



**OUTSTANDING SERVICE IS OFFERED BY HOUSEKEEPING DEPARTMENT OF
MASA INN-HOTEL-KUTA-BALI TO INCREASING HIS HOTEL OCCUPANCY**

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Abstract

As the income per capita of international communities are increasing, they want to have refreshing after working long hours, long days, furthermore long years. To fulfill their eagerness and drove their boariness, they make a journey to a tourist resort to enjoy the art, culture, view and shopping. One among their need during their travelling is a hotel to sleep in when they want to have a rest. In a hotel, there are many departments which are in charged to give service to their guest who are staying in the hotel, such as : Front Office Department, Food and Beverage Department, Accounting, Engineering, Housekeeping Department and many more. Housekeeping Department plays an important role to increasing The Masa Inn Hotel's room occupancy by offering "An Outstanding Service". There are some strategies of Masa inn Hotel's to offering his outstanding service such as : guest satisfaction, magic words and familiar service. Guest Satisfaction : Guest satisfaction is such service which is directly experienced by the Masa inn Hotel Guest. Every time the staff offering service to the guest should smile. This smile is directly experienced by consumer. The smile means "I Would be Your Friend". This term is directly experienced by consumer. Quick service is more important. Don't let the guest wait for any longer for his order. Must be quick service !. Secondly is magic words. Expensive room rate is no problem by his guest if the guest can get some magic words during service process. They will feel their selves like in their home country. Some magic words that they expected are : welcome to Masa Inn Hotel; please enjoy your staying with us; sorry for making you trouble, etc. Thirdly is familiar service. The customers don't expect to stay in a glamour hotel with 5 star class hotel, but they want to get a familiar service, like they stay in their home country, with their own family, full of harmony. The key note for increasing "The Masa Inn Hotel occupancy" is "OUTSTANDING SERVICE by HOUSEKEEPING Department". In serving The Masa Inn Hotel's customer, it is not only to fulfill their expectation, but moreover exceeding their expectation, then the service of Masa Inn Hotel become outstanding among those regular hotel surround it.

Key words : outstanding service, Masa Inn Hotel, guest satisfaction, first impression.

INTRODUCTION

Hotel is a kind of accommodation which is using a part or all of their building to offering service to their customer by offering accommodation, food and beverages, and other facilities for public and commercially arrangement. (Darma Oka and Winia, 2017:2). In a hand book of American Hotel and Motel Association (Sugiarto 2003, in Darma Oka and Winia 2017:3) was said that : A hotel may be defined as an establishment whose primary business is providing lodging facilities for the

general public and which furnishes one or more the following service food and beverage service, room attendant service, uniformed service, laundry of linen and use of furniture and fixtures.

Therefore, it could be simplified such as follows : Hotel is a kind of accommodation which is organized commercially to offering accommodation facilities for public needs, with a complete facilities such as : food and beverages, accommodation service, uniformed service, laundry service and other facilities in



the hotel. The competition of accommodation business nowadays are tighter and tighter while the mount Agung is eruption. Many hotels in Bali are vacant. Some hotels in Kuta, Sanur, Nusa Dua and Nusa Lembongan are lack of customers. The owner of those hotel can't pay salaries for their staff, so that, they asked their staff to stay at home for a while until the occupancy is increasing again, not to resign them.

BALI TOURISM IS DAMAGED

Bali tourism is highly expected to be the main sector for getting government devisa. Almost all residents in Bali paid attention to tourism to increase their benefit of PAD (Pendapatan Asli Daerah). Thus, tourism sector, couldn't survive enough yet. What's the prove ?, Agung mountain's eruption has destroyed the government target to grasp devisa as much as possible, including numbers of incoming tourists. And so does the initiative of government to invite tourist to come continuously to Bali was also failed, although the Indonesian government work hard to promote that in Bali, still many-many more tourist objects are sufficient to be visited. During mount Agung's eruption, the tourism in Bali is still in damage condition. It was caused by the cancellation of tourists arrival in Bali.

Bali Post newspaper on last December 2017 said that about 18 thousands of tourists were cancelled coming to Bali everyday. Those tourist usually has length of stay 3 days until 4 days. Those statement was said by the chairman of PHRI (Indonesian Hotel and Restaurant Association) or IHRA, Mr. Tjokorde Oka Artha Ardana Sukawati (Cok ACE), while tourism gathering in Kuta last Monday (Nov 4th, 2017). (Bali Post Nov, 2017). **DURING CHRISTMAS DAY AND NEW YEAR 2018, TOURISM VISIT TO BALI WAS INCREASING.** The arrival of tourism to Bali which has ever decreasing during mount Agung eruption, but during the Christmas Day was increasing again. This increasing of tourism arrival in Bali was

happened since 3 days before Christmas day. Room occupancy was arising significantly in Sanur area. He concluded that this increasing was caused by intensive promotion by all tourism sectors.

Although mount Agung is still in danger position, but domestic tourist nor international ones started to reserve hotel rooms for celebrating Christmas day and New Year's eve 2018. Continuously promotion which has just done, could increase the incoming tourism, said him, moreover the travel warning which was issued by some countries, has been opened.

AFTER CHRISTMAS DAY, TOURIST VISIT TO BALI, IS DECREASING AGAIN

The owner of accommodation "SALE" HIS ROOM RATE by GIVING A SPECTACULAR DISCOUNT The eruption of mount Agung in Karangasem regency was destroying tourism business in Bali, especially Klungkung regency. It was proved by the decreasing of room occupancy in Klungkung, especially in Lembongan Island. In order to get some customer, the owner "sale" his room rate by giving a spectacular discount. An accommodation owner from Jungutbatu, Nusa Lembongan, Mr. ketut Gunawan said last Thursday, December 7th, 2017, that, incoming tourist visit was decreasing until 90%. This situation became the worst if it is compared with before eruption.

Nowadays is low season. Furthermore, by the addition of mount Agung eruption, the economy condition become worse and worse again, and so quiet. In order to attract tourist to stay there in Nusa lembongan, the owner "Sale" his room rate between 15% till 20% according to the type of hotel, but still not 100% successfully. This good opportunities makes the owner of Masa Inn hotel-Kuta to apply his good strategy to develop his room occupancy by offering an outstanding service to his clients who stays there via Housekeeping Department.

Housekeeping Department is one among many departments in a hotel. The owner

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believes that the Housekeeping department is as the front liner in applying “The Outstanding Service” in Masa Inn hotel-Kuta. Mr. Ir. I Nyoman Sumitra, MM, the owner and the General Manager of Masa Inn Kuta, creates some strategies as weapons to develop his room occupancy such as :

- 1) Offering outstanding service.
- 2) Doesn't give any discount on room rate, but offering familiar service like in their home country.
- 3) Quick service, never let his guest to wait for any longer of guest order.
- 4) Offering a familiar service as if he serve his own family, so familiar one.

RESEARCH METHODOLOGY

This research was done in Masa Inn hotel-Kuta-Bali since last November 2017. Talking about data which are used in this research are qualitative, which are coming from primary data and secondary one. Data collection was using observation, deep interview, and documentation. Most data were got from many informants who knew well about the research object such as : The Executive Housekeeper of Masa Inn hotel, The Assistant Housekeeper, Housekeeping Supervisor, Housekeeping Secretary, and Room boys.

Some additional data were got from guest in house, from guest comment which I borrowed from Front Office Manager. Concerning about the method which is used in this research is purposive one, that means by choosing those who knew well about decreasing situation of tourism visit to Bali, which is caused by mount Agung eruption nowadays. So that, the explanation that we got in general could be appropriate. (Sugiono, 2009:67). In determining the respondent, we use accidental sampling, which means spontaneously met. By the researcher during the research process, and if it is sufficient with the characteristic, so that those informants could be decided as a sample. (Ridwan, 2007:19)

DISCUSSION

OUTSTANDING SERVICE IS OFFERED BY HOUSEKEEPING DEPARTMENT OF MASA INN HOTEL-KUTA-BALI TO INCREASING HIS HOTEL OCCUPANCY

1. THE FIRST IMPRESSION

The first impression plays an important role when serving guest in hotel industry. The first impression is a mirror for guest to understand if their staying in that hotel will be able to make the client feel satisfied or not. When the guest got the first impression which are showed by all staff, it could be a guarantee that tomorrows or afterwards, the client wouldn't be complaining. That's why the Manager of Masa Inn hotel always pay attention to offering first impression whenever their staff meet their clients. First impression styles could be described such as : smile, friendly service, anticipate what guest need, give an extra effort, offering service from the heart, expressing some magic words such as : please, sorry, thank you, you're welcome.

1) Smile :

Smile has a positive connotative meaning “ I would be your friend”. By showing your smile to your client, the client will feel safe, harmony, friendly atmosphere, has a strong eagerness to talk more friendly.

2) Friendly :

Friendly has an important role in communication process. Friendly characteristic is such a mirror for client to talk with. By showing your friendliness to the client then the client will feel safe, harmony and want to talk with you more personally. Friendly is similar with friendship. Friendly characteristic is a kind of positive emotion to declare his good intention as



a good friend, and want to be his good friend now and afterwards.

3) Anticipate what guest need :

To anticipate what guest need before your client saying his intention, we are as the tourism actors, should know in advance. By showing this term of service, the client will feel satisfied with your service. The client will feel safe and comfortable to stay in your hotel. The client will feel themselves staying in a home sweet home, away from their home country. We're as a hotelier must understand the habit of our client in general, such as : sea view room, lazy chair on balcony, Banyuatis Bali Coffee, tropical fruit basket on arrival, English Newspaper every morning while having breakfast, etc.

4) Gives an extra effort :

As a hotelier, we should be diligent to give an extra effort to our clients, without client's order in advance. If we see an old guest arrives in your hotel, bringing a heavy goods, without their asking for a help, we must help them at once to lift their heavy goods. The guest will be thankfully to you for your extra effort to them. If your client in the hotel doesn't know where the department store is, you should give a guidance to your client by leading them to the location they wanted.

5) Offering services from the heart :

Every time we serve he guest in our hotel especially in Housekeeping Department, we should give an outstanding service to them. Never serve the guest being rudely. All of our service must come from our heart, not from the order of our upliner. Our service that we offer to our client should be "IKHLAS", without any force from your Boss. Let's say *SEPI ING PAMERIH, RAME ING GAWE !*.

Those wise word means we don't expect any sum for return.

CONCLUSION

After discussing so much and so long story, I am as a researcher would like to express the conclusion of this story to be able for the reader to understand it's content quickly. I also addressing this conclusion to the reader who has so limited time to read. By reading the conclusion at a glance, the busy reader could get the main ideas of this long story. That's my main purposes offering you as the reader, this conclusion. Here are the conclusion underneath as follows :

- The eruption of mount Agung is said to be the cause of Bali tourism's damage.
- While the mount Agung eruption, there were many tourist cancelling their visit to Bali.
- Room occupancy in Sanur, Kuta, Nusa Dua, Ubud, including in Nusa Lembongan became the worst.
- The owner of accommodation in Nusa Lembongan attracted tourist to stay there by giving a spectacular discount between 15% to 20%, but still not successfully 100%.
- Then, the Masa Inn hotel in Kuta-Bali, applied a smart strategy to increasing his room occupancy by offering an outstanding service by Housekeeping Department.
- There are some kinds of outstanding service which are applied by Housekeeping staffs such as follows :
 - a) By offering familiar service like in their home country, as if he serve his own family
 - b) Quick service, never let his guest to wait for any longer of guest order.
 - c) Always show their smile when serving guest because smile means " I would be your friend".

Don't forget to express magic words at any time when serving guest. Those magic



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words are : thank you, sorry, welcome to Masa Inn hotel, you're welcome, please, it doesn't matter, never mind, etc. Offering service from the heart.

SUGGESTIONS

In this good opportunities, I am as a researcher, would like to express some suggestions. I expect my suggestion would be useful for the reader. The government which has the responsible to develop tourism especially the PHRI or IHRA should work hard to inform tourist from all over the world that there are many things could be done in Bali for tourist attraction. Bali is safe to be visited because the mount Agung which is eruption is located far away from Badung regency where the tourist resort located is. The worker at tourism sector must be given basic salary, don't ask them to resign because they have rendered tourism business. If the condition of tourism is getting better again, those worker should be asked to work again in their office to preserve their life.

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