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Operator Role In Front Office Department On Handling Guest Requests At Harris Resort Barelang

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Abstract

Harris Resort Barelang Batam is categorized as a four-star hotel, and managed by Tauzia group. Author had the opportunity to practice for four months in Front Office Department as 'Harris Button Operator'. Front Office Department is the first and last department that guest meet, so it has responsibility to give a good impression and experience to the guest during their stay. As 'Harris Button' Operator, author should complete all guest requests using only by audio, in this case, the operator need to be competent in handling each guest request or handle any problem and could solve it in a timely manner. On-the-job training gave the author opportunity to implement the theory to the work field and practice it directly. The author also received a lot of knowledge and the ability to solve problems between guest and co-workers. The data for this research is conducted by interview to extract information from several sources and by observation from the field. The purpose of this research is to give the readers and future researchers knowledge about hotel industry, especially in Front Office Department.

Keywords : Front Office, Guest, Hotel

Introduction

The development of Batam into a tourist destination will increase local revenue (PAD), increase income per capita, reduce the number of jobless people, and improve the welfare of the community in general.

Improving the quality of service at the hotel will create a guest repeater to the Harris Resort Barelang Batam hotel, this is a positive result to increase hotel revenue. The first impression of a hotel is in the front office, the presence of the first guests at the hotel will be greeted and served by the front office. The process carried out when a guest is present at the front office is

check-in and check-out. One of the sections in the Front Office Department is the Operator, serving every complaint, request or question related to hotel facilities. An operator must have the skills to serve guest requests and complaints, not just the skills to talk to guests, but it is necessary to be alert and responsive in handling every problem. Friendly intonation from operators and precise answers will give guests satisfaction.

Hotel

Understanding Hotel according to (Bagyono and Agus Sambodo, 2006) Hotels are places for tourists

who have a separate class to receive in-house and dining services by rent. And the tourists are considered capable of renting these services.

Front Office

According to (Bagyono, 2012) front office is taken from the English language, front office is an office that is in the front. In the sense of a hotel, the front office is the office at the very front in the lobby area which is close to the hotel entrance. This area is the busiest place in the hotel. Because the location is in front of the front office, it is easily found by guests. The Front Office Department includes 3 parts, namely: Receptionist, Reservation, and Operators. Front Office is the part of handling guests Check-in and Check-Out, Reservation handles room bookings and all specified room rates, while the operator handles all requests, questions, and guest complaints.

Hotel Operator

The definition of telephone operator according to (Hartini, 2011) is a part that has the same responsibility as the front office, namely as an information center, accepting room bookings, knowing everything about hotels. In the hotel, the role of the operator is very influential on the hotel itself, the operator takes a lot of part in determining the impression of the guest while the guest is staying at the hotel, not just talking but there must be special skills needed to be a good operator to uphold the image of the hotel.

Methods

Research Plan

The research design is a research data collection process, meaning that the research carried out has mature results so that this report can be completed with the expected results. This report uses a research method based on a collection of analyzes conducted by the author for four (4) months at Harris Resort Barelang Batam with qualitative research. Where the authors conducted thorough research that aims to explain in detail the company's operations.

This collection of analyzes contains the qualities or characteristics of social influences that cannot be explained and cannot be measured through numbers or measurement through a quantitative approach. Besides, the author conducts research with full responsibility for the identity of himself and the company concerned so that there is no misunderstanding between the two parties, not only to the company concerned but the author is also responsible for the results of his research on readers who will act as informants.

Data Research Technique

In preparing this report the author used 4 methods to collect data to be presented, including:

a. Observation Method

Observation is a method for collecting research data with a naturalistic nature that takes place in a natural context. (Supriyanti 2011; 46). The author uses four months of her time to

observe the workings of the front office itself, starting from the check-in and check-out process, room reservations, payments at the front office, handling guest complaints, guest request services from operators, and others.

b. Interview Method

An activity carried out to obtain information directly by disclosing questions to trusted sources. meaningful interviews face to face between the interviewer and the respondent using oral activities (Joko Subagyo, 2011)The author uses interview techniques to get information and conducts surveys to practical work supervisors by collecting questions about work at Harris Resort Barelang Batam and making it a Job Training report.

c. Literature Method

Literature is studying various reference books and similar results of previous research to get the theoretical basis needed on the problem under study (Jonathan, 2006)The author conducted a literature study from a book on Company Standards Operating Procedure (SOP) owned by Harris Resort Barelang Batam.

d. Documentation Method

Data collection was carried out by examining the documents contained in the company (Umi Narimawati, Sri Dewi Anggadini, Lina Ismawati 2010: 39). The author gets the documentation required for writing a Job Training report from the Human Resource Department of Harris Resort Barelang and already has permission from the party concerned.

Product knowledge

The author is expected by the hotel to understand well all the parts that are played in a short time, starting from the room price, the number of rooms, how to operate the system, how to handle guests and so on in a short time, so that the author can handle guests without being guided by seniors . The author looks for sources of information from the official website of Harris Resort Barelang Batam and several times the author immediately jumped into seeing the guest handling process carried out by several seniors.

Section placement

The author is placed in three sections, namely operators, reservations and receptionists, here is a detailed explanation of the initial implementation carried out by the author:

a. Operator

In the first few weeks the author was asked to be in charge at the operator to handle any questions, requests, and guest concerns and was accompanied by a senior, after fully mastering it, the author was asked to handle everything independently.

b. Receptionist

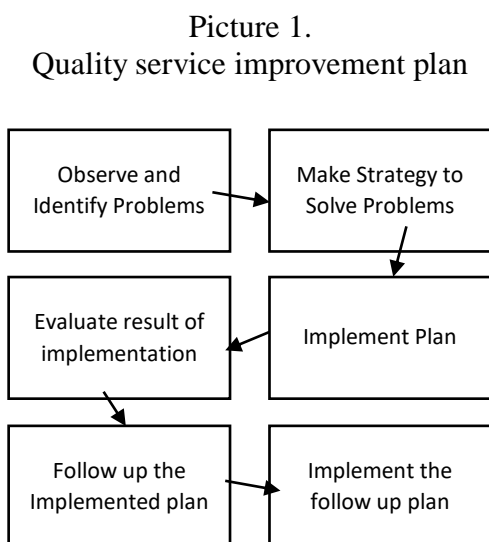
The receptionist section is only carried out by those who already understand the roleplay, therefore in the first few weeks the author is asked to help the senior to help with the check-in and check-out processes such as photocopying guest identification cards, printing hotel voucher proof and so on .

c. Reservation

In this section the author is not too involved in it, seniors only provide brief information about room reservations because this section is very sensitive about prices and is concerned about errors when making room reservations, and this section is only confessed by experienced people.

Planning Process

Planning is the first stage before carrying out implementation activities so that the performance can be carried out regularly. The following is a flowchart or the problem solving design process stage that often occurs in the Harris button which acts as an operator at Harris Resort Barelang Batam:



Source: Author documentation, 2021.

Implementation Step and Schedule

At this last stage, it can be concluded that the author has completed her practical work activities and compiled into a practical work report entitled "The Role of Operators in the Front Office Department at Harris Resort

Barelang Batam". The supervisor also plays a role in assessing the results of this Job Training report.

Table 1.
Research Implementation Schedule

Jadwal Kegiatan	Jul	Agst	Sept	Okt	Nov	Des	Jan	Feb	Mar
Pencarian lokasi kerja praktek									
Persiapan proposal dan penyusunan dari kampus									
Mempelajari sistem dari operasional hotel									
Observasi masalah yang ditemukan									
Merancang ide penyelesaian masalah									
Mengimplementasi hasil rancangan									
Kunjungan dosen pembimbing ke lokasi kerja praktek									
Penyusunan laporan hasil kerja praktek									
Pengumpulan hardcopy									

Source: Author documentation, 2021.

Final Implementation

After the author has mastered product knowledge and is able to handle problems that are often encountered, the supervisor and front office manager give the author the opportunity and confidence to independently incharge in the operator and receptionist section, the author also has the opportunity to make room reservations independently accompanied by seniors. Besides, the author has the opportunity to implement the ideas that have been made to be used in handling guest complaints and guest requests at the operator.

Result and Discussion

The author realizes that Batam has recently been used as an object of refereeing from various foreign countries to local tourists, visitors

who come certainly expect good accommodation during their trip in Batam. Various problems that occur from the hotel are often unavoidable so that guests are disappointed, and Harris Resort Barelang Batam continues to strive to provide the best service for its guests and expects revisits or repeat guests to attend Harris Resort Barelang Batam, in this case, the reception plays a very important role. important as a first impression and last impression for the guest. Operators play a role as one part of the reception which is very important as a center for all information and as a solution to problems related to hotels, the delivery of any information provided by the operator has a huge effect on guest satisfaction, if the delivery method that we convey cannot be accepted by guests, it will happen. misunderstanding.

Conclusions

Harris Resort Barelang needs to pay special attention to operators, considering that operators are the source of all information because if

the information submitted is wrong it will affect hotel performance. In addition to choosing the right person, whoever is in charge of the operator is required to master magic words that affect guest psychology, as explained above that the choice of words in answering questions or overcoming guest problems will affect the future. Therefore, it is important to held special training for employees who will be in charge of the operator as the "Harris Button".

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