

HANDLING GUEST COMPLAINTS DUE TO HUMAN ERROR IN THE JAYAKARTA BALI BEACH RESORT RESIDENCE AND SPA

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ABSTRACT

This study aims to know the kind of guest's complaints, and find out to handle the guest's complaint at The Jayakarta Bali Beach Resort Residence and Spa. This research focuses to complaints of human error, that was happened in all department and noted in log book from January until December of 2017. This study used qualitative approach and data collecting used are interview to (Duty Manager, Front Office Manager, Assistant of Front Office Manager, Food & Beverage Manager, Houskeeper, staff), observations, and documentations. The technique of data analysis is qualitative analysis, with detail processed of data reduction; presentation, and verification/conclusion. The result shows (1) complaints on 2017 are 51 complaints handled by Duty Manager, Front Office Manager, Assistant Front Office Manager, Guest Relation Officer and Supervisor's Restaurant . (2) listen to all complaints guests attentively, apologized first to a guest concerned, ask the complaint that the party/staff related, explain about for guests concerned about the truth the incident, providing services full for into the hotel, and give complimentary based on levels of complaint that has happened to guests.

Keywords: hotel, guests, handling complaints, human error

INTRODUCTION

The Jayakarta Bali Beach Resort Residence and Spa is a four star hotel. It located at Werkudara Street, Legian Village, Badung Regency, Bali Province. This is hotel was build at 1983 and then operated untill now. During the period of it's operation, the hotel certainly has the competitiveness is very strong so the hotel can survive until today with a characteristic that is owned. The distinctive feature of the hotel that is still using a unique architecture. This hotel had a strategic location, that is on the edge of Legian Beach, then the guest can enjoy the sunset on their

stay. There are room occupancy and the number of guests staying at The Jayakarta Hotel Resort & Spa from 2013 until 2017.

Table 1
 Guests at The Jayakarta Bali Beach Resort, Residence and Spa.

Year	2013	2014	2015	2016	2017
Room Occupancy	80.87	71.42	73.47	93.13	92.79
The Number of Gueast's Overnight	152.683	118.317	139.501	567.831	42.500

Source: The Jayakarta Bali Beach Resort Residence & Spa

Table1 shows that the occupancy rate of rooms in The Jayakarta Resort & Spa has decreased in the years 2013 to 2014, and in 2016 to 2017. The results of the initial interview conducted by the researcher with the speakers I Gusti Bagus Bajra Suastika as the Assistent manager at The Jayakarta Bali Beach Resort Residence and Spa. Causes of the decline in room occupancy in 2013 to 2014, due to complaints from guests. The complaints that occur due to declining service quality and the guest disappoointed with the services given by employees of The Jayakarta Bali Beach Resort Residence and Spa. Another case of a decrease in occupancy that occurred in 2016 to 2017 due to rooms improvements by the hotel. But, that improvements make the guests feel not too comfortable, resulting in a complaint made by a guest. However, the most dominant which causes a decrease in the occupancy rate of rooms that complaint.

In the hospitality industry, tourist is the most important element or key element (Wardiyanta, 2010: 55),. Other elements are the attractions and facilities as well as tourism infrastructure. The implementation of tourism activities depends on the interaction between tourists and attractions, which are supported by a wide range of facilities and infrastructure of tourism. As has been known, tourist is often referred to by the term "guest", more travelers are using hotel facilities. It can be seen from the opinion of Lestari, et al (2015: 8), guest is people who has different expectations, which is always evolving and can not be generalized to each

other, so that the employees of the hotel should be able to create a service that is desired by the guests that are variegated. In this research will used “guests”, and used the domestic tourists and foreign tourists as the research object. In providing services to the guests, there are a few things not perfect in it’s delivery. That imperfection will lead to grievances or complaints expressed by guest.

Indriyani and Mardiana (2016: 5), stated that the complaint is simply, complaints can be interpreted as an expression of dissatisfaction or disappointment. According to Sihite (2005: 153), the form of a complaint, guests (guest complaint), can be differentiated into four namely; (a) mechanical problem, (b) attitudinal problem, (c) service related problems, (d) unusual complaint. It can be concluded that the grievance or complaint is an expression of dissatisfaction that is felt by the customers or guests. In some hotels, complaints caused by human activity or human error are common. Human error is a failure to complete a task or job specific (perform an action that is not permitted) that may cause disruption to the operating schedule or result in damage of objects and equipment, Dhilon (in Andoyo, Sarwinto and Zahman), (2015: 10). Basically there is a classification of the causes of the occurrence of human error as following; (a) System Induced Human Error, (b) Design Induced Human Error, (c) Pure Human Error. As for the causes of human error that occurs can be divided into; (a) Causes the Primer, (b) Causes of Managerial, (c) Causes of Global.

Guest complaints should be handled with serious and meticulous in order not to happen again. According to Sujatno (2008: 118) complaint handling is a problem depends on the current situation. There are some things that can be used as guidelines in the handling guest complaints; (1) listen to all the complaints of the guests with full attention, (2) seek to accept it in quiet, (3) sense the position of the property at that time, (4) considering always a self-esteem property, (5) concentrate attention on the subject matter, not on the person of the person, (6) make notes, (7)

speak to the guests and what things can be done at that time, (8) gives an overview of the time required, (9) completion.

RESEARCH METHODS

The research method used in this research is a qualitative method. Types and sources of data used in this research namely; (1) the qualitative data in this research are data of complaints recorded in the log book and interviews as well as observations made by the researcher. (2) quantitative data in this research that the number of visits stays and number of guests complaints in The Jayakarta Bali Beach Resort, Residence and Spa. The source of the Data used in this study are; (1) primary data in this research obtained through the interview process directly with Duty Manager, Front Office Manager, Assistant of Front Office Manager, Food & Beverage Manager, Houskeeper, as well as people concerned about the process of handling complaints at The Jayakarta Bali Beach Resort Residence and Spa on the problems examined. (2) the secondary data is used in this study, such as: general overview, object of research and about the complaint that was in the hotel, forms of complaint that ever happened at The Hotel The Jayakarta Resort, Residence and Spa in accordance with the needs in this study.

Data collection techniques used in this study as follows; (a) techniques of interviews conducted with Duty Manager, Front Office Manager, Assistant of Front Office Manager, Food & Beverage Manager, Houskeeper, as well as people concerned about the process of handling complaints at The Jayakarta Bali Beach Resort Residence and Spa, (b) observation techniques, (c) documentation. The data analysis technique used in this research is the analysis of qualitative data. Qualitative data analysis is inductive, that are an analysis based on the data obtained, further developed into a hypothesis. Data analysis in qualitative research carried out since before entering the field, in the field, and after in the field (Sugiyono, 2016: 244).

RESULTS AND DISCUSSION

The form of complaint at The Jayakarta Bali Beach Resort Residence And Spa is taken from January 2017 until December 2017 with the number of 72 complaints of human error, but in this research, the researcher used 24 complaints from 72 complaints. The complaint that has happened in The Jayakarta Bali Beach Resort Residence and Spa namely; complaint in January 2017 consisting of three complaint; (1) mistakes in the provision of information provided by the reception additional staff on medical expenses hotel, (2) a mistake while driving visitors to the, (3) reservation new staff wrong to provide extra bed price for guests. Guest complaint in February 2017 consisting of three complaints; (1) guests was troubled because one of staff on the back of counter laughs too hard, (2) air conditioning (AC) contained in the visitors room damaged, (3) guests asked to built by means of wake up call at 6.00. In March 2017 consisting of three complaint; (1) when asked about guest demand that he had made (one connective) flowers left in the when they check out, (2) absence of informed about vip guest, (3) complaint due to information from his acceptance by reservation. In April 2017 consisting of three complaints; (1) mistake in the room do by the reception, (2) when take a guest check in, by the bellboys wrong when he saw number the visitors room, (3) a waiter wrong in delivering food to the table guests. In May 2017 consisting of three complaint; (1) the mistake of the reception of the demand for which it done by a guest, (2) an error in the provision of information regarding the payment room, (3) errors caused by by gardener. In June 2017 consisting of two complaint; (1) guests ask to built by means of wake up call at 6.30 am, (2) at the time of the breakfast, staff in restaurant look not so sake of guests. In July 2017 consisting of three complaint; (1) guests order boil egg, but boil egg is not so long in coming,

(2) errors caused by by housekeeping at the time of mopping, (3) a mistake while the process of check in. In August 2017 consisting of three complaint; (1) mistake in providing information from the reception about the taxi, (2) lack of confirmation done by sales marketing against parties whole saler on the type bed ordered, (3) guests see staff on restaurant bergerombolan talk and laughed. In September 2017 consisting of three complaint; (1) guests reservations near pool, (2) guests informed she when using safety box, (3) wake up call in the desired time by guests. In October consisting of four complaint; (1) complaint that occurs a result of misinformation at the reservation, (2) the mistake by staff reception in relation to provide information check out, (3) delay delivery laundry guests, (4) mistake bellboys in providing information on the/location to taxi driver. In November 2017 consisting of four complaint; (1) mistakes do sales marketing, (2) request the twin but one at a guest check in get a deluxe room, (3) too long in delivering food to the visitors room and service from room service less well, (4) the improvement in block 300. In December 2017 consisting of four complaint; (1) the mistake reservation, (2) a fault committed by gro about the lack of thoroughness in check honeymoon order, (3) request double bed but i get single bed, (4) Request with a view of the pool , but rooms are obtained not in accordance .

Complaint that occurs in The Jayakarta Bali Beach Resorts Residence and Spa can be classified according to the forms of complaint which are based on the opinion of Sihite (2005). As for the form of the complaint every month among others to (1) complaint that occurs in January 2017, there are three complaint who could be classified as in the form of service related the problem. (2) complaint that occurred in February 2017 , there are three complaint who could be classified as in the form of service related problem for one complaint is considered to be in the form of attitudinal the problem. (3) complaint on March 2017, there are three complaint who could be classified as in the form of service related the problem. (4) complaint that occurs in April 2017, there are

three complaint who could be classified as in the form of service related the problem. (5) complaint that occurs in May 2017, there are three complaint who could be classified as in the form of service related the problem. (6) complaint that occurs in June 2017, there is one complaint who could be classified as in the form of service related problem for one complaint is considered to be in the form of attitudinal the problem. (7) complaint that occurs in July 2017, there are three complaint who could be classified as in the form of service related the problem. (8) complaint that occurs in August 2017, there are three complaint who could be classified as in the form of service related the problem. (9) complaint that occurs in September 2017, there are three complaint who could be classified as in the form of service related the problem. (10) complaint on October 2017, there are four complaint who could be classified as in the form of service related the problem. (11) complaint that occur in November 2017, there are four complaint who could be classified as in the form of service related the problem. (12) complaint that occurs in December 2017, there are four complaint who could be classified as in the form of service related the problem.

On the basis of explanation from Sihite (2005), it can be seen that complaint in the form of service related the problem as much as 21 times, while complaint in the form of attitudinal the problem as much as twice in 2017. So as to form complaint that occur most frequently in the year 2017 in The Jayakarta Bali Beach Resorts Residence and Spa is service related the problem.

The reason of complaint by interview to I Gede Herry with receipts, Hari Saleh, and Nyoman Darsana (as manager) follow up to. Because the request for special guests request not done. So it can be concluded that lack of communication between staff at the time of the turn of the shift so that special request of guests could not be performed well.

Process of handling complaint done by duty manager, front office manager, guest relation officer, and supervisor restaurant, we can

conclude that; (1) listen to all complaints guests attentively, (2) apologized first to a guest concerned, (3) ask the complaint that the party/staff related, (4) explain about for guests concerned about the truth the incident, (5) providing services full for into the hotel, (6) give complimentary based on levels / the level of complaint that has happened to a guest, so that the feel are rewarded with their stayed at the hotel .

CONCLUSIONS AND SUGGESTIONS

Based on discussion on handling complaint guests due to human error in The Jayakarta Bali Beach Resorts Residence and Spa, from the form of complaint that occur between other complaint in the form of service related the problem that happened 21 times, while complaint in the form of attitudinal the problem happened twice in 2017. Complaint guests which occurs because the request guests (special request) has not done, and lack of communication between staff at the time of the shift so that special request of guests can not be done well. Can be concluded a handling process complaint namely (1) from all complaints guests with concerns. (2) apologized first to a guest that is concerned. (3) ask scene the complaint to the/staff related. (4) explained repeated to a guest that is concerned about the truth the incident. (5) providing services full of for stayed at the hotel. (6) giving complimentary based complaint level that has happened to a guest, that the guests feel are rewarded with their stayed at the hotel.

Suggestion that can be given: (1) to all employees of The Jayakarta Bali Beach Resort Residence and Spa in order to increase a sense of responsibility and his involvement in terms of overhandling job to staff who worked on the next. (2) to all employees to undergo a job in accordance with the soup in the jayakarta bali beach resort and spa residence. (3) to the hotel to hold training hours with about sop be provided to the staff, and give directions clear and right about sop prevailing, job desk in every department, and basic knowledge.

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