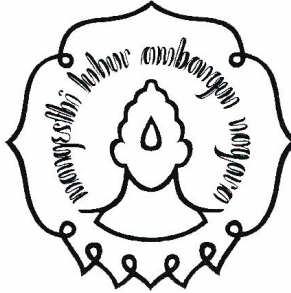


**THE ROLE OF BELLBOY  
IN IMPROVING SERVICE QUALITY  
IN LOR IN HOTEL BUSINESS RESORT AND SPA**



**FINAL PROJECT REPORT**

**Submitted as a Partial Requirement in obtaining Degree  
In English Diploma Program, Faculty of Letters and Fine Arts  
Sebelas Maret University**

**By:**

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**ENGLISH DIPLOMA PROGRAM  
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2010**

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## **MOTTO**

Knowledge is a treasure, but practice is the key to it

## **DEDICATION**

I want to dedicate this final project to:

My beloved parents and little sister

My teachers

My best friends

## **PREFACE**

First, the writer would like to thank to Allah SWT for the blessing and guidance. The writer also gratitude to everybody who has supported in finishing the final project entitled “The Role of Bellboy in Improving Service Quality in Lor In Hotel, Business, Resort, and Spa”.

The final project contains information about the job training activities, the problem appeared during job training and the solutions, and the strategies for improving the service quality. The writer hopes that this final project can be useful for the readers.

Finally, the writer realizes that this final project is far from perfect. So, the writer is opened to the criticism and suggestion from the readers for the betterment of the final project.

Surakarta, July 2010

the writer

## **ACKNOWLEDGEMENT**

First of all, the writer would like to thank to Allah SWT for the blessing and guidance to accomplish this final project entitled “The Role of Bellboy in Improving Service Quality in Lor In Hotel, Business, Resort, and Spa”.

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the writer

## ABSTRACT

**Erick Setiawan. 2010. The Role of Bellboy in Improving Service Quality in Lor In Hotel, Business, Resort, and Spa. English Diploma Program. Faculty of Letters and Fine Arts, Sebelas Maret University.**

Bellboy as the first greeter has an important role in a hotel. Every hotel needs bellboy for handling the guest luggage in check in, check out, and room change processes. Besides, bellboy can also improve the quality service. This final project is intended to describe the jobs of the bellboy, knowing the problems and giving solutions of the problems of bellboy in Lor In Hotel.

The writer focused on the bellboy section on the job training in Lor In Hotel, Business, Resort, and Spa. The writer did most of the bellboy jobs according to the procedure and standardization in Lor In Hotel. The writer not only handled the guest luggage but also handled the newspaper distribution, sent the letter and did the errands from guest and manager.

Results indicated that the bellboy in Lor In Hotel has a role in improving the service quality. The good work of bellboy influenced the guest satisfaction. Besides, there were some problems happened and the solutions in doing the tasks. There might be a need for upgrading the quality of the bellboy and some facilities in Lor In Hotel.



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# CHAPTER I

## INTRODUCTION

### A. Background

Tourism is a kind of industry in the world. Tourism industry has a great role in giving income to the country. Several businesses grow excessively in tourism destinations. Every country always upgrades its facilities in the tourism destinations to attract the tourists whether they are domestic or foreign tourists.

Tourism has a tight connection with accommodation. Hotel, as the main accommodation, has a vital role in tourism industry. Many hotels are built near the tourism destination to serve what the tourists need.

According to SK. Menparpostel No. KM 37 / PW 340 / MPPT-86, the definition of hotel is accommodation using partial or entire building to provide lodging, food, beverage and the other supporting facilities which is commercially organized. So, it can be concluded:

1. Hotel serves product (tangible) and service (intangible).
2. Hotel is a place for public.
3. Hotel is commercial.

Indonesia has a lot of attractive tourism destinations. That is why; hotels in Indonesia show a positive development for its quality and quantity. Every year, several national and international events take place in Indonesia. The events cause many hotels have greater room occupancy.

Hotel has several departments with different job responsibilities and description. They are:

1. Front Office Department
2. Food and Beverage Department
3. Housekeeping Department
4. Human Resources and Development Department
5. Engineering Department

Concierge Division, a part of Front Office Department, has an important role in a hotel. Concierge Division is the first impression when the guests enter

a hotel. The division consists of doorman, bellboy and driver. Bellboy has a responsibility in handling the luggage when guests do check in, change their room and do check out. The good work of bellboy can influence the guest to stay longer in the hotel or becomes a repeated guest.

According to the explanation above, the writer is interested in analyzing and writing about Bellboy Section in Final Project entitled “The Role of Bellboy in Improving Service Quality in Lor In Business, Resort and Spa Hotel”.

### **B. Objectives**

The objectives of this report are:

1. To know the jobs of bellboy in Lor In Business, Resort and Spa Hotel.
2. To know the constraints faced by the bellboy in handling the guests.
3. To know the solutions of the constraints faced by the bellboy in handling the guests.
4. To know the strategies for improving the service quality.

### **C. Benefits**

The writer hopes that the final project can give benefits to the university, the writer and the hotel. The benefits are:

1. To the university
  - a. To add references needed by the readers.
  - b. To give more knowledge about bellboy section.
2. To the writer
  - a. To know directly the section researched by the writer.
  - b. To know more about Lor In Business, Resort and Spa Hotel.
3. To the hotel
  - a. To give some suggestion to the bellboy section.
  - b. To know the hotel weaknesses so it can be improved.

## **CHAPTER II**

### **LITERATURE REVIEW**

#### **A. Hotel**

##### 1. Definition

Peter in Soenarno's book (2006:11) stated that hotel is an establishment which offers accommodation, food and drink to travelers.

Moreover, hotel is a place providing accommodation, meals, entertainment and business. Everything can happen in a hotel. Kasavana in Soenarno's book (2006:12) said:

...a hotel or inn may be defined as an establishment whose primary business is providing lodging facilities or the general public, and which furnishes one or more of the following services: food and beverage service, room attendant service, bell and door attendant service (sometimes called uninformed service), laundry or dry cleaning and use of furniture and fixture.

It can be concluded that hotel provide not only meals and accommodation but also laundry service, internet, gala dinner and some other supporting facilities in one property.

##### 2. Types of Hotel

Soenarno (2006:13) divided hotel into four types based on location, area, class and plan.

###### a. Type of hotel based on location

###### 1) City hotel

City hotel is a hotel located in a big city. Most of the guests coming for business, meeting and seminar wear formal uniform.

###### 2) Resort hotel

Resort hotel is a hotel located near tourism attractions. Most of resort hotel are far from city but near with recreation area or tourism object. The hotel guests come to resort hotel for travelling. The examples of resort hotel are Beach hotel, Mountain hotel, Lake hotel,

Ravine hotel, Cliff hotel, Forest hotel, Amusement Park hotel and Riverside hotel.

b. Type of hotel based on area

1) Downtown hotel

Downtown hotel is a hotel located in central city, far from residential but near office, mall, plaza, and shopping centre. The guests are usually businessmen, employee and merchant. The rate is relatively high.

2) Suburban hotel

Suburban hotel is a hotel located in residential area of a town away from centre. The hotel situation is not quite noisy. The rate is relatively medium. Most of the guests come to attend meeting and training.

3) Country hotel

Country hotel is a hotel located in the countryside, far from city crowded and air pollution. Most of the guests come for refreshing. The rate is relatively low.

4) Airport hotel

Airport hotel is a hotel located near airport. Most of the guests stay for a short period or just for transit. There is a guest called "Stranded Passengers" (a passenger who cannot continue his trip because of problem in the plane).

5) Motel

Motel is the abbreviation of Motor Hotel. Motel having moderate building is located in the side of toll road. The guest vehicle can be parked in front of his room. Most of the guests only stay for one night. Motel does not provide breakfast. For them having a long journey, motel is an alternative for having a rest.

6) Inn

Inn is a small hotel and located in countryside. Inn provides moderate accommodation and meals, not like restaurant in common hotel. Most of the guests are retailer and family. Some people see inn as a combination between Suburban and Country hotel.

c. Type of hotel based on class

Every hotel has a class commonly called star. In Indonesia, the classes for hotels whether resort or city hotel are:

- 1) Five-star hotel
- 2) Four-star hotel
- 3) Three-star hotel
- 4) Two-star hotel
- 5) One-star hotel
- 6) Hotel melati tiga
- 7) Hotel melati dua
- 8) Hotel melati satu

d. Type of hotel based on plan

- 1) Full American Plan (FAP)

Full American Plan is also called Full Board. The hotel rate includes accommodation and three meals (breakfast, lunch and dinner).

- 2) Modified American Plan

The hotel rate includes accommodation and two meals (breakfast and lunch or dinner).

- 3) Continental Plan

The hotel rate includes accommodation and a meal (breakfast).

This plan is also called B&B (Bed and Breakfast).

- 4) European Plan

The hotel rate includes room only.

## **B. Front Office**

### **1. Definition**

One of the main commodities in hotel is room. There are some departments related to room operational and selling. Agusnawar (2004:1) said that

Front Office is a hotel department directly related to the guest with complex duties and functions. Front Office is the central point of entire hotel activities.

Moreover, Soenarno (2006:2) said:

...Front Office as one of the departments handles the room procedures started from reservation, receptionist and check in until check out processes. That means that Front Office is the first and last impression of the guest.

## 2. Organization Structure

Trizno and Heldin (2000:25) divided Front Office Department into six sections. They are:

- a. Reception
- b. Reservation
- c. Information
- d. Front Office Cashier
- e. Telephone Operator
- f. Concierge

### **C. Concierge**

#### 1. Definition

A hotel generally has five sections in Front Office Department. They are Reservation, Reception, Information, Telephone Operator, and Concierge. In some countries, Concierge is called Uniformed Service. Jerome (1980:54) stated that The Uniformed Service is an integral part of the registration and assignment process.

Moreover, Medlik (1980:40) said:

...Servicing arrivals and departure are the most common Uniformed Services. The meeting and greeting of arriving guest, their luggage and parking of the cars are the first responsibilities which extend from the hotel entrance and car park to the hotel bedrooms. On departure, guest, luggage and transportation are again primary responsibilities.

According to the two statements, it can be concluded that The Uniformed Service or Concierge is closely related to guest reservation and room service. The job and responsibilities of Concierge:

- a. Handling guest luggage when guests do check in, check out, and room change.
- b. Handling room key.
- c. Handling transportation (valet parking).
- d. Keeping luggage in luggage store.

## 2. Organization Structure

The members of Concierge are different for each hotel. A big hotel usually has more members with their own jobs and responsibilities. Each of the members has more specific tasks to do. For example, a hotel which there is no lift or elevator does not need a liftman or elevator operator.

Bagyono (1997: 3) divided Concierge into 11 sections. They are:

- a. Chief Concierge
- b. Assistant Chief Concierge
- c. Bellcaptain/ Head Porter
- d. Bellboy/ Bellhop/ Porter/ Service Clerk
- e. Doorman/ Linkman
- f. Lift Attendant/ Liftman/ Elevator Operator
- g. Pageboy
- h. Messenger
- i. Courier
- j. Enquiry Clerk
- k. Cloakroom Attendant

### **D. Bellboy**

#### 1. Definition

Bagyono (1997:7) said:

...Every hotel needs officers for handling the guest luggage. The officer is called Bellboy. In Europe, Bellboy is also called Bellman, Bellhop, Luggage



Porter or Service Clerk. Bellboy is an officer who is ready in giving service to the guest during check in, check out and room change.

## 2. Job and Responsibility

Trizno and Heldin (2000:42) described works and main responsibilities of Bellboy. They are:

- a. Responsible for guest luggage during transit in the hotel.
- b. Having an authorization to work in any part of the hotel depending upon the errand demand.
- c. Ensuring that he is neat and has good performance at all time.
- d. Carrying guest luggage at the time of guest arrival and departure.
- e. Carrying guest luggage into the room and explaining the room facilities.
- f. Delivering messages, parcels and goods.
- g. Keeping guest luggage in the store room.
- h. Checking the guest room at the time of guest departure.

Besides handling the guest luggage, Bellboy has to distribute the newspaper to the guest room. Sometimes, showing room is also done by Bellboy, when a guest wants to stay in the hotel by looking up the room first. Bellboy has some equipments to support the job. Trolley is used for carrying the guest luggage efficiently. Luggage tag has function to attach some guest data to the luggage. The other equipments are car call equipment, computer, log book and some book records.

## 3. Role

Bellboy has an important role in a hotel. Bellboy can be stated as service seller because every bellboy does not sell any product. Bellboy must ready to give information to the guests about his hotel and the tourism destinations or interesting places in the city. The good services will make the guests happy and return to the hotel or become repeated guest. Besides, working based on procedure will keep the high quality services so the guests feel comfortable as if staying in their own home.

Bellboy (together with doorman) is the first greeter in a hotel. Kind greeting and smile will influence to the mood of the guests. Check in time is the right time to create good image of the hotel to the guest.

#### 4. Luggage

Bellboy has to know several kinds of luggage. The knowledge about luggage is related to how Bellboy must handle the luggage. Bagyono (1997:18) explained several types of luggage and procedures in handling the guest luggage. They are:

a. Trunk

Trunk has a big size and used for clothes and sometimes for carrying film equipment.

b. Suitcase

Suitcase is used for carrying clothes. There are two kinds of suitcase:

1) Hard suitcase: made from metal or plastic

2) Soft suitcase: made from canvas or garment or leather

c. Handbag

Handbag is made from soft material such as canvas, garment, and leather which can be brought easily by hand. This bag is usually used for carrying light items.

d. Briefcase

Briefcase is used for carrying letter, document, and money. This luggage is usually used by businessperson.

e. Cosmetic/ beauty/ vanity case

Cosmetic case is used for carrying cosmetics such as comb, lipstick, mirror and powder.

f. Hat box

This bag is used for carrying hat, cap or head cover.

g. Haversack

Haversack is a luggage made from canvas. This luggage is usually used by soldiers for carrying foods and clothes.

h. Vale case

Vale case is a suitcase which can be folded and hanged.

i. Travelling/ shoulder bag

Travelling bag has relative long string for hanged in the shoulder.

j. Suit bag

Suit bag is made from garment or soft plastic for carrying jacket, suit, and trouser.

k. Golf case

Golf case has a long size and used for carrying golf equipments.

l. Camera case

Camera case is used for carrying camera and other equipments such as batteries, lens, film and blitz lamp.

Bellboy has procedures in handling the guest luggage. They are:

a. Before picking up the luggage, Bellboy must check the luggage handle first then hold it strongly.

b. Checking the exceptional signs such as: “This way up”, “Fragile items”, and “Keep dry”.

c. Using the stack procedures

The procedures are:

1) The heavy luggage is below the light one.

2) The soft luggage is above the hard one.

3) The big luggage is below the small one.

##### 5. Bellboy in Lor In Hotel, Business, Resort and Spa

The concierge division in Lor In Hotel consists of bellboy and driver. The first greeter is bellboy because there is no doorman there. The work areas are in the lobby, rooms, and corridors. The main jobs are to handle the guest luggage during check in, check out and room change processes. Besides the main jobs, the jobs of bellboy in Lor In Hotel are flexible depend on the situation. The bellboy is

always ready to help the guests such as buy them cigarettes or medicines. Sometimes, the bellboy also deals with guest complaints.

The writer believes that the bellboy in Lor In Hotel has great role. The bellboy has a role in creating good image of the hotel. Working based on SOP (Standard Operational Procedure) makes excellent services. By giving excellent services, the guests will be satisfied and tell to others about their good impression about the hotel. That is the cheapest and the most effective promotion for creating good image and then improving the service quality.

### **E. Company Profile of Lor In Hotel, Business, Resort, and Spa**

#### **1. The Brief History of Lor In Hotel, Business, Resort, and Spa**

According to *the official website of Lor In Hotel, Business, Resort and Spa*, Lor In Hotel was built by Anomsolo Saranatama Hotel Company. This 2-floor hotel was built using Solo Java traditional style and mixed with tropical plants. Java classic style can be seen from the rooftop and the restaurant using Joglo style, marble tiles, and wall ornaments.

The first name of Lor In Hotel, Business, Resort, and Spa was Sheraton Hotel. Sheraton Hotel Solo was officially opened on December 21<sup>st</sup>, 1996 by former president of Indonesia, Mr. Soeharto. The owner of this hotel was Anomsolo Saranatama Hotel Company (HAS Company).

Then, Sheraton Hotel Solo was taken over by Management of Lor In Hotel, Business, Resort, and Spa on January, 30<sup>th</sup> 1999 until present day. Lor In is an abbreviation from Labuhan Oriental Resort International. The other two hotels owned by the management of Lor In are Lor In Villa, Resort and Hotel Sababai Bali and Lor In Belitung. The Director of Lor in Hotel, Business, and Resort, and Spa Solo is Hardjanto Suwardono and the General Manager is Mudia Triamadja.

#### **2. The Location of Lor In Hotel Business Resort and Spa Solo**

Lor In Hotel Business Resort and Spa Solo is located on Jl. Adi Sucipto no. 47 Solo. Its location is very strategic connecting Adi Sumarmo Airport and the central of Solo. The hotel is located about 10 km from the central businesses and

shops and about 5 km from the airport. Lor In Hotel provides shuttle service from and to airport for the guests.

### 3. The Facilities of Lor In Hotel, Business, Resort, and Spa

The 5-star hotel, Lor In Hotel, Business, Resort and Spa, has complete facilities for the guests staying at this hotel so they will feel like in their home. According to *the official website and brochure of Lor In Hotel, Business, Resort and Spa*, the facilities provided by Lor In Hotel are guest, meeting and functional rooms, and additional facilities & services.

#### a. Guest Rooms

Lor In Hotel, Business, Resort, and Spa has 192 rooms which have different facilities depend on the room categories. The 192 rooms are separated into 3 places and divided into 5 categories. Each of them has different facilities and different prices. They are Deluxe, Executive, Suite, Moderate Rooms, and Bungalow.

##### 1) Executive Room

The Executive Rooms are separated on the west section and east section, and divided into two categories. They are Executive Double and Executive King. Executive King consists of 20 rooms and Executive Twin consists of 30 rooms.

##### 2) Deluxe Room

Deluxe Rooms consist of 52 rooms all located on east section. They are Deluxe King and Deluxe Double. Deluxe King consists of 22 rooms and Deluxe Double consists of 30 rooms.

##### 3) Suite Room

The Suite Rooms are divided into 4 categories. They are Deluxe, Pangeran, Raja and Sultan Suite. The Suite Rooms are a Pangeran Suite on east section, two Deluxe Suites on east section and four on west section, a Raja Suite on west section, and a Sultan Suite on east section.

##### 4) Moderate Room

This is the newest type in Lor In Hotel Business, Resort, and Spa. The rooms are located in the backyard. There are Moderate King consists of 30 rooms and Moderate Twin consists of 50 rooms.

#### 5) Bungalow

Lor In Hotel Business, Resort, and Spa has three bungalows. They are:

##### a) Bungalow 1 ( Bagaskoro )

Bagaskoro is the most expensive room in Lor In Hotel. The 2-floor bungalow has a king room on the second floor, a king room on the first floor, a double room in the first floor, a living room, and a swimming pool.

##### b) Bungalow 2 ( Kirana )

Kirana has a king room on the second floor, a king room on the first floor, a double room in the first floor, a living room, and a swimming pool.

##### c) Bungalow 3 ( Kartika )

Kartika only has a floor. The facilities inside are a king room, a double room, a living room, and a swimming pool.

#### b. Meeting and Functional Rooms

Lor In Hotel Business Resort and Spa has several meeting and functional rooms. These rooms are divided based on the large of space. The meeting and functional rooms owned by Lor In Hotel, Business, Resort, and Spa are Puri Kencana Ballroom (Grand Ballroom), Puri Retno, Puri Rukmi, Sasono Jolonidi, Private Dining Room, Executive Board Room, Ante Room.

##### 1) Puri Kencono Ballroom (Grand Ballroom)

This is the biggest meeting room in Lor In Hotel. This room is not only used for meeting, but also for party. This room can be separated into two rooms.

2) Puri Retno

Puri Retno is smaller than Puri Kencono Ballroom. This room is located on the right side of the Puri Kencono Ballroom.

3) Puri Rukmi

Puri Rukmi is located on the left side of the Puri Kencono Ballroom.

4) Sasono Jolonidi

This meeting room is located in front of the restaurant and in the middle of lagoon.

5) Private Dining Room (PDR)

This room is usually used for small meeting, because this room is only for 8 persons. It is located in front of Sasono Jolonidi. There are eight chairs, a table and furniture.

6) Executive Board Room

This room is usually used as transit room for the guests who hold events or usually for VIP room. It is located in front of Puri Rukmi.

7) Ante Room

This small room is located beside the Executive Board Room. It is used for VIP room.

c. Additional Facilities & Services

1) Additional Facilities

a) Sasono Bujono Restaurant

Sasono Bujono serves many kinds of delicious food from Indonesian, Chinese, Japanese, European, and also American. It is opened from 6:30 am to 11:00 pm. There are beautiful views of garden, lagoon, and fresco on the terrace.

b) Puri Parisuko Bar and Karaoke

A relaxed and fun pub equipped with sophisticated music equipment, sound systems and a giants screen. Several non alcoholic to

alcoholic beverages are available in this bar. The guests can enjoy the music played and singing.

c) Room Service

The 24-hour room service is ready to serve the guests who want to have their meal in their room. The list of menu is available in the bed side table of each room.

d) Jolotundo Swimming Pool and Pool Bar

This facility is opened for public, not only for the guests staying in the hotel. There are non alcoholics and alcoholic beverages provided by the pool bar.

e) Kridanggo Health Club

This facility is also opened for public. The fitness center is located in front of the Joloundo Swimming Pool.

f) SPA Treatment

Lor In Hotel provides SPA facility. SPA Treatment is for them feeling tired and needing massage to refresh their body.

g) Laundry and Dry Cleaning

This facility is one day service and opened for public.

h) LC Lounge

The coffee shop sells many kinds of coffee, cake and snack which made by pastry section of Lor In Hotel. It is located in the lobby.

i) Kampoeng Ikan

Kampoeng Ikan is a part of the Food and Beverage Department of Lor In Hotel selling all about grilled fish. The guests can also do fishing. It is located on the backyard of Lor In Hotel.

j) Paint Ball Arena

This is a place where the guests can play war game with paint ball. It is located near Kampoeng Ikan.

k) Business Centre



Business Centre sells the tickets of airplane and train. It also has links with several travel agents. Business Centre also sells some souvenirs.

l) Out Bound

Lor In Hotel has an area and instructor for outbound.

m) Beach Volley Field

n) Tennis Court

2) Additional Services

a) 24-hour Reception

b) Color TV, Mini bar, Telephone, Tea & Coffee Making facilities in each

room.

c) Hot Spot

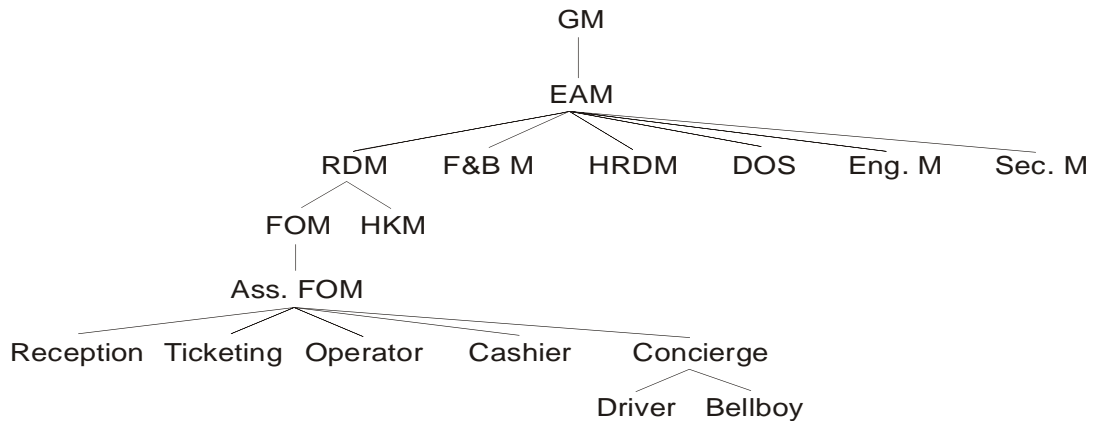
d) Credit card accepted

e) ATM BCA

f) Javanese Gamelan Orchestra (on Sunday, Wednesday, and Friday)

g) Taxi Counter

4. The Position of Bellboy in the Organization Structure



## **CHAPTER III**

### **DISCUSSION**

#### **A. Bellboy in Lor In Hotel**

During the job training, the writer focused on Bellboy section as the main object of the observation. This observation includes the jobs, the strategies, the problems and solutions of Bellboy. The aim of this observation is gathering the information needed to help the writer knowing more about Bellboy.

##### 1. Bellboy Job

The Bellboy shifts in Lor In Business, Resort and Spa Hotel are divided into three, i.e. morning shift, middle shift and afternoon shift.

###### a. Morning Shift

There are two morning shifts, from 6 a.m. until 2 p.m. and 7 a.m. until 3 p.m. The bellboy in this shift prepares the trolleys, newspapers and car call equipment. The newspapers are distributed to two reading corners in the lobby, guest rooms and head department offices.

###### b. Middle Shift

Middle shift is started from 11 a.m. until 7 p.m. The bellboy in this shift is for helping the morning and afternoon shift because in Lor In Hotel, the minimum check in time is by 2 p.m. and the maximum check out time is by 12 a.m. So, there are usually many activities between check in and check out time.

###### c. Afternoon Shift

There are two afternoon shifts, from 2 p.m. until 10 p.m. and 3 p.m. until 11 p.m. The bellboy in this shift continues the unfinished job from the previous shift.

In the 3-month job training, the writer ever had the entire shifts. The writer did all the jobs for each shift. The jobs done by the writer in Lor In Business, Resort and Spa Hotel:

###### a. Filling in the absence card

The writer had an absence card.

b. Reading the log book

The writer must come about 15 minutes before the work time. The 15 minutes are used for reading the log book and having preparation.

c. Writing the important information in the log book

Log book is one of the media for having communication to each member of Bellboy. The writer wrote some information in the book such as newspaper report, guest remark, schedule change, and the unfinished jobs so it could be completed in the next shift.

d. Maintaining the bellboy equipments

The writer was given responsibilities for maintaining the equipments such as trolley, car call, umbrella, and computer.

e Handling the guest luggage when guests do check in, check out and room change

f. Providing taxi service and car call

g. Handling the newspaper distribution

The writer distributed the newspapers to the lobby, guest room, and manager offices when having morning shift.

h. Sending letters, packages and messages to the hotel guests

i. Providing storage room for the guest luggage

j. Doing the errands given by managers and guests

k. Keeping the work area clean and tidy

## 2. Job Procedure

The bellboy of Lor In Hotel has some procedures in doing their jobs. They are:

a. The Procedure for Individual Guest Arrival

The guest arrival in this case means a guest doing check in. The procedures are:

1) Opening and closing the car door.

If the guest comes with car, the bellboy waits until the car really stops before opening the door. The bellboy must be ready to help the old and deformity person.

2) Greeting and Offering help.

The bellboy says a greeting and offering help such as “Good morning, Sir, welcome in Lor In Hotel, may I help you?”

3) Carrying out the luggage from the baggage.

4) Placing the luggage on the trolley.

The bellboy takes the luggage from the baggage and puts them on the trolley. Then, bellboy asks to the guest to check his luggage and to make sure there is no luggage left in the car.

5) Accompanying the guest to the Reception Desk.

6) Asking the room key to the receptionist.

After the guest finishes the registration process, the receptionist will call the bellboy and give the room key. The bellboy needs to memorize the guest name and the room number.

7) Guiding the guest to the room.

The bellboy pushing the trolley is in front of the guest. The range of bellboy and the guest is maximum 5 meters so the guest is not left behind too far.

8) Pressing the bell first before opening the door.

The bellboy makes sure if there is no guest in the room by pressing the bell first. Lor In Hotel uses a card for the room key. After opening the room, the bellboy places the key in the room key pocket then the electricity automatically runs.

9) Placing the luggage after the guest enters the room.

The bellboy asks the guest to enter the room first. Then, the bellboy takes the luggage in. The bellboy lets the door open when he is still in the room. There are luggage rack to put suitcase, hand bag, traveling bag and briefcase and wardrobe to put suit bag.

10) Asking the guest for the room facilities explanation.

Before explaining the room facilities, the bellboy asks to the guest such as “Excuse me, Mr....., could I explain the room facilities, please?” The room facilities in Lor In Hotel depend on the room

class. The standard facilities (for all classes) are Air Conditioner, Television, Balcony, Telephone and Bathroom.

11) Leaving the guest

Before leaving the guest, the bellboy says “I hope you will enjoy your day” and leaves the room.

12) Reporting the check in process to the bellcaptain.

b. The Procedure for Individual Guest Departure

The bellboy knows the information about guest departure from three sources. They are:

1) Expected Departure List

Expected Departure List is a list of all the guests doing check out and it is updated everyday. The list is available in the computer system and updated by reservationist or receptionist.

The list consists of:

- a) Date : the date of check out
- b) Room : the room number of the guest
- c) Person : the number of person in the room
- d) Remarks : a column to note a special request

2) Receptionist

Sometimes the guest doing check out tells the receptionist. The receptionist asks for information about luggage, departure time and transportation. Then, the receptionist delivers the information to the bellboy.

3) Guest

The guest may come or call the Bellboy Counter by himself and often ask for taking the luggage from his room to the lobby.

If sometime the bellboy receives a call from the guest, the bellboy needs to know some information as follows:

1) Number and type of luggage

This information is related to how many bellboy and trolley for taking the luggage.

2) Check out time

3) Transportation

If the guest needs a taxi, the bellboy can call the taxi before the guest comes.

These procedures show how the bellboy handles the individual guest luggage during check out:

1) After getting the check out information, the bellboy goes to the room.

2) The bellboy presses the bell and says, "Bellboy, please!"

3) After the guest opens the door, the bellboy says, "Good afternoon, Mr..., are you ready with your luggage?"

4) The bellboy checks some places such as luggage rack, bathroom and balcony to make sure there is no luggage left.

5) The bellboy takes the luggage to the lobby.

6) The bellboy asks the guest to check the luggage before putting it into the car baggage.

7) At last, the bellboy says goodbye such as, "Good bye, have a nice trip Mr..."

8) Reporting the check out process to the bellcaptain.

#### c. The Procedure for Room Change

Room change is a guest having a room but he must be moved to the other room for some reasons. There are two reasons why the guest has to change his room. First, the guest wants to move by himself such as looking for the different view or trying the different room class. Second, the room change is asked by the hotel because the facilities in the room are broken or not worked properly. These are the procedures of room change:

- 1) The bellboy receives the information of room change together with the new room key from the receptionist.
- 2) The bellboy must press the bell first before entering the room to know whether there is a guest or not.
- 3) Memorizing the luggage placement.
- 4) Checking the room before leaving the room. The bellboy makes sure there is no luggage left.
- 5) Moving the luggage. The procedures are similar with the check in procedure.
- 6) Placing the luggage same as the previous room or in the suitable place for the luggage.
- 7) Reporting the room change to the receptionist and bellcaptain. The previous room key is returned to the receptionist.

d. The Procedure for Storage

A guest usually needs to keep his luggage for sometime in hotel. The place in Concierge Division to store the luggage is called Luggage Room. There are some reasons of the guest for keeping their luggage in the hotel:

- 1) The guest extends the check out time  
Sometimes, the transportation is not ready in the time the guest does check out. For a guest who brings a lot of luggage, he will need to keep the luggage while waiting for the transportation.
- 2) The guest wants to go somewhere and back again  
This happens when the guest has done checked out, but he wants to back again. Maybe the guest follows a trip and stays somewhere for sometime so his luggage is stored in the hotel until the time he backs.
- 3) The guest comes too earlier  
This case often happens when the guest comes too earlier and the room has not ready yet. So, the guest keeps the luggage while waiting for the room.

The storage procedures in Lor In Hotel:

1) Filling in the luggage tag

Luggage tag is a paper containing some guest data. The tag is used for taking the luggage stored in the luggage room. The tag consists of two papers, one is for the guest and one is patched to the luggage.

The data in the luggage tag are:

- a) Serial number
- b) Guest name
- c) Storage date
- d) Number of luggage
- e) Pick up date

2) Giving the second part of the tag

If the guest wants to take his luggage, he must give the second tag. Then the bellboy compares the first part of the tag with the second one. If the serial numbers and data are matched, the bellboy rips the tag and gives the luggage to the guest.

e. The Procedure in Doing Car Call

The steps in doing the car call:

- 1) First, asks the guest for the driver name and where the guest comes from.
- 2) Second, calls the driver name and where the guest comes from then tells where the driver has to stand by. This step is done twice.

f. The Procedure in Handling Taxi Service

The steps in handling taxi service:

- 1) First, ask for how many taxi the guest need.
- 2) Second, call the taxi.



3) Third, when the taxi comes, open the door, ask the guest to get in and say, "Have a nice trip."

If there is no taxi in front of the hotel, the bellboy asks the guest to wait for a while. Then the bellboy asks the telephone operator to call a taxi via telephone.

The writer worked based on the procedures above. In the first two weeks, the writer was only standby in the lobby and learned from the senior bellboys. Then, the writer, with the assistant from senior, started handling the guests.

### **B. The Constraints Faced by the Bellboy in Handling the Guests**

In the job training, the writer faced some difficulties that the writer has never had before. The problems made the bellboy section cannot work optimally. The problems are limited workers, not having elevator, miscommunication with other section or among Concierge Division.

#### 1. Limited workers

Bellboy section has four permanent employees or staffs. If there is a group arrival, they often see difficulties in handling the entire luggage. The location of the rooms in the east and west section are quite far. The bellboys will get more trouble if the guests bring a lot of luggage. Besides, if there is any driver cannot work for some reasons, the bellboys must cover the jobs of the driver.

When the writer had the 3-month job training, there is no casual or daily worker for bellboy position. Sometimes, one or two of the staffs have holiday. The writer as a trainee ever worked alone without any guidance in a shift because two staffs of the bellboys had holiday in that day. The writer saw difficulties when there were two or more guests arrive at the same time.

#### 2. Not having active elevator

In fact, Lor In Hotel has elevators in east and west section but the elevators are inactive. Although Lor In Hotel has only two floors, but

elevators are needed. The elevators will make the jobs of the bellboy effective and efficient. By elevator, the trolley can be moved to the first floor and save more energy of the bellboy.

The guests coming to Lor In Hotel are quite complex. The guests can be children, teenagers, and adult but many times aged using wheelchair. The writer ever met an aged using wheelchair. He and his family wanted to eat in the restaurant but they cancelled because the restaurant is located in the first floor.

### 3. Miscommunication with other sections

Communication is very important for team work. It is impossible for one department to be able to work alone without other department help. Bellboy section needs other contribution in handling the guest luggage. The most frequent communication happens with the receptionists. Bellboy section should receive an order from reception before handling the luggage.

On the job training, mostly the writer had communication with the head of Front Office and the receptionists. But sometimes, they confused the writer by giving different orders. Sometimes, the receptionists also showed bad responses when the writer asked them for something. These miscommunication made the work situation awkward and then affected to the guests satisfaction.

### 4. Miscommunication among Concierge Division

The total members of Bellboy including the trainees were six people. The writer ever had miscommunication with the members of Concierge. The information written in the log book, occasionally, was not complete enough and confusing. The problems happened when the writer worked alone in a shift. For example, a guest asked for something in the day before to the other bellboys but they did not write in the log book. The writer was confused and did not have any preparation because of the miscommunication.

### **C. The Solutions of the Constraints Faced by the Bellboy in Handling the Guests**

The problems appeared in the bellboy section have solutions. To gain better work product, there must be improvement in some aspects.

#### 1. Recruiting more staffs

There is a symbiosis between Lor In Hotel and its trainees. For overcoming the lack of member in Bellboy section, Lor In opens vacancies for trainee and daily worker position. The trainee and daily worker need a place for doing their job training and the hotel needs them helping the staffs.

There were 2 trainees during the job training period of the writer. The staffs cooperated with the trainees for facing the condition of the limited bellboy. The bellcaptain maintained the work schedule well and could minimize the problems because of the lack.

#### 2. Working as a team

As the information above, the elevators are not active anymore. The solution is the bellboy working as a team. Team work is very important for them. During the job training of the writer, a guest was handled by 2 bellboys when he brought a lot of luggage or a very heavy luggage and he got a room in the first floor.

The other way is by cooperating with the driver. When the writer had the job training, the guest and his luggage were taken by a car to the parking area in first floor then the writer carried the luggage into the room. When the guest came with his own car, he was asked to park his car in the first floor and the writer waited there.

#### 3. Making good communication

Good communication is the key of success. The miscommunication between departments should be reduced. The Front Office staffs in Lor In Hotel have daily briefing or meeting at about 3 p.m. They report all activities during that day and correct the bad or wrong work.

During the job training, the writer saw that there was no border between senior and trainee. They had good communication and coordination. The bellcaptain often reminded for functioning the log book. If there was a bellboy forgetting in writing the information, the bellcaptain warned him and asked for his reason.

#### **D. The Strategies for Improving Service Quality**

Lor In Hotel has standardization not only for the products but also the service for keeping the quality. The work procedures must be obeyed by all of the workers. Beside skill, the worker must have good and positive attitude. For example, someone who has a great skill in speaking English, but he is temperamental and untidy person. If he does not change his attitude, the guest and his work partners will dislike him. Moreover, the guest will have negative opinion to the hotel where he works. Each worker has to maintain his mood when he starts working. Positive mind will influence to good result.

The bellboy section as the first impression of the hotel has some strategies for improving the quality service as follows:

##### 1. Showing good impression

The bellboys are decorous and friendly to their partners, head managers and hotel guests. They do following behaviors show good impression:

- a) Speaking clearly with pleasant tone
- b) Smiling
- c) Greeting

##### 2. Being honest and helpful

Hotel, in general, has elite and prestigious atmosphere. Many hotel goods and guest luggage are relatively expensive. If there is a guest luggage left and found by the bellboy, the bellboys hand over

it to the reception. The bellboys never run away with the guest luggage or the hotel commodities.

Besides, the bellboys are helpful to the guests and their work partners. Sometime, the guests ask help to the bellboys. The bellboys must pay attention to the guest request to minimize error. By giving integrity and helpfulness, the bellboys believe that the guests will feel safe, comfortable, and be repeated guest.

### 3. Managing the time

The bellboys are on time for everything. They come 15 minutes before. The bellboys do not make the guests wait for a long time. If there is a request by the guest, one of the bellboys will complete it as soon as possible and the other is standby in the lobby.

### 4. Working as a team

The bellboys have a good team work not only in Concierge Division but also with other divisions. Team work will make the jobs easy and create kinship.

### 5. Recognizing the guests

The bellboys always greet the guests. The bellboys do not guess the guest name. Asking the reception for the name is better than guessing. Sometimes, the writer found a guest asking about the bellboys. That means that the bellboys have created a good relationship and the result is they make the guests come back to Lor In Hotel.

## **CHAPTER IV**

### **CONCLUSION AND SUGGESTION**

#### **A. Conclusion**

This final project report described the role of bellboy in improving quality service in Lor In Hotel, Business, Resort, and Spa where the writer carried on the job training as a bellboy. Based on the discussion, there are four conclusions drawn by the writer. The conclusions are such as follows:

1. The bellboy in Lor In Hotel has jobs as follows:
  - a. as a front liner, handling the guest and giving a good impression.
  - b. as an officer handling the guest luggage in check in, check out, and room change processes.
  - c. as a connecting section to all departments, such as sending a memo from or to the other department of the hotel.
2. During the job training, the writer found several constraints faced by the bellboy in handling the guests. These problems are:
  - a. Limited number of bellboy, in some conditions, makes problems.
  - b. Lor In Hotel does not have any active elevators whereas the elevators are useful for the bellboy in doing the jobs and for the guest.
  - c. The bellboy, sometimes, has miscommunication in Concierge Division and with other division.
3. The solutions for eliminating the constraints:
  - a. Lor In Hotel opens vacancies for bellboy section.
  - b. The bellboy section works as a team and maintain the work schedule well.
  - c. Improving the communication among the employees for reducing the mistakes.
4. The bellboy has some strategies for improving service quality. They are:
  - a. showing good behavior such as decorous, friendly, honest, and helpful.
  - b. managing the time.
  - c. having a fine team work.
  - d. knowing the guest need and try completing it.

## **B. Suggestion**

Based on the description above, the writer has some suggestions to Lor In Hotel, Business, Resort, and Spa, especially for the bellboy section.

1. Lor In Hotel should add more staffs or daily workers. According to the writer, there must be at least 5 bellboys in a day, two morning and afternoon shifts and one middle shift.
2. Lor In Hotel should turn on the elevators again for the efficiency and effectiveness of the bellboy in doing the tasks. The elevators are also useful for the guests when they want to go to the first floor.
3. Lor In Hotel should have an indoor parking lot. The recent parking lot is outdoor and the guests often complain when the weather is raining and they park far from the lobby.
4. Lor In Hotel should upgrade the hotel commodities such as the furniture which are old enough.

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