

PROFESSIONALISM IN THE RECEPTION IN SUPPORTING THE FAIR OPERATIONS AT THE ZURI HOTEL

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ABSTRACT

Professionalism is an employee's work attitude in which he conducts his job with skills, expertise, sincerity, correctness, and discipline in accordance with his field of competence by following the norms of the professional code of ethics that apply in his environment. This research focuses on understanding receptionist professionalism in order to assist the efficient running of The Zuri Hotel. A qualitative case study research approach was applied. Interviews and observations were employed as instruments. The study's findings indicate that the receptionist at The Zuri hotel plays a critical role since it is the hub of activity, taking care of accepting visitors who will stay, visitors who come from outside of the hotel, and all guests who seek information about the hotel. The author also discovered that, despite the receptionist's professionalism and adherence to standard operating procedures, there were nonetheless guest complaints concerning the check-in and check-out processes. Activities or actions that take care of the filming process of visitor IDs are also carried out at the reception, as is the completion of guest data while staying at the hotel, all of which are performed out professionally.

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1. INTRODUCTION

In Indonesia, economic development, particularly in the service sector, is accelerating. The tourist industry is one of Indonesia's primary service industries, and it is one business that may guarantee significant economic growth [1]. The development of a country's tourist sector has been shown to give a major distribution to the country's economic sector. There are several variables and media to consider while creating a tourist industry [2]. One of them is the hotel-related trade sector. The growth of the hotel industry is a business sector that falls within the service sector category [3]. Whereas the service industry is a rising business sector as a result of globalization, it is also becoming increasingly competitive [4]. With the service industry becoming increasingly competitive, the company's efforts must center on client happiness.

Hotels are a key participant in the tourist sector since they supply accommodation services and facilities. As a service business, it must meet a variety of demands and offer suitable infrastructure, skilled human resources, and professionally managed [5]. As a result, the hotel is divided into many departments, including the Front Office, Housekeeping, Foodservice, Sales and Marketing Finance, Human Resources, Engineering, and Security. These departments each have their own tasks and obligations to assist the hotel's seamless functioning [6]. The front office department is one of the hotel departments; in order to offer client satisfaction, standard operating procedures are created as a reference for workers to serve properly [7]. The hospitality sector can provide services such as offering/renting accommodation facilities, offering conference amenities, and so on [8]. Hotel

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services are often experienced at registration, when staying in the room, dining and drinking at the restaurant, or while the guest attends seminars, meetings, or other events at the hotel.

A Front Desk Staff is a hotel department whose functions include dealing directly with guests, accepting guest room reservations, receiving guest registration, and providing requested information [9]. When guests wish to check in, this section makes the initial impression. The Front Office Department is divided into the following sections: Reception, Reservation, Operator, Bell Boy/Bell Drive, and Guest Relation Officer [10]. Front office is a division of the front office tasked for meeting the demands of guests by offering excellent service. How to develop an image on the front desk to have a positive image in front of guests [11]. As a result, the reception area has a significant impact on the successful running of the hotel; with exceptional hospitality and service, guests will feel at ease and desire to return at a later date. This implies that the receptionist must be able to manage guests professionally; friendliness and high ethics are very helpful in making a positive impression on guests [12]. The reception area is responsible for improving the perception of guests by delivering the finest service possible so that hotel operations function smoothly.

The receptionist is the hotel's front door; this is the person that deals directly with clients from the time they arrive until they check out. The receptionist's performance influences whether or not a client is pleased [13]. In this example, professionals include qualities such as expertise, demeanor, appearance, and communication abilities [14]. What is indicated by the above in terms of receiving knowledge is that it must be able to talk properly and in foreign languages, as well as access numerous platforms [15]. The behavior in question is that the receptionist arranges the table and utensils neatly so that it is pleasing to the eye and guests feel that the service provided by the reception is good, clean, and neat, and that the receptionist must also behave politely and with friendliness when serving guests [16]. The receptionist's appearance must always be nice, clean, appealing, and aromatic, as well as communication abilities such as being able to speak Indonesian and foreign fluently and without saying anything impolite [17]. According to the author, in this instance, the responsibility of all staff in the front office, particularly the receptionist, must constantly pay attention to the appearance and service system that will be supplied to visitors, as this may boost client satisfaction and make customers loyal to the hotel. Based on the above description, which piqued the author's interest in appointing him, he understands the importance of reception in ensuring the efficient running of The Zuri Hotel.

2. METHOD

The author employs a descriptive study approach with a case study methodology in this work. The reason for this is because the researcher want to explain the circumstance that will be observed in the field in more detail and depth [18]. The data for this practical based report came from interviews and direct observation of all Zuri front office staff about employee performance assessments. This study lasted four months, beginning on May 23, 2022 and ending on September 23, 2022. This study's data sources were classified into two categories: primary and secondary data. Primary data is information gathered by research at the Zuri Palembang concierge via receptionist interviews and observations. Secondary data is provided in the form of available to the public report data, such as corporate profile and hotel visitor statistics. The data is then qualitatively processed. The analytical model is divided into three stages: data reduction, data display, and interpretation of the results.

3. RESULT AND DISCUSSION

3.1 Hotel Profile The Zuri Palembang

The Zuri Palembang Hotel is a four-star establishment located on Jl. Radial No. 1371, Bukit Kecil, Palembang, South Sumatra 30135. On October 1, 2017, the Zuri Hotel Palembang was officially opened. Zuri Palembang is one of the hotels managed by Zuri Hotel Management (ZHM). ZHM is a hotel management company with 17 properties in Indonesia, organized into three hotel brands: The Premier for 4-star hotels and above, Grand Zuri/The Zuri for three-four-star hotels, and Zuri Express with the smart hotel concept for three-stars and lower. With a height of 1,100 m, the Zuri

Hotel is the highest hotel in South Sumatra. Guests may swim in the pool on the 24th floor while taking in the panorama of Palembang.

The Zuri Hotel features 214 rooms, including 58 Superior Double rooms, 121 Superior Twin rooms, 30 Deluxe rooms, four Junior Suites, and one President Suite room. Other amenities that delight guests include a spa, gym, sky pool, restaurant, free wifi and parking, and 10 conference rooms. Located in a business and shopping area such as Palembang Icon, Palembang Square, and one area in Transmart, of duration it makes it quicker for guests to find what they want or simply need to get all over Palembang city with a very near distance of 3km from Zuri to Besak City Fort, Ampera, Great Mosque, and guests can also use the LRT Station which is 500 meters away from the hotel.

3.2 Visitor Data

The following table shows data on average daily visits to the Zuri hotel in Palembang:

Table 1. Average Number of Visitors at The Zuri Hotel

Days	Average Number of Rooms Sold	Average Number of Visitors
Monday	50	100
Tuesday	70	140
Wednesday	80	160
Thursday	90	180
Friday	100	200
Saturday	200	410
Sunday	40	80

According to the data, the average weekly visitor to the Zuri hotel is 1,270 people, the average monthly visitor is 6,350 people, and the average yearly visitor is 76,200 people.

3.3 Standard Operating Procedure Receptionist

Receptionist Duties

1. Preparing for guest arrival

In this section the receptionist checks the guest arrival list and prepares the room according to the guest's order. But in the implementation the receptionist simply checks the registration form which will be filled out by the guest at check-in.

2. Welcoming Guests

It is a guest reception process. In this section the receptionist welcomes guests politely, friendly and must look presentable by standing and placing one hand on his chest .

3. Register Guest

It is the procedure for receiving visitors (check-in process). The recessionist must finish the registration procedure in this phase by selecting which room the visitor will stay in, offering the room pricing, and verifying the payment mechanism (establishing the method of payment). The cost of a hotel room depends greatly about which room is booked. The receptionist then hands over the room key (issuing the room key).

4. Handling Guest Check-in

A receptionist should be able to offer every visitor who checks in with a sense of comfort, security, and contentment. In operational work, a Receptionist assists every visitor who checks in, from the time the guest arrives for registration until the time the room key is handed over. However, a receptionist must not only assist with the check-in procedure till the room key is delivered, but also bring customers to their rooms. This visitor complaint occurs exclusively when people check in together.

5. Handling Guest Check Out

When making payments at check out, each receptionist should be able to persuade visitors that the transactions they have completed have been paid accurately. The limit of a receptionist's task in managing visitors checking out is the submission of a paid guest bill in the system, but in reality, a receptionist manages guest check-out to convey the guest to the lobby's front door. A receptionist is responsible for both of these tasks. There have never been any complaints from visitors during work operations in managing guests checking out since guests feel joyful and cared for when brought to the hotel lobby door.

6. Handling complaints

Each receptionist should be able to manage complaints swiftly and give answers and remedies to visitors in a timely, precise, and gratifying manner. A receptionist's ability to handle concerns about room cleanliness and complimentary room upgrades is limited. A receptionist is not permitted to handle complaints greater than the ones listed above. For example, a receptionist is not permitted to handle complaints regarding misplaced baggage; if a receptionist discovers such a complaint, the only person who can give a solution is an On Duty Manager. The receptionist is just responsible for relaying the complaint and assisting in the resolution. A receptionist is not permitted to address complaints involving several sections of the front office.

7. Handling incoming calls

Each receptionist should be able to rapidly handle incoming calls and not allow the telephone ring more than three (three) times. To avoid the caller feeling ignored, the receptionist should not allow the phone ring more than three times. A receptionist in operational employment handles two sorts of incoming calls. To begin, the receptionist accepts phone messages from outside the hotel; if the caller wishes to speak with an individual from another department, the receptionist must attach the phone to the appropriate individual. If the anticipated individual is not in site or on work outside of the hotel, the receptionist will advise the customer that he or she is out or that a specific event is taking place. As a kind of excellent service, the receptionist is supposed to deliver good and clear data to the calling visitor. In everyday work operations, the receptionist rarely performs mistakes that lead in guest complaints when receiving incoming calls from both outside visitors and hotel guests.

8. Provide information needed by guests.

The receptionist is the one who has the most interaction with visitors; if a guest is unsure about something, he will question the receptionist; a receptionist must be able to offer guests with quick and clear information in both Indonesian and English. A receptionist serves as a service and information desk for hotel visitors; any queries or complaints from guests are directed to a receptionist. Although, in essence, what is requested is not the scope of job of a receptionist. For example, some customers want extra towels and coffee cups, which are really the responsibility of a room boy, but guests nonetheless make these demands to a receptionist.

Receptionist Role

The receptionist at a hotel plays an essential function since it is the focal point of activities or activities that handle the reception of visitors who will stay and guests who arrive from outside of the hotel, as well as all guests who need information about the hotel. Activities or operations that take care of the process of documenting the identification of visitors, as well as completing guest data while staying at the hotel, are also carried out here [19]. This section's major responsibility is to accept nice guests who will check-in, request for information, serve visitors who stay at the hotel, and provide other services [20]. However, at a small hotel, the receptionist also serves as a reservation officer. telephone service, information In this situation, the receptionist plays an important role in delivering direct service to guests, and customers will rate a hotel's quality based on the receptionist's service.

Receptionist Criteria

For this reason, the receptionist should have the following criteria:

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1. Knowledge Knowledge about hotel
It is the foundation to serve properly and correctly in order to achieve optimal results. In addition to theoretical knowledge, he also has informative knowledge about hotel conditions and facilities, information on hotel activities to be notified to guests who will come to the hotel, so that it can be used as promotion.
2. Friendly and Polite
Friendly and courteous nature in providing services will provide a pleasant atmosphere and make guests feel at home staying at the hotel. So that guests feel comfortable and it is hoped that guests will come again on another occasion.
3. Good Personality
A good and pleasant personality such as , always ready to provide service sincerely, Likes to help guests' needs, Respects guest opinions, Respects guests, More concerned with guests and the company than personal interests.
4. Always smile
Appearing always cheerful and smiling will give a special impression, especially when guests arrive who may be new guests who have traveled a long, tiring journey. Smile is the most important capital for the receptionist.
5. Appearance
Wearing work uniforms provided by the company in a complete, neat and clean manner in addition to good hygiene and personal care plus a cheerful face and a natural smile. This will enhance the good image of the hotel.
6. Loyalty and Dedication
Loyalty and dedication to the company and awareness of carrying out orders and completing tasks well are important requirements for receptionists, so that a united team is created if each receptionist has a high spirit of loyalty and dedication.
7. Discipline
High discipline is required, the dynamics of work at the front office involves sensitive matters such as direct service to guests and financial matters so discipline is needed according to applicable regulations.
8. Efficient
For reception staff, it is important to be efficient in every action they take. Efficient service is highly expected by hotel guests.
9. Practical
A practical, fast, precise and neat way of working and avoiding repetition of a job.
10. Honest
An honest attitude towards oneself and others is very much needed in carrying out tasks in all sections, especially at the receptionist which is also related to his authority.
11. Confident
In dealing with the guests being served, the receptionist must make quick and appropriate decisions, for that it is necessary to have confidence in the decisions he makes and those related to the job description and company regulations.
12. Foreign Language Mastery (English)
Mastery of English or other foreign languages is very necessary, this is absolutely necessary to support smooth service, especially for foreign guests.

Receptionist Professionalism

Professionalism is an employee's work attitude that he does with skills, expertise, sincerity, accuracy, and discipline in the form of commitment from a profession in accordance with his field of expertise by implementing the rules of the professional code of ethics that apply in his environment [21].

Judging from the characteristics of the Zuri hotel reception professionalism in Palembang as follows:

1. On time
Punctuality is a form of discipline which if not implemented will reduce employee performance which can affect Zuri hotel operations.
2. Honest
Honesty is an important point that must be applied at The Zuri Hotel. Honestly, employees are more aware of their sense of responsibility towards their work and improve the good image of the hotel.
3. Responsible _
Each employee has awareness or responsibility for their respective jobs.
4. Respect Others
By stamping hotel zuri operational standards, employees can know each other's job descriptions and can respect each other while remaining professional in each department.
5. Focus
In working, you must focus and detail on your work to minimize errors and maximize service to guests.

Barriers Receptionists Experience

Barriers receptionists in providing good service to hotel guests, namely:

1. During the check-in process which should be at 14.00 but guests ask to check-in early but the rooms are not ready because the guest checks out at 12.00 so guests complain so they give bad comments on social media. The solution is that the receptionist helps with guest registration and guests can leave goods to the receptionist and check-in can be expedited at 13.00 if the room is ready.
2. Then at check-in must include an identity card that matches the room booking voucher if it does not match then check-in is not allowed. The solution is that guests who are not named according to the booking do not have to have a physical ID after the booking identity, just bring a photo of the guest's ID and original ID card.
3. During the check-out process, the time should be at 12.00 but the guest postpones the check-out time which will make the guest charged, but the guest refuses the procedure and gets angry. The solution must be explained when calling guests that there is an additional fee for late check-out and must explain at check-in.
4. When the process of taking the deposit money must be in accordance with the sign according to the booking identity, if the person who takes the deposit money is someone else then it cannot be cashed and must be transferred to an account according to the initial identity

4. CONCLUSION

Overall, the professionalism of the receptionist in managing guest check-in and check-out at The Zuri Hotel can be deduced from the application of the SOP. In interacting with visitors, it was discovered that 89% of Standard Operational Procedures were followed correctly, whereas 11% were not. So, with a rate of 89%, the overall quality of receptionist service in dealing with guests has been good. Quality of Service as determined by Guest Comments revealed that 50% of visitors thought the receptionist service was good. While 24% thought it was very nice or fairly good. The remaining 26% thought it was bad. So that the quality of receptionist services is categorized as good with a dominant percentage of 50%.

Furthermore, there are various ideas that may help the parties involved. The Zuri Hotel employees are already professional in their duties, however they are not polite when welcoming customers and are less careful when closing data. It is advised to maintain professionalism, increase friendliness, and use caution while closing data. Because there is only one key holder and you take

turns taking keys, your secretarial equipment must be comprehensive and appropriate. Daily and monthly inventories must be completed every day in accordance with protocols. Due to crowded times or the incidence of guests checking in at the same time, especially on Saturday afternoons when the average occupancy rate is about one hundred percent, additional employees for the receptionist area is highly important, so reception services are not optimum. The requirement for effective coordination on the position / situation of the room in order to avoid mistakes in serving room visitors.

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