Check-in Handling by Receptionist to Improve Service Quality

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Abstract

Purpose: This research is done to find out the implementation of check in handling by receptionist in improving the quality of service at a 5 star hotel located in Ubud tourist area, Gianyar, Bali, Indonesia.

Research methods: Data collection methods used are observation, interviews, questionnaires, and literature study. The analysis technique used in this research is qualitative descriptive using a 4 level likert scale.

Findings: The overall implementation of check in handling has been implemented to the maximum, but there are some standard operating procedures (SOP) that are lacking in its application.

Implication: It takes effort from the receptionist to be able to implement maximum check in SOP in order to improve the quality of hotel services.

Keywords: check in, quality of service, check in SOP.

INTRODUCTION

Hotel is a business that provides room service to stay for tourists who travel to a certain area (Cahyani, 2020). Beside room facilities, hotel is also equipped with supporting facilities such as SPA, restaurant, gym and recreation areas and other supporting facilities. Each hotel is certainly trying to improve the quality of service and improve the quality of security at the hotel.

According to Utama (2017: 164), hotel is a business that is engaged in accommodation that is professionally managed and generates profits by providing room service, food, drinks and other supporting facilities. In providing services, of course, a hotel has a department that is in charge of its fields. The department in

charge of the front office in welcoming guests when they first arrive is the front office department.

The Front Office Department is one of the most important parts of the hotel in terms of creating good and effective services in order to give the best impression to tourists visiting the hotel. Front Office is also known as the first and last impression of the guest, where guests who come to the hotel will meet the Front Office first to check in and when guests will leave the hotel (check out) will be in contact with Front Office employees (Budi, 2013: 31). According to Bagyono (2012), the front office is a department in the hotel located at the front of the task of serving guest requests. So it is very important in improving the quality of service in each of the front office sections. During the check-in process, the staff handling the registration is the receptionist section.

According to Nawawi (2015), the receptionist is one of the sections where the reception process takes place, determining/giving rooms either for guests who book in advance (reservation) or for guests who haven't booked (walk in Guest). Receptionist is a receptionist at the front office that has many names or with the terms front desk agent, front desk clerk, guest service agent and receptionist. All of the terms mentioned above have the same meaning. It is just a different way of saying it (Nazmi, 2017). To serve tourists who come during registration, we need a receptionist who has high responsibility and loyalty towards guests when providing satisfying services. Quality of service is a performance that can be offered by someone to others in the form of actions or goods to anyone. According to Tjiptono (2012: 52), that quality is a dynamic condition related to service products, people, processes and the environment that meet or exceed expectations. According to Wahyudi (2018), service is the process of fulfilling needs through other people's activities directly and also service can be interpreted to help provide everything that is needed by others such as guests or buyers.

The process of checking in at a hotel is very important to provide satisfying service when guests arrive. According to Soenarno (2006) check-in is the initial process in the order of guest services. Before staying guests have to check in first. If the first impression of the guest does not live as expected it will affect other departments.

One of the 5 star hotels in the Ubud area, is the hotel the authors researched, where the hotel is very concerned about the quality of service especially in the

check-in process, due to frequent problems that make guests feel disappointed with the service at this hotel is not in accordance with guest expectations, because things it greatly affects the good image of the hotel. Clear standard operating procedures must provide effective and efficient services. According to Artini (2020), the SOP itself must be implemented.

The data of tourist complaints which is data where guests who are staying at the hotel have experienced complaints in each section in the hotel for the last 3 years as follows (Table 1).

Table 1. Guest Complaints at the Front Office Department
[Source: Department of Front Office (data processed)]

No.	Section	Type of Problem	2017	2018	2019
1	Reservation	Booking	20	15	25
2	Receptionist	Check in	19	23	32
3	Bellboy	Buggy service	10	17	15
4	Operator	Telephone operator	15	19	27
5	GRO	Information	10	19	32
6	Cashier	Check out	5	9	15

The cause of complaints in the receptionist section during the check-in process and observation is that there is the length of the check in process carried out by the receptionist section, at the time of the check-in process the receptionist staff do not clearly inform about the inclusion/benefits obtained by guests during the stay so that guests feel disappointed because the reservation made did not match what

was obtained during the stay, the lack of coordination of the receptionist section to the housekeeping department in handling the rooms that were ready, and often the guests who came could not speak English or did not come with the guides such as Korea, Japan, and China it also requires a very long time in informing or interpreting the guest language. Other complaints experienced are the differences in room reservation charts between the system in the hotel and the booking confirmation brought by the guest, so that in handling handling the check-in, the staffs are confused when explaining to guests.

Based on the description, the writers are interested in focusing this research in the receptionist section looking at complaints that occur during the very high check-in process each year and appropriate actions to resolve the problems.

RESEARCH METHODS

The object of this research is the implementation of check-in handling by the receptionist to improve the quality of service at this hotel. This research uses quantitative and qualitative data, while the source of data is primary data obtained from questionnaires and interviews with duty managers, supervisior and receptionist staff. In this research the respondents were all 12 receptionists.

Data collection methods used are observation, interviews, questionnaires, and literature review. The analysis technique used is descriptive qualitative, which is to systematically describe the data obtained during the research, so that it can describe the state or status of a problem clearly and quantitative descriptive analysis using numbers in the form of percent, and data (Sugiyono, 2014: 147). Scoring is done by using a Likert scale which can be measured by gathering several respondents then asked to answer questions and each question raised there are 4 alternative answer choices that have different weights (Hertanto, 2017). Meanwhile, to find the range (interval), it is used the following way.

Skor minimum   = 1

Skor maksimum   = 4

Rentang Nilai   = skor maksimum – skor minimum

= 4 – 1 = 3

Interval   = Rentang Nilai   Interval=   3 = 0,75

                                        4

Table 2. Scale for Determining Implementation Values
[Source: Hertanto, 2017]

No.	Criterium	Score	Values
1	Not applied at all	1	1.00-1.75
2	Less applied	2	1.76-2.50
3	Suffliciently applied	3	2.51-3.25
4	Maximum applied	4	3.26-4.00

The scale from 1 to 4 includes:

1. Scale 1: SOP is not applied at all given a score of 1
2. Scale 2: SOP is less applied given a score of 2
3. Scale 3: SOP is sufficiently applied given a score of 3
4. Scale 4: The maximum SOP applied is given a score of 4
5. Scale 4: The maximum SOP applied is given a score of 4

FINDINGS

The implementation of check-in handling which has an average maximum value but in its application is less than the maximum is in the process of checking in by the group to get an overall average value of 3.5, but in the SOP serving a welcome drink for the group to get a implementation value of 2.25, which means the implementation is not implemented. In the check-in by walk-in process the guest gets an overall average value of 3.85 but the SOP informs housekeeping about the addition of last minute check-in so that the room is prepared with an implementation value of 2.5 which means it is not implemented and in the check-in process reservation get a value of 3.82 even though the overall total is maximum but there are still some SOPs whose implementation is not implemented by the receptionist staff namely on SOP Giving a room key to the bellboy and explaining the existing facilities at the hotel to guests with a value of 2.5 which means less applied.

Furthermore, the researchers conducted interviews with 12 respondents consisting of 2 duty managers, 1 supervisior and receptionist staff related to how efforts can be done by the receptionist to improve the quality of service given.

Table 3. Results Comparison of Overall Average Total Values
[Source: questionnaire data (data processed), 2020].

No.	Type of handling	Average
1	Check in by walk in guest	3.85
2	Check in by reservation	3.82
3	Check in by group	3.5
4	Check in using a credit card deposit	4
5	Check in with credit card payments	3.89
6	Check in with cash payment	4
7	Check in on cash basis	4
8	Check in using a deposit with cash/cash	4

Based on the question about "What causes a lot of complaints occur in the receptionist"? the author gets an answer from respondent 1 stating that because during the check-in process is not in accordance with the SOP applied by management. Respondent 2 stated that because not all guests could speak English such as Chinese, Korean and Japanese guests, the receptionist had to explain slowly. Respondent 3 states that because guests arrive at check-in simultaneously, there is a lack of energy when handling check-in. Respondent 4 stated that due to the additional last minute housekeeping was overwhelmed in preparing the room and guests waited too long in the lobby. Respondent 5 stated that because during the check-in process did not rule out the possibility of a difference between booking confirmation brought by guests and those in the system, so checking in requires a long time. Respondent 6 stated that because if there was a group that checked in we from the receptionist staff were overwhelmed and the need for additional staff to back up. Respondent 7 states that claims regarding payment sometimes guests who make a booking through the website get confirmation that they have paid and have

entered credit card details on the website even though in reality no payment has entered the system, credit card details are only requested as guarantees for the booking. Respondent 8 stated that related to the use of Izy Device, sometimes due to poor internet connection, the system on Izy did not work properly so it took a long time. Respondent 9 stated that the most common is when guests arrive earlier than check-in hours, so guests must wait until their room is ready. Respondent 10 stated that there was a problem when card or sales were on the EDC machine. Respondent 11 stated that when guests came to check in together and there we were trained to process check in precisely and in detail, so that other guests did not wait long. Respondent 12 stated that during the check-in process from the receptionist staff did not explain the inclusion received from the hotel, so that the occurrence of miss communication

Based on the question "What is the effort that can be done by the receptionist to improve the quality of service?" the author gets an answer from respondent 1 which states that the business that can be used in improving the quality of service is to conduct an evaluation of the application of standard operating procedures (SOP) check-in because evaluation is useful to find out whether the receptionist has carried out work according to the existing SOP or not. Respondent 2 stated that the management will make changes in accordance with the standards of a five-star hotel so that later it can be well implemented by all relevant departments. Respondent 3 stated that it is necessary to approach receptionist staff and ask about the check-in service process carried out by receptionist staff that has been running with SOP or there are points that are not yet relevant to be implemented so that management can take the right action. Respondent 4 states that the supervision is even more stringent to the receptionist staff in handling guests who experience complaints when checking in. Respondent 5 stated that by adding staff (daily workers) in the receptionist section to be petrified or handled if there were too many guests checking in or coming together at the same time. Respondent 6 stated that conducting additional training for receptionist staff in the correct and good check in process material in accordance with the SOP applied. Respondent 7 stated that by increasing communication between departments and management in handling guest check-in, for example, there was an additional last minute to be able to respond fast and guests do not wait long in the lobby. Respondent 8 stated that by holding training every month related to SOP check-in so that we from the receptionist staff can also

train our memory. Respondent 9 states that by giving rewards to receptionist staff whose performance is maximum and in accordance with the SOPs that have been implemented by management and this can motivate other friends. Respondent 10 stated that what could be done was to hold regular training in each department. Respondent 11 stated that what was done was to conduct meetings, briefings and sharing between departments so that we could correct each other's work. Respondent 12 stated that reviewing the results of supervision carried out by the duty manager, whether it was effective or not the application of the SOP.

Based on the question "What are the expectations to be achieved in relation to the implementation of the check-in handling by the receptionist?" the writers get an answer from respondent 1 which states that hopefully not many guests complain about the quality of service provided by the hotel especially during the check-in process, because if there is an increase in complaints this can affect the good image of the hotel. Respondent 2 stated that hopefully all sections in the front office department support one another to improve the quality of service at the hotel and back up between sections. Respondent 3 stated that hopefully the hotel will be better known by tourists as a hotel that is believed to be able to provide maximum service quality and for employees who successfully meet the target will get employee of the month rewards. Respondent 4 stated that with the training regarding the check in process, I hope that complaints - complaints that occur at the front office department will be reduced. Respondent 5 stated that the basic expectation is that the satisfaction of guests staying at the hotel can increase the number of visitors who make a reservation. Respondent 6 stated that it was hoped that many tourists were satisfied with the quality of services provided by the hotel from the check-in process to the check-out process. Respondent 7 stated that hopefully from staff and management there is no miss communication related to tourists who stay at hotels and always back up each other. Respondent 8 stated that hopefully many guest repeaters who come back and stay again because the quality of services provided by the hotel are very satisfied, especially in the check-in process. Respondent 9 stated that the hotel can now be widely known by foreign tourists because of the very satisfying service quality. Respondent 10 stated that hopefully from year to year there will be no more complaints received especially in the receptionist section when guests stay at the hotel. Respondent 11 stated that hopefully all the staff in the receptionist spirit and always back up each other, because if one job is not

completed it will affect other activities. Respondent 12 stated that we must always rely on the SOP in each department for work in order to avoid complaints from guests who stay overnight while maintaining communication between departments.

CONCLUSION

The implementation of check-in handling by the receptionist has been maximized, but there are several stages in the process of check-in by walk-in guest. inform housekeeping about the addition of last minute check in so that the room is prepared to get a value of 2.5 is sufficient to apply, SOP at check in by reservation is to give a room key to the bellboy and explain the existing facilities at the hotel to guests get a value of 2.5 which means It is sufficiently applied and the SOP at check in by group is serving a welcome drink for the group to get a value of 2.25 which means it is sufficiently applied.

The receptionist must be able to implement the existing standard operating procedure check-in as fully as possible, because if the implementation of the SOP is maximized it will certainly be able to improve the quality of service to guests.

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