first Chapter is the introduction of the research and will provide a clear overview of the research project. First sub contain brief explanation about research's Background of study , Background of study helps to understand the problem of the research, the reason why the researcher choose the company and the reason why the researcher choose the title , Second a brief Problem limitation that explain the limitation of this research the purpose of Problem limitation is to control that the problem discussed will not too comprehensive, next is a brief Problem Formulation that contains question and will be answer in this research, next is Objective of Research that must be very clear of what this research aim for which , fifth is Research benefit , Research benefit is containing what is the benefit of this research and divided into 2 parts which are Theoretical benefit and Practical benefit. The last is Systematic writing that contains an overview content of research from chapter to chapter with a brief explanation from each chapter.

## **Chapter II: Literature Review**

The Second Chapter is an overview of relevant literature of past researches related to this research. The past researches are considered as secondary data such as journals, articles, and reports. This Chapter contains a brief explanation of theoretical background that is taken by journals, articles, reports and will be explained very in detail, definition, types and other explanations related to the research's main topic followed by 5 previous researches taken by journals that are related to this report that contain the year & author of the journal, method of the journal, results from the journal and the difference between research and the journal and some literature review that is related to this research. The last is a framework of thinking that describes the research's way of thinking with the research process. This chart illustrates the research process starting from the background of the study that contains a brief explanation of the background of the study of this research, problem formulation that contains the main problem of this research, and the grand theory that is used in this research.

## **Chapter III: Research Methodology**

The Third Chapter is Research Methodology that contains a brief explanation of Research Design which talks regarding the type of the research used in this research whether the research uses qualitative research or quantitative research, next is Research Object, Research Object describes the object that will be studied in the research area that has been observed and will explain the criteria of the object studied. Next is Data Collection Method, Data Collection Method explains about how the research data is collected and what method is used to collect the data such as Interview, Questionnaire, Observation which is divided into various types of methods from each method used. The last is Data Analysis Method which explains about the analysis of the data used in this research and why the researcher uses this analysis data to analyze the data.



#### **Chapter IV: Data analysis and Discussion**

The fourth chapter is Data analysis and discussion that contains a brief General view of research object, this sub chapter will give an overview of general description of the object that will be study. The general description including the history of establishment, vision, mission and operational activities, job description. Next is data analysis and discussion. This sub chapter show the data that have been analyzed in this research and a clear explanation of discussion that will describe the result from the data analysis. The explanation must be related with the theory and the previous research. This sub chapter contains the answer of the problem formulation and research objectives that have been stated in chapter one and will be explain into a very clear and detail explanation.

#### **Chapter V: Conclusion**

The fifth chapter is conclusion that divided into three parts. First is Conclusion, Conclusion contains a descriptive summary that show the result of the research's questions and also show the research's question that will be answered accordingly in this part. next is implication, Implication contains the impact from the research's result theoretically or practically and can be a Recommendation or plan for the future research, for the company, for the employee that might related to this research and the implication can be applicable or not. The last is Recommendation, Recommendation contains an advice to the person who related to this research and can be added limitation of the research that might be useful to the future research.