

ANALYSIS OF CHECK-IN GUEST HANDLING MODEL BASED ON THE RESERVATION AT HOTEL MERCURE BALI NUSA DUA

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ABSTRACT

Front office is one of the most important part which is the absolute should be on an organization hotel .In every hotel the role and function of the front office could be clearly seen , especially on the activity of going in the area front desk .In the morning , walking guests who want to checking out in the lobby show the high trust and hope the reception guests on the services , cashiers and also porter .So will they be on the day and afternoon , visitors who will check-in very much hope that the process of check-in and they shall walk with fast and smoothly .As for also some differences that is conducted by employees front office in dealing with a guest check-in and to other sources of reservation. There are several the reservation kind of like an reservation from individuals (personal) account , the reservation of company , the reservation of online travel agents and offline travel agents .Handling the check-in will be the first impression for guests about how the quality of treatment a hotel .To see the extent to which the quality of handling check-in against the guests at Hotel Mercure Bali Nusa Dua , hence writers interested do research by the title analysis handling model guests check-in based on the reservation at the Hotel Mercure Bali Nusa Dua. In this research the use writers interview with as a source of primary data and source of such as books , the internet and journal as secondary data .The determination of key informants can be determined by dictates one who get to tell the story easily , understand to information needed , and happily inform researchers .Informants the research is for human resources manager , reservation manager and all the employees front office department at the Hotel Mercure Bali Nusa Dua and using data collection method as a method of observation , a method of interviews and the literature study .In this research analysis techniques the data used is a technique descriptive qualitative data analysis .It means , the data gathered during the survey described the details of the discussion compiled systematically.

Keywords: front office, the handling of a guest check-in , a source of a reservation.

INTRODUCTION

Hotel Mercure Bali Nusa Dua is one of four star hotels that is located in Nusa Dua area next to ITDC (Indonesia Tourism Development Corporation). This hotel has 198 bedrooms with modern concept and facilities. It is also equipped with 3 meeting rooms. The guests who come to the hotel for handling a meeting. When handling the check-in the process of thousand workers the front of office staff must be aware to handle the check-in process in a fast service. Yet there is not even preclude the possibility for the also this hotel the news of new that which is purposed to looming as the holidays approach, hence when the handling of the process of check-in would be different from the handling of guest shot of her own check-in who came because of a gathering of (meeting), should be more casual in power and more abundant be able to interact with to a guest.

Front office is one of its importance absolute should be on an organization hotel. Soenarno (2000: 2) stated that front office is the ministry who handles customers, starting from a reservation until customers left the hotel (checking out). The department of front office has a vital role and function in the hotel services. Front office is also as an information center for guests because when the guest needs something the guests should go to the lobby or just call the operator. Therefore the front office staff is not enough to know about hotel and its facilities but they must have knowledge or information outside of the hotel. Front office also often as information center to other departments because front office as a recipient of information and next the information will pass to other departments. Front office must build a good cooperation with all departments is in the hotel for the good operational.

Soenarno (2006:197), said the reservation is reserving a place which is sought by visitors before guests are coming. Understanding both definition, it can be concluded that reservations are reserving rooms and other facilities desired by the prospective guests for a specific period. As for also some differences that is conducted by employees front office in handling guests

check-in that is based on to the source of reservation . There are several source of a reservation kind of like an reservation from individuals (personal account) , a source of a reservation of company, a source of a reservation of online and offline travel agents. Handling the check-in will be a first impression for guests about how the quality of treatment a hotel

METHODOLOGY

This research uses the descriptive qualitative data. It means, the data gathered during the survey described the details of the discussion compiled systematically. Data collected through observation, interviews and the literature study.

Sugiyono (2016: 223) divided the data into two: primary and secondary data. The primary data is the data directly obtained from its resource by the researcher, and secondary data is the data which is obtained from the existed data by the researcher. For instance from other documents. The determination of key informants can be determined by dictates one who get to tell the story easily, understand the information needed, and happily inform the researchers. Informants in this research is human resources manager, reservation manager and all the employees of front office department at the Hotel Mercure Bali Nusa Dua that provides a source of information needed in this research. Considering that the human resources manager know the history of the establishment of hotel and the existing facilities at Hotel Mercure Bali Nusa Dua and the front office, reservation manager were the ones who knows how to handle guests check-in based on the reservation at the Hotel Mercure Bali Nusa Dua.

RESULTS AND DISCUSSION

1. Descriptive analysis qualitative

Data was collected through the observation, interview, documentation, and the literature study .This research will be described as follows.

Guests Check-In Handling Model based on Source of Reservation

1.1 Guest Check-In Handling at Hotel Mercure Bali Nusa Dua

Based on interviews with Ni Ketut Manis Arianti as a front office manager there are step by step of handling guest check-in as follow:

1. Greeting the guest
 - Welcoming the guests politely and friendly with a smile
 - Do eye contact with the guests during conversation
 - Mention the guest name
 - Advocated the guests to enjoy the welcome drink given by bellboy
2. Retrieving Reservation
 - Ask the reservation of guest
 - Ask ID card of guest and compare with the system
 - Take registration form with the name of reservation and ask the guest to fill it
3. Confirming Reservation
 - Reconfirm guest reservation start from period of stay, room type, special request, preferences and benefit
 - If the guest is not as a member yet, offer the guest to join and explain the benefit as the member
 - Settle payment
 - Explain the hotel facilities
 - Give the key card and ask bellboy to escort the guest to their rooms

1.2 Source of Reservation at Hotel Mercure Bali Nusa Dua

Some sources a reservation from January to April 2018 as follow:

Table 1
Reservation on January – April 2018

Reservasi dari Bulan Januari - April 2018 pada Hotel Mercure Bali Nusa Dua

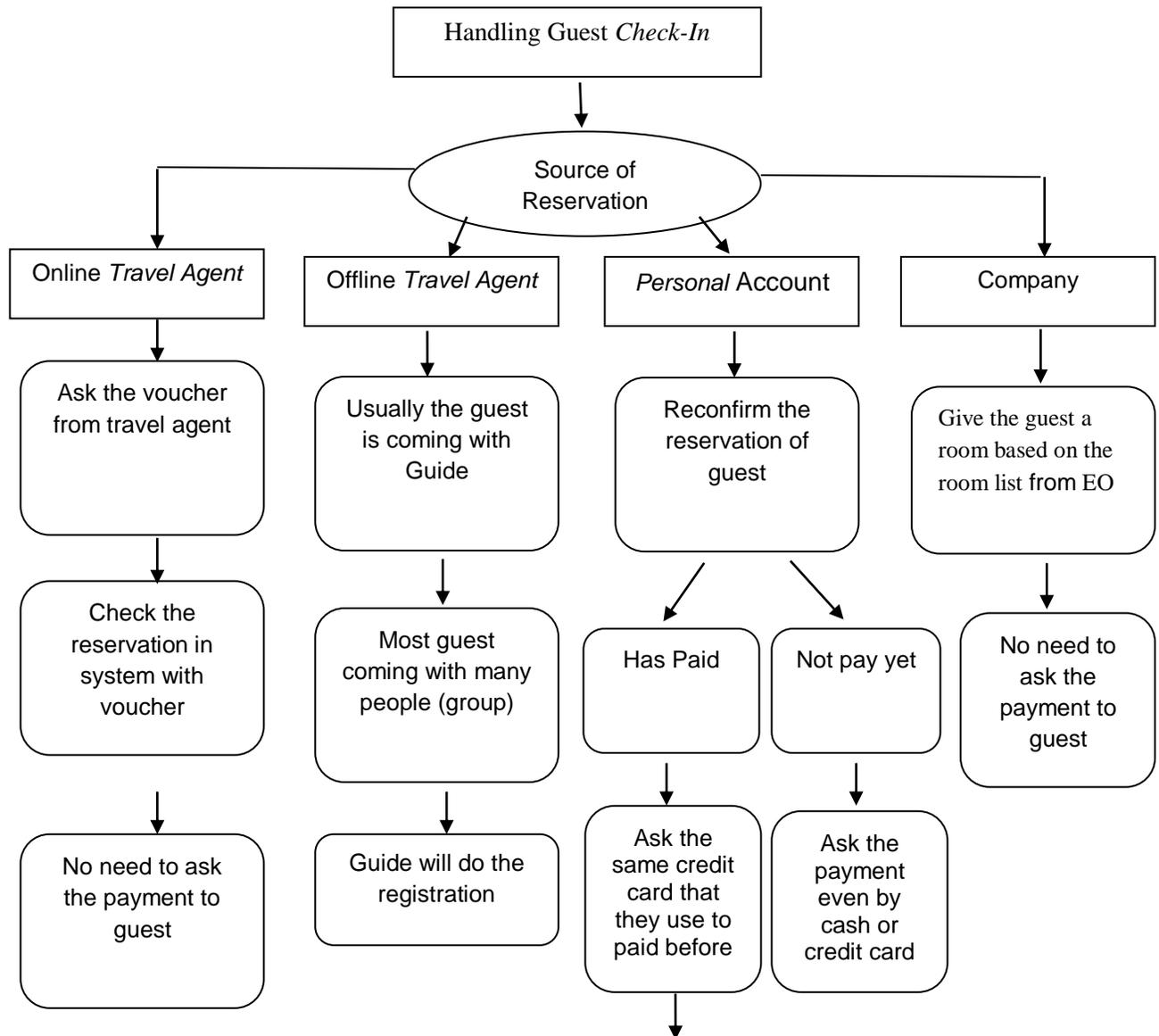
Sumber Reservasi		Jumlah Kamar/ Bulan Januari 2018	Jumlah Kamar/ Bulan Februari 2018	Jumlah Kamar/ Bulan Maret 2018	Jumlah Kamar/ Bulan Maret 2018
<i>Online Travel Agent</i>	Agoda	38	57	51	32
	Booking.com	66	55	63	46
	Traveloka	26	40	37	49
	Ctrip	12	38	28	29
	MG Holidays	13	27	36	26
	Jactravel	17	28	37	33
	Hotelbeds	23	36	24	28
	GTA	18	35	21	25
	Expedia	47	77	58	60
	Destination of the word	18	23	26	30
	Buffalo Tour	23	28	32	17
	Hotel.com	32	37	35	23
			333	481	448
<i>Offline Travel Agent</i>	Penjor Tour	58	45	53	38
	TMS	63	70	74	78
	Gajah Bali Tour	44	58	61	52
	Jetwings	98	67	83	91
	Pegasus	35	38	41	46
	Golden Horse	36	86	53	59
	China Bamboo	38	35	66	41
	JTA	25	33	42	51
		397	432	473	456
<i>Company</i>	Kementrian Pertahanan Indonesia	-	55	-	-
	PT. Telkomsel	-	-	-	34
	BNI Syariah	-	12	-	-
	Kementrian Kesehatan Indonesia	-	-	32	-
	Bank Mandiri	21	-	-	-
	Herbal Life	-	-	18	-
	Sampoema	-	-	-	23
		21	67	50	57
<i>Personal Account</i>		243	327	284	315
Total		994	1.307	1.225	1.169

Guests Check-In Handling Model based on Source of Reservation

1.3 Flowchart of Guest Check-In Handling Model based on Source of a Reservation

Flowchart is a chart shows the procedures and processes of several file in certain media.

Picture 1
Handling *Check-In* Flowchart



2. RESULT AND DISCUSSION

This sub chapter will discuss the guest analysis handling check-in based on the reservation at the Hotel Mercure

Bali Nusa Dua. Based on the data which were collected through the observation, interview, documentation, and study in accordance with the real condition to the department of front office at the Hotel Mercure Bali Nusa Dua, the following are discussing the research in detail.

2.1 Guests Check-In Handling Model based on Source of Reservation

Online Travel Agents

Based on the results of all interviews with the informants that handling the guests check-in based on a source of a reservation online travel agents should be easier and faster because they were soliciting the payment of room to a guest because payment has been conducted from travel agent directly to the hotel, and remove room rate at registration form that the rooms unknown by a guest because room rate paid by the guests to online travel agents is different from the rooms paid by online travel agents to the hotel and asked confirmation letter and compare it to system. When the differences between confirmation and letter with system it can be examined back in correspondence made by reservation or can be asked to team a reservation.

2.2 Guests Check-In Handling Model based on Source of Reservation

Offline Travel Agents

Based on the interviews with the informant, the handling of check-in guest based on a reservation of offline travel agents often through sleepless nights guests who have come to Hotel Mercure Bali Nusa Dua that is a source of reservation from offline travel agents was a visitor god by hostile armies comes of china from to which to disrupt the peloton some were frequently realized in the god by hostile armies comes the night so that they are no longer available room while standing by all at the repel it neither live registration with guide or tour leader of course so that the process to check-in Jakarta is reported to run

at a fast pace .As well as not you from asking you as the country had already pay its entire equity contribution his room paid by agent him directly to the hotel.

Guests Check-In Handling Model based on Source of Reservation

2.3 Guests Check-In Handling Model based on Source of Reservation

Company

Based on the results of in all interviews with the source of information , that the handling of guest shot of her own check-in based on a source of a reservation company , the number of reservation often through sleepless nights you no matter how much the artifacts were found on his arrival of not coexisting so that registration would be one by one , so that guest of the service agent need to setup room were the list sets a reply in order to be more easily collect data and are also far less satisfied easy input data guest shot of her own to the system , the payment will be paid by company , so when guest shot of her own registration from food and medicine check-in will no longer need to pay its entire equity contribution company had asked for the , often through sleepless nights the arrival of efforts aimed at peaceful and asked of him his guests for an encounter and during the process of check-in most of guest shot of her own want to the process of check-in walks rapidly.

2.4 Guests Check-In Handling Model based on Source Of Reservation

Personal Account

The results of interviews with all the source of information , that the handling of a guest check-in based on a source of a reservation personal account , what deserves consideration is aware of payment problems cause there a chance the payment had already been made and the possibility of also yet to , it can be seen in opera data , when a guest has been making payments through credit card , at the time of check-in we must ask credit card the original ' of the same type used to make payments and using in EDC machine , it aimed to make existence of transaction evidence already has been done in the EDC hotel machine. When guests does not bring credit card with number of the same suit

used do prepayment , then we demand the return of payment whether it is cash and using credit card different , then we will refund back payment what have been done by guests formerly in accordance with the procedures in Hotel Mercure Bali Nusa Dua.

CONCLUSION AND SUGGESTION

CONCLUSION

According to the analysis and discussion described in previous chapter this can be taken conclusions as follows:

1. Reservation that is in to the Hotel Mercure Bali Nusa Dua can distinguished to in the period January - April 2018
 - a. *Online Travel Agent* : Agoda, expedia, booking.com, traveloka, ctrip, Synxis, GTA, jactravel, hotel.com, hotelbed
 - b. *Offline Travel Agent* : Penjor Tour, TMS, JTA, Gajah Bali Tour, Jetwings, *Golden Horse*
 - c. *Company* : KEMENPAR, Kementrian Kesehatan, Panasonic, BNI Syariah, Kementrian Perhubungan, PT. Telkomsel
 - d. *Personal Account* : Telephone, *email*, *fax*, and *website*

Based on the number of a reservation in every month it is clearly seen that the most common reservation used is sourced from online travel agents.

2. There are several differences in handling guests check-in done by the guest service agent based on a source a reservation guests itself, like handling for guests check-in based on a source of a reservation online travel agents more focus on confirmation a letter brought her derived from online travel agents and compare back with in the system and do not ask payment room again to guests, after that handling guests check-in who that is a source of reservation funded by offline travel agents often guest with guide so it often also do registration check-in is his guide , next handling guests

check-in who reservation funded by company is her who came to the hotel for the purpose meeting or venture so at the time of registration check-in to be done quickly and for the bill his room usually borne directly from his company , next up is handling guests check-in that is a source of reservation of personal account payment directly to her .This is the difference handling guests check-in conducted at the Hotel Mercure Bali Nusa Dua and also keep follow a procedure steps handling check-in.

SUGGESTION

Based on the research done and see directly condition appears in the department of front office in Hotel Mercure Bali Nusa Dua writer feel the need to give advice. As for advice that can be given is as follows :

1. Based on saw the a reservation that is in to the Hotel Mercure Bali Nusa Dua the period from January – April 2018. Writer suggest that multiply engage with offline travel agents and online travel agents to be able to widen the market target.
2. Need to the training in who are routinely displaying your love to all tens of thousands of workers of the front of office in order to protect and improve the quality of services.
3. Telephone operators should prepare section in the back office that guest service agent can focus serve guests so is in contrast to a phone can focus the operators are received the phone call.

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