

CHAPTER 1

INTRODUCTION

1.1 Background of The Report

Akram and Kumar (2017) explained that social media is a place (usually websites or applications) where people around the world share and exchange their thought about everything through a lot of ways such as writings, photos, or even videos. People like to use social media depend on their needs since every social media has its market and different specification. Refer to Statista, in January 2020, Instagram is the 6th most popular social media in the world and one of the social media that make the tourism industry grows every day since it has one billion active users every month (Social Media Explorer). Instagram has a feature that makes people can share their photos or videos instantly, which will make people feel curious about what and where the picture is taken. People's curiosity about a place is the keyword of the tourism industry because it will make people want to have a trip to that place. In West Nusa Tenggara itself, there are about five hundred and eighty thousand foreign tourists in the first half of 2019 (Statistic Disbudpar NTB, 2019). We can not deny that most of them know about West Nusa Tenggara or Lombok to be specific through social media, since Hospitalitynet (2015) stated that people really like to have research and share their trip experience through the social media..

By having a trip or vacation, of course, you have to choose what kind of place you want to stay in. Many types of lodges can be selected if you're going to stay for a vacation, but resort is one of the best choices that you can choose if you visit Lombok. Referring to setupmyhotels.com, resort is a type of lodges that is located in the calm and peaceful area away from the cities, usually it is located in the mountain or island, and it is the reason why it is easy to find resorts in Lombok since Lombok is one of the most exotic islands in Indonesia.

Those kinds of lodges can be booked in several ways, but nowadays, people like to make an online booking through an online travel agent (OTA), and you can find a lot of OTAs quickly based on your preference. In Indonesia itself, there are Traveloka, Pegipegi, and many more to be chosen by the domestic tourists if they want to have a vacation. In contrast, international tourists like to use Agoda, Booking.com, Airbnb, and many more to book their favorite lodges. You can set your preference based on the price, location of the hotel, facilities, or anything else you can do. In Lombok itself, there are many places to stay, such as Gili Trawangan, Kuta, Senggigi, and many more. If you are going to have a vacation around Senggigi Beach, there is a resort called Aruna Senggigi Resort and Convention that can be chosen.

Aruna Senggigi Resort and Convention once was called Graha Senggigi Beach Hotel. Since the owner of this hotel wanted to have a rebranding, the hotel was rebuilt and named as Aruna Senggigi Resort and Convention with the fusion of modern touch and Sasak Tribe traditionality as its theme. Aruna

Senggigi itself uses MICE (Meeting, Incentive, Conference, and Exhibition) as their main segment because they believe that Aruna Senggigi Resort and Convention is made to fulfill the demand of business and leisure. Since Aruna Senggigi has MICE as its market segment, the hotel is always filled with people, Indonesian and foreigner, and the reservation team's role is the key to the success of the hotel.

Referring to Job Hero, reservation team is made to fulfill the needs of guests or customers that wants to make a booking in the hotel. The reservation team usually will assist the guest in making a booking without any difficulties. Of course, there will be some troubles while the reservation team is helping the guest, but knowing the frequent problems that often happened in the reservation team will minimize the issues that might occur in the future.

In this case, the writer is interested in roles and challenges faced by the reservation team in Aruna Senggigi Resort and Convention because the writer thought that the key of the success of the hotel is because of the role of the reservation team and by identifying the role and the challenges faced by the reservation team can increase the productivity of the team. In conclusion, the writer is interested in discussing “ROLES AND CHALLENGES FACED BY RESERVATION TEAM IN ARUNA SENGGIGI RESORT AND CONVENTION.”

1.2 Statement of The Problem

There are problems in this report as follows:

1.2.1 What are the roles of reservation team in Aruna Senggigi Resort and Convention ?

1.2.2 What are frequent problems faced by the reservation team in Aruna Senggigi Resort and Convention ?

1.3 Purpose of The Report

The purpose of the report is in the following:

1.3.1 To discover the roles of reservation team in Aruna Senggigi Resort and Convention

1.3.2 To discover the frequent problems faced by the reservation team in Aruna Senggigi Resort and Convention.

1.4 Significance of The Report

a. For the writer

This report is written to fulfil the writer's graduation requirement, beside that this report is beneficial to increase the writer's writing skill.

b. For the alma mater

This report is beneficial for the alma mater to discover the problem and as the reference or reading material if it is needed in the future.

c. For the company/institution

This report is beneficial for the institution to maximize the service in the reservation team so it will be more effective for the institution in the upcoming event.

d. For other intern

This report is beneficial for the other intern to know more about the roles and challenges faced by the reservation team especially in Aruna Senggigi Resort and Convention, so it will be a reference if it is needed in the future.

1.5 Review of Related Literature

1.5.1 Roles of Reservation

Reservation is one of the hotel keys of success since guests will make a first impression at their first reservation time. There are roles that a reservation agent must do and refer to Jobhero and Ajar.id (2018) there are three roles that the reservation agent must do, which are the reservation maker and manager role, customer service role, and service and product seller role.

First are the reservation maker and manager role. As a reservation agent, you have to be able to make a reservation and manage it like Sai said that there are two types of reservation modes: written and verbal. In his paper, he said that letter, email, telex, and fax mail is the way people make a reservation in a written mode while making reservations in person or via telephone is the way making reservations via verbal methods. In this modern era, people usually use email, online travel

agents, and Whatsapp if they want to make a reservation via written mode and direct booking and telephone booking if they're going to have a verbal mode reservation.

According to Sai, after receiving the reservation, the reservation agent will make the reservation based on their reservation status, and it is divided into three status, tentative, confirmed, and waitlisted. Tentative status is used when the booking is not confirmed yet. Usually, the hotel will make the dateline, so the guest can decide whether they will make the reservation into confirmed status or cancel it. Usually confirmed status is used when the guest has confirmed the arrival and waiting listed status is used when there is no available room, yet the guest still wants to stay in the hotel. Hence, the guest has to wait until there are cancellation rooms or no show (when the reservation is confirmed, but no guest is coming).

According to Jinisys Software, every lodging or hotel will have a software program installed in every PC inside the hotel to manage everything inside the hotel, starting from the reservation or front office department, until the accounting department. A lot of companies provide a lodging management system that can be bought based on your need.

Inside the hotel management system, there will be sections that can be used for each department, like reservation and front office, and the program that you have bought will be customized with room types and facilities that your hotel has so the employees can input all of the data easily.

As a reservation maker and manager, it does not mean that you only book the room for the guest, but you also set all the guest requests and all additional services

that the guest wants, including all of the guest's details. Making the invoice and confirmation number is included when you do the reservation maker role so that the front office team will be helped when the check-in time is coming, and the guest can check in happily.

The customer service role is the second thing that the reservation agent must master. Like Maschio (2010) said in Chopra (2014), there are three things that customer service does. First is to give the service based on what the customer wants, then finish the target as soon as possible, for example, sales target, and the last is to have a good relationship through solving the problem with the customer.

Giving the best service to the customer is the key that the customer service must do, and the meaning of the best service itself is by providing the service that the customer needs. As the first man to whom the customer will talk, you have to know the hotel because sometimes the customer will ask about it at their first booking, even the smallest detail. Not only mastered the knowledge of the hotel where you're worked in, but you have to be able to determine what service your customer need.

Second is accomplishing the target that the customer service must fulfill. The target here can be anything. It depends on the hotel itself. It can be achieving the sales target, the problem solved target or anything, since every hotel has its target to be focused on.

The last is having a good engagement with the customer by solving their problem. There will be a lot of problems in a hotel, but excellent customer service

will fix it. There will be a problem in their check-in or check-out time, in their room, or even trivial problems, but excellent customer service will give the best service to the customer, so there will be no problem in the future regarding the engagement with the customer.

The last role that a reservation agent must do is to be a service and product seller. Not only a sales agent that has to sell the service and product of a hotel, but a reservation agent must do the same. Like it is said above that a reservation agent is the first man that the customer will talk to when they are making the reservation, so a reservation agent must have the ability to be a sales agent too. They have to know all the knowledge about the hotel, so they will give not only the right information to the customer but also their selling ability to maximize the selling of service and products in the hotel.

1.5.2 Problems Faced by Reservation Agent

According to Kidd in Prafder (2018), there are five types of problems usually faced by the reservation team in a hotel: problem during reservation, loyalty program, room issues, hotel services issue, and billing issue. During reservation time, usually, this kind of problem faced because of miscommunication and unavailability room. In some cases, a customer will request their preference to the hotel, and sometimes the hotel can not make it because there is no available room that matches the customer's request.

At first, knowing your customer loyalty status is the first thing that the hotel must do when they arrive at the hotel. Having the loyalty membership, of course,

will make the customer get special services. It is included when the customer has problems during their stay in the hotel, so the hotel can take immediate action because the customer has a loyalty membership in the hotel.

Room issue is one of the most common things that you can find in a hotel since a hotel usually has hundreds of room to be maintained. Air conditioner problems until room cleanliness can be the source of room issues in a hotel. Of course, it is not hard to make a perfect room to be rent, but it is quite hard to maintain all of the room in a hotel at once, it is why the room issue usually happens in a hotel.

Other facilities in a hotel like a gym, restaurant, and the other are important keys to hotel success, so having a problem with hotel facilities will make an impact on the hotel. When the customer first arrives in the hotel, they will expect all of the facilities in the hotel to be used, and having problems with hotel facilities will decrease the customer's satisfaction during their stay in the hotel.

When the time for check out is coming, the customer will be given the bill or invoice that is filled with all of the charges that have been done to the customer during their stay in the hotel, and sometimes the customer will ask the detail of their bill or invoice. In some cases, there will be a mistake inside the bill. That is why the customer needs to look at their bill and see the detail of their bill.

1.6 Methods of The Report

1.6.1 Location and Participant

The writer conducted her internship in Aruna Senggigi Resort and Convention by doing reservation and e-commerce role agent for 5 weeks. During her internship, the writer used to making and accepting reservation, print the EA (Estimated Arrival voucher), change the daily rate in online travel agent and blast the daily review email to the customer.

There are about three participants of this final report, the writer as the reservation agent and her seniors, Nina Purnamasari as reservation agent and operator and Ami as reservation agent in Sales Marketing Department of Aruna Senggigi Resort and Convention.

1.6.2 Data Collection

The writer used three ways to collect the data during her internship which were taking notes, semi-structured interview, and observation. The writer did the taking notes to record the request that the customer wanted through telephone. Second, the writer did the semi-structured interview to her seniors to know their thought about roles and frequent problems that they had in Aruna Senggigi Resort and Convention. The last one is observation, the writer did observation to observe the roles and problem faced by the reservation agent.

1.6.3 Data Analysis

In terms of data analysis, I use triangulation of data collection techniques to answer the statement of problem. Let us take a look at the following table.

Units Of Analysis	Data Collection Techniques
Roles of Reservation Agent	<ol style="list-style-type: none"> 1. Observation of the other reservation agent do. 2. Semi-structured interview with seniors.
Frequent Problem Faced by Reservation Agent	<ol style="list-style-type: none"> 3. Observation of frequent problem faced during the internship time. 4. Discussing with seniors.

Following up the table above, the writer analyzed the data collected from each instruments separately based on the unit of analysis. After the writer find patterns from each of data, I merge the findings from each of data to answer statement of problems

1.7 Framework of The Report

